

LOVE YOUR BLOCK PHOENIX

LOOKBOOK



A Neighborhood Revitalization Initiative
Year 1

"This Love Your Block initiative will take our city to the next level by providing critical seed money and the passion of AmeriCorps VISTA members to allow residents to focus on the health and safety needs of their own neighborhoods."

Mayor Greg Stanton



CITIES OF SERVICE



phoenix.gov/volunteer

Email loveyourblock@hpnphx.org

loveyourblockphx.wordpress.com

Twitter/ Instagram @loveyrblockphx

facebook.com/helpingphoenixneighborhoods

OUR PURPOSE

In February 2015, Cities of Service selected Phoenix as one of seven U.S. cities to receive a \$30,000 grant and two dedicated full-time AmeriCorps VISTA members to launch Love Your Block, a neighborhood revitalization initiative. Led by Mayor Greg Stanton, the initiative is a collaboration between the City Manager's Office, the Neighborhood Services Department, and Helping Phoenix Neighborhoods.

Love Your Block is a high-impact service strategy that engages community members in **revitalizing neighborhoods**, one block at a time. The program provides competitive mini-grants to community groups to purchase the supplies needed for their local project and coordinates city government services as needed to supplement volunteer efforts at the neighborhood level. The mini-grants encourage community groups to identify priority projects and develop **volunteer-fueled solutions**. Common components of local projects include vacant lot clean-ups, litter and graffiti removal, tree planting, and community garden development. By providing small competitive mini-grants and coordinating city services, Phoenix can achieve measurable impact in local communities and strengthen social capital at a low cost.

Love Your Block is driven by the belief that well-tended public spaces create **a better quality of life** that attracts tax-paying businesses and residents to communities. Run-down, litter-strewn spaces, however, signal lawlessness and lack of community spirit that can lead to crime and other negative behaviors. Engaged communities are far less likely to let their neighborhoods fall into poor conditions and can act as a powerful force in preventing crime.

