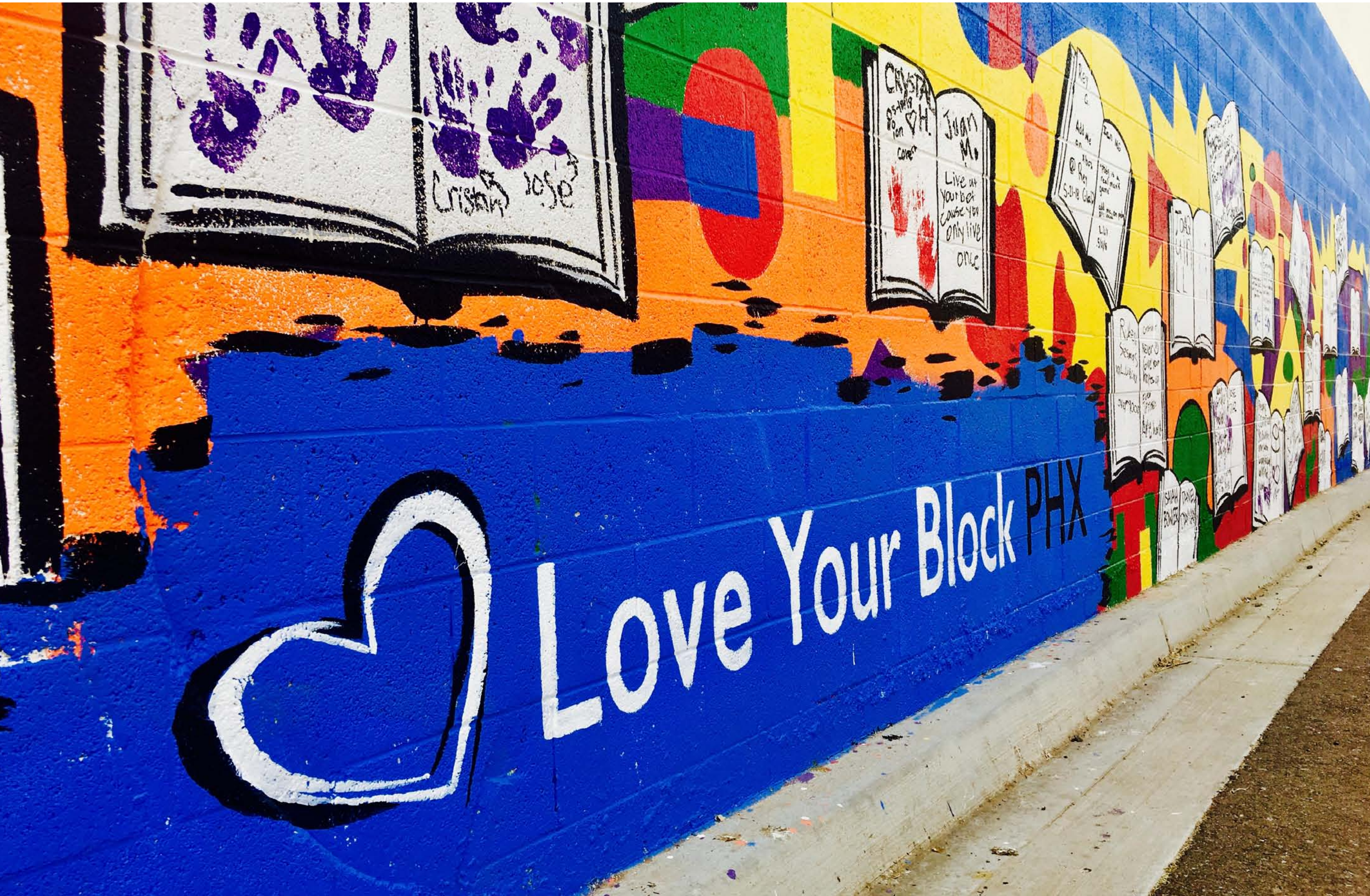


# LOVE YOUR BLOCK PHOENIX

## LOOKBOOK



A Neighborhood Revitalization Initiative  
**Third Edition**



This document contains information about community projects implemented within neighborhoods in Phoenix. This document can be accessed at [hpnphx.org/love-your-block-phx](http://hpnphx.org/love-your-block-phx), or copies of the document are available by contacting the city of Phoenix Neighborhood Services Department at 602-534-4444, TTY: use 7-1-1. To request this in alternate formats (large print or compact disc), please contact the Neighborhood Services Department at the above number.

