Mission Statement

Revitalizing Neighborhoods, Connecting Generations
The vision of PRC is for people to live in healthy, safe, culturally vibrant and thriving communities.
Phoenix Revitalization Corporation

- Founded in 1986 by Phoenix Memorial Hospital
- Was known as the “Phoenix Revitalization Project”
- Formed to address blight and unhealthy conditions in the community.
An emphasis is placed on the revitalization of Central City South (CCS), a community located immediately south of the Phoenix Downtown Business District and the Arizona State Capitol Mall.
Central City South/PRC Boundaries

CCS: PRC program target area

Approx: 5 square miles (CCS: 2 square miles)
Who we serve in CCS and other stats...

- Total Population of 12,000 residents
- 76% is Hispanic
- Median age is 23
- 14% is over 55 years old
- 66% of the public housing (City and County) lies within CCS
- Approximately 2,956 households in CCS
- Of the occupied units 66% are renter-occupied
- Average income for a family of 4 is $21,500
- 19% unemployment rate
- 61% live in poverty
- 43% have an education level less than a 9th grader

Point of interest: We have a growing Asian community and CCS used to be the home to “Manila Island” where all the Philippines would gather at the Montgomery House – The 2nd oldest house in Phoenix.
Community Gardens

- Marcos de Niza
- HOPE VI
- SOW
- Dunbar School
- St. Catherine’s
- Valley Christian Center
- Grant Park
- Vernell Coleman Center
- Unlimited Potential
Community Action Team Members

- Phoenix Revitalization Corporation
- City of Phoenix - HOPE VI & Family Svc Ctr
- Marcos de Niza Tenant Council
- Marcos de Niza Block Watch
- Marcos de Niza Jr. Block Watch
- 7-11 Neighborhood Fight Back
- City of Phoenix – Neighborhood Services
- City of Phoenix – Police Department
- Luke Krohn Neighborhood Fight Back
- McCormack Baron Salazar
- Central Park Neighborhood Association
- Grant Park Neighborhood Association
- Barrios Unidos Neighborhood Association
- Sherman Park Community

“Fighting crime, blight and building a safer community together. Leading, directing and guiding community change. Keeping our community informed”
Neighborhood Clean Ups

Conduct 8 clean ups per year
Must be lead by residents group
Community Newsletter

- Recognizable communication tool
- Hand delivered to 12,000 residents
- E-blast/over 1,000 stakeholders
- 99% approval rating
Coming!

- FDIC Money Smart program for businesses.
- January 2013
The FDIC recovered properties which they resold as a savings to the original buyer. The properties have a land use restriction (LURA) for 40 or 40 years. The goal was to establish an affordable housing rental stock for low and very low income families.

- 2,072 rental units
- 126 rental properties statewide
- Contact apartment locations directly
- Information is on our website
- PRC-Unrestricted monitoring income fees /Approx. $150,000.00 Year
- 50 year contract, terminates 2043
Community Events/Sponsorship

- Grand Avenue Festival
- Rio Solado National River Clean UP
- Cemeterio Lindo Restoration
- Sizzling Safe Summer Pool Parties
- Community Connection Fair
- G.A.I.N. (Getting Arizonans involved in neighborhoods)
- Grand Avenue Festival
Community for All Ages Initiative

- A way of thinking – Every age has input, is respected and valued

- PRC is the lead agency in this national intergenerational initiative for Central City South launched in 2003

- In January 2012 we launched the Arizona Communities for All Ages Network in partnership with International Sonoran Desert Institute and Concho CAN!
Tax Credit Program

- Highland Metro Multi-Family Housing Project
- Garfield/Sacred Heart Multi-Family Housing Tax Credit Program
Monitor / Report to residents

• Sex Offenders
• Homeless Issues
• Zoning Variances
• Liquor Applications
• Historic Preservation
• Crime stats
• Code Enforcement Issues
Referrals

- PRC provides referrals for other community resources such as:
  - Home Ownership/Counseling
  - Owner Occupied Re-Habilitation
  - Financial Education
  - Home Buyer Education
  - Down Payment Assistance
  - Volunteer Income Tax Assistance
  - Utility Assistance
Let me tell you the story of the rise of Central City South
Communities for All Ages Initiative

Launched by the Arizona Community Foundation to value the contributions of residents in decisions related to community change.

