



South Central TOD Steering Committee

November 19, 2020

Respect & Collaboration

We are a diverse group of committee members representing a diverse stakeholder group.

Respectful conduct is not optional but expected.

Hear each other out. Let everyone finish what they are saying. Remember we have a translator translating.

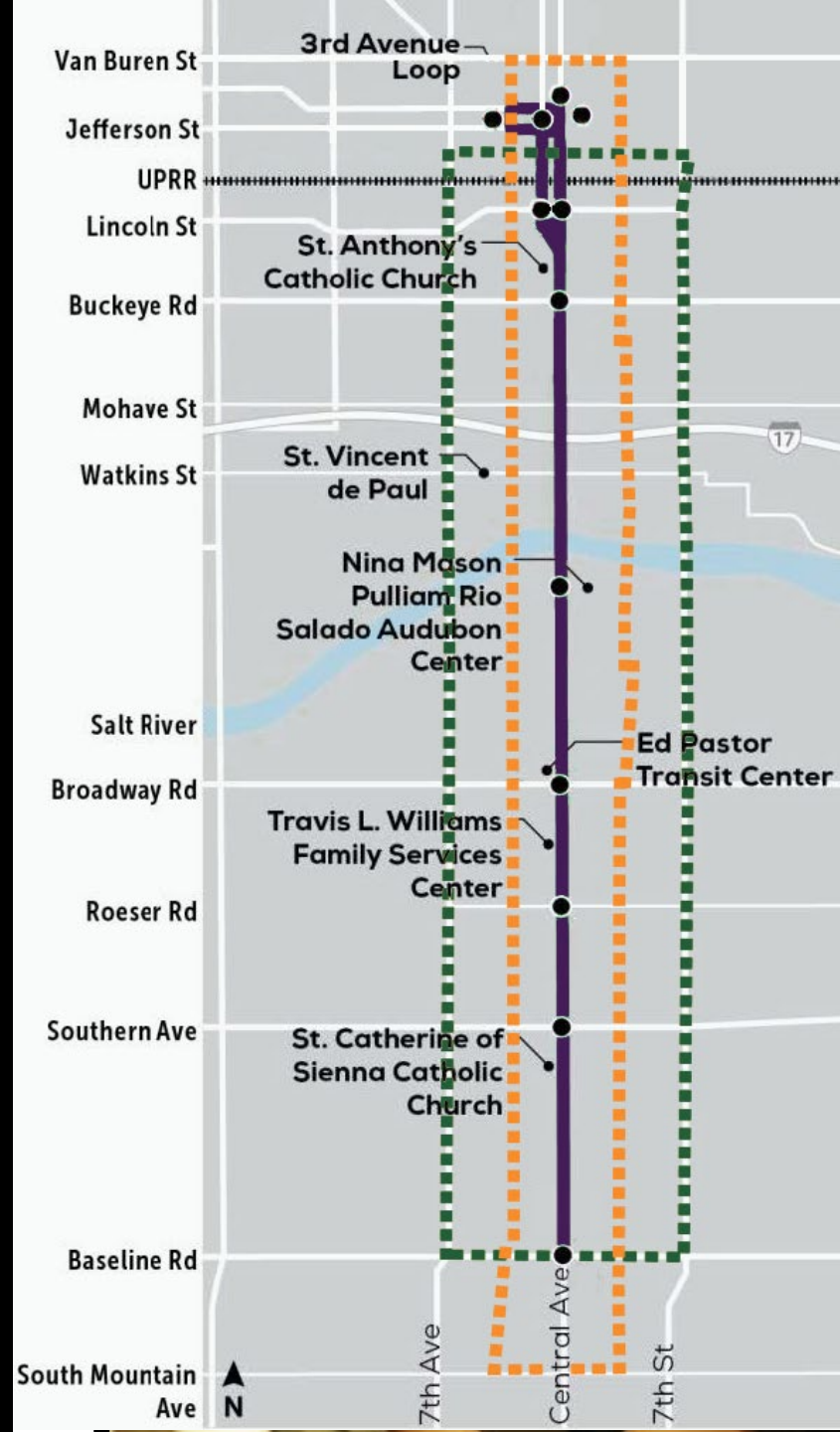
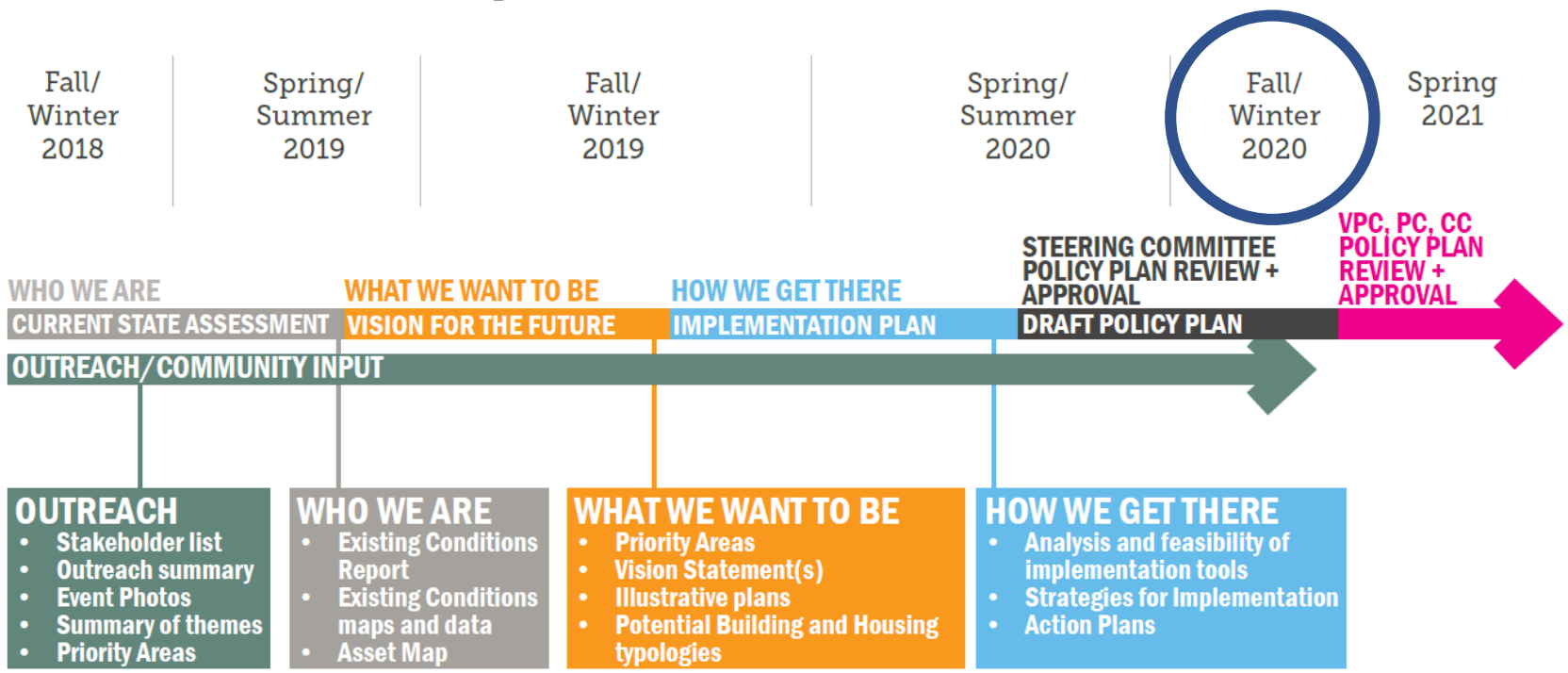
Please mute your device's microphone to help reduce lag and noise.