Stay current with Love Your Block...

[phoenix.gov/volunteer](http://phoenix.gov/volunteer)

[hpnphx.org/love-your-block-phx](http://hpnphx.org/love-your-block-phx)

**Email** [loveyourblock@hpnphx.org](mailto:loveyourblock@hpnphx.org)

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**City of Phoenix**



**CITIES OF SERVICE**



**PHOENIX IDA**



# 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. The program is a collaboration between the City Manager's Volunteer 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 offers mini-grants to community groups to fund grassroots beautification projects and leverages City resources to bolster volunteers' impact. Love Your Block encourages groups to identify priority projects and develop **volunteer-fueled solutions**. Through this collaboration, Phoenix can achieve measurable impacts in local communities and strengthen social capital.

The program supports Phoenix residents and the **Citywide Service Plan** developed by the City Manager's Office with financial and technical support from Cities of Service. To achieve citywide change, the plan concentrates on three focus areas of **neighborhood revitalization, community resiliency, and education**. All mini-grant funded projects support one or more of the focus areas.

In 2017 Love Your Block expanded from a pilot area to a citywide program engaging new neighborhoods that had previously been ineligible to apply for mini-grants. In doing so, incoming applications **increased by 155%**, indicating a critical need for funding to implement neighborhood revitalization projects. With support from the Phoenix IDA after the pilot ends in 2018, Love Your Block will continue to deliver **measurable impacts** as a permanent program offered by the Neighborhood Services Department.



With **3** years, **6** VISTAs, and **\$30,000**:



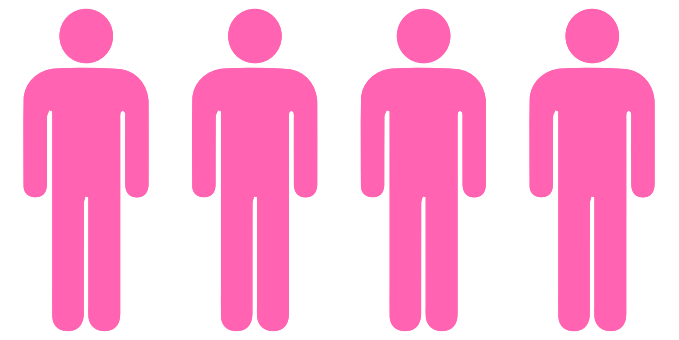
**2,070**

volunteers engaged



**\$108,291**

leveraged



**162**

community events



**76,000**

lbs of trash removed



**27**

projects completed



**386**

trees planted



**96**

public art  
displays created



**65**

graffiti sites  
removed





**Year 1:  
Implement**

Design program

Identify priorities



Resident  
collaboration





Explore new ideas with residents



Strengthen partnerships

## Year 2 : Grow



Develop new program tools







Expand  
citywide



Create  
permanent  
positions

**Year 3 :  
Sustain**



Secure  
future  
funding





A circular photograph showing two young girls of African descent sitting on the floor of a wooden playhouse. The girl on the left is wearing a pink shirt and is smiling broadly while working on a project. The girl on the right is wearing a white shirt with large black polka dots and is also smiling. In the foreground, there is a large, empty wooden crate. The background shows the wooden walls and floor of the playhouse, with some toys and materials scattered around.

