LOVE YOUR BLOCK PHOENIX

T O O L K I T

A Neighborhood Engagement Initiative

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ABOUT

The **Love Your Block Phoenix Toolkit** is a guide neighborhoods can use in the development of resident-driven, volunteer-fueled projects to transform blighted areas into community assets. This toolkit provides demonstration projects and planning tools to help neighborhoods determine priority projects and engage residents. Neighborhoods can use the Toolkit as a step-by-step guide or as a reference when crafting a project.

Hosting a Volunteer Workday, **Community Engagement**, **Being Resourceful and Self-Sustaining** and **Data Collection** are planning tools to assist neighborhoods in the coordination and implementation of projects. These resources guide neighborhoods through volunteer recruitment and the simple steps of hosting a volunteer workday to create positive change.

Project blueprints are examples of previous projects Phoenix residents have implemented. These blueprints offer step-by-step guidance for single projects or can be combined for greater impact.

We look forward to the impact your creative projects will have in revitalizing our city.

This information is intended as a guide. The educational and instructional materials referenced in this toolkit are for informational purposes only. It is not meant to provide step by step instruction for any projects the site user may undertake. Always research and plan any project you undertake thoroughly.

T O O L K I T

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CONNECT

Connect with the Love Your Block team to share your ideas, photos, metrics and successes.
Find your Neighborhood Specialist: https://phoenix.maps.arcgis.com/home/webmap/viewer.html?webmap=bf447e31ad814fd2951df1fb70cf8592#webmap=bf447e31ad814fd2951df1fb70cf8592#

phoenix.gov/volunteer
Email loveyourblock@phoenix.gov
Twitter/ Instagram
@loveyrblockphx **Facebook**.com/
loveyrblockPHX

HOSTING A VOLUNTEER WORKDAY

1 **Plan:** Form a core group to identify the goal, create a timeline, recruit volunteers and implement the project. The group determines the project's location, scale, budget, time-frame and number of volunteers needed. Secure resources, supplies and donations. If the project is on private property, be sure to receive written permission from the property owner to conduct the project. It helps to start small to ensure the project runs smoothly. 5 to 25 volunteers are a manageable amount for smaller projects.

2 **Outreach:** Promote the project to recruit volunteers and ensure all neighbors, local businesses, non-profits, schools and churches are aware of the project. Spread the word through email blasts, flyers, social media, newsletters and knocking on doors. Share project details with city officials, like the mayor and city council members, so they can promote the project through more networks and avenues. Provides volunteers with time to arrive and parking and meeting location. Volunteers should wear sunscreen and closed-toe shoes.

3 **Prepare:** Organize the distribution of supplies and tools. For larger projects, divide volunteers into teams, assign team leaders, and notify leaders of duties. It may be helpful to provide a contact list as well. Complete any needed preparation work before volunteers arrive.

4 **Document:** Photograph the project location before, during, and after. Protip: take before and after pictures in the same location to capture the impact of your project.

5 **Implement:** Secure and set-up the project location and supplies. Rally your volunteers to give directions and safety tips before work begins. Wrap up projects and begin picking-up a half-hour before event ends.

6 **Recognize:** Recognize volunteers, partners, and sponsors for contributing to the project. Thanking volunteers is an effective way to ensure volunteers keep coming back to participate. Share pictures with volunteers, partners and your community.

7 **Sustain**: Maintain the project to ensure the project continues to be a community asset and not a blight issue. Sustainability relies on neighbors who buy into the project and its goals. Sustainability plans can include saving supplies for maintenance, hosting regular workdays and conducting check-ins.

COMMUNITY ENGAGEMENT

Your neighbors will be the key ingredient in engaging your neighborhood! Resident-driven, volunteer-fueled projects count on committed neighbors to **bring ideas to life**. Put your project into action by seeking out your neighbors to help plan and implement. You can start by forming a core group to identify the goal, create a timeline, recruit volunteers, and implement the project.

For the Love Your Block demonstration projects, we aimed to establish core groups that would represent the community. We identified neighbors with a diverse set of skills to complement one another. A mix of different skill sets ensures the greatest impact for your project. Example skill sets may include communication, planning, fundraising and construction.

