

# LOVE YOUR BLOCK PHOENIX

## LOOKBOOK



A Neighborhood Revitalization Initiative  
**Fourth Edition**

This document contains information about community projects implemented within neighborhoods in Phoenix. 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...

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**City of Phoenix**



# 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 ended in 2018, Love Your Block is continuing to deliver **measurable impacts** as a permanent program offered by the Neighborhood Services Department.

With **4** years, **7** VISTAs, and **\$35,000**:



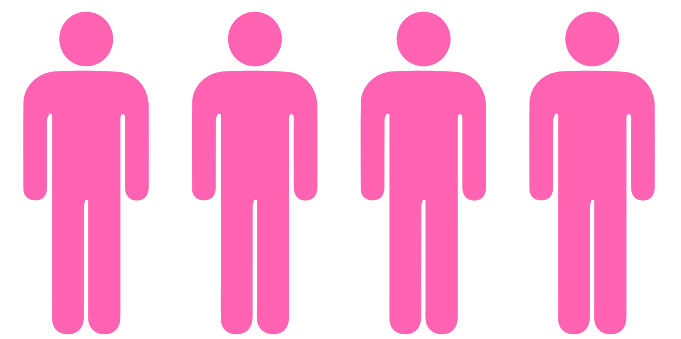
**2,630**

volunteers engaged



**\$114,225**

leveraged



**165**

community events



**82,140**

lbs of trash removed



**750+**

trees planted



**98**

public art  
displays created



**38**

projects completed



**67**

graffiti sites  
removed

## **Year 1 : Implement**

Identify priorities, design program, resident collaboration



## **Year 2 : Grow**

Explore new ideas with residents, develop new program tools, strengthen partnerships



## **Year 3 : Sustain**

Expand citywide, secure future funding, create permanent positions



## **Year 4 : Merge**

Provide increase in funding and provide leadership workshop opportunities for the next LYB cycle





**YEAR 4 PROJECTS**

# PASADENA NEIGHBORHOOD

Fall 2018

**Focus area:** Neighborhood Revitalization Walkability and Education

**Project:** Pasadena PlaceMaking

**Outputs:**

- 55 volunteers
- 24 lots revitalized
- 20 hummingbird feeders installed
- 2 sq. ft. of mural created
- 1 message board installed
- 2 trees planted

**Volunteers:** Neighbors

**Grant:** \$1,000

**Outcome:** The Pasadena community leader, AJ Marsden, shared that the hummingbird feeders added points of interest throughout the neighborhood as people are walking along the streets. The trees add a buffer and in the future, will provide shade to their "frontage road" along 15th Ave. The message board has proved to be a successful low-tech tool to engage residents who lack access to the internet and social media platforms.





# TRIANGLE NEIGHBORHOOD

Fall 2018

**Focus area:** Enhancement

**Project:** Murals  
Alley Cleanup

**Outputs:** 35 volunteers

**Volunteers:** Neighbors

**Partners:** Andy Brown, Muralist  
Home Depot

**Grant:** \$1,500

**Leveraged:** \$144 in-kind donations

**Outcome:** The area where the murals were painted had a tagging problem and the introduction of the murals has helped to mitigate this problem. This project has also created a destination for the neighborhood.





# KEEP PHOENIX BEAUTIFUL

Spring 2019

**Focus area:** Enhancement

**Project:** Brick Patio

**Outputs:** 110 volunteers  
296 volunteer hours  
660 sq. ft.  
3,000 bricks

**Volunteers:** John Trujillo  
ASU Volunteers  
Community Members  
Alliance Residential  
Arizona Hospitality Human Resources

**Partners:** City of Phoenix Parks and Recreation Department  
Alliance Residential Company

**Grant:** \$1,000

**Leveraged:** \$2,000 cash and in-kind donations

**Outcome:** The Brick Patio project has been titled the community garden's 'Friendship Courtyard' and serves as a wonderful, tranquil and beautiful meeting place for gardeners, park visitors and passersby. There was even a wedding held at the garden recently by two gardeners who met there. Engraved bricks will be sold as a fundraiser for KPBC, which is a non-profit organization.