# YEAR 3 PROJECTS



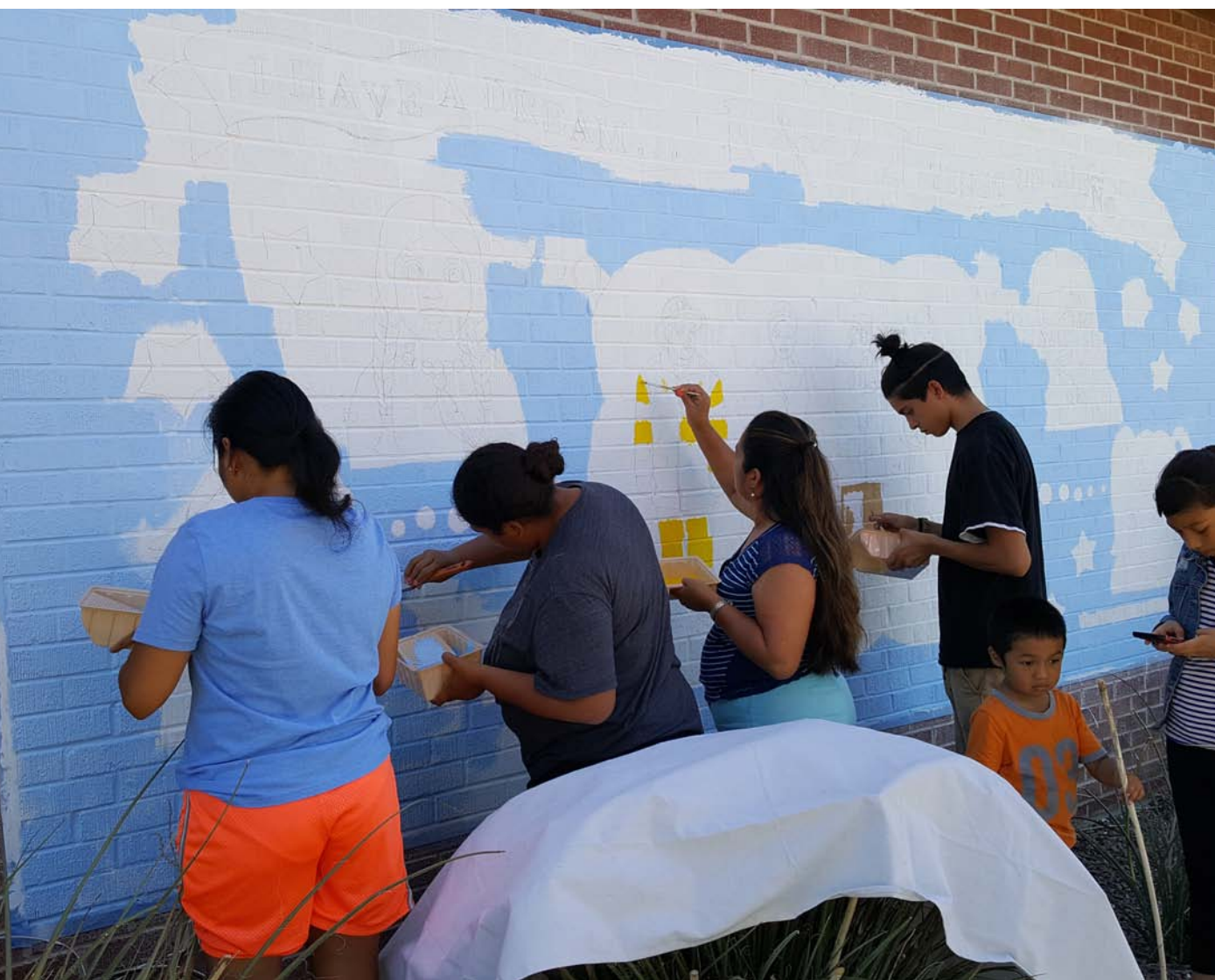
# SOUTH PHOENIX WOMEN'S SUPPORT GROUP

Spring 2018



<b>Focus area:</b>	Neighborhood Revitalization
<b>Project:</b>	Alley Activation and Community Mural
<b>Outputs:</b>	80 square foot mural created 60 pounds of trash removed 1 ribbon mural
<b>Volunteers:</b>	Neighbors
<b>Partners:</b>	University of Arizona Family Resource Center Martin Luther King Jr. Early Education Center Neighborhood Services Department Graffiti Busters
<b>Grant:</b>	\$1,000
<b>Leveraged:</b>	\$50 cash donation
<b>Outcome:</b>	The project encourages local women to take ownership of their community and show resilience despite other challenges in their lives. Through participating in LYB, the group has connected with local government and begun to leverage city resources to beautify the community.