- Identifying issues
- Identifying strategies
- Team Members in Action
2004 Planning - Focus Groups

A new way of thinking and designing programs. Using the collective value and contributions of people across the ages for community transformation.

Strategies

• Community Newsletter - Keep informed
• CFAA Advisory Council - Bridge/Build Relationship
• Leadership Academy - Build resident skills and knowledge

Across generations
2005  Starting the Work

Hired the staff
Developed Curriculum
Listening to our residents

Leadership Academy #2
October 2005

August 14, 2005
Pilot Class # 1
2006 Connecting Neighborhoods

Challenges: Connecting the dots!

Building a Voice!
2006 Moving on up!

City Hall – Here we come!

Connecting the leaders

Have No Fear!
2007 Building a Community

CITY OF PHOENIX HOPE VI: A community safe haven

CFAA Advisory Council Members

I.G. Homes Boys & Girls Club
January 2007
CFAA Advisory Council Member
2008 Resident Leader Mentors

Residents learning and using new skills in their neighborhoods

I.G. Homes, Marcos de Niza, Henson Village, Luke Krohn West, 7-11, New Homes
2009 Leaders in Action!

- City of Phoenix Budget Hearings
- Zoning Variances/Liquor Applications
- Quality of Life – Our Vision Our Community
- How to set up a neighborhood association
Expanding our Leader Mentor Opportunities

Strategy
Stewards of Quality of Life Plan

2010 Mentors of All Ages
Building on the CFAA Initiative
“Neighbors United Initiative”

Strategies:

• Recreation
  • Health
  • Services
• Individual Development
  • Housing
• Economic Development
  • Transportation
• Golden Threads

Golden Threads: That “Neighbor to Neighbor” feeling with each other that will sustain the work of the other strategies
Neighborhoods United/PNDC

Sustainable Communities Project
A resident driven process
Central City South
Phoenix, Arizona

Our Community,
Our Vision,
Our Quality of Life Plan

“A community stamped with history and carrying it with us into the future”
Central City South Puzzle

Eight Neighborhoods
Central City South at a Glance

- Surveyed all 8 neighborhoods
- Recorded information about their built environment and conditions.

**Some of the things we discovered...**

- 16% is commercial
- 33 different churches in our community
- 17% is vacant
- 63% is residential
28 Points of Pride

Community Treasures...
CCS Trolley Tour

Where our pride lies...this is our story

- 28 CCS landmarks
- Showcasing our assets to residents, businesses and stakeholders
- Discovery, realization of who’s in our community
- Developing relationships and connectivity
Community Power

In search for POWER...
- Research projects nationally
- Communities telling their stories

The stories we heard....
- Dudley Street Neighborhood Initiative (Boston, MA)
- Sawmill Community Land Trust Revitalization Project (Albuquerque, NM)
- Little Village Capitol of the Mexican Midwest (Chicago, IL)
- Blue Hills and Douglas-Summer Communities (Kansas City, KS/MO)
- Some Place like Home: Gentrification of Downtown Brooklyn/Fort Greene (NY)
The Big Picture

Current developments surrounding CCS...

- Form Based Codes
- Transportation
- Capitol Mall
- Jackson Street Entertainment District
- CityScape
- Rio Salado

WHATS NEXT FOR US?....
Weighing the information…

- How will these developments affect our community?
- What opportunities come with this change?
- How do we guide and contribute to change that is coming?
Let the conversations begin...

- Originally planned as two meetings: Table Talk and Table Talk and Some
- POWER of the community towards the end of the 1st two meetings was still growing...
- Resulted in four meetings total
Is excited to invite you to participate in “Table Talk” that will take place on August 15th & 29th, 2009 at HOPE VI 9:30am - 1:30pm

Everyone who lives, works and plays in Central City South is welcomed to come and participate in this talk and tell us what they want in this community to be more BEAUTIFUL, SAFE AND HEALTHY

Be part of building the “Quality of Life Plan”

This invitation is open to any resident, faith group, government providers, schools or businesses within these boundaries.

If you have any additional questions please call PRC at 602-253-6895
Table Talk-Community Power
Food for the Soul- Getting information

04.25.09
Table Talk and Some - The Big Picture
New Age Coming...Preparing for and Guiding Change
Table Talk and Some
Dream Big! Wish Big! Make it Happen!