GRANT PARK NEIGHBORHOOD

Spring 2016

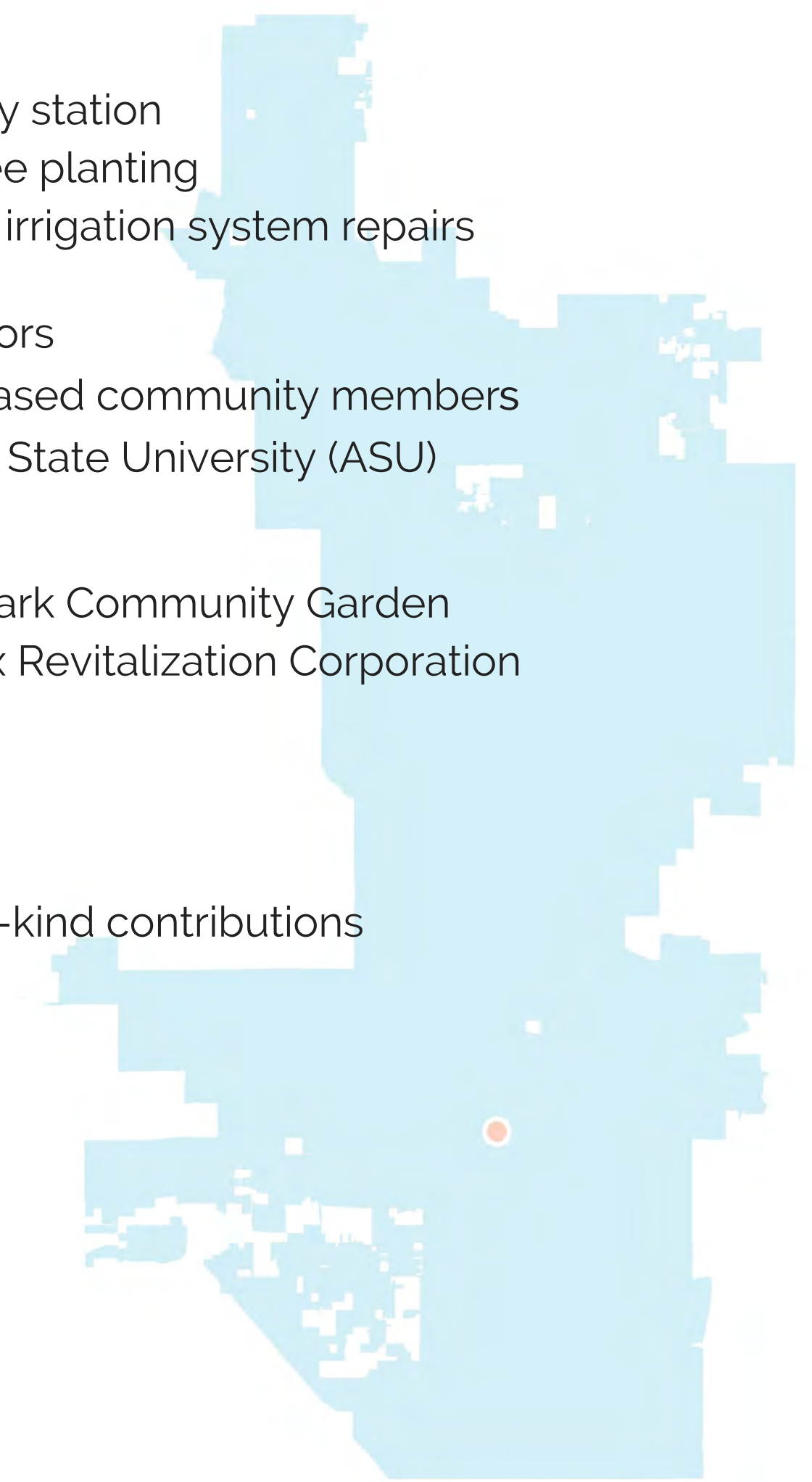
Projects: Butterfly station
Fruit tree planting
Garden irrigation system repairs

Volunteers: Neighbors
Faith-based community members
Arizona State University (ASU)

Partners: Grant Park Community Garden
Phoenix Revitalization Corporation

Grant: \$1,000

Leveraged: \$500 in-kind contributions





MEDLOCK PLACE NEIGHBORHOOD

Fall 2015

Projects:

Alley clean-up
Chain-link fence ribbon murals
Painting walls
Wayfinding signs
String lighting
Graffiti removal

Volunteers:

Neighbors
Local merchants
ASU students
City of Phoenix employees

Partner:

Local merchants
Medlock Neighborhood Association
HandsOn Greater Phoenix

Grant:

\$1,000

Leveraged:

