

Community Meeting July 2018

Quick Hits In Action

Summary Memo

MEETING OBJECTIVES

This meeting was held to share information regarding processes and procedures for implementing the six (6) community prioritized Gold Star Quick Hits that were selected by the community at the prior Community Meeting; and for community members to provide additional input on these Quick Hits.

INTRODUCTION

On July 18, 2018, the second community meeting for the PHX Land Reuse Strategy (LRS) Implementation phase was held at Eastlake Park Community Center. It was organized using a casual and informative open house format.

Sign-in sheets recorded **59 attendees** including residents, business partners, stakeholders and City staff. A number of the attendees also participated in the March Community Meeting held at Gateway Community College. This meeting also attracted a number of Eastlake Neighborhood community members who did not participate in the prior event.



59 participants attended the meeting that evening.

Informal Meet and Greet

Doors opened at 5 p.m. with an informal meet and greet session. During that time, attendees were encouraged to mingle and visit the exhibits and project team representatives located at various stations set up around the room. Around 5:40 p.m., Ms. Teresa Makinen, Principal, MakPro Services invited attendees to sit at tables set in the middle of the room for the welcome and a formal introduction and presentation.

Welcome and Introductions

The event started at 5:45 p.m. with brief welcomes from Mr. Jeff Stapleton, Councilwoman Gallego’s Chief of Staff and Mr. Courtney, Project Manager of PHX LRS, Aviation Department. Mr. Carter also briefly introduced the open house format and agenda for the evening.

Planning and Vision Phase Reminder

Mr. Carter provided a short summary presentation of the PHX LRS project, describing “How We Got Here.” This included an overview of the project with a summary of the Planning and Vision Phase and its relation to the Implementation Phase. Ms. Jessica Bueno, Director of Community Programs and Events, Phoenix Revitalization Corporation provided an update on the “Parking Lot”^{*} received to date from members of the community. These are items of interest or concern to particular community members that are not directly related to the Phoenix LRS project; nonetheless, PRC is helping to provide answers and assistance on these matters.



Informal meet and greet before the official event kick-off.



A casual and informative open house format.



City staff welcomed the public to the open house.



An update on the “Parking Lot” from PRC.

^{*} The “Parking Lot” is a form used to address the community’s questions and concerns outside of the scope of PHX LRS Implementation Phase.

Open House Exhibits Overview

Ms. Angela Acosta, Senior Associate Vice President, CRTKL briefly explained the content of the stations set up around the room describing each of the six (6) Gold Star Quick Hits. The exhibits provided detailed implementation-related information. Participants were invited to visit each Quick Hit station and encouraged to raise questions regarding the implementation details, as well as to discuss and exchange their thoughts, ideas and comments with table ambassadors comprised of project team representatives. Community members were also invited to sign up as volunteers to help implement these Quick Hit ideas within the Planning Area. The open house activity lasted about an hour, ending around 7:20 p.m.

Next Steps

Ms. Makinen closed the official event with an explanation of the timeline and next steps for the Implementation Phase. She also described various forums in which community members may stay involved with the Implementation process, receive updates and voice their opinions and concerns. Attendees were invited to stay until doors closed at 7:30 p.m. to further review the various exhibits and ask any additional questions.

Get Digital

Mr. Darin Dinsmore, CEO, Crowdbrite demonstrated how community members can use digital tools to access the project’s online tools and receive ongoing project updates. He invited attendees to participate in an online survey regarding Quick Hits found on the PHX LRS Implementation Phase website (<http://www.implementphx.com/>). The survey is designed to understand the community’s preferences of locating prioritized Quick Hits. Digital tools are intended to help the project team receive broader community input at each step of the PHX LRS Implementation Phase.

Participants reviewed exhibits at Gold Star Quick Hits Stations.



Attendees participated in a Quick Hits online survey.

OPEN HOUSE EXHIBITS OVERVIEW

A station addressed each of the six (6) Gold Star Quick Hits identified by the community in the March Community Meeting. Each station was manned by one or more members of the project team, including City staff and/or consultant team representatives, and featured informative exhibits identifying potential facilitators, funding sources, community benefits, execution considerations, implementation actions, and key program elements for each of the Gold Star Quick Hits. A summary of the key insights received from the participants at each station during the open house activity is as follows; these insights will help to move forward implementation of the community's favored Quick Hits.

Home & Yard Rehab

(Facilitator: Eva Olivas, Phoenix Revitalization Corporation and Kurt Nagle, CRTKL)

- Participants were interested in this Quick Hit idea, including opportunities for exterior home improvement, interior (structural improvement) and yard area improvements.
- However, concern was expressed by some regarding the impacts on rents and property taxes.
- An interest was expressed in making the rehab program available to renters.
- One individual expressed that the program should not be available for newer homes or homes in extreme disrepair.

Our Storefront

(Facilitator: Jessica Bueno, Phoenix Revitalization Corporation)

- Introduced the concept of the storefront.
- Described the type of information that can be found at the storefront.
- Shared that the first location would be at the PRC Office 1122 E. Buckeye Rd Suite A1. Phoenix, AZ 85034.
- We asked if there was preference of another storefront location and directed them to place a yellow dot on the map.