# GRAND AVENUE MEMBERS ASSOCIATION

Fall 2018

(GAMA)

**Focus area:** Neighborhood Revitalization and Safety

**Project:** Adopt-A-Planter

**Outputs:** 71 volunteers/attendees  
4 events/meetings  
300 volunteer hours  
50 planters adopted  
34 of them were planted

**Volunteers:** Cha-Cha's tea, El Charro Hipster, Small Good Market, Motley Design Group, The McKinley Club, Gallery La Melgosa, Bragg's Pie Factory, surrounding neighborhoods, Phoenix residents

**Partners:** Grand Avenue Businesses  
South Phoenix School  
Oakland and Triangle Neighborhoods  
AZ Yard Farms  
PepsiCo

**Grant:** \$1,000

**Leveraged:** \$250 in-kind donations

**Outcome:** The overall appearance of Grand Avenue, West of Downtown Phoenix from Van Buren to Roosevelt, was significantly improved, enhancing the feeling that it is a safe and cared-for neighborhood. Most of the planters have a sustainability plan with little additional cost as a result of being "adopted" by volunteers.



# ESTRELLA SUPER MOM'S BLOCK WATCH

Spring 2019

**Focus area:** Neighborhood Revitalization

**Project:** Alley Clean-up  
Graffiti Removal

**Outputs:** 80 volunteers  
320 volunteer hours  
3.07 tons of trash removed  
1 alley activated

**Volunteers:** Tomorrow's Involved Leaders Today (T.I.L.T.) Students  
Estrella Middle School Wake Up Club  
Juvenile Probation Leadership Group

**Partners:** Phoenix Revitalization Corporation  
Community Action Officers  
Neighborhood Services Department

**Leveraged:** \$367 in-kind donations

**Outcome:** As a result of the many different volunteers and partnerships involved in this alley clean-up and graffiti wipe-out, teamwork, pride in community, and the beautification of the alley way were able to take place. Youth were engaged and showed leadership skills from the planning stages all the way to the project day.





# CENTRAL PARK NEIGHBORHOOD

Spring 2019

**Focus area:** Community Resilience & Education

**Project:** Agriscaping

**Outputs:** 27 shrubs/perennials planted  
50 volunteers

**Volunteers:** APS/SRP coordinated by Habitat for Humanity  
WebPT  
CP Neighborhood

**Grant:** \$1,000

**Outcome:** We will be reaching out to 400 households in Central Park and Grant Park to provide education about growing their own food, including using the Agriscaping method. When we get both the courtyard area producing and the "raised bed" area of the garden producing, we will probably be able to feed 25 to 30 people.

The Agriscaping demonstration area and the entire garden, when it is up and going will hopefully be a gathering place where we can educate SoDo residents about the many aspects of organic gardening. With the hot summer months almost behind us, we will be able to start planting some annual crops and the garden will come to life.



