

Community Meeting March 2018

Quick Hits Voting

Summary Memo

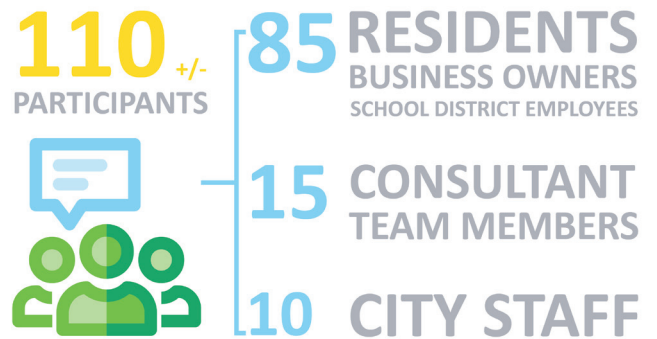
MEETING OBJECTIVES

The intent of this workshop was to assist community members with prioritizing their ideas for interim uses of noise land parcels (“Quick Hit”) and identifying preferred locations.

INTRODUCTION

Community Meeting March 2018 for the Implementation Phase of the PHX Land Reuse Strategy was held on March 28, 2018 at the GateWay Community College, Central City Campus, Room B401-B402.

Sign-in sheets recorded 84 attendees; altogether **approximately 110 participants** comprised of area residents and business interests, as well as key City staff and members of the Consultant Team, participated in the highly-interactive and collaborative event that evening.



More than 110 participants attended the meeting that evening.

Informal Meet & Greet

Doors opened at 5:00 PM with an informal meet and greet session held before the official event kick-off. During that time, attendees were encouraged to visit six (6) themed stations featuring informative exhibits that were distributed around the meeting room. At each station, attendees were invited to ask questions in response to information and ideas displayed in the exhibits, and to exchange their thoughts and ideas with City staff and the Consultant Team.

Introductions

The event was formally initiated at 5:45 with brief welcomes from Mr. Jordan Feld, Deputy Aviation Director, Aviation Department and Mr. Jeff Stapleton, Chief of Staff for Councilwoman Kate Gallego, and James Bennett, Director of Aviation Services at the Aviation Department. Following, Mr. Courtney Carter, Project Manager for the PHX Land Reuse Strategy (LRS) Program, Aviation Department provided a 5-minute summary presentation of the LRS project.

Interactive Table Exercise

Next on the agenda was an interactive brainstorming table exercise designed to engage attendees and further introduce the community to the implementation project and the project team. Ms. Angela Acosta, Associate Vice President, CRTKL first explained the purposes and rules of the exercise and initiated the activity.

The exercise involved participants selecting and prioritizing “quick hit” projects intended to advance neighborhood interests while facilitating interim use of noise land parcels. Participants sat in groups at 10 tables with a facilitator (one of the members of the Consultant Team) assigned to each table. Facilitators introduced and explained a range of quick hit ideas, and documented the community member’s decisions as they identified and prioritized their top choices from among these ideas.

Table Exercise Reporting

After completion of the exercise, a representative from each table presented to the entire room the most favored quick hit idea for that table, identified as their “Gold Star” selection. Ms. Katie Sprague, Senior Vice President, CRTKL, then tallied and announced the Gold Star selections so that the entire audience would have a collective understanding of the community’s preferences. A few of the ideas were selected by multiple tables, reinforcing their importance to the community; a summary of the table selections is provided below.

Wrap-up and Next Steps

Ms. Teresa Makinen, Principal, MakPro Services, closed the official event with an explanation of the timeline and next steps for the Implementation Phase. She also described various forums through 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 8:00 PM to further review the various exhibits and ask any additional questions.



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



City Staff introduced the PHX LRS project to the public.

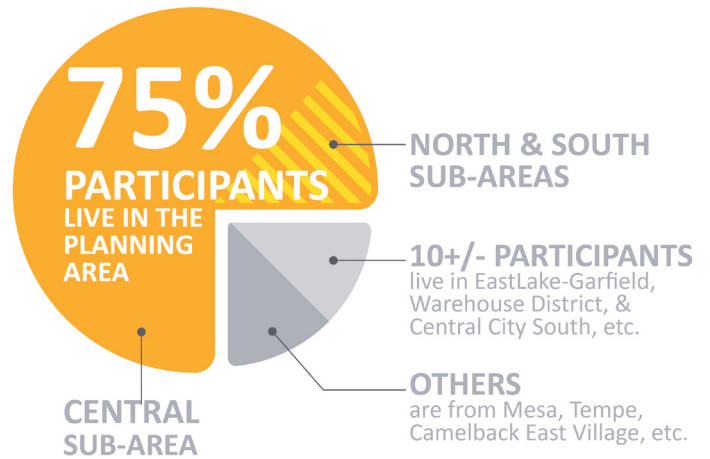
STATION EXERCISES

Six (6) stations were set up around the meeting room featuring exhibits intended to introduce the community to the Implementation Phase of the Land Reuse Strategy. Project team members were located at each station to explain the exhibits, answer any questions, and take input. Some of the exhibits were more informational while others accommodated some level of interaction, for example, allowing community members to attach “sticky note” to comment on the exhibit. A description of each station and key take-aways based on input provided by the community are as follows:

Station #1: Our Community Map

Two “Where do You live?” posters were set up near the reception table. Participants were invited to place a dot on the maps. These results demonstrated a clear geographic distribution pattern noting where the participants live or come from.

- **Most attendees (approx. 75% of the total) are residents of the Planning Area.** The results showed that approximately 50 attendees reside in the Central Sub-Area (especially south of Buckeye Rd, and around Pima St.), with about half a dozen people each from the North and South Sub-Areas.
- **Another 20 participants are from other parts of the City and region;** about half live in adjacent or nearby communities and neighborhoods, such as the Warehouse District, Central City South, and Eastlake-Garfield. The remaining participants are from surrounding suburban communities, including Tempe, Mesa, Camelback East Village, Encanto Village, etc.

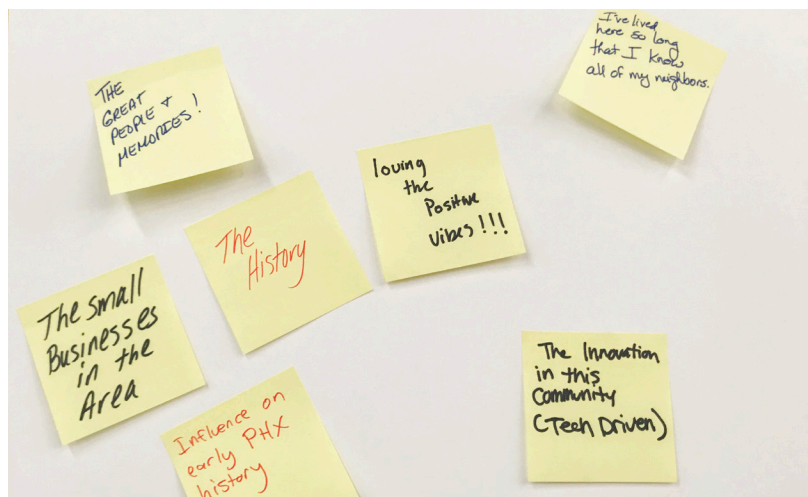


People dotting on “Where do you live” map.

Station #2: Community Sentiments

Participants were asked what they love about the community, providing written comments on sticky notes that they attached to a poster. This poster was intended to identify sources of community pride, and results highlighted positive aspects of the area:

- The area’s **long history and important influence** on Phoenix’s growth and development.
- The **close social relationships between neighbors** and the resulting sense of community.
- An **innovative and entrepreneurial spirit** emerging in and around the community.



Community wrote “What they love about this community.”

Station #3: Picture This!

This station presented a series of four (4) posters describing opportunities and ideas for quick hits to support near-term community and economic development. One poster depicted all 29 quick hit ideas that were to be presented during the interactive exercise. The other posters illustrated how a number of quick hits ideas could be implemented to create a “cool street” that benefits the community through provision of key neighborhood services and amenities, improved connections, and enhanced appearance.

In general, attendees expressed interest and excitement to see ideas following on the Visioning & Planning Phase process.

Some of the comments and questions received at this station include:

- Where in the community would “cool streets” be located?
- Is it feasible to implement “pop-up” uses where there is only a small population base?
- How will the proposed uses and improvements be funded? Are there available funding sources?
- Will the Aviation Department sell noise lots? What are the lease terms / length for these lots?
- Could I run a small business (e.g., food business) on noise land?
- Will these areas develop into a “Roosevelt Row” in the future?