# EAST SUNNYSLOPE NEIGHBORHOOD

Spring 2018

**Focus area:** Neighborhood Revitalization

**Project:** Mailbox Placemaking

**Outputs:** 22 transformed place marker mailboxes  
11 volunteers  
8 hours of donated professional design

**Volunteers:** Neighbors  
Local printing store

**Partners:** Local Printing Store  
District 3 Councilwoman Debra Stark

**Grant:** \$1,000

**Leveraged:** \$226 in-kind donations

**Outcome:** The mailbox revitalization of E. Sunnyslope created a unique engagement opportunity in a neighborhood that had mostly focused on safety. Neighbors met and strengthened relationships through developing a neighborhood symbol, walking their neighborhood together and creating a sense of place.









# CREIGHTON COMMUNITY FOUNDATION

Spring 2018

**Focus area:** Education

**Project:** Student Art Installation and Community Mural

**Outputs:** 800 pounds of trash and green waste removed  
85 volunteers  
50 students engaged  
2 student-made public art displays installed

**Volunteers:** Neighbors  
Students  
Faith-based and community groups

**Partners:** Gateway Elementary School  
Global Shapers  
Scottsdale Bible Church

**Grant:** \$1,000

**Leveraged:** \$72 in-kind donations

**Outcome:** Led by a small team of AmeriCorps Public Allies, the Creighton Community Foundation engaged students and families to beautify a local school campus. Students were introduced to new mediums of art as well as the importance of service and caring for shared spaces.







# WOODLEA MELROSE NEIGHBORHOOD

Spring 2018

**Focus area:** Community Resilience

**Project:** Community Tool Lending Library

**Outputs:**

- 400 pounds of trash and green waste removed
- 11 volunteers
- 1 new fence installed
- 1 transformed shipping container
- 1 tool sharing system created

**Volunteers:** Neighbors

**Grant:** \$1,000

**Leveraged:** \$95 cash and in-kind donations

**Outcome:** By reviving a dormant community resource, residents now have regular and free access to over 200 tools, fostering neighbor-to-neighbor relationship building and the overall maintenance of the community. Tool lending promotes sharing and camaraderie amongst neighbors and creates opportunities for future collaborative projects.







# GRANT PARK NEIGHBORHOOD

Spring 2018

**Focus area:** Community Resilience

**Project:** Straw Bale Community Garden

**Outputs:**

- 650 pounds of trash and green waste removed
- 64 square foot straw bale garden installed
- 55 volunteers
- 50+ flowers and vegetables planted
- 1 lot revitalized
- 1 new irrigation system installed

**Volunteers:**

- Neighbors
- High school and middle school students
- RetailMeNot employees

**Partners:**

- Phoenix Revitalization Corporation
- RetailMeNot

**Grant:** \$1,000

**Leveraged:** \$338 cash and in-kind donations

**Outcome:** A two-time grantee, Grant Park residents installed sustainable straw bale garden beds that provide a nutrient-dense alternative to low-quality urban soil. The beds are available to be adopted for free. The garden provides fresh produce in a food desert as well as a green oasis tucked behind warehouses and vacant lots.