\$5,318 in-kind contributions
\$2,050 cash contributions





MELROSE DISTRICT

Spring 2016

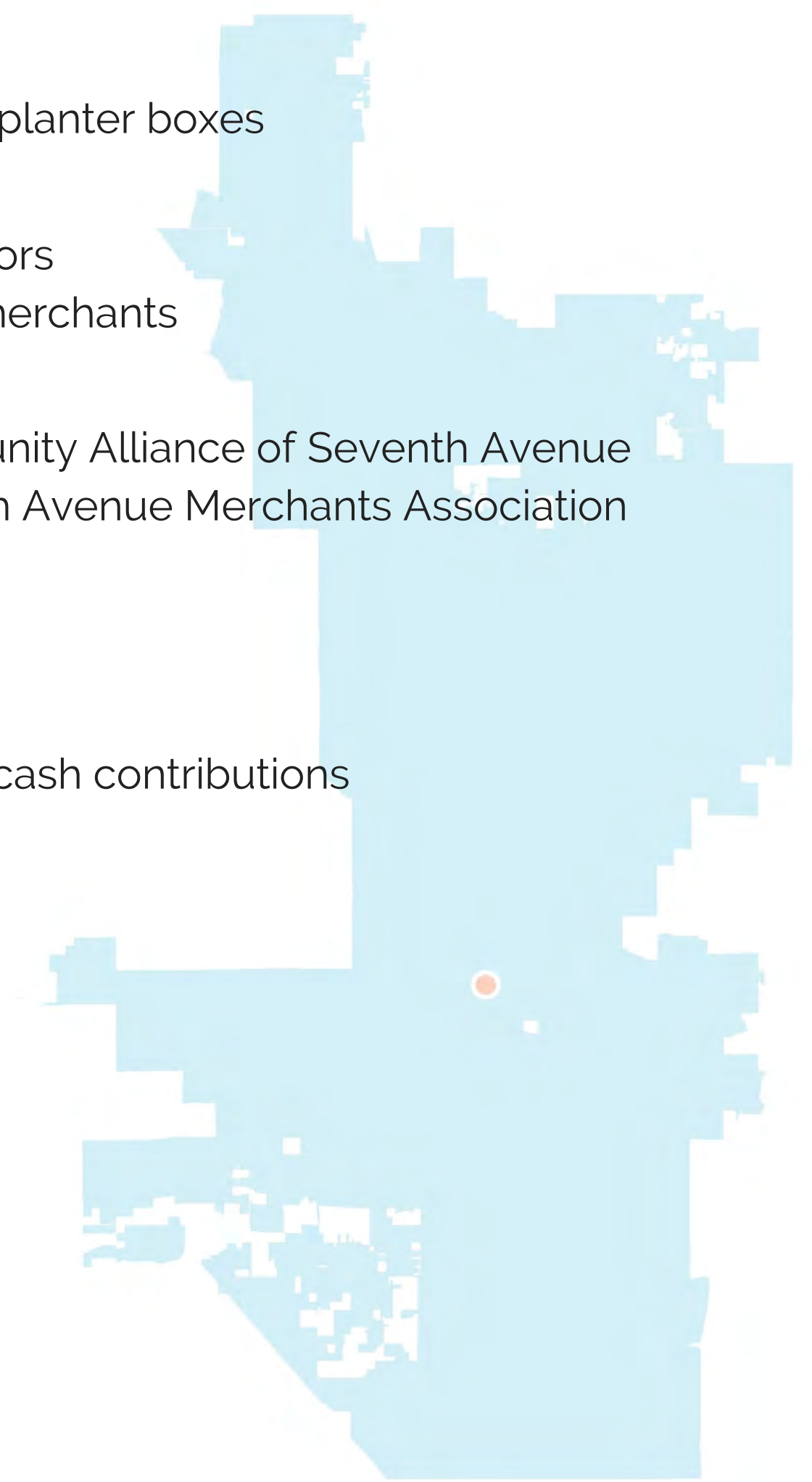
Projects: Flower planter boxes

Volunteers: Neighbors
Local merchants

Partners: Community Alliance of Seventh Avenue
Seventh Avenue Merchants Association