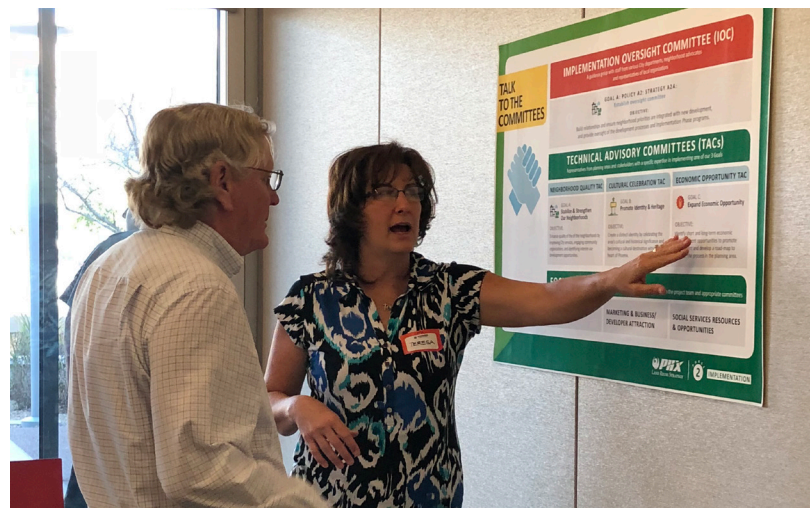


Residents inquiring about the “cool streets” concepts.

Station #4: Get Involved

This station provided attendees information about: 1) the timeline for the Implementation Phase; 2) how interested stakeholder and community members can participate in the implementation process; and 3) how to reach the Consultant Team and City resources with questions and comments regarding the implementation process. The purpose of this station was to encourage and help residents and business partners stay involved in the Implementation Phase decision-making process in multiple ways:

- Attend on-going community meetings and project related events.
- Join one of the Technical Advisory Committees (TACs) or Focus Groups.
- Connect digitally via the online website or email.
- Connect through more traditional methods such as a project hotline.



Community member inquiring about the Technical Advisory Committees (TACs).

Station #5: What We Heard

One poster presented a graphic Wordle summarizing key issues and themes relative to Implementation Phase of the Land Reuse Strategy, resulting from interviews with approximately 60 stakeholders conducted during the prior 3 months.

Interviewees were wide ranging, encompassed City leadership and staff; other public agency representatives; local business owners, landowners, and real estate interests; community and economic development organization representatives; and community and neighborhood representatives. Major themes identified by stakeholders are as follows:

- History & Culture
- Jobs, Education and Skill Training
- Affordable Housing & Supply
- Incubator & Small Businesses Assistance
- Grocery & Healthy Food Access
- Transit Improvement, Walkability and Bikeability
- Partnership, Transparency and Inclusion

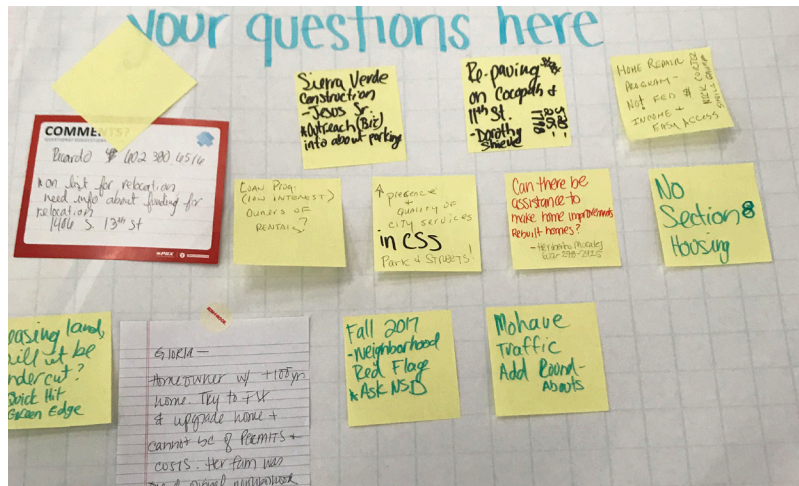


The Team identified several key themes after talking to more than 60 stakeholders.

Station #6: Hold that thought “Parking Lot”

The “Parking Lot” Station was set up to collect and facilitate response to important questions and needs from community members, particularly those related to community services, but not necessarily directly related to the Land Reuse Strategy project. Questions that community members posted generally related to the following issues:

- Home improvement opportunities
- Housing and relocation
- Business assistance and opportunities
- Neighborhood services
- Street improvements



Residents used sticky notes to express their needs and concerns during the meeting.