After the core group is founded and roles are assigned, the next steps are to recruit volunteers and promote your project. **Get the word out** through email blasts, flyers, social media, newsletters and knocking on neighbor's doors. Volunteers may be your neighbors, students, merchants, businesses and faith-based organizations. Don't forget to share the project information with city officials, like City Council members, to promote the event.

BEING RESOURCEFUL & SELF-SUSTAINING

Neighborhood engagement projects are an opportunity for your neighborhood to strengthen its ability to **fund raise**, **mobilize volunteers** and **empower neighbors** to **transform the community**. Neighborhoods can start by discussing what neighbors want and what could be different within the community. Identifying needs is the first step to brainstorming and creating volunteer-fueled projects that achieve your neighborhood's goals.

During the planning process, it is useful to identify the different resources your neighbors may offer. You can request help and donations to support your project and neighborhood. You can turn a $5,000 grant into so much more by involving **neighbors**, **local leaders**, **organizations** and **businesses** who are invested in the future of the community.

The Love Your Block projects are proof that identifying your neighbors' skills, relationships and resources is a successful way to leverage your grant. The most successful projects achieved the greatest results by asking for help and contributions from the people the organizers knew.

DATA COLLECTION

Collecting data is key for demonstrating the success of your project. Your neighborhood can see if the project brought about change and achieved its goals by gathering and analyzing data. You can use the collected data and analysis to show community members and potential funders the project was successful.

Consider what your neighborhood wants to achieve and determine what data needs to be collected to show results. Examples are: number of volunteers, number of lots cleaned, number of flowers planted, number of bags of trash removed, and number of graffiti tags removed. You can even survey or interview volunteers to understand perceptions, feelings, and attitudes regarding the project and neighborhood's conditions. These shared experiences will reveal stories that numbers can't always tell.

Select a data collection method to support how your neighborhood plans to analyze and use the data. You can collect data using surveys, interviews, direct observations, photos, and experiments and testing. Ensure you are documenting the neighborhood's conditions before, during, and after the project to gather a complete evaluation of the project. The data collection process may provide an opportunity for volunteers to participate in the project.

NEIGHBORHOOD CLEAN-UP

Neighborhood clean-ups clean and beautify areas. They create a sense of community while neighbors work alongside one another, bringing together neighbors to collectively clean inspires neighborhood pride and fosters well-being of the community.

MATERIALS

- Trash bags and gloves
- Tools: rakes, weedeaters, hoes, clippers, wheel barrow
- Graffiti removal supplies (paint and brushes)
- First aid kit, water and light snacks

BEFORE YOU START

- Conduct community outreach and open a dialogue.
- Ensure as many community members as possible are aware of plans.
- Ensure all concerns are heard and considered.
- Conduct an inventory of neighborhood conditions to determine needed supplies, and where you should focus activities.
- Divide activities into teams and assign team leaders.

1 Secure and set-up project location and supplies.

2 Rally volunteers to give directions and safety tips before work begins.

3 Begin cleaning. Make sure to leave half an hour at the end to wrap up.

PROTIPS

- A map with marked locations of tools, trash pick-up, graffiti removal, and special projects is helpful to share with your volunteer leaders.
- Request written permission to be on private property to protect your project and reduce liability. For example, the Grand Canal Community Clean-Up had liability insurance and a permit from SRP to be on the canal.
- Remember to consider collecting project data.

COMMUNITY MURAL

Community murals are a unique and colorful way to reflect the culture of your neighborhood and create a sense of place and identity. Additionally, murals may prevent graffiti in areas hit the hardest by blight.

MATERIALS (6'x80')

- Paint (15 gal.) and primer (15 gal.)
- 10 gal. of water and bucket to clean brushes
- Supplies: paint brushes, rollers, trays, wipes and paper towels
- First aid kit, water and light snacks

BEFORE YOU START

- Conduct community outreach and open a dialogue.
- Ensure as many community members as possible are aware of plans.
- Ensure all concerns are heard and considered.
- Determine a location and receive permission from property owner.
- Find an artist with a similar mural vision.