08.15.09
Table Talk and Some
The Work, the Vision, the Plan!

08.29.09
Presenting

The CCS Quality of Life
Plan Strategies
Recreation

Strategy 1

The focus will be on intergenerational and multi-cultural programs or events that celebrate the stories of the “Streets of Golden Threads” and introduce the community to new or expanded experiences and events. The residents feel that the positive use of one’s leisure time can create healthier and happier residents and neighborhoods.

1.1 Recreation/Leisure on our map
1.2 Promote leisure time activities at affordable costs
1.3 Major events
1.4 New Leisure time destinations
1.5 Sports programming
Health

Strategy 2

The community has stated that there is a need to increase awareness and education on healthy living. Additionally, they identified facilities or services that are essential to meeting this need.

2.1 Affordable Health care
2.2 Healthy Family Service Center
2.3 Health Education
2.4 Fitness
2.5 Community Gardens
Services

Strategy 3

While residents feel that Central City South is service rich, they feel that there is a need to promote and develop a stronger relationship between service providers and the community. They also expressed the expansion and/or development of particular services listed below and methods to inform the community.

3.1 Service areas
3.2 Community Promotions/Media Plan
Individual Development

Strategy 4

The community categorized this in three areas: Employment, Education and Training. By addressing these areas it is assumed that the unemployment rate will decrease and that the family household income will increase.

4.1 Employment/Jobs
4.2 Education
4.3 Trainings and Workshops
Housing

Strategy 5

The community recognized two areas with regards to the housing stock in Central City South. First, how to improve the condition of the existing homes and second the addition of new housing stock on vacant properties. It was the vision of the group that homes in Central City South will be occupied.

5.1 Lead-free Housing
5.2 Livable existing Housing
5.3 Housing on Vacant Lands
5.4 Accountability for landlords
Economic Development

Strategy 6

The Central City South community realizes that change is coming. Their vision is that CCS has within it boundaries all the amenities and opportunities that can be found in newer and younger neighborhoods. These amenities/businesses will bring with them services, resources, retail and employment opportunities.

6.1 Promote CCS as a viable location for reputable larger retail and other businesses
6.2 Create a Farmer’s Market in Central City South
6.3 Create local pay stations for utilities
6.4 Create renaissance zones that promote small business opportunities
6.5 Business property beautification
6.6 Strengthen a business network
6.7 Increase business employment opportunities
Transportation

Strategy 7

Transportation is considered critical link between the community to services and opportunity.

7.1 Bus Stops
7.2 Pedestrian walking lights
7.3 Public Transportation
7.4 Surface Streets
7.5 Railroad Tracks
Golden Threads

Strategy 8

Golden threads include three areas: Pride, Community Safety and Beautification. The residents stated that if these three areas are addressed the result will be residents smiling and vocalizing their happiness in their community. The “Neighbor to Neighbor” feelings of helping each other will sustain all the work accomplished in the Quality of Life Plan.

8.1 Pride
8.2 Community Safety
8.3 Beautification
8.4 Neighbor to Neighbor
The power of connection and action:

- 100% of the questions for the candidates were developed by the residents from their plan

- Example – Bus Tickets
What Happened?…

- Business Network-235
- Faith Based Network-32 Churches
- Wagging Tails Heroes-Teen Chairperson
- Metro Light Rail Advocates
- ASU Food Desert Study- $28,000
- ASU Heat Island Study-Grass at Sherman Park
- Moving Communities-13 Walking Clubs
- Visioning Session designing our future-Model
- Recipients- LISC Phoenix “Outstanding Community” Award
Thank you!
PRC Accomplishments

- Catalyst and Partners / HOPE VI Development Project
- Influential in Infrastructure acquisition (Sidewalks, Lighting)
- Lead Agency / Communities for All Ages Initiative
- Lead Agency / PNDC Initiative
- Lead Facilitating Agency / Community Action Team
- Lead Facilitating Agency / CCS Collaborative of Providers
- Presenters: City Managers State Conference/Leadership Academy
- Presenters: HUD National HOPE VI Conference/Leadership Academy
- Presenters: International Generation United Conference/CFAAA
- Presenters: Smart Growth Conference / Impact of Vacant Properties