What is the Committee's Role?

- The Steering Committee will develop a TOD policy plan specific to the South Central corridor.
- Steering Committee members guide in developing a community vision and implementation strategies.
- Steering Committee members also advocate for and play a direct role in implementing the plan.
- The Plan will serve to attract, guide, and prioritize strategic investments to realize a shared community vision for the future of the corridor.

Where are we at in the overall process?



*Committee's tasks DO NOT involve discussions or decision making regarding the design and construction of the light rail extension, or to vote on individual projects within the Corridor.

South Central Corridor rejects displacement of our existing residents and businesses and celebrates our diverse cultural heritage. We support equitable transit-oriented development, designed as a sustainable future that improves the quality of life for all existing and future families and residents of this corridor.

1. Call to Order, Introductions and Announcements by Chair.

- Roll Call

Item sequence:

1. Roll Call
2. Announcements

1. Llamar al orden, presentaciones y anuncios por la Presidenta del Comité.

- Llamada de rol

Secuencia del artículo:

1. Llamada de rol
2. Anuncios



2. Review and approval of the September 17, 2020 meeting minutes.

Item sequence:

1. *Committee vote*

2. Revisión y aprobación de las actas de la reunión del 17 de septiembre de 2020.

Secuencia del artículo:

1. *Voto del Comité*

3. Discussion and possible recommendation regarding the 2021 meeting schedule for the South Central TOD Steering Committee.

3. Discusión y posible recomendación con respecto al calendario de reuniones de 2021 para el Comité Directivo Orientado al Transporte (TOD) de Sur Central.



ITEM #3

January						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

2021

SOUTH CENTRAL TOD

**Meeting day is 3rd Thursday of each month*

City Holidays

Religious Holidays
(Normally observed by committees):

2/17/21: Ash Wednesday

Agenda Item 4: South Central Corridor Air Quality Presentation Slide 8

Presentación sobre la calidad del aire en el corredor de sur central

- 4. INFORMATION ONLY:** Presentation and discussion regarding Air Quality in the South Central Corridor and the City of Phoenix Climate Action Plan Framework.

Presentation by the Office of Environmental Programs and the Maricopa County Air Quality Department.

- 4. SÓLO INFORMACIÓN:** Presentación y discusión sobre la calidad del aire en el corredor de sur central y el marco del plan de acción climática de la ciudad de Phoenix.

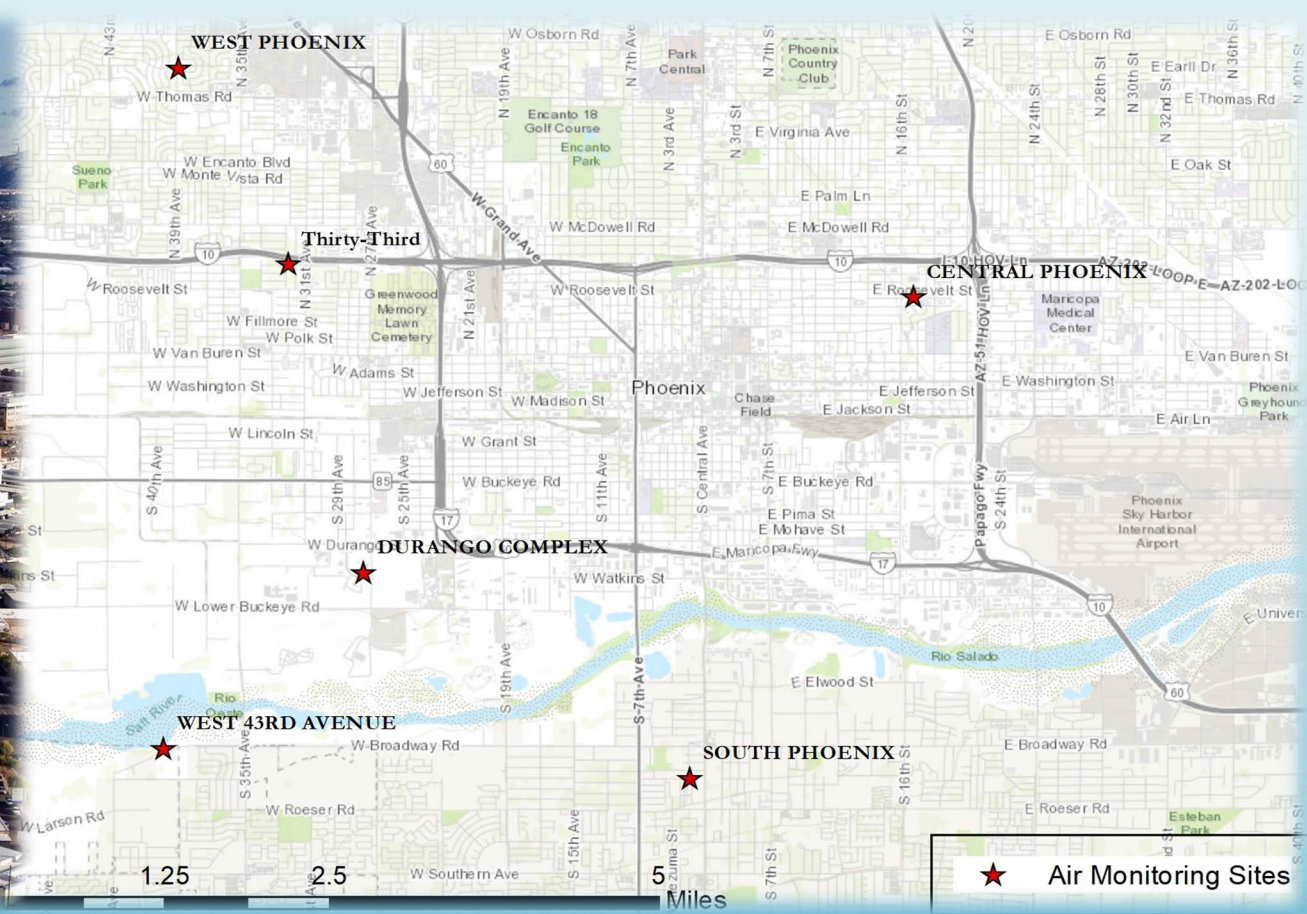
Presentación de la Oficina de Programas Ambientales y el Departamento de Calidad del Aire del Condado de Maricopa.