1 Clean & prime surface. Let dry for 48 hours.

2 Draw/outline mural design on surface and mark colors for volunteers.

3 Divide mural into sections for volunteers to paint and begin painting.

4 Clean-up after volunteer event. Make sure to leave one hour to wrap-up.

5 Artist adds final touches and completes mural.

PROTIPS
- Ask neighbors and businesses for spare paint to reduce mural costs.
- Typical artist fees range from $10-$25/sq. ft., plus materials.
- Mix paint at least 1 week prior to volunteer event to ensure paint is ready.
- Remember to consider collecting project data.

TREE PLANTING

Planting trees is an investment in the future of your neighborhood. Trees provide shade, clean air, oxygen, food and habitats for animals.

MATERIALS

- 10 trees (2 ea. 24" box and 8 ea. 15 gal.)
- Mulch (est. 2"/ft.)
- Tools: pointed shovels, pitch axes and gloves
- First aid kit, water and light snacks

BEFORE YOU START

- Conduct community outreach and open a dialogue.
- Ensure as many community members as possible are aware of plans.
- Ensure all concerns are heard and considered.
- Determine a location with water access and verify location is clear of above and below ground utilities.
- Select tree species with consideration of space and nearby buildings and sidewalks.

1 Dig each hole 2-3 times as wide as container/root ball and as deep as the trunk flare. Holes can be dug by hand or with heavy equipment.

2 Remove tree from container and place straight-up in the center of the hole.

3 Refill the hole halfway with soil and water until saturated, Add remaining soil & water.

4 Create a tree ring with soil or mulch, but keep at least 1" between truck & soil/mulch.

5 During the first two years, water properly and avoid pruning or trimming. The tree needs the most water in the beginning and then you can wean off water.

PROTIPS

- Prior to digging in the ground, you are required by AZ law to have underground utilities located. Request by calling Blue Stake at 811 or 602-659-7500. Free service.
- Plant native species that grow well in the Sonoran Desert. For a list of native plants, visit the Maricopa County Cooperative Extension at: https://cals.arizona.edu/maricopa/garden/html/plants/plants.htm
- Plant where there is existing irrigation. You can also install irrigation or a rain-catchment system (will have added cost).
- If hand-digging, it's best to plant trees that are less than 15 gallons. Remember
- to collect project data.

FRONT YARD FRIDAYS

Front Yard Fridays is a family and pet-friendly gathering to mix and mingle with neighbors. These monthly gatherings are a fun way to meet and spend time with neighbors. Neighbors volunteer to host gatherings and attendees bring their own beverages, snacks and chair.

MATERIALS
- Host volunteers front yard
- Attendees bring beverages and chairs
- Sign-in sheet, name tags, event signs, direction signs and water
- Optional: folding table, pop-up tent, ice cooler on wheels and light snacks

BEFORE YOU START
- Conduct community outreach and open a dialogue.
- Ensure as many community members as possible are aware of plans.
- Ensure all concerns are heard and considered.
- A neighbor volunteers to host and select date.
- Host invites neighbors and encourages neighbors to bring another neighbor.

1 Strategically place direction arrow signs the day before the gathering. Place event sign in the host's front yard the day of the gathering.

2 Neighborhood organization delivers supplies to host and sets-up front yard.

3 Host welcomes and introduces neighbors as they arrive.

4 Take pictures with neighbors to share on social media and promote future gatherings.

5 Clean-up host's front yard and collect supplies & signs.

PROTIPS
- When starting out, it helps to host gatherings in highly visible front yards to gain more interest and participation.
- Remember to consider collecting project data.

Sign Toppers

Vendors need to follow the
guidelines outlines below.

City of Phoenix
Street Transportation Department

Neighborhood Sign Topper Guidelines

Neighborhood sign "Toppers" are signs flag mounted beneath street name signs to demark entrances to neighborhoods from arterial or collector streets. The City approves "Toppers" recognizing that "Toppers" may serve as a catalyst for kindling interest in improving neighborhoods. For the concept to work, a requested neighborhood needs to be large enough to possess clear neighborhood boundary intersections. To have "Toppers" installed, sponsors must:

- Demonstrate consensus for the specific sign "Topper" design; and
- Gain City approval of the specific "Topper" design to ensure they are tasteful, will not confuse motorists as to street names, or potentially draw criticism from neighbors;
- Willing to pay to manufacture, install, and perpetually maintain "Toppers".

These guidelines were prepared to help neighborhoods by providing key information as to how they may request and receive authorization to install Toppers.