# D27 BUSINESS ALLIANCE

Spring 2019

**Focus area:** Community Enhancement

**Project:** Monday Madness

**Outputs:** 40 garbage bags full of trash  
4 cleanups

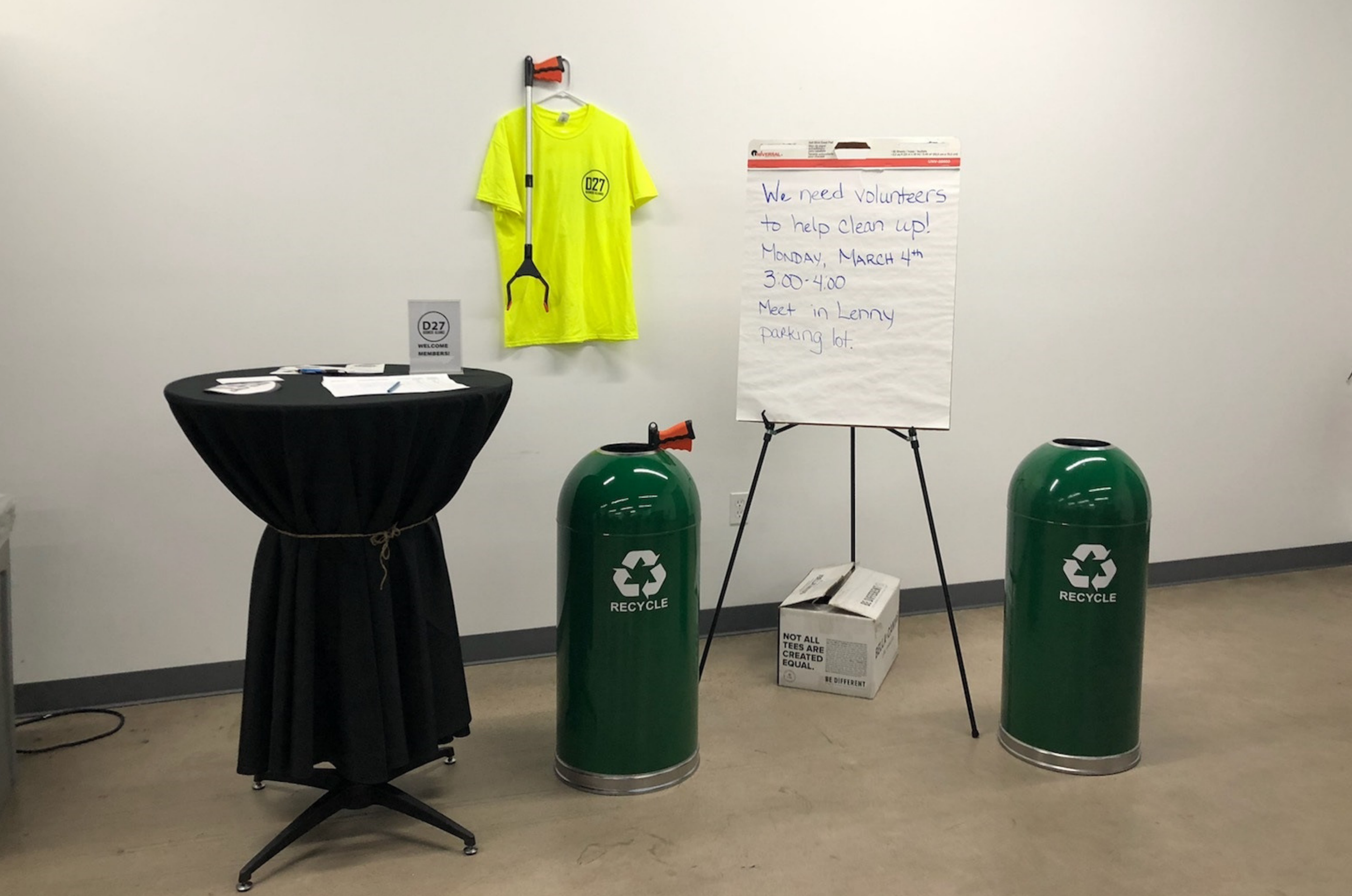
**Volunteers:** 32 volunteers

**Partners:** Accord Healthcare  
Camping Companies  
Community Medical Services  
E2 Innovations  
Hercules Industries  
Career Success High School  
Sir Igrapher's Print Shop