Grant: \$1,000

Leveraged: \$1,000 cash contributions





PASADENA NEIGHBORHOOD

Spring 2016

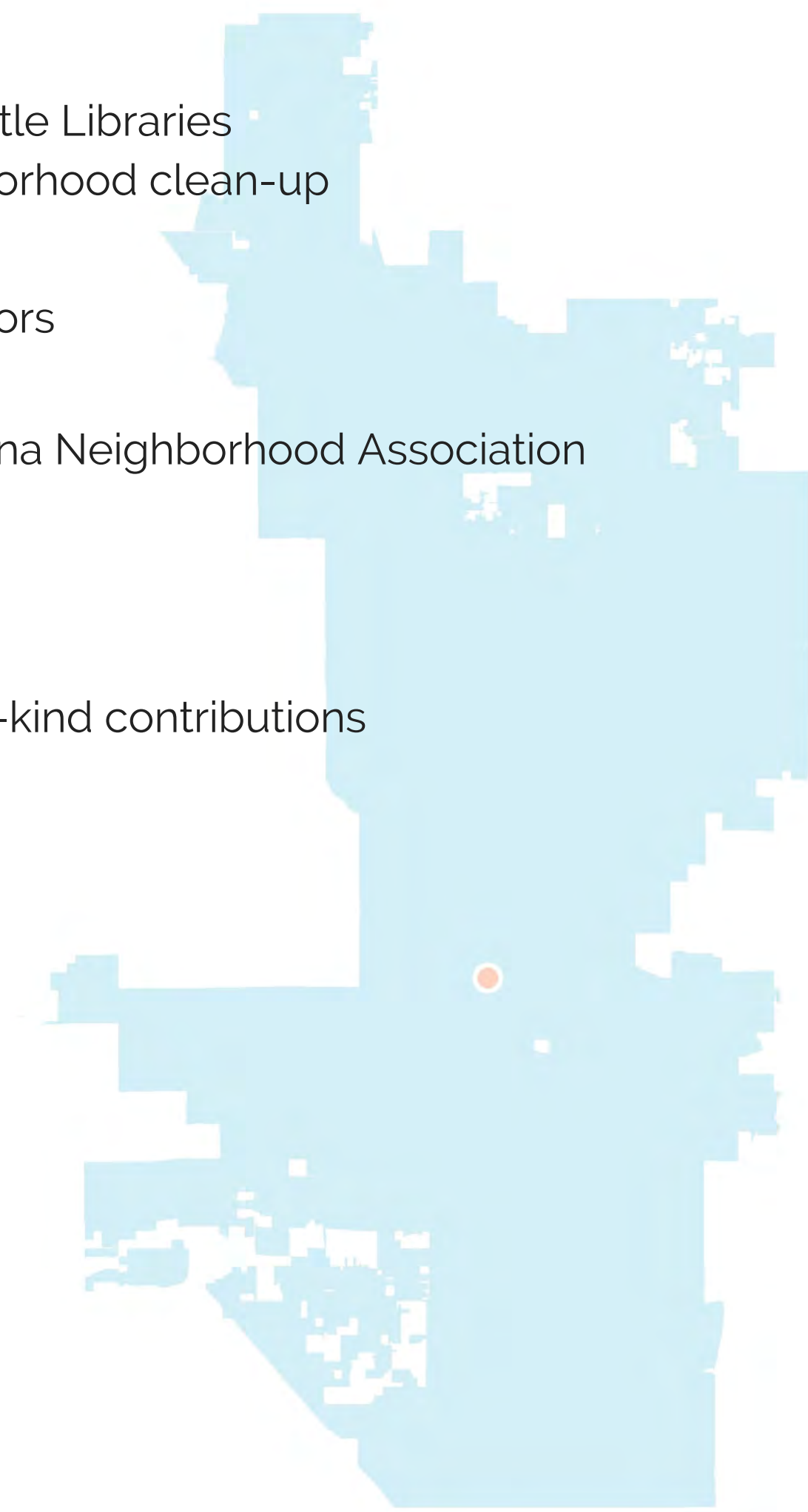
Projects: Free Little Libraries
Neighborhood clean-up

Volunteers: Neighbors

Partners: Pasadena Neighborhood Association

Grant: \$1,000

Leveraged: \$440 in-kind contributions





SKY HARBOR NEIGHBORHOOD

Spring 2016

Projects:

Community mural
School clean-up

Volunteers:

Neighbors
Students
Local nonprofit employees
Corporate employees

Partners:

Wilson School District
FedEx
Helping Phoenix Neighborhoods

Grant:

\$500

Leveraged:

\$1,759 in-kind contributions
\$5,000 cash contributions





SUNBEAM NEIGHBORHOOD

Fall 2015

- 
- Projects:**
- Canal clean-up
 - Community mural
 - Graffiti removal
 - Tree planting
 - Chain-link fence ribbon murals
 - Baseball field resurfacing
- Volunteers:**
- Neighbors
 - Students
 - Local nonprofit employees
 - Corporate employees
- Partners:**
- Mountain Park Health Center
 - Keep Phoenix Beautiful
 - Balsz School District
 - Helping Phoenix Neighborhoods
- Grant:** \$1,000
- Leveraged:**
- \$6,730 in-kind contributions
 - \$2,000 cash contributions



TRIANGLE NEIGHBORHOOD

Spring 2016

Projects:

Community mural
Neighborhood clean-up
Graffiti removal

Volunteers:

Neighbors
Local merchants
Faith-based community members
ASU students

Partners:

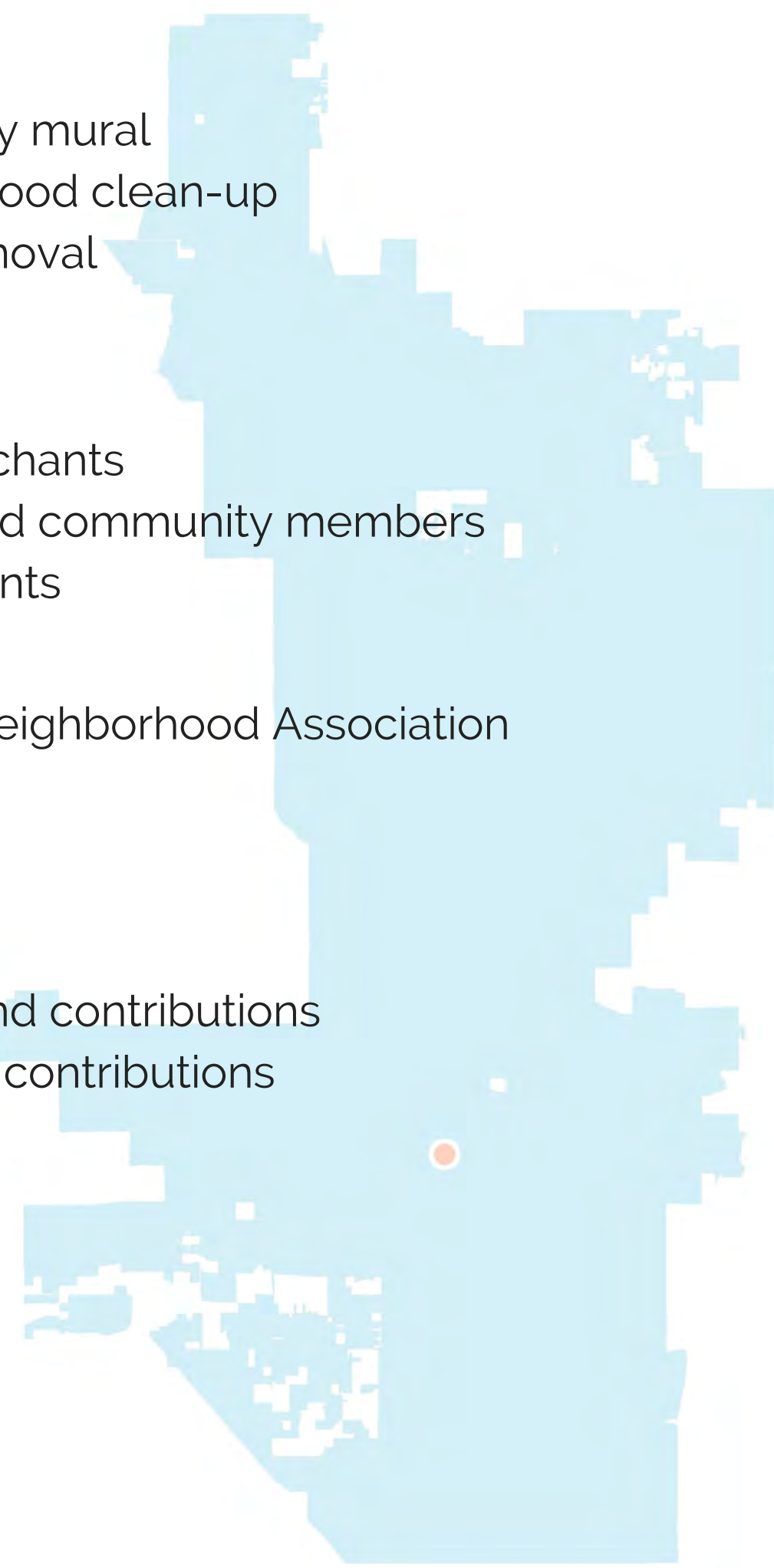
Triangle Neighborhood Association

Grant:

\$1,000

Leveraged:

\$669 in-kind contributions
\$500 cash contributions





WOODLEA-MELROSE NEIGHBORHOOD

Spring 2016

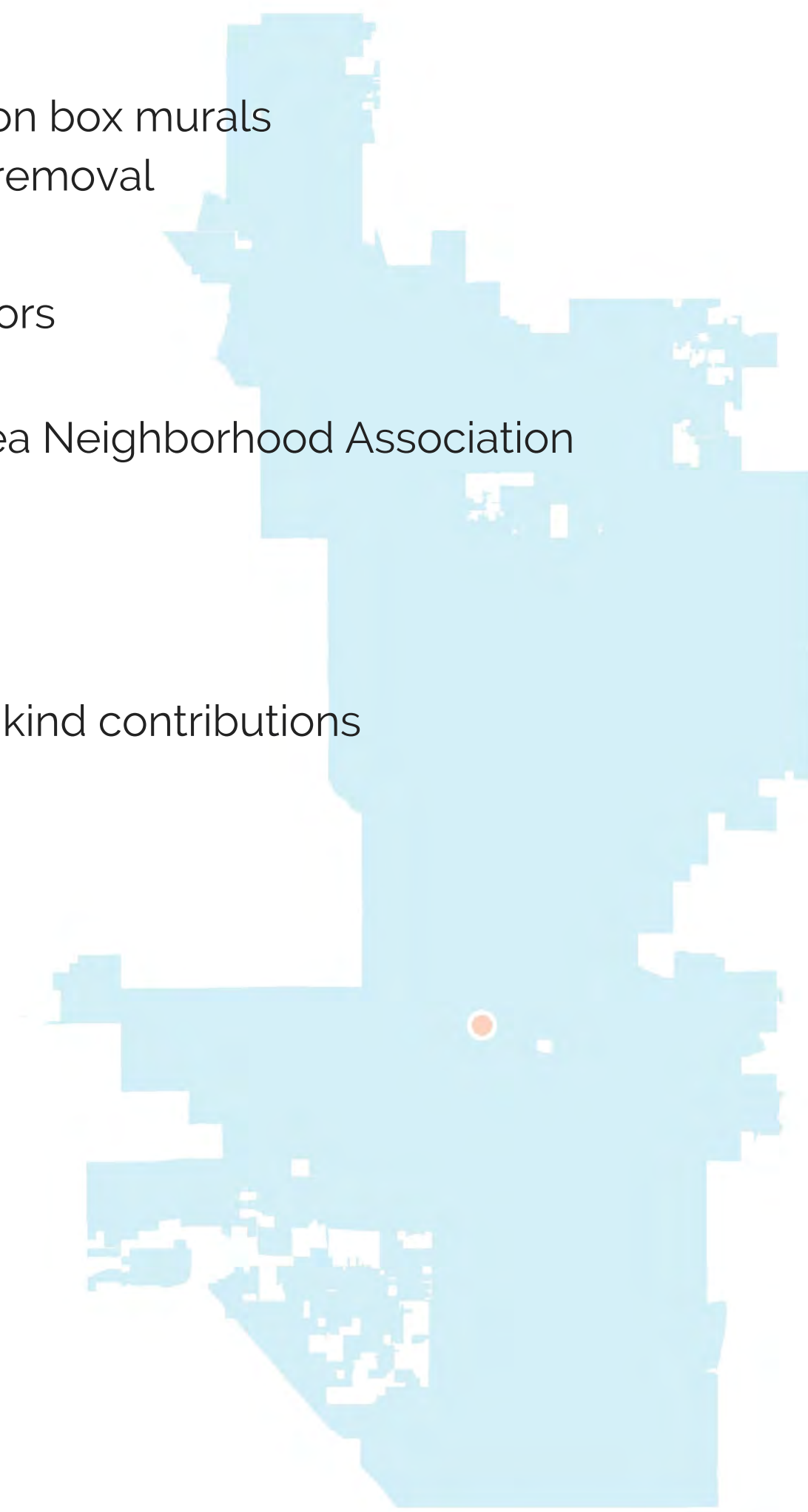
Projects: Irrigation box murals
Graffiti removal

