

# LOVE YOUR BLOCK PHOENIX

## LOOKBOOK



A Neighborhood Revitalization Initiative

**Year 2**

**"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



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

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

[hpnphx.org/cities-of-service/](http://hpnphx.org/cities-of-service/)

**Twitter/ Instagram** [@loveyrblockphx](https://www.instagram.com/loveyrblockphx)

**facebook.com/loveyrblockPHX/**

## 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 supplies for their local projects and coordinates City services as needed to supplement volunteer efforts at the neighborhood level. The mini-grants encourage community groups to identify local challenges and develop **volunteer-fueled solutions**. Through this collaboration, Phoenix can achieve measurable impacts in local communities and strengthen social capital at a low cost. All projects contribute to the Citywide Service Plan developed by the City Manager's Office with support from Cities of Service. Phoenix's three key focus areas are neighborhood revitalization, community resilience, and education.

Love Your Block is driven by the belief that well-maintained, dynamic public spaces create **a better quality of life** that attracts tax-paying businesses and residents to communities. Engaged residents help sustain vibrant neighborhoods and can act as a powerful force in preventing crime.

This document contains information about community projects implemented within neighborhoods in Phoenix. This document can be accessed at [hpnphx.org/cities-of-service/](http://hpnphx.org/cities-of-service/), 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.

