



Neighbors United

# *Quality of Life Plan*

CENTRAL CITY SOUTH

Phoenix, Arizona

**Our Community.  
Our Vision.  
Our Plan.**





Residents discuss downtown development projects that could impact Central City South.

## An Invitation to Join the Work

On behalf of the Central City South Community and the Phoenix Neighborhood Development Collaborative, we are pleased to present the community's *Quality Life Plan Summary*, Phase I, which **outlines the neighborhood's collective statement of goals and objectives for comprehensive neighborhood revitalization**. Residents and numerous other stakeholders in the community have worked together to develop the framework which will serve as the guide toward development of **specific work plans** in order to implement the commitments represented by this document.

The *Quality of Life Plan Summary* clearly recognizes and appreciates that comprehensive neighborhood revitalization **addresses much more than bricks and mortar; rather, it focuses on activities and programs that address the goals and aspirations identified by the community**.

The summary is a dynamic document that will continue to change and grow as conditions both internal and external to the neighborhood evolve. **The essence of the summary is to identify the issues that are most important to the community and the strategies needed to strengthen it**, building on the assets, both human and physical, that exist in the neighborhood.

As we move into Phase II of the Quality of Life Plan process, detailed action plans addressing community goals and objectives will be developed and implemented. **The success of the Implementation Phase will require increased participation by community residents and stakeholders**, as well as a wide range of investors, funders, service providers, and businesses who understand the value and potential of our community. We invite anyone interested in the future of our neighborhood to participate and **partner** in our efforts.



CCS Leadership Academy  
Conference 2009

## *Quality of Life Plan* Purpose

The Quality of Life Plan (QLP) is a document to be used collectively by residents and stakeholders to guide work towards creating neighborhoods that are healthy, safe, and economically vibrant. The QLP is a “living document.” This means it will change over time. The first version is just that—a first version—and is part of a long-term process for improving the quality of life in Phoenix's Central City South neighborhood.

## *Community Driven Strategies*

The strategies outlined were created by the local residents and various stakeholders. The process to gather these ideas is based on the belief that residents know best what kind of community they want to live, work, and play in.

As a result, the strategies are an integration of current community assets, inspiration taken from other communities around the country, and a deeper knowledge about local initiatives directly impacting Central City South.

## Recreational Goal

Promote the utilization of existing facilities and programs and expand leisure-time opportunities.

### Strategies:

- Increase participation and utilization of existing recreation facilities.
- Create major community cultural and performing arts activities.
- Promote and encourage the development of leisure time activities and destinations at affordable costs.
- Create major sports collaborations—including competitive and non-competitive skills training and workshops.
- **Partners (partial listing):**  
**Boys & Girls Club, City of Phoenix, Neighborhood Associations, Friendly House**

## Health Goal

Increase awareness of and education for healthy living.

### Strategies:

- Promote and/or create affordable health and dental care opportunities in Central City South.
- Attract a local, reputable pharmacy.
- Create and promote a grass-roots level health education program that addresses healthy life styles.
- Establish and promote fitness programs and a healthy-family resource center.
- Promote and expand community gardens.
- **Partners (partial listing):**  
**ASU School of Nursing, Maricopa Integrated Health System, CCS Leader Mentors**

## Services Goal

Expand, promote and develop stronger relationships between service providers and the community.

### Strategies:

- Improve and expand quality child care providers.
- Re-open the Family Service Center.
- Create a youth advocacy center and telephone “help lines.”
- Improve ex-offender integration and release programs.
- Expand aging “out of foster care” programs.
- Develop life skills and life coach mentor programs.
- Create a community *Promotions/Media Plan*.
- **Partners (partial listing): Valle de Sol, Chicanos Por La Causa, AZ Department of Corrections, Valley Christian Center**

## Individual Development Goal

Promote individual development and increase household income by increasing employment, education and training opportunities.

### Strategies:

- Establish and implement community career days. Promote the utilization of the HOPE VI Career Center.
- Establish a local grass-roots education and career training center.
- Reduce high school dropout rates.
- Partner with the library to establish a catalogue of higher education scholarship information.
- Encourage local colleges/high schools to use the library as a satellite location.
- Promote individual development through community engagement and volunteerism.
- **Partners (partial listing): Maricopa Skill Center, Community Action Team, Urban League, Maricopa Community Colleges, parents**

## Housing Goal

Improve the conditions of existing homes and add new housing stock on vacant properties.