Volunteers: Neighbors

Partners: Woodlea Neighborhood Association












Grant: \$1,000

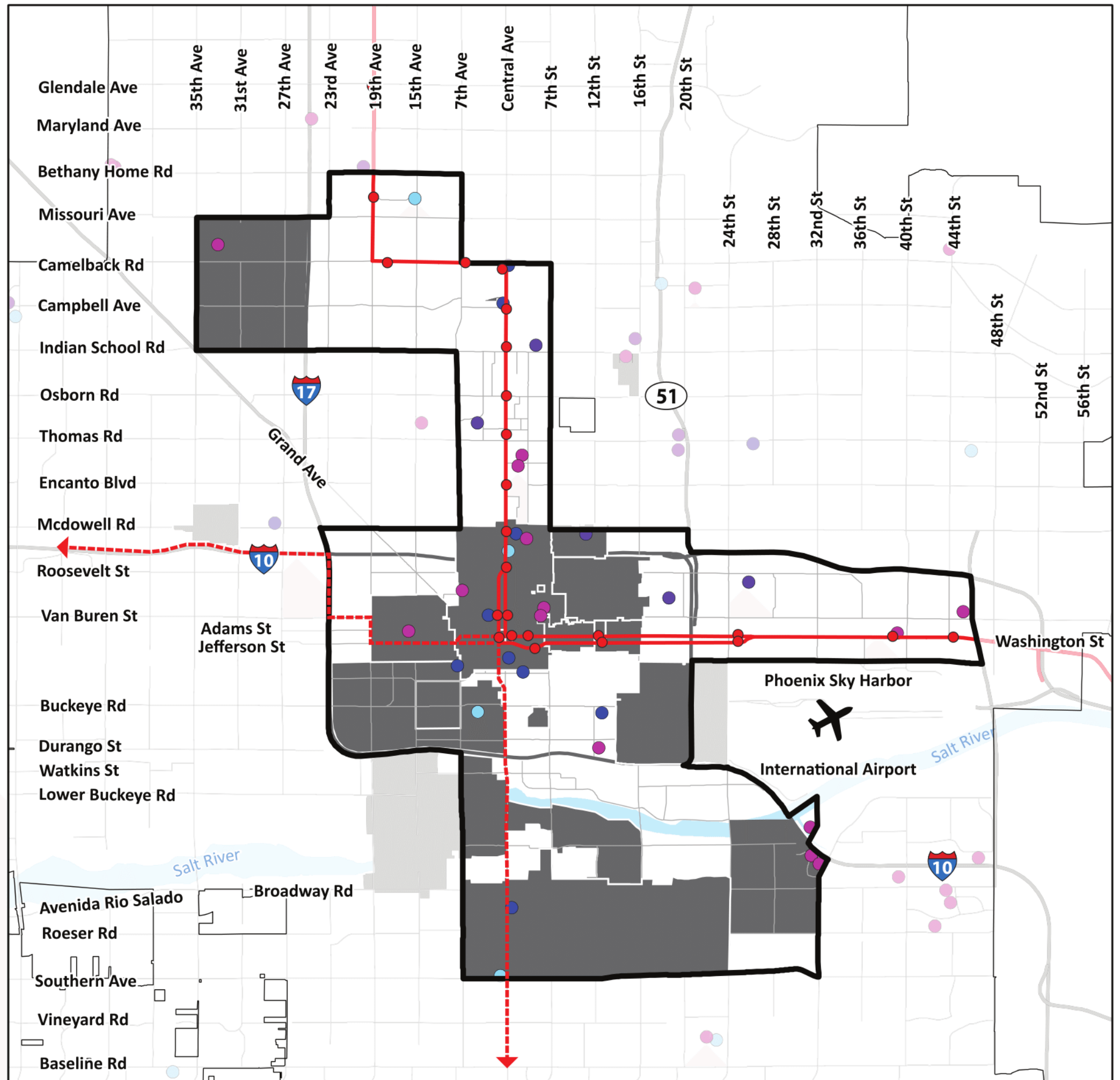
Leveraged: \$220 in-kind contributions





Love Your Block Initiative Boundary

-  Love Your Block Initiative Boundary
-  Redevelopment/Target Areas
-  Workforce Development Center
-  Hospital
-  Library
-  Higher Learning Institutions
-  Light Rail Stop
-  Light Rail
-  Future Light Rail
-  Existing City Street
-  City of Phoenix Boundary



#loveyourblock



ABOUT CITIES OF SERVICE

Founded in September 2009 in New York City by New York Mayor Michael R. Bloomberg and 16 other mayors from across the nation, Cities of Service is a national nonprofit organization that supports mayors and city chief executives in their efforts to engage local communities and residents, identify challenges, and solve problems together. Today, the Cities of Service coalition is comprised of over 215 cities in the US and UK, representing nearly 55 million people in 45 states, and more than 10 million people in the UK. Cities of Service works with cities to build city-led, citizen-powered initiatives that target specific needs, achieve long-term and measurable outcomes, improve the quality of life for residents, and build stronger cities. To find out more about Cities of Service, visit our website at citiesofservice.org, like us on Facebook at facebook.com/citiesofservice, and follow us on Twitter and Instagram @CitiesofService.

ABOUT AMERICORPS VISTA