**Grant:** \$1,000

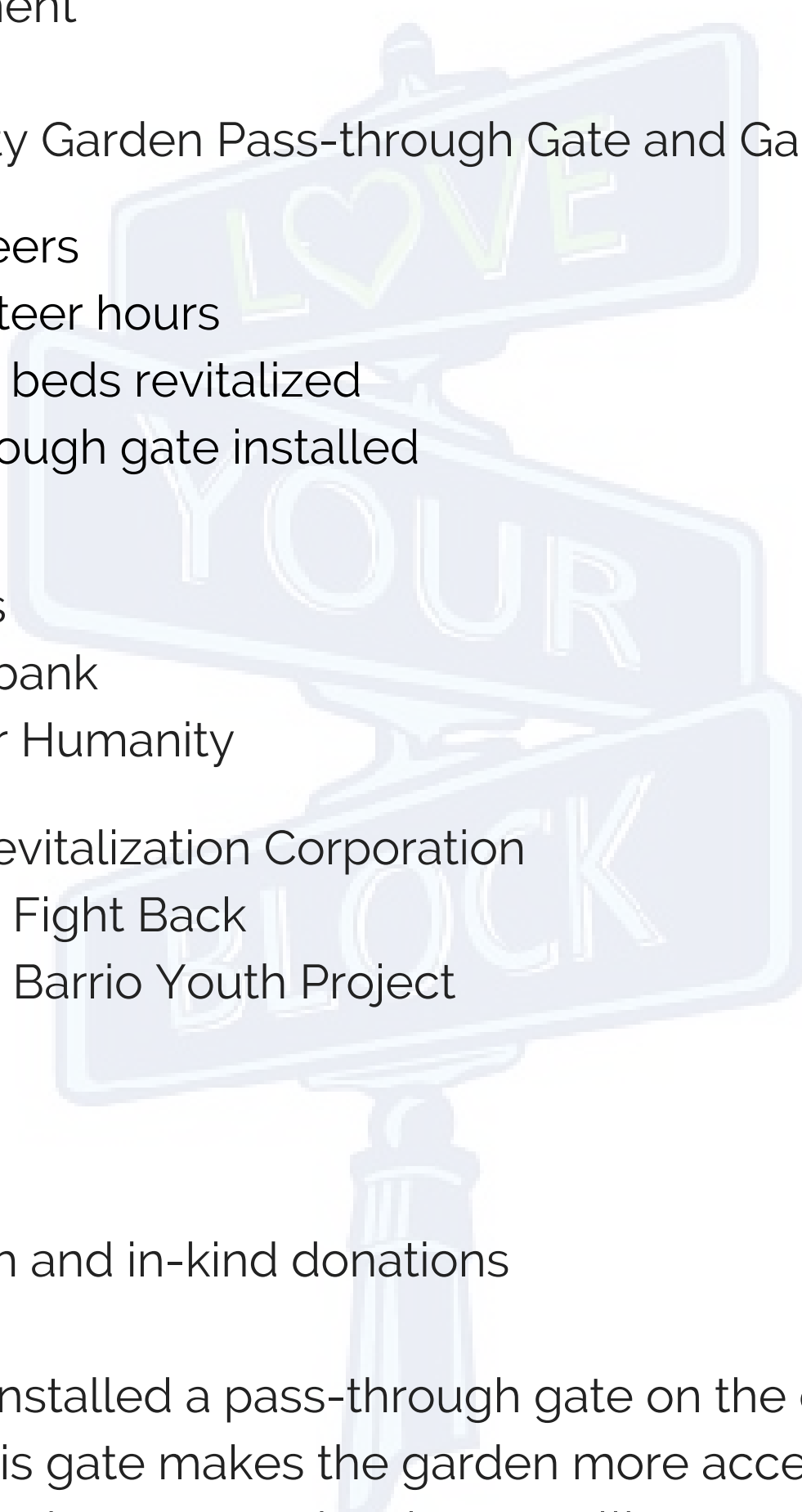
**Leveraged:** \$200 in-kind donations

**Outcome:** The neon green shirts worn by participants created a curiosity factor and conversations were started with businesses and locals asking what we were doing. When businesses learned about the D27 Business Alliance and we shared our purpose, they became interested in joining our Alliance. There was a high school class of about 20 students that also participated in trash collection. The students that participated in the trash collections were often heard telling other students to not litter. The positive effects of Monday Madness did have a ripple effect!