12

mini-grants  
awarded

\$588,606  
leveraged

231

flower beds  
installed

3,976

people reached

Year 1 + 2  
Metrics

1,205

volunteers  
engaged

54

trees planted

85

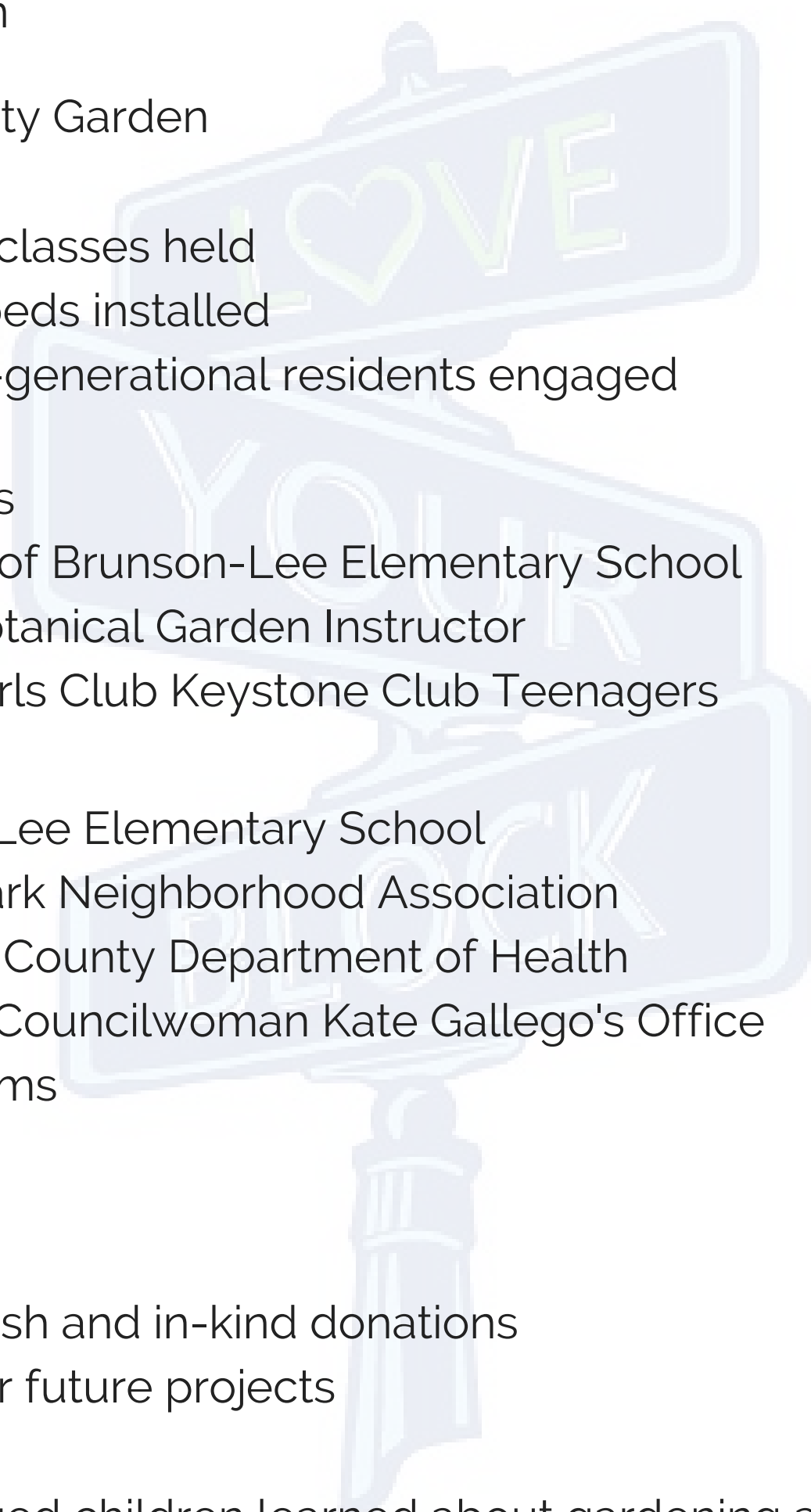
public art  
displays created

60

graffiti sites  
removed

# BRUNSON-LEE NEIGHBORHOOD PARTNERSHIP

Spring 2017



<b>Focus area:</b>	Education
<b>Project:</b>	Community Garden
<b>Outputs:</b>	4 garden classes held 6 raised beds installed 120 multi-generational residents engaged
<b>Volunteers:</b>	Neighbors Students of Brunson-Lee Elementary School Desert Botanical Garden Instructor Boys & Girls Club Keystone Club Teenagers
<b>Partners:</b>	Brunson-Lee Elementary School Lindon Park Neighborhood Association Maricopa County Department of Health District 8 Councilwoman Kate Gallego's Office Singh Farms
<b>Grant:</b>	\$1,000
<b>Leveraged:</b>	\$4,500 cash and in-kind donations \$5,000 for future projects
<b>Outcome:</b>	School aged children learned about gardening and nutritious eating. With greater access to a fresh food source, the community as a whole will be healthier.



# PEOPLE UNITED FIGHT BACK NEIGHBORHOOD

Spring 2017

**Focus area:** Neighborhood Revitalization

**Project:** Street Beautification

**Outputs:** 114 shrubs planted  
1 irrigation system  
35 multi-generational residents engaged

**Volunteers:** Neighbors  
South Mountain Police Precinct  
City of Phoenix employees

**Partners:** District 8 Councilwoman Kate Gallego's Office  
Neighborhood Services, Parks and Rec., Streets,  
and Police Departments  
HandsOn Greater Phoenix

**Grant:** \$1,000

**Leveraged:** \$1,160 in-kind donations  
\$15,000 for future projects

**Outcome:** The community united to beautify the entrance to their neighborhood, increasing the collective sense of ownership, building partnerships with City resources, and mitigating the urban heat-island effect.