With the support of the Corporation for National and Community Service, Cities of Service awarded Phoenix with two AmeriCorps VISTA members to plan and implement Love Your Block over three years in low-income neighborhoods. AmeriCorps VISTA members make a year-long, full-time commitment to serve on a project at a nonprofit organization or public agency with the ultimate goal to eliminate poverty in the United States. At the City of Phoenix, there are currently eight VISTA members addressing the needs of low-income communities through a variety of projects and programs. To learn more, visit nationalservice.gov and follow @AmeriCorpsVISTA on Twitter.

ABOUT HELPING PHOENIX NEIGHBORHOODS

Helping Phoenix Neighborhoods was founded in 2013 to assist the City of Phoenix Neighborhood Services Department in bringing residents and volunteers together to improve quality of life in communities throughout Greater Phoenix, with a focus on low-income areas, veterans, and those with special needs. Our funding comes from grants and sponsorships which support community-enriching projects, scholarships, neighborhood improvements, and education. We strive to revitalize neighborhoods, encourage engagement and preserve our communities. With the help of community leaders, residents, and sponsors, HPN creates innovative methods to improve Phoenix. Sustainable change begins in the neighborhood where we learn to embrace diversity and consider a greater good in everyday endeavors. To learn more, visit hpnphx.org and follow @hpn_az on Twitter.

HOW DO YOU
#LOVEYOURBLOCK?