The Green Edge

(Facilitator: Jie Miao, CRTKL and Elizabeth Duvall, Arcadis)

- Numerous meeting participants expressed support, interest and excitement about this Quick Hit.
- The idea is favored because it is quiet, beautiful and reduces heat.
- Of those who visited the exhibit, 10 people signed up to participate in the implementation of the Quick Hit. Several asked when they might hear back from the team.
- Younger residents showed a passion and willingness to be involved in the future planning/event team. Longtime residents seemed particularly interested and wanted to know more about the program.
- Some participants raised questions about how City departments can help to make the idea happen.
- Some potential funders were identified, such as United Way, Tiger Mountain and Mollen Foundation. These organizations are active in the Phoenix metro area, supporting community gardens and/or providing classes/workshops.
- One gentlemen from the seed bank and Ruth Ann Marston also noted that Herrera School has a garden and suggested coordinating with the school, perhaps holding a community event there to encourage community gardening and related activities.

Code Education

(Facilitator: Leslie Dornfeld, Plan-et, Roberto Friez, City of Phoenix Neighborhood Services Department and Chelsea Lewis, City of Phoenix Neighborhood Services Department)

- Neighborhood Services representatives are committed to helping with this Quick Hit idea.
- Carlos Avila from Nuestro Barrio Unidos Neighborhood Association actively interacted with the Neighborhood Services Assistant Director and Terri Benelli, Executive Director at Local Initiatives Support Corporation (LISC) Phoenix. They have also set up a follow-up meeting between the Nuestro Barrio Association and Neighborhood Services Department for further discussions.

Heritage Signage

(Facilitator: Angela Acosta, CRTKL)

- Commented on wanting a large “gateway element” or “gateway to the City” to identify the neighborhood on Buckeye Road and 16th Street since this is the first impression of the area people get when exiting the airport.
- Request to have the whole neighborhood renamed as it used to be: “Las Cuatro Milpas,” “the Working neighborhoods,” or “La Doce” / 12th Street Neighborhood).
- Would like to see not just the neighborhood recognized but key places such as historic restaurants (Mrs. White’s, Carolina’s).
- Requested a new mural or collection of murals or signs based on actual neighborhood history.
- Requested an interpretive museum or garden dedicated to some of the local heroes like Cesar Chavez at Santa Rita; had idea to connect to funding already in place from US Parks Fund or in conjunction with CPLC who owns the building.
- Asked if current signage was going to be removed and who would design future signage.
- Requests for unique sign toppers.
- Requested an homage to Father Braun Veteran’s Memorial District / Heritage Forum of Honor. (This comment was from Mrs. Gurule who also expressed her dissatisfaction with the Heritage Signage boards NOT having any reference to Father Braun or her previous requests/input.)

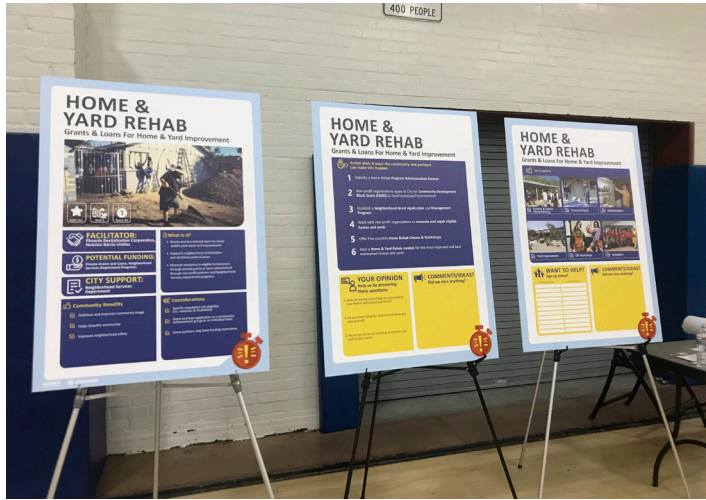
Sell Lots Back

(Facilitator: Leslie Dornfeld, Plan-et and Courtney Carter, City of Phoenix Aviation Department)

- People were very interested in the option to buy back lots.
- The audience was mixed; some were residents and some were businesses in the area.
- The comment cards provided at the station also offered participants an opportunity to give clarity about whether they want to buy noise lots back for residential use, or create development parcels using lots they own and noise land lots.
- One property owner wanted the City to buy their house.

APPENDIX: STATION EXHIBITS

Station #1: Home and Yard Rehab



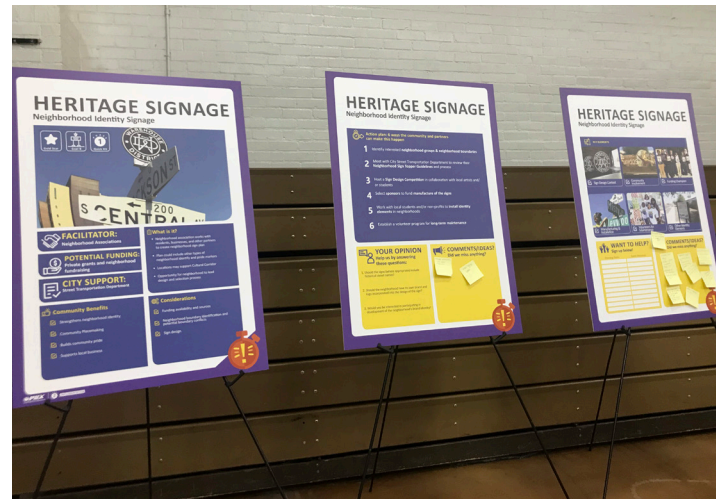
Station #2: Code Education



Station #3: Our Storefront



Station #4: Heritage Signage



Station #5: The Green Edge



Station #6: Sell Lots Back



APPENDIX: STATION EXHIBITS (Cont'd)

Quick Hits Location Exercise