# THE URBAN PHOENIX PROJECT

Spring 2017

**Focus area:** Community Resilience

**Project:** Tree Planting

**Outputs:**  
1 urban green space  
5 desert-adapted trees  
18 hours of skilled volunteer labor

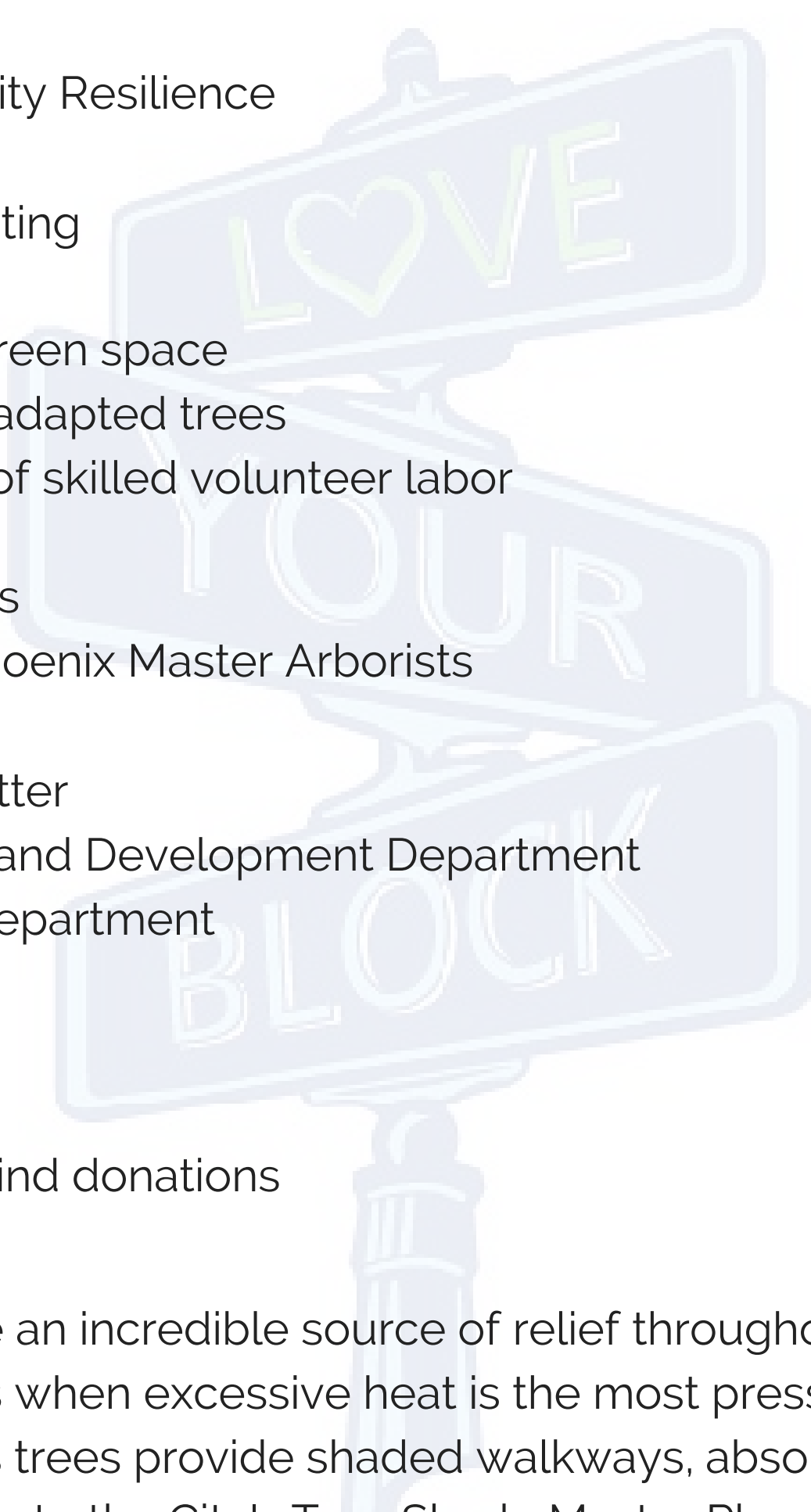
**Volunteers:**  
Neighbors  
City of Phoenix Master Arborists

**Partners:**  
Trees Matter  
Planning and Development Department  
Streets Department

**Grant:** \$1,000

**Leveraged:** \$150 in-kind donations

**Outcome:** Trees are an incredible source of relief throughout Phoenix's sweltering summers when excessive heat is the most pressing issue. Urban Phoenix's trees provide shaded walkways, absorb storm water, and contribute to the City's Tree Shade Master Plan.