INTERACTIVE TABLE EXERCISES

A table-by-table summary of the input received from the participants in the quick hits interactive exercise is as follows:

Table #1

(Facilitator: Elizabeth Duvall, Arcadis)

- Community members at Table 1 thought the **“Tool Shed” is a good idea**; one community member expressed concern about implementing the “Tool Shed” before implementing the “DIYard” or “Super Side Yards”, **questioning the usefulness of the availability of the tools without having the other two activities underway already.**
- Several community members at Table 1 **liked the idea of the “Street Smarts” bike lane, but thought other ideas were more important to do sooner**; one community member stated that if the lane is established on a road, the road should still be wide enough to support two other lanes.
- Community members at Table 1 agreed that **combining the quick hit ideas “Community Cares”, “Trade Fair”, and “El Mercado”** would be more effective than holding the activities separately.
- Two community members that enjoy reading supported the “Little Free Library,” and two community members opposed the idea due to concerns regarding potential weather damage and vandalism to the books.
- Community members at Table 1 stated that **“Our Storefront” quick hit idea should be a “given” activity** rather than one of the quick hit options.
- **Community members like murals**, but noted that three exist already in the area; they would **like to see money go toward other quick hit ideas that would have more of a direct impact** on the community (such as “DIYard”, “Super Side Yards”).
- One community member expressed **concern that establishing the “Parking Share”** for commercial activities would be difficult to convert to other uses in the future and consequently **would limit options for redevelopment.**
- Community members at Table 1 stated that “Biz On Wheels” should be a “given” activity rather than one of the quick hit options.
- One community member at Table 1 expressed **concerns about picking up trash after events**; she wanted assurance that an area would be cleaned up after all the people had left an event area.
- One community member at Table 1 expressed **concerns about noise related to quick hit ideas.** She noted that holding louder activities occasionally would be ok, but every week or every day would be a concern to her.



Table #2

(Facilitator: Christiane Quintans, Plan-et)

- **Priority on visible and feasible that the community can engage with** (want to see vs. think will actually happen).
- Remembering the community history is important; mixed feelings as to which approach would be prioritized over something else that can be engaged with. **Sign toppers were well received with concern of the accuracy and historic status of existing signs** and the area.
- **Community investment is much needed** and would greatly benefit the community, especially **a mobile career counseling van** for those who may not have access, but they don't want to invest hopes if it doesn't happen and emphasize that something visible is what is needed.
- Other ideas were discounted because they felt other residents would feel opposed if they are unable to all have the same ability (i.e.: DIYards and mobile housing units being approved in some areas and not all).
- **Physical pop-ups and play equipment assets were liked but concerns for safety and vandalism** existed. Greening sidewalks was also liked with concern for water in ideas like the Timber Post.

Table #3

(Facilitator: Leslie Dornfeld, Plan-et)

- **City should do some stuff**, we don't want programs where we have to pay and do all the work.
- Really **want to just buy back our lots** and use them how we want.
- **Don't want lots used for storage** or other things that will not help community.
- **Traffic calming on Mohave**...it's a speedway.
- Want **help to fix up our homes** – we've been waiting so long because we don't know what the city is going to do.

Table #4

(Facilitator: Danny Court, EDPCO)

- Table 4 consisted entirely of business owners located south of the I-17/I-10 freeway. Their goals were focused on the quick hit idea like the "Parking Share" idea.
- They had no interest in discussing any of the first two goals which were geared more toward community building.
- The only quick hit idea they like was the "**Parking Share" idea, to be able to lease an adjacent or nearby lot for parking their commercial vehicles.**
- Their strongest desire was to be able to **purchase vacant lots so that they could expand their business footprint**, everyone at the table agreed.
- Their hope is that **a conclusion on the area south** of the freeway **could be reached quickly**, separate from the 24-month timeline on the entire study area, with a recommendation to **allow commercial and industrial development to expand by selling lots.**
- They had no interest in leasing lots, they did not like the idea of mixing their owned lots with leased lots and would not want to put a building on them.
- One owner said he would **consider leasing only for parking and storage.**

Table #5

(Facilitator: Jess Rojas, CRTKL)

- Property owners, renters mostly in the central area.
- They would **like to see beautification of the community**, place safe enough to walk.
- **Looking forward to all kinds of street improvements**
- **Would like the tool shed idea, if its free of charge** for residents. If it's something that will be expensive and inaccessible it's pointless to get it. Placement also would be good for the community to agree, could there be multiple? Could there be big power tools? Can there be tractors?
- Really would like **grants for home beautification**, and plumbing, roofing.
- If there are loans, making sure the stipulations are not outrageous, that ends up harming them instead of helping them. This apparently has happened in the Garfield Area.