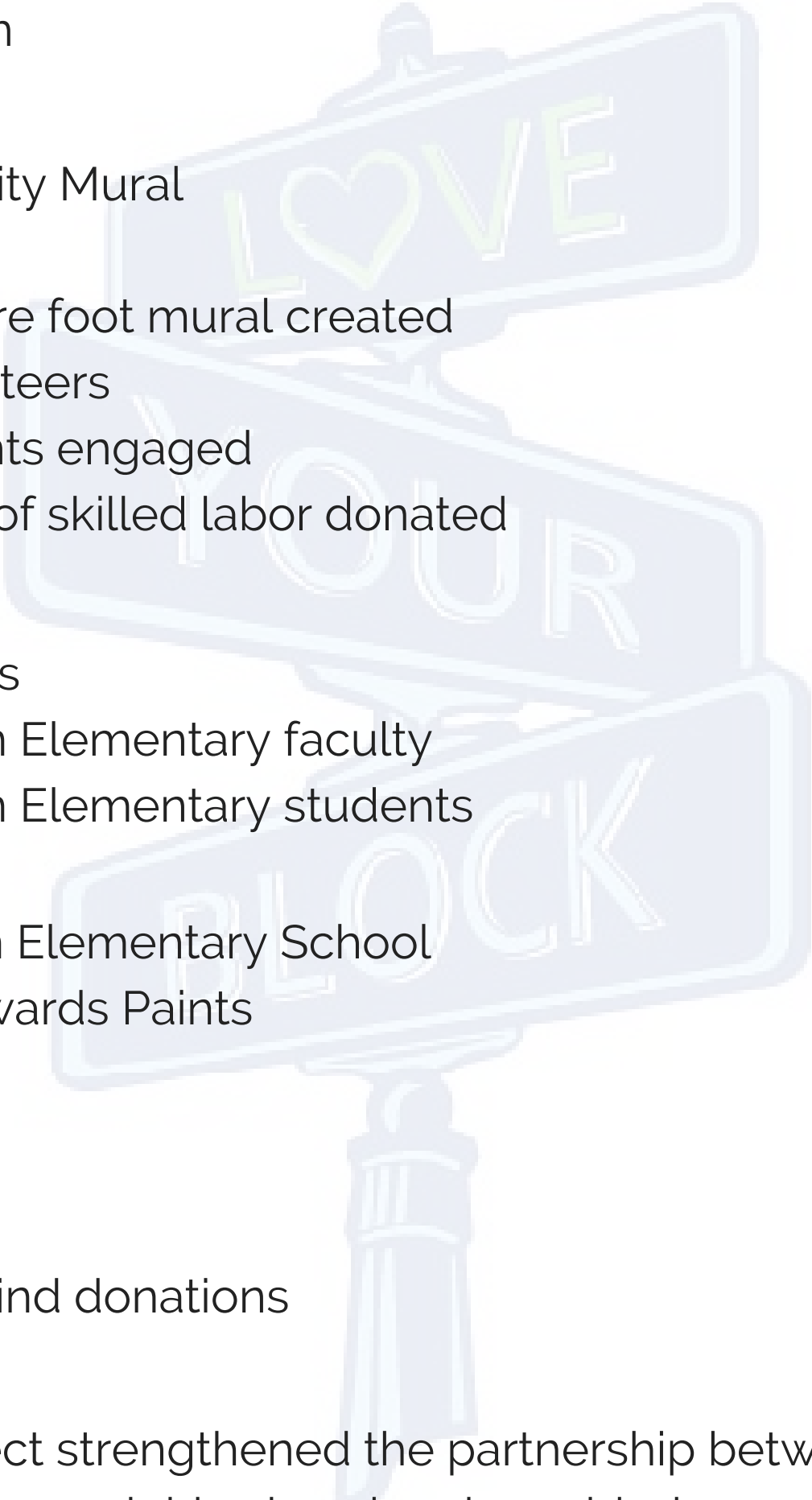






# CREIGHTON SQUARE NEIGHBORHOOD

Spring 2018



<b>Focus area:</b>	Education
<b>Project:</b>	Community Mural
<b>Outputs:</b>	500 square foot mural created 109 volunteers 97 students engaged 40 hours of skilled labor donated
<b>Volunteers:</b>	Neighbors Creighton Elementary faculty Creighton Elementary students
<b>Partners:</b>	Creighton Elementary School Dunn Edwards Paints
<b>Grant:</b>	\$1,000
<b>Leveraged:</b>	\$350 in-kind donations
<b>Outcome:</b>	The project strengthened the partnership between the school and surrounding neighborhood and provided an opportunity for service learning and student leadership. In a remarkable ripple effect, the mural encouraged students not directly participating in the project to contribute by leaving their mark and beautifying the entire campus with additional murals and student quotes.







# SIDNEY P. OSBORN COMMUNITY

Fall 2017

<b>Focus area:</b>	Neighborhood Revitalization
<b>Project:</b>	Community Garden
<b>Outputs:</b>	9,580 pounds of trash and green waste removed 35 youth volunteers 8 raised beds installed 1 new irrigation system installed 1 new fence installed
<b>Volunteers:</b>	Aspiring Eagle Scout and Boy Scouts Neighbors Edison-Eastlake community
<b>Partners:</b>	Housing Department Boy Scouts of America Keep Phoenix Beautiful University of Arizona Extension Office
<b>Grant:</b>	\$1,000
<b>Leveraged:</b>	\$1,650 cash and in-kind donations
<b>Outcome:</b>	Located in a food desert, the project encouraged neighborhood volunteers in one of the city's oldest public housing communities to learn about healthy food with on-site courses led by the University of Arizona. The project compliments the ongoing efforts of the Choice Neighborhoods Initiative and reestablished a Let's Grow garden originally funded by Cities of Service in 2012.