# WASHINGTON PARK NEIGHBORHOOD ASSOCIATION

Spring 2017

**Focus area:** Education

**Project:** Mobile Mural Panels

**Outputs:** 8 panels created  
10 students engaged their community  
160 hours of skilled volunteer labor

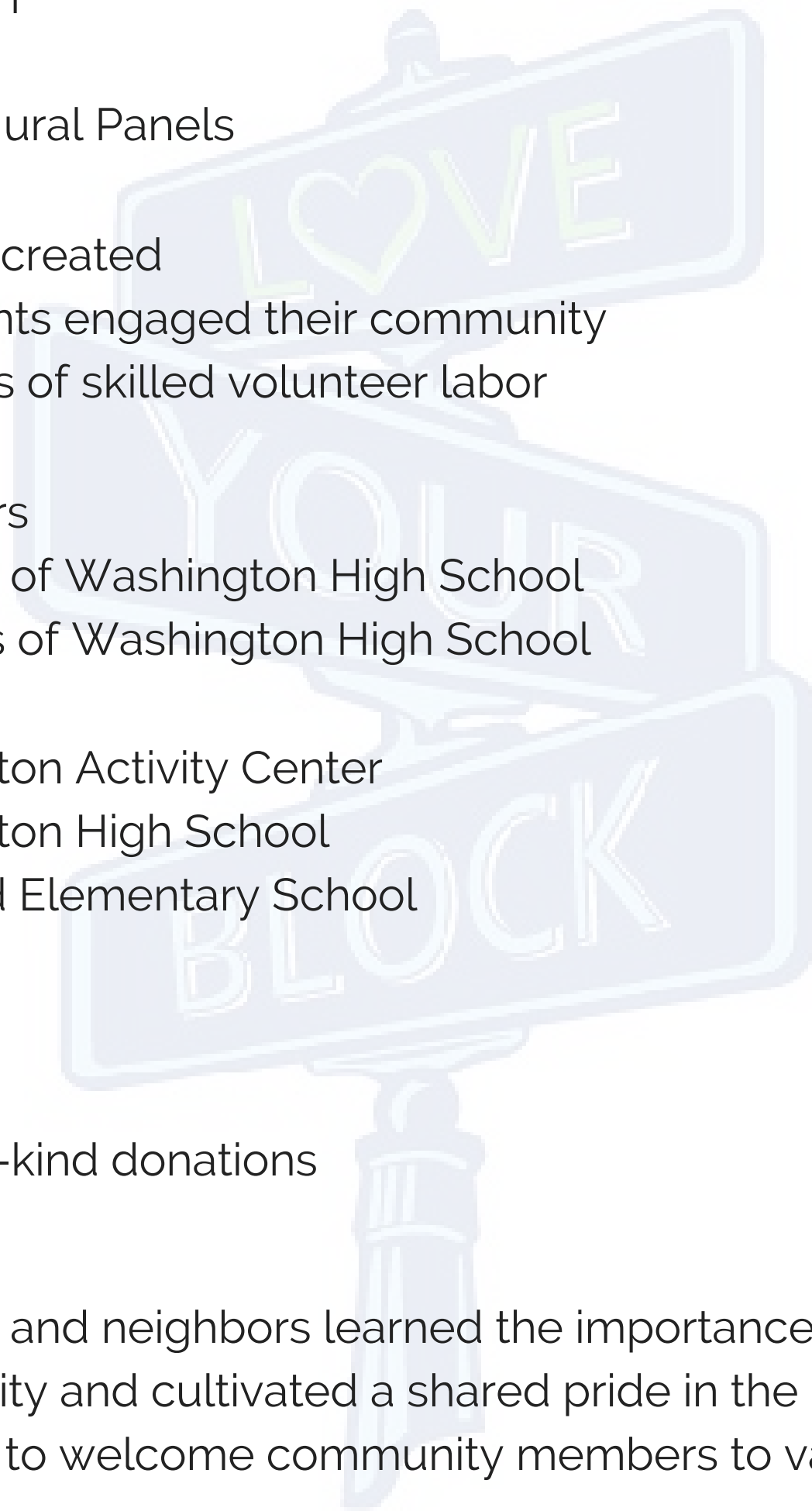
**Volunteers:** Neighbors  
Students of Washington High School  
Teachers of Washington High School