- Frank suggested perhaps there’s a middle person/ organization that can regulate the loans, knows about construction of what really could help them do with the money and use or implement the services. Some people don’t have the knowledge of what they could really accomplish and making it a way where people don’t spend the money on other things.
- People want to see change.
- Some people were initially discouraged and said, they don’t like anything but once you get them talking there’s something there, just low hope and expectations.
- **Transportation would be a good element to reconnect people.**

Table #6

(Facilitator: Kurt Nagle, CRTKL)

- **Concern that quick hits are just “putting lipstick on a pig.”**
- **Concern that focus on quick hits will prevent bigger picture thinking** about redevelopment of the area.
- **Concern that quick hits will impose financial cost** on residents that they cannot afford.
- Some **interest in quick hits that implement the Cultural Corridor.**
- Some **interest in quick hits on noise lots aimed at promoting economic development** – pop up restaurants, retail, performance space.
- **Strong interest in bringing a grocery store** to the area... seen as the most important need.

Table #7

(Facilitator: Rick Merritt, EDPCO)

- The table was made up of a variety of residents, business owners and school district employees including the principal of the Herrera School.
- One person was a landowner in the area, one had a business in the area and lived north of the North Study Area, and three people lived in the area. There was also the principal and a teacher.
- The local residents were interested in continuing to live in the area and **wanted to improve the local environment and see more residential development.** The quick hit of expanding the side yards next to their homes was important.
- Kevin, the principal, was the leader of the group and **focused on what could be done now and quickly to improve the area.** The most important quick hit (the star) of **street side landscaping was thought to be easy to implement and not overly costly.**
- The cultural corridor and other cultural quick hits did not seem to resonate with the group and certainly were not important issues to table 7.
- The group seemed to enjoy the exercise with one gentleman indicating it was fun. The diverse interests of the table 7 were able to **focus on those quick hits that would best benefit the area.**



Table #8

(Facilitator: Teresa Makinen, MakPro)

- Had a good mix of a few long-time residents, representative from Harmon Library, a couple who were residents but also owned a steel business in the planning area, and one who is also involved with CPLC.
- Had some great discussion and the tone of the group was that we **need to fix what is here first**, so they tended to lean toward that perspective... selecting the code enforcement, street signage, cultural components identification/branding, parking for businesses to get vehicles off the street, nursery side yard, etc. So that demonstrated their intentions.
- Their **gold star was for code enforcement** and as they discussed it, they said to **make sure it includes residential and business**, although the businesses at the table were concerned it may be too stringent and Code might get “carried away” but if they stick to what the code is then it shouldn’t be an issue.
- They also said that **code should work to get rid of the tractor/trailer parking in the area and change the perception of the area**. One resident said, and the others agreed, that an example of a business that needs to be cleaned up is the car lot at 12th/Mohave.

Table #9

(Facilitator: Jim Schumann, The CK Group and Jie Miao, CRTKL)

- 6 participants at Table 9. Most were residents and/or had relatives who were residing within the Planning Area, where close to 13th Pl, 11th St, and between roughly Pima and Mohave etc. The other two were a young couple currently lived in Tempe. The young man was in real estate business and they are looking to move to an area that is revitalizing.
- All participants are very engaging, positive; and show great passion about the quick hit ideas.
- Most of the participants **want to see more improvements related to home/yard repair & maintenance and lot clean-up**; while young businessmen more prefer “micro-housing”, “street Smarts” ideas.

- Participants felt hard to distinguish “our story walking tour” and “heritage trail.” One resident mentioned his life experience of involving a fun historic walking tour, and he hoped to see the same thing happening in their community. Facilitators explained that ideas of **“walking tour” and “cultural corridor branding strategy” can be combined in the future** when implemented.
- Some interest in “little free library.” Participants thought this might be seen in many places and not be as unique as **“walking tour” and “sign toppers”** in terms of **helping build the community identity**.
- Participants expressed less interest in “Timber Post”, “Arte Ahora” and “Community Cares” ideas.
- All participants **liked the ideas related to food market, food truck, etc.** They thought a lot of the ideas were too similar and could be combined at the same location but on alternating weekends.
- They also liked to see the job service ideas though they felt it was hard to make choices on the ideas of “career fair” and “mobile business support center.” They chose “biz on wheels” because this could be a **more “door-to-door” service which could provide great convenience comparing to large career fair held at one specific location**. This might also provide help to someone writing a resume or replying to an advertisement.
- 3 to 4 residents **liked ideas that could help beautifying their community** such as “mural festival,” “flourish,” and “Handmade Artistry.”
- Young entrepreneurs also like the idea “start-up spot.”
- No participant showed interest in the idea of “Parking share.”
- One participant **would like to see “community garden/plot” in their neighborhoods**; Participant Mary said that they **used to have a community garden in the area**. They also asked that if they grew the produce could they sell it at the market.
- Among the three top choices, **“El Mercado”** was the one that residents **preferred to see happening on 12th St near GateWay College**. They indicated that there used to be a market near that location.
- There was a **concern about making improvements, spending money, on a leased parcel depending on the terms of the lease**.