Approval Process

Groups interested in exploring whether or not they qualify for sign "Toppers" should call the Street Transportation Department or check our city web page (https://www.phoenix.gov) to receive these guidelines. Eligibility criteria include:

- Neighborhoods which have boundary entrance intersections on arterial/collector streets.
- These include organized groups that are listed on the Neighborhood Notification database with the city of Phoenix Neighborhood Services Department or the city of Phoenix Historic Preservation Division(HP).
- Organized groups including Neighborhood Association, Homeowners Associations or Business Alliances should contact the Neighborhood Coordination Division at (602) 534-4444 to coordinate the installation of 'Toppers'. For historic designated neighborhoods contact Historic Preservation at (602)-261-8699.

In order to qualify, interested groups should be listed either with the City of Phoenix Historic Preservation or on the City's Neighborhood Notification database and have boundaries shown covering the locations for the proposed "Toppers". If your group is not listed on the database, the Street Transportation Department may require a petition process to document "Toppers" are desired by at least 70% of the neighborhood.

Obtaining Signs

- The City of Phoenix **CAN NOT** manufacture, install, or maintain Sign Toppers nor provide the hardware needed to attach 'toppers'.

- While no permits are required, sponsoring groups <u>must</u> be willing to pay for both the installation and perpetual maintenance of "Sign Toppers".

- Private sign companies can make, install and maintain signs (see yellow pages).

- A copy of these guidelines should be provided to the company selected.

- Phoenix recommends that associations use prudent business practices by selecting companies that are licensed, bonded, and adequately insured for liability.

Size and Design Criteria

"Toppers" should be attractive, readable, and not interfere with street sign navigation. Toward that end, the following guidance is offered:

- Toppers shall not exceed 8" height x 30" width; and contain only acceptable content such as the neighborhood or association name.

- Colors must be different from those used on street name signs, so as to avoid motorist confusion thinking the "Topper" sign is the name of a street.

- Intricate design/color schemes are wholly ineffective and need to be avoided. Background color needs to contrast with text color to make words stand out.

- Essential words should be a minimum of 4" in height. Other words should be a minimum of 2.5" in height. Signs may be easy to read when standing close by, but look substantially smaller when viewed from a distance and mounted 8 feet in the air.
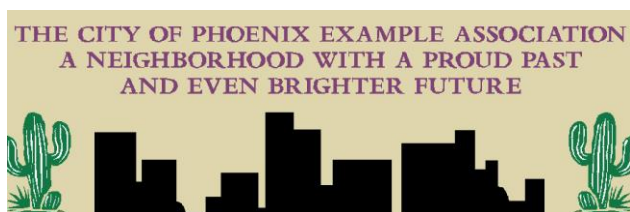
Examples of Good Sign Design

Good contrasting colors, minimal words, and good use of art.

Good contrasting colors, minimal words, and good use of art.

Examples of Poor Sign Design

Too many words results in too small of letter size to be readable. Artwork in example is distracting

Poor choice of colors, font too small, and the artwork is distracting

Mounting

- Sign Toppers can **only** be flag mounted beneath street name signs (and behind stop signs) and are prohibited on other signs.

- Sign toppers should only be installed along the exterior of the neighborhood to best identify neighborhood boundaries, such as along arterial or collector streets.

←	→
ACCEPTABLE SIGN TOPPER	**UNACCEPTABLE SIGN TOPPER**

Sign Topper Hardware

Only the following approved hardware can safely be used to install sign toppers companies can acquire this hardware from the hardware manufacturer. See attached specification, which describes the following items:

- One 24" Metro Wing "L" Bracket
- Two 1/2" stainless steel Band-It Ear-Lokt Buckles
- Sufficient 1/2" Band-It stainless steel band for two straps

Additional Information

- Sponsoring neighborhoods are wholly responsible for repairing, removing, or replacing any signs needing attention.

- If your neighborhood disbands, sign toppers must be removed.

- Failure to comply with these guidelines may result in removal of "Toppers" by the City.

Contact
- **Street Transportation Department** at (602) 262-4659 for questions regarding the size, placement, approved hardware for sign toppers, or simply to gain advice as to sign readability. We all want signs to be readable, attractive, and appropriate.

HOW DO YOU
#LOVEYOURBLOCK?