**Partners:** Washington Activity Center  
Washington High School  
Maryland Elementary School

**Grant:** \$1,000

**Leveraged:** \$4,140 in-kind donations

**Outcome:** Students and neighbors learned the importance of serving their own community and cultivated a shared pride in the neighborhood. The murals are used to welcome community members to various public spaces.





# GRAND CANAL CLEAN UP

Fall 2016

**Focus area:** Neighborhood Revitalization

**Project:** Canal and Park Clean-up

**Outputs:**

- 1 community mural
- 1 baseball field resurfaced
- 2 dumpsters filled
- 50 ft. of chain-link fence art created
- 100+ syringes collected

**Volunteers:**

- Neighbors
- Students from various Phoenix schools
- Local nonprofit and corporate employees

**Partners:**

- Mountain Park Health Center
- Keep Phoenix Beautiful
- Balsz School District
- Neighborhood Services and Parks and Rec. Departments

**Grant:** \$1,000

**Leveraged:**

- \$6,730 in-kind donations
- \$2,000 cash donations

**Outcome:** Over the course of two years, partnerships were strengthened between local stakeholders as they worked to beautify their community. Their efforts created a safer and more accessible environment for all, especially for nearby elementary school students.



# PASADENA NEIGHBORHOOD

Spring 2017

**Focus area:** Education

**Projects:** Little Free Libraries  
Neighborhood Clean-up

**Outputs:** 2 Little Free Libraries  
Children's reading challenge created

**Volunteers:** Neighbors

**Partners:** Pasadena Neighborhood Association  
Osborn Elementary School  
Phoenix Public Libraries

**Grant:** \$1,000

**Leveraged:** \$440 in-kind donations

**Outcome:** Community members, especially children, gained greater access to books to promote literacy in a community with a significant 'word gap,' low-income areas where children are exposed to 30 million less words by age three than children in more affluent areas.







# TRIANGLE NEIGHBORHOOD

Spring 2017

**Focus area:** Community Resiliency

**Project:** Tree Planting

**Outputs:** 33 desert-adapted trees  
30 engaged residents

**Volunteers:** Neighbors

**Partners:** Ben's Bells  
Resilient PHX  
School of Geographical Sciences and  
Urban Planning, Arizona State University

**Grant:** \$1,000

**Leveraged:** \$1,000 cash and in-kind donations

**Outcome:** Together, neighbors worked toward cooling temperatures in their community through supporting the City's Tree Shade Master Plan. Trees help create shade amidst Phoenix's excessive summer heat and absorb storm water. Arizona State University has placed monitors throughout the project site to measure surface temperature changes over time.





# GRANDVIEW NEIGHBORHOOD

Spring 2017

**Focus area:** Community Resiliency

**Project:** Community Message Boards

**Outputs:** 6 message boards  
6 new green spaces

**Volunteers:** Neighbors

**Partners:** Resilience Phoenix

**Grant:** \$1,000

**Leveraged:** \$85 in-kind donations  
\$1,500 in additional grant funding

**Outcome:** The message boards, deemed "The Hum" after the Grandview symbol of a hummingbird, easily connect neighbors and share information. The boards promote regular interactions between neighbors, safety, and help beautify the community.







## **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 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 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 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, 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 the greater good. To learn more, visit [hpnphx.org](http://hpnphx.org) and follow @hpn\_az on Twitter.

**HOW DO YOU**  
#LOVEYOURBLOCK?