Table #10 (Spanish Speaking Table)

(Facilitator: Angela Acosta, CRTKL)

- Overall this table was very supportive and complimentary of the work we did and the Quick Hits that we presented to them.
- They had **a lot of interest in** anything having to do with **improvements to their homes**.
- They actually **requested** if there was a **QH that could offer loans for interior home improvement**.
- They were very keen on anything that would **improve the District as a whole**.
- They had pride about where they live and **wanted to elevate the area's profile**.
- Their **final options showed their pride and interest in recognition** – they chose the Edge Plantings and the Sign toppers as some of their final responses.
- They were happy to participate.



TABLE EXERCISES RESULTS

“Gold Star” Ideas







Six (6) Gold Star ideas were singled out by the community as the most favored quick hit; the Gold Star quick hits are identified in Chart 1.

These ideas support Goal A (Stabilize & Strengthen Neighborhoods) and Goal B (Promote Identity & Heritage) as identified in the Visioning & Planning Phase. The results demonstrate that the community shows a strong preference for quick hits that **implement programs and improvements that improve the physical appearance and identity of the community, especially improvements to homes and yards and the public realm.**

CHART 1: *GOLD STAR* QUICK HIT IDEAS

"GOLD STAR" QUICK HIT IDEAS	GOAL	FREQUENCY	TABLE #
DIYard	A	2	1,5
Our Storefront	B	2	2,6
Selling Lots Back to Property Owners *	A	2	3,4
The Green Edge	A	2	7, 10
Code Enforcement	A	1	8
Sign Pride	B	1	9

Notes:
* This is a write-in idea identified during Table #3 and Table #4 discussions.

- 
DIYard ★
- 
Our Storefront ★
- 
Selling Lots Back to Property Owners ★
- 
The Green Edge ★
- 
Code Enforcement ★
- 
Sign Pride ★

Top 3 Quick Hit Ideas per Goal

Chart 2 shows the top 3 quick hit ideas associated with each of the project goals. The results also demonstrate the Community’s interest in programs and improvements that **improve quality of life** and **enhance the community’s physical appearance** and **cultural identity**. There is also interest in **accommodating interim and pop-up uses that will activate vacant noise lots**.

CHART 2: TOP3 QUICK HIT IDEAS PER GOAL

GOAL A	QUICK HIT IDEA	SCORE
	DIYard	15
	Super Side Yards	11
	The Tool Shed	7
	Code Enforcement	6
	The Green Edge	6
	Clean & Create	5
	Sell Lots Back to Property Owners	2 *
	Micro-Housing	1
	Street Smarts	1

Notes:
* This is a write-in idea identified during Table #3 and Table #4 discussions.

DIYARD

SUPER SIDE YARDS

THE TOOL SHED

GOAL B	QUICK HIT IDEA	SCORE
	Sign Pride	11
	Our Storefront	9
	Our Story Walking Tour	8
	Fun Pop	8
	Community Creates	5
	Timber Post	5
	Little Free Library	5
	Arte Ahora (Art Now)	5
	Community Cares	3
	Heritage Trail	1
	Community Garden	1 *

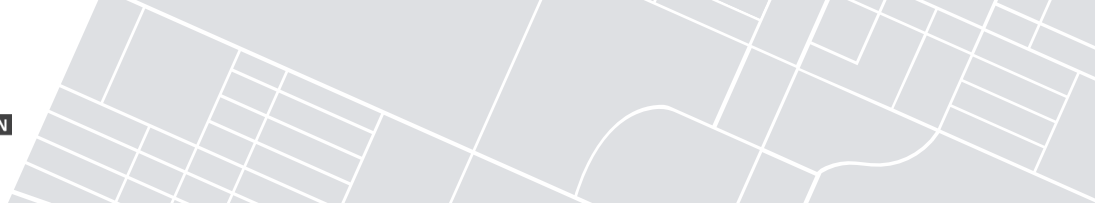
Notes:
* This is a write-in idea identified during Table #5 discussions.

SIGN PRIDE

OUR STOREFRONT

OUR STORY WALKING TOUR

FUN POP



GOAL C	QUICK HIT IDEA	SCORE
	El Mercado	19
	Street Eats	12
	Parking Share	10
	Biz on Wheels	8
	Start-up Spot	5
	Trade Fair	4
	Transportation Like Tempe	3 *
	Rise-Up	1

Notes:
 * This is a write-in idea identified during Table #5 discussions.



EL MERCADO



STREET EATS



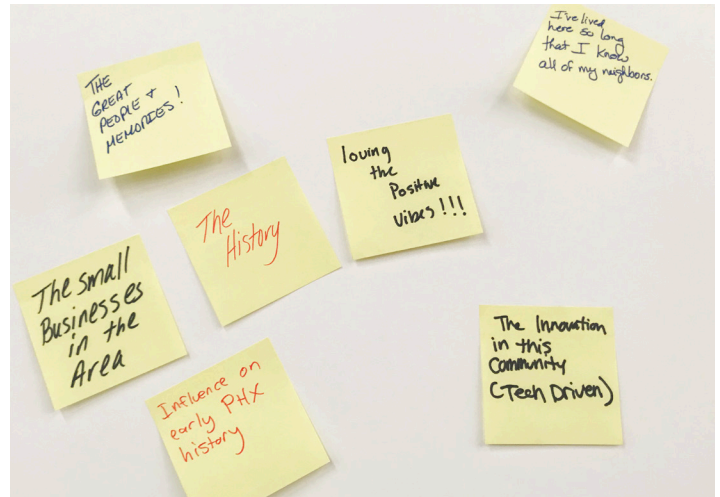
PARKING SHARE

APPENDIX: STATION EXHIBITS & TABLE EXERCISES RESULT BOARDS

Station #1: Our Community Map



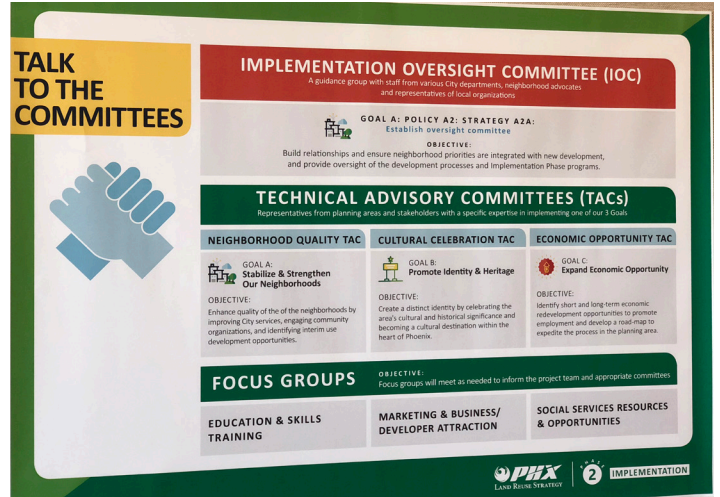
Station #2: Community Sentiments



Station #3: Picture This



Station #4: Get Involved



Station #5: What We Heard



Station #6: Hold that thought "Parking Lot"

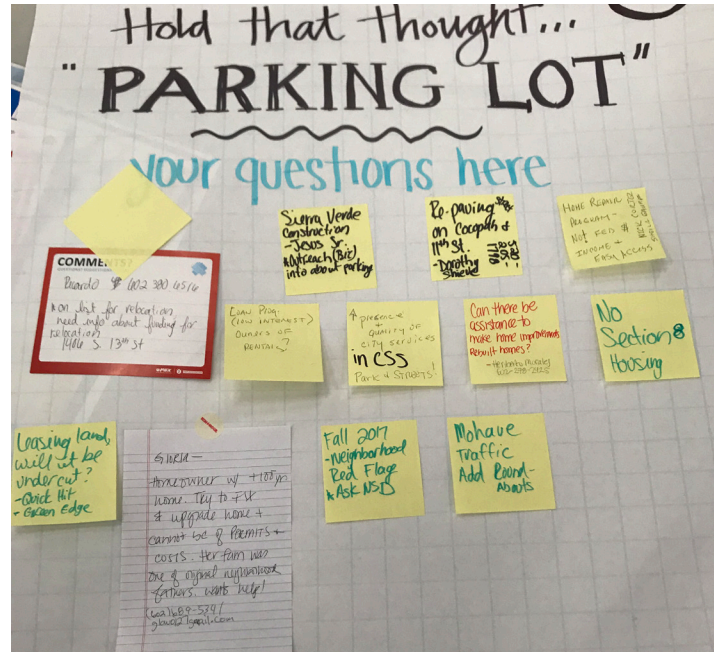


Table #1 Result



Table #2 Result



Table #3 Result



Table #4 Result



Table #5 Result

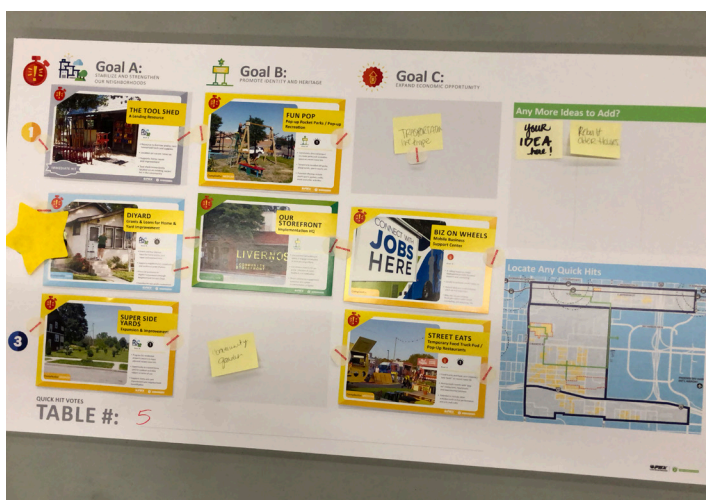


Table #6 Result



Table #7 Result

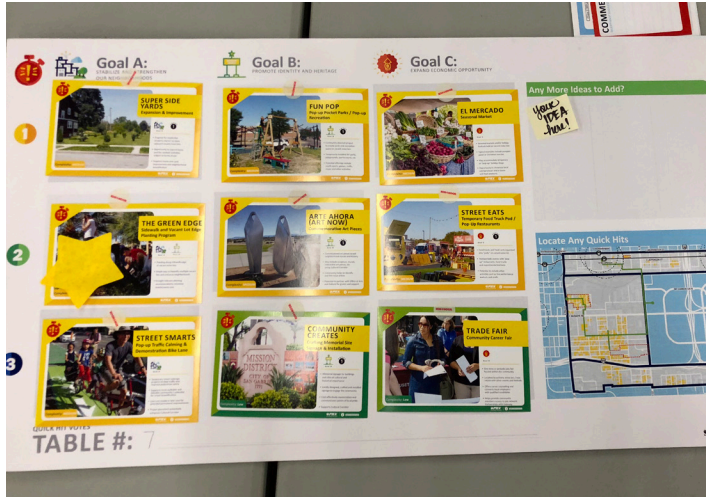


Table #8 Result

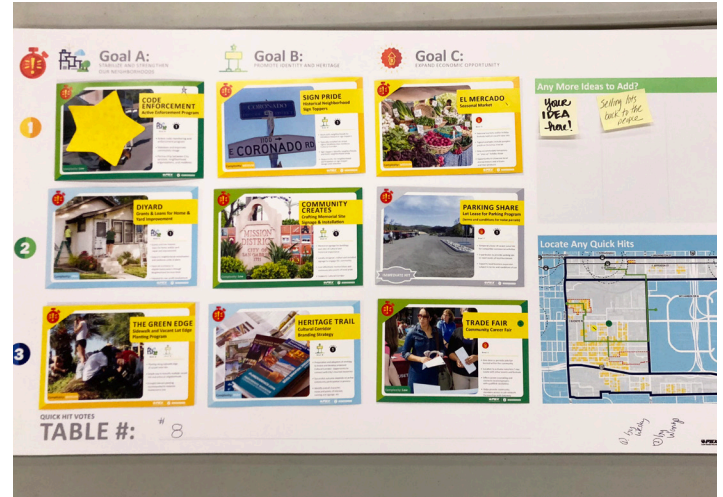


Table #9 Result

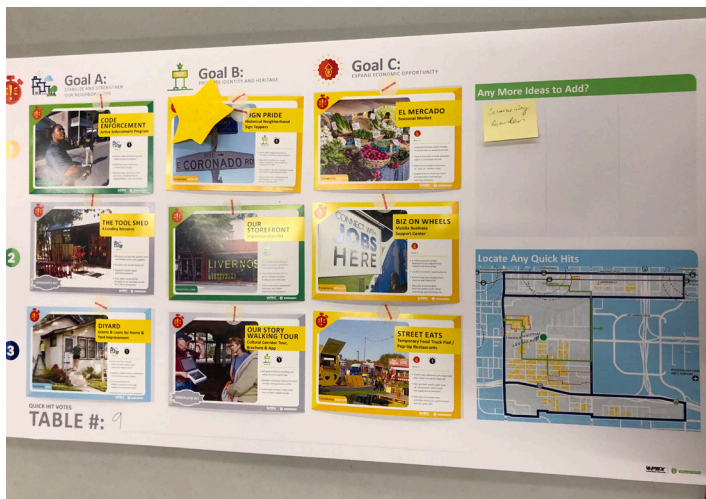


Table #10 Result