# WESTWOOD VILLAGE & ESTATES NEIGHBORHOOD

Spring 2018

**Focus area:** Neighborhood Revitalization and Education

**Project:** Neighborhood Welcoming Signs

**Outputs:** 50 students engaged  
4 plasma cut signs  
4 revitalized spaces

**Volunteers:** Metro Tech High School students  
Metro Tech High School faculty  
Neighbors

**Partners:** Metro Tech High School  
Streets Department

**Grant:** \$1,000

**Leveraged:** \$590.78 cash and in-kind donations

**Outcome:** The engineering and construction students of Metro Tech utilized their curriculum in a real-life scenario to learn about the power of collaboration to create community change. LYB initiated dialogue between neighbors and Metro Tech and facilitated a constructive opportunity to begin addressing local challenges together.







# SPRING COMMUNITY TREE PLANTINGS

Spring 2018

**Focus area:** Community Resiliency

**Project:** Tree Planting

**Outputs:** 700 volunteer hours  
205 trees  
200 volunteers  
7 neighborhoods

**Volunteers:** Neighbors  
AmeriCorps VISTAs  
Job Corps  
Arizona State University students

**Partners:** Resilient PHX  
Office of Sustainability  
Office of Environmental Programs  
Salt River Project  
Parks and Recreation Department  
Public Works Department  
Maricopa County Food Systems Coalition  
Phoenix Revitalization Corporation

**Grant funding:** \$2,900

**Leveraged:** \$44,000 in trees, cash, and in-kind donations

**Outcome:** Trees are an important tool in mitigating the urban heat island effect by providing shade, air quality improvements and walkability. The 7 plantings strengthened partnerships between multiple neighborhoods and the City in supporting the City's Tree and Shade Master Plan.









# Meet the LYB Phoenix VISTAs

**Y1**



Helen & Hayley

**Y2**



Aine & Alyssa

**Y3**



Talia & Leonard



## **ABOUT CITIES OF SERVICE**

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. 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. An independent, nonpartisan organization, Cities of Service was started in 2009 by New York City Mayor Michael R. Bloomberg. Today, the Cities of Service coalition is comprised of over 200 cities in the US and UK, representing more than 52 million people in 45 states, and more than 10 million in the UK. To learn more, visit [citiesofservice.org](http://citiesofservice.org), [facebook.com/citiesofservice](https://facebook.com/citiesofservice), and follow @CitiesofService on Twitter and Instagram.

## **ABOUT AMERICORPS VISTA**

With the support of the Corporation for National and Community Service, Cities of Service awarded Phoenix with six 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 of eliminating 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](http://nationalservice.gov) and follow @AmeriCorpsVISTA on Twitter.

## **ABOUT HELPING PHOENIX NEIGHBORHOODS**

Helping Phoenix Neighborhoods (HPN) was founded in 2013 to assist the City of Phoenix Neighborhood Services Department in bringing residents and volunteers together to improve the quality of life in communities throughout Greater Phoenix. Its funding comes from grants and sponsorships which support community-enriching projects, scholarships, neighborhood improvements and education. HPN strives to revitalize neighborhoods, encourage engagement and promote sustainable communities throughout Phoenix. With the help of neighborhood leaders, residents and donors, HPN creates innovative methods to improve Phoenix. Sustainable change begins in the neighborhood where we learn to embrace diversity and consider the greater good. To learn more, visit [hpnphx.org](http://hpnphx.org) and follow @hpn\_az on Twitter.



# **HOW DO YOU** **#LOVEYOURBLOCK?**

To learn more visit [PHOENIX.GOV/VOLUNTEER](https://PHOENIX.GOV/VOLUNTEER)  
and find LOVE YOUR BLOCK