### Strategies:

- Create a community “Fix-It” Team program that will assist with minor repairs on dilapidated homes for low income families and seniors
- Seek funding for major rehabilitation projects for owner occupied homes
- Seek partners to build new homes on vacant lands.
- Hold landlords accountable for property beautification and compliance with codes.
- Create a grass-roots lead-free information training program.
- **Partners: PRC, LISC, City of Phoenix Neighborhood Services**

## Economic Development Goal

Create and expand economic development opportunities in CCS.

### Strategies:

- Promote CCS as a viable location for reputable retailers and other businesses.
- Create “Renaissance Zones” that promote small business opportunities for residents and “start up” incubator office space.
- Create a local business network program that models positive leadership and participates in efforts to address community issues and supports Central City South programs.
- Create local pay stations for utilities.
- Create a *Farmers Market* in Central City South.
- Encourage residents to shop locally.
- **Partners (partial listing): Downtown PHX Market, APS, Chicanos Por La Causa, Urban League**

## Transportation Goal

Up grade and expand existing transportation options in CCS.

### Strategies:

- Maintain and upgrade bus stops; install or expand shaded spaces and benches.
- Increase cross-walk timers to accommodate seniors.
- Acquire a Connector Bus that connects CCS to other neighborhoods and downtown Phoenix.
- Improve the condition of surface streets; install speed controls.
- Improve railroad tracks in the area of 11th Avenue.
- Advocate for a *Light Rail* station at Central Avenue.
- **Partners (partial listing): AARP, Neighborhood Associations, Valley Metro**

## Golden Threads Goal— A Sense of Community

Create a desired feeling that connects pride, community safety and beautification that will help strengthen neighbors’ relationships.

### Strategies:

- Establish a Fire Station volunteer crew; increase awareness of Station locations.
- Increase animal control enforcement.
- Actively engage in crime reduction efforts.
- Establish “Keep our Neighborhoods Clean” campaign.
- Increase the number of permanent trash cans and trees in CCS.
- Utilize the arts to tell and preserve our stories: past, present and future
- Establish a campaign that reduces graffiti and encourages public art.
- Create a monumental artistic gateway into and exiting Central City South.
- Promote positive and supportive resident and stakeholder relationships.

**Partners (partial listing): El Quinto, Neighborhood Seniors and Local Artists, City of Phoenix Fire Department, Maricopa Animal Control**