# GRANT PARK COMMUNITY GARDEN

Spring 2019



<b>Focus area:</b>	Enhancement
<b>Project:</b>	Community Garden Pass-through Gate and Garden Bed Revitalization
<b>Outputs:</b>	67 volunteers 450 volunteer hours 42 garden beds revitalized 1 pass-through gate installed
<b>Volunteers:</b>	Neighbors ICM Foodbank Habitat for Humanity
<b>Partners:</b>	Phoenix Revitalization Corporation Grant Park Fight Back Grant Park Barrio Youth Project
<b>Grant:</b>	\$1,000
<b>Leveraged:</b>	\$1,319 cash and in-kind donations
<b>Outcome:</b>	Built and installed a pass-through gate on the east fence with a garden theme. This gate makes the garden more accessible to adults and children. Previously, there was only a heavy rolling gate that was hard to open.



# NORTON VISTA NEIGHBORHOOD

Spring 2019

<b>Focus area:</b>	Enhancement & Neighborhood Revitalization
<b>Project:</b>	Curb Painting/Numbers Message Boards
<b>Outputs:</b>	33 total volunteer curb painters 435 curbs painted 3 message boards installed 1 mural painted at Hatcher Plaza
<b>Volunteers:</b>	Neighbors
<b>Partners:</b>	Home Depot Hatcher Plaza Ray Rivas, Artist Xann Plasma Cutting Jim's Welding Gina Ruggiero created logo and graphics East Sunnyslope Neighborhood Association District 3 Councilwoman Debra Stark City of Phoenix Parks Department
<b>Grant:</b>	\$1,000
<b>Leveraged:</b>	\$537 cash & in-kind donations, plus time and skills donated by artists for the mural
<b>Outcome:</b>	Norton Vista Neighborhood Association was established to bring service and add value to the Sunnyslope community. The large core group of neighborhood volunteers and increasing attendance at association meetings show that this project has renewed hope within the community.





# COMMUNITY TREE PLANTINGS

Fall 2018 &  
Spring 2019

**Focus area:** Community Resiliency

**Project:** Tree Planting

**Outputs:**  
27 volunteers  
100 volunteer hours  
23 trees  
2 neighborhoods

**Volunteers:**  
Neighbors  
Certified Citizen Foresters  
AmeriCorps VISTAs  
Arizona State University Students  
Tomorrow's Involved Leaders Today (T.I.L.T.)

**Partners:**  
People United Fight Back  
Resilient PHX  
Office of Sustainability  
Salt River Project  
Neighborhood Services Department  
Parks and Recreation Department  
Public Works Department  
Phoenix Revitalization Corporation  
Blight Buster Volunteers  
City Manager's Volunteer Phoenix Office

**Grant funding:** \$1,413

**Leveraged:** \$1,117 in cash donations for trees

**Outcome:** Trees are an important tool in mitigating the urban heat island effect by providing shade, air quality improvements and walkability. The 2 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

**Y4**



Ashley

## **ABOUT AMERICORPS VISTA**

With the support of the Corporation for National and Community Service, the Neighborhood Services Department at the city of Phoenix, was awarded seven AmeriCorps VISTA members to plan and implement Love Your Block over four 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. To learn more, visit [nationalservice.gov](http://nationalservice.gov) and follow @AmeriCorpsVISTA on Twitter.

## **ABOUT PHOENIX IDA**

The Phoenix IDA is an entrepreneurial nonprofit that draws upon its decades of experience and proven record of accomplishments to support community and economic development through access to capital. The organization's primary goal is to positively impact vulnerable populations and underserved communities through multiple strategies such as bond financing, investments, and down payment assistance to advance homeownership. The Phoenix IDA Board of Directors established the Community Development Fund to make investments in community programs and projects that benefit and support the city of Phoenix and its residents. Through this fund, the Phoenix IDA has invested in dozens of Phoenix nonprofit organizations. To learn more, visit [phoenixida.com](http://phoenixida.com) and follow @PhoenixIDA 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 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