Item sequence:

- 1. Presentation*
- 2. Public Comment*

Secuencia del artículo:

- 1. Presentación*
- 2. Comentario Publico*

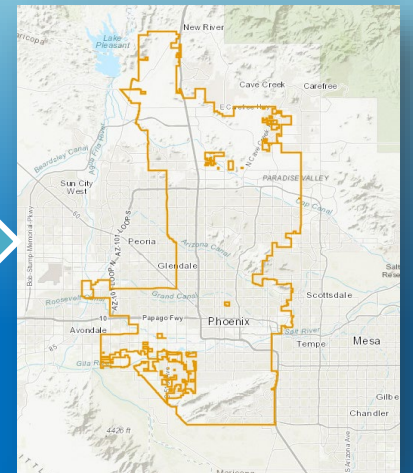
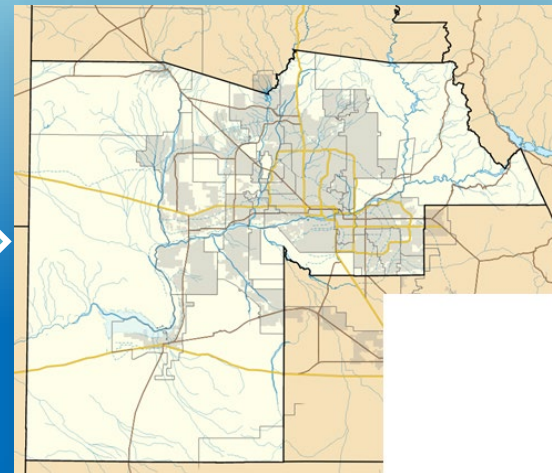
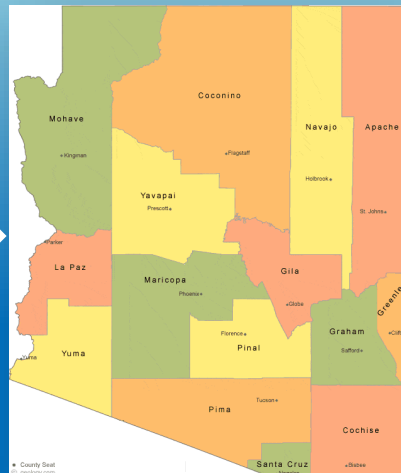


Air Quality South Central TOD Committee November 19, 2020



Overview

- ❑ Clean Air Act
- ❑ Regional Efforts
- ❑ City of Phoenix Efforts
- ❑ South Central Phoenix Air Quality Monitor Data
- ❑ Climate Action Plan Workshop



Clean Air Act

- Established in 1970
- Regulates air emissions from

Mobile Sources



Stationary Sources



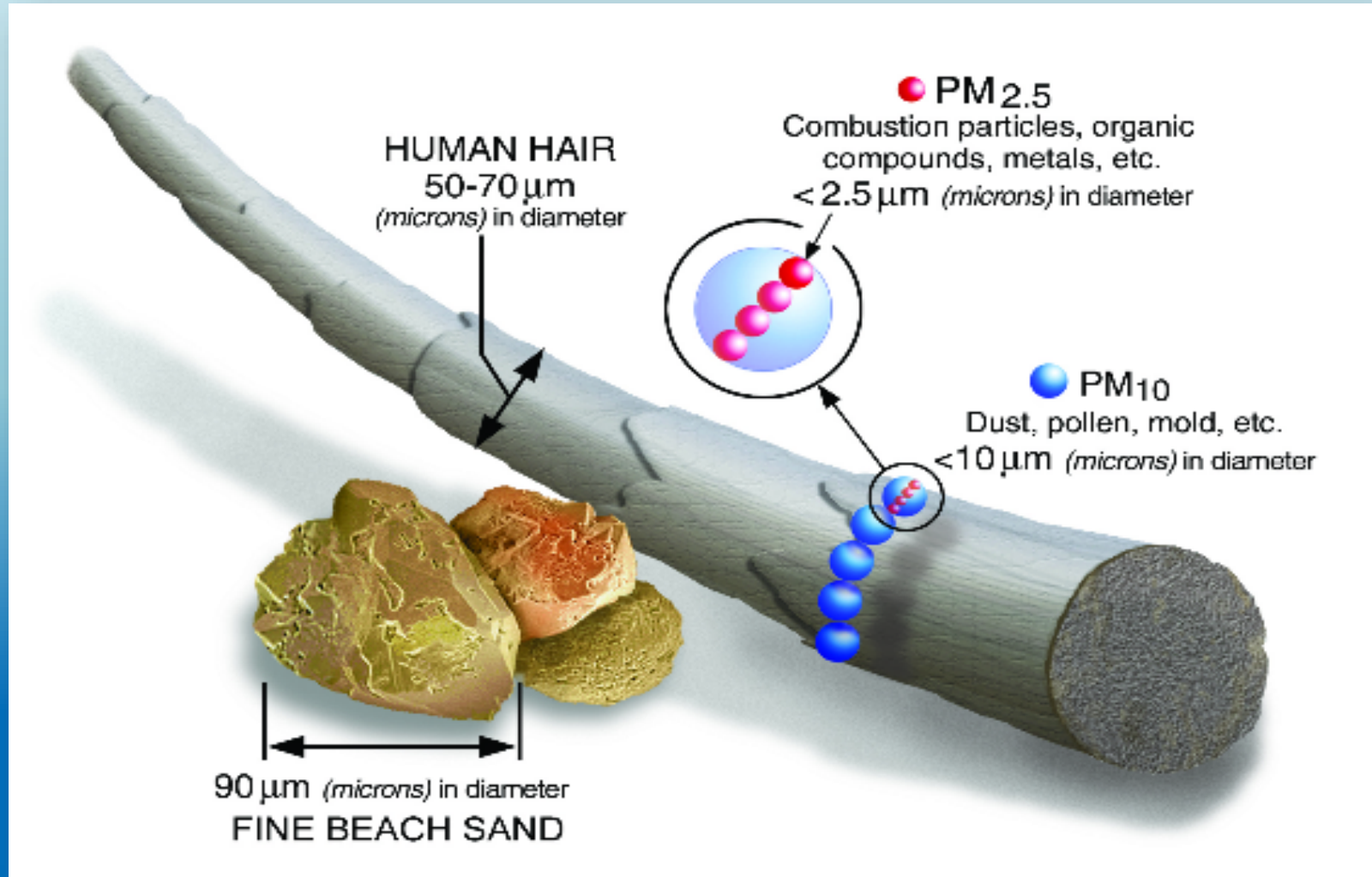
Federal Efforts – Clean Air Act

- **NAAQS – National Ambient Air Quality Standards**
- **Health-based standards that must be attained**

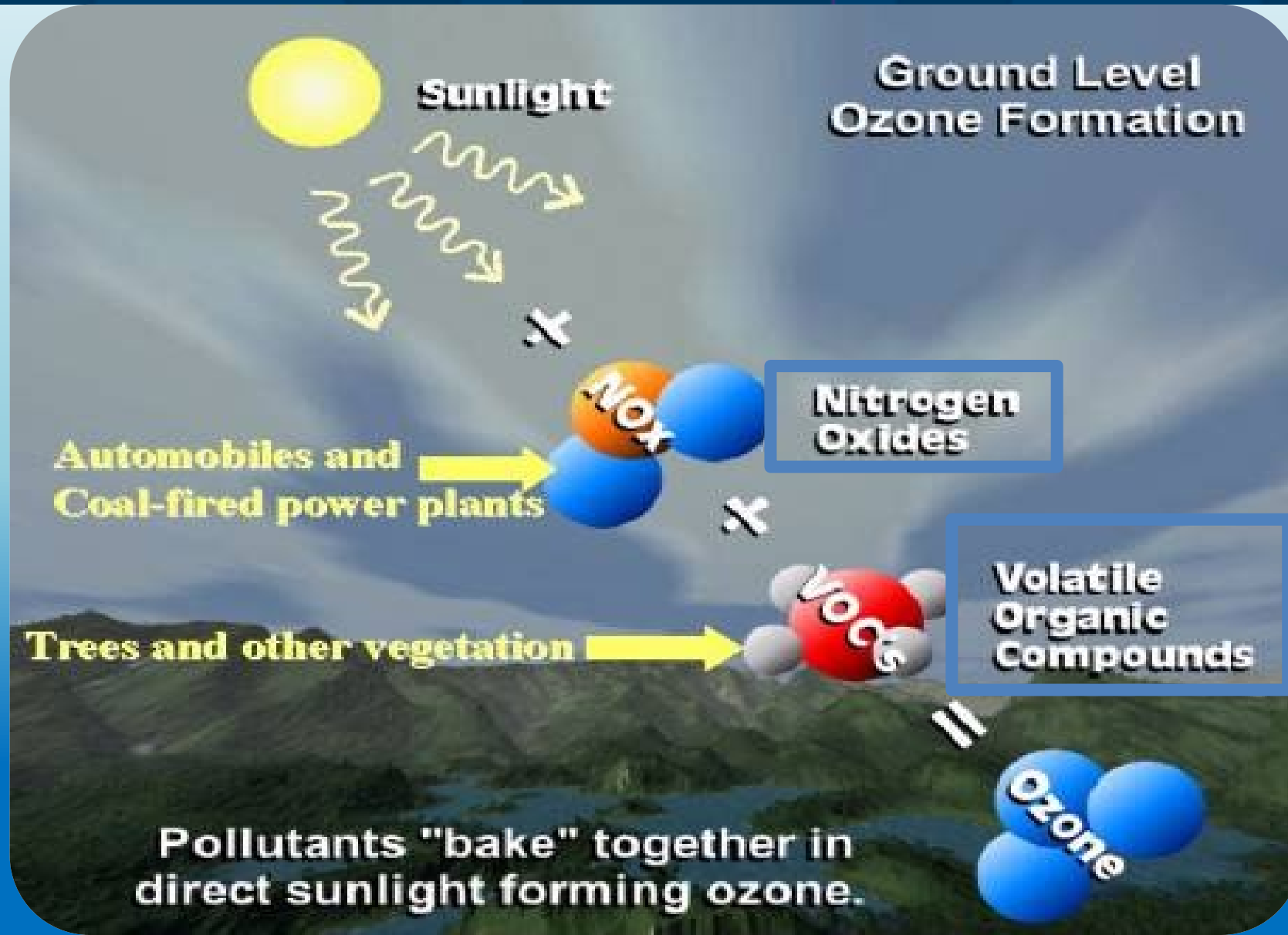


Particulate Matter (PM)

- The smaller the particle, the higher the risk.

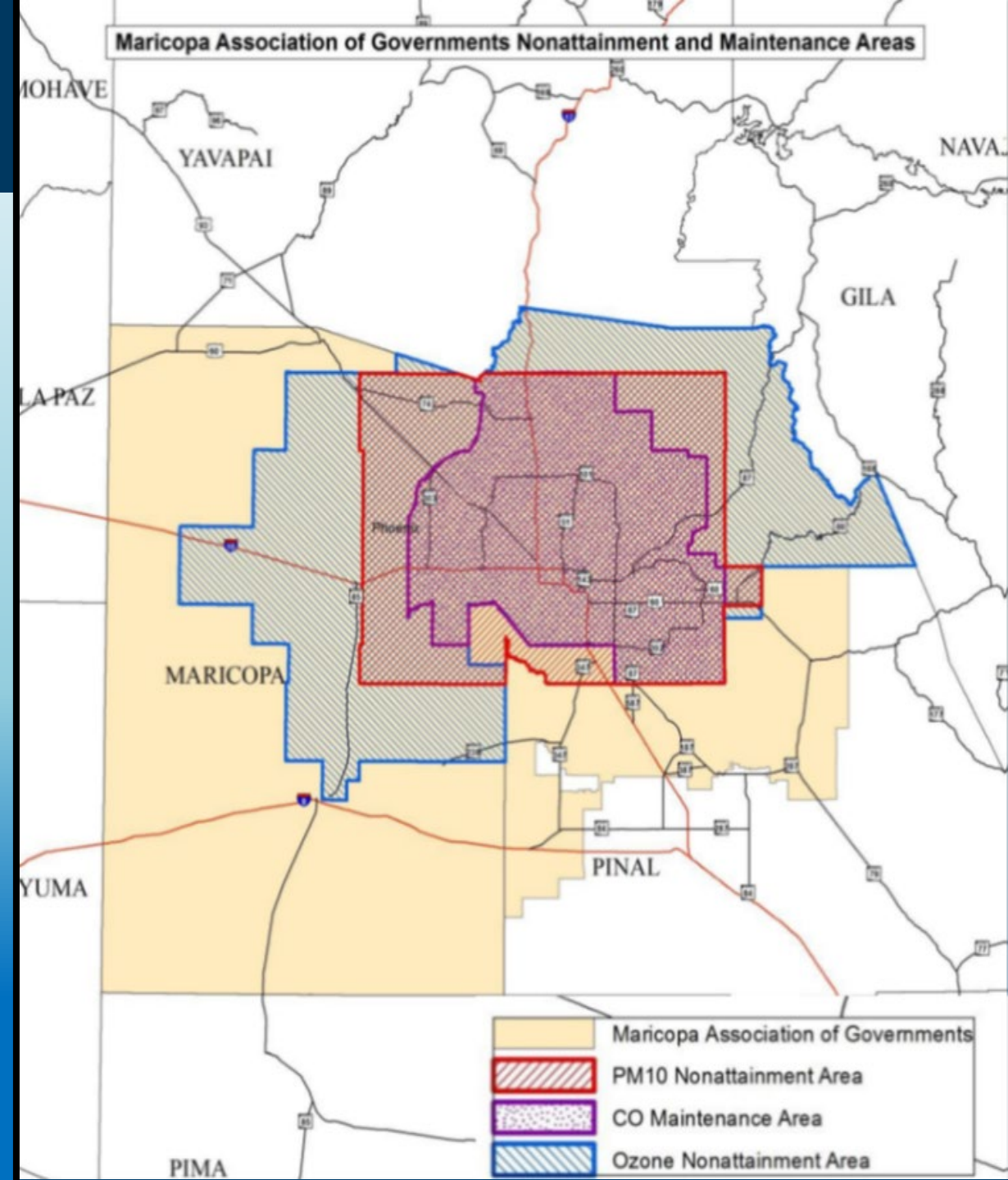


Formation of Ground-level Ozone



Nonattainment

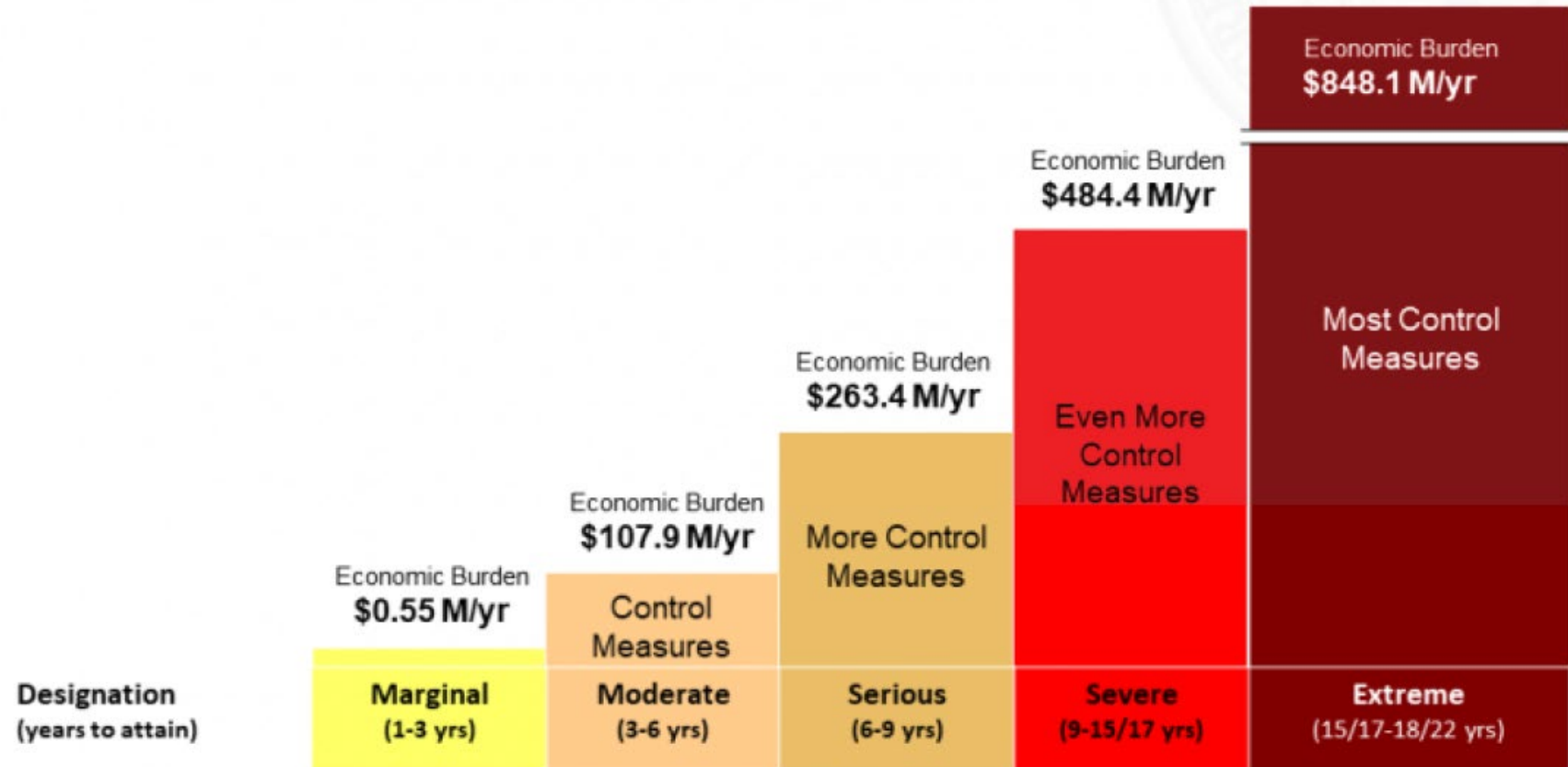
- **PM10 Nonattainment Area**
- **Ozone Nonattainment Area**



Nonattainment?

Consequences for not meeting ozone regulations

CAA Regulation Escalates Over Time



Regional Efforts



➔ **Clean Air Council**



➔ **Air Technical Committee**



➔ **Air Quality Ozone Coalition**

City of Phoenix Efforts

- **Dust Control Practices**
 - Stabilized 500 miles of alleyways
 - Street sweepers
 - Neighborhood Services Dept. inspectors trained for dust violations



**Reduce Urban
Heat Island
Effect**

“Cool” Pavement Pilot

City of Phoenix Efforts

- **Modify activities on High Pollution Advisory Days**
- **Reschedule; minimize dust.**

CLEAN AIR MAKE MORE
MARICOPA COUNTY'S INITIATIVE TO PROMOTE CLEANER AIR AND HEALTHIER LIVES

DOWNLOAD THE APP | SIGN UP FOR ALERTS | REPORT A VIOLATION | ESP EN ESPAÑOL

Our Air | Make the Commitment | News & Events | Classroom | Tools/Downloads | About Us

Mowing Down Pollution

Participate in Maricopa County's Mowing Down Pollution Program. Receive up to \$200 in vouchers towards the purchase of lawn and garden equipment by trading in your old equipment.

AIR QUALITY MODERATE

WOOD BURNING	LEAF BLOWING	OFF-ROAD VEHICLES
Clear	Clear	Clear
89° High 51° Low	89° High 51° Low	89° High 51° Low
Winds blowing NE at 3 MPH	Winds blowing NE at 3 MPH	Winds blowing NE at 3 MPH

TODAY | **TOMORROW**

There are no restrictions in effect at this time, including wood burning restrictions.

[Learn more about wood burning, leaf blowing, and off-highway vehicle restrictions.](#)

City of Phoenix Efforts

- Encourage alternative modes of travel
 - Transit, Carpool, Vanpool, Telecommuting
 - Transportation 2050 (T2050)
- 73.5% Alternative Fuel Use by City Operations



Light Rail Expansion

Reduces airborne emissions
12 tons daily
across Phoenix,
Tempe and Mesa.



An average daily commute in the Valley is 30 miles. For every 70.5 miles not traveled, one pound of pollution is saved.

- Powered by electricity – lower emissions than other fuels
- Local air quality improved