## Convening Agency

Revitalizing Neighborhoods, Connecting Generations

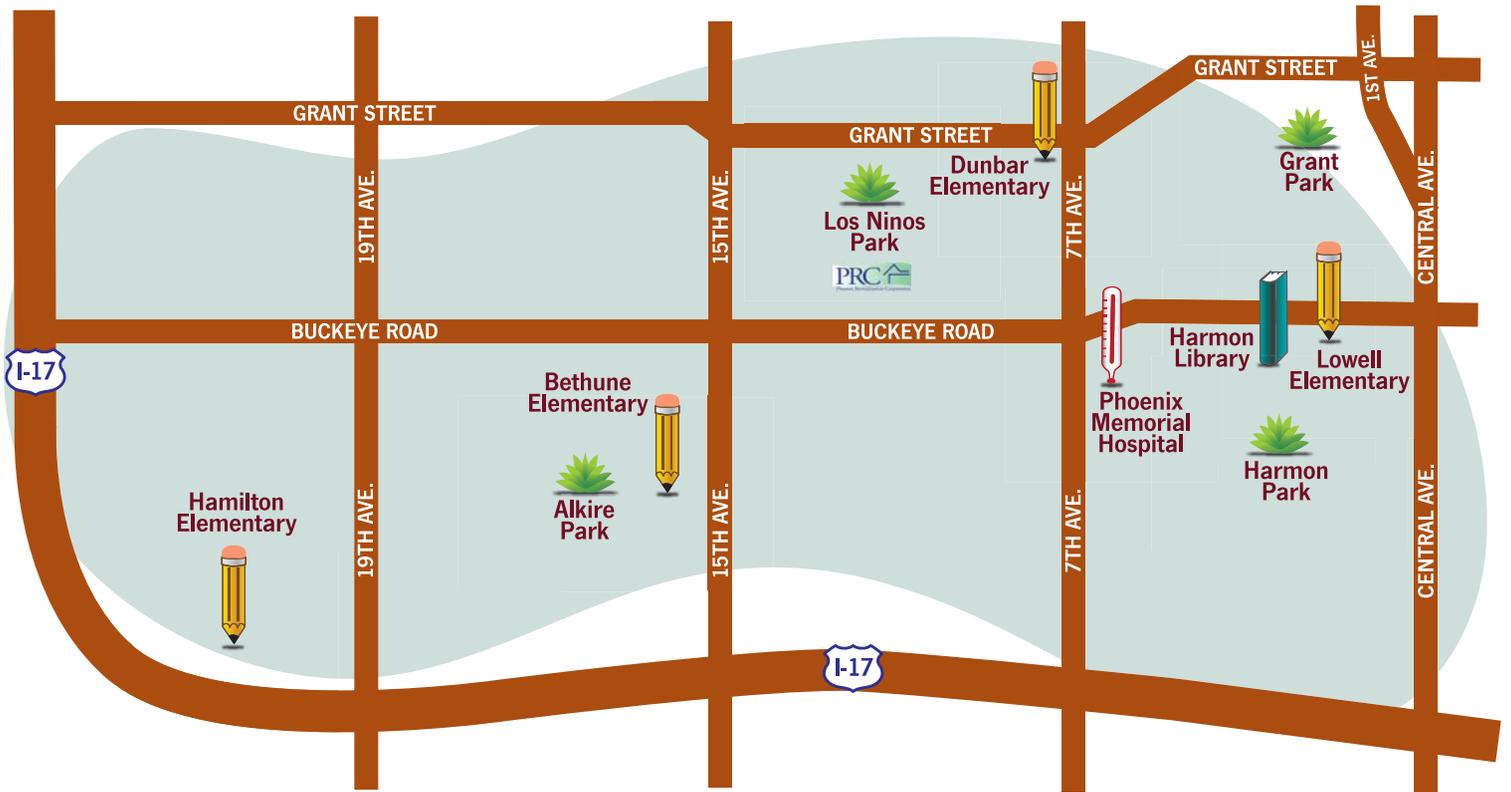
Phoenix Revitalization Corporation (PRC) was founded in 1986 by Phoenix Memorial Hospital. The initiative was known as the Phoenix Revitalization Project. PRC achieved non-profit status in 1992 when it merged with Casa de Nueva Esperanza. PRC has been involved in numerous community change projects which include: the HOPE VI application to HUD for the redevelopment of the Matthew Henson Public Housing Project; the Central City South Charrette; the Central City South Task Force; the Focused Future Task Force; Mercado Y Salud; Community Gardening Project; and the Avenidas de Esperanza Housing Rehab Project.

*For more information contact:*  
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Residents discuss QLP strategies at Central City South Table Talks in August 2009

# Central City South Area Map



## *Learning In Action*

Building the Motivation for Change

Residents and stakeholders understand that the revitalization of Central City South is not a one-stop destination but an on-going journey. As people move in and out of the neighborhoods there is a commitment to create continual opportunities that engage residents and stakeholders.

## NEXT STEPS

### **Development and implementation of the Quality of Life Work Plan and Sustainable Resident Leadership Training and work plan (SRLT).**

Residents and community stakeholders will create a work plan that identifies community **partners**, resources and a time frame for project implementation. Residents and

community stakeholders' will also participate in leadership capacity training – Sustainable Resident Leadership Training (SRLT) – an accelerated leadership-development training program specifically designed to increase residents' and community stakeholders' capacity to implement Quality of Life *Work Plan*.

### **For more information about Central City South's Quality of Life Plan contact:**

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### **For more information about the Phoenix Neighborhood Development Collaborative and Neighbors United communities contact:**

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Central City South residents participate in QLP Table Talks in May 2009.



*An on-going journey to revitalize  
Central City South.*



## **Quality of Life Plan Sponsors:**

PHOENIX NEIGHBORHOOD DEVELOPMENT  
COLLABORATIVE (PNDC)

Arizona Community Foundation

JPMorgan Chase

Local Initiatives Support Corporation (LISC)  
Phoenix Office

St. Luke's Health Initiatives

The Lodestar Foundation

Valley of the Sun United Way

### *Other collaborators include:*

City of Phoenix



**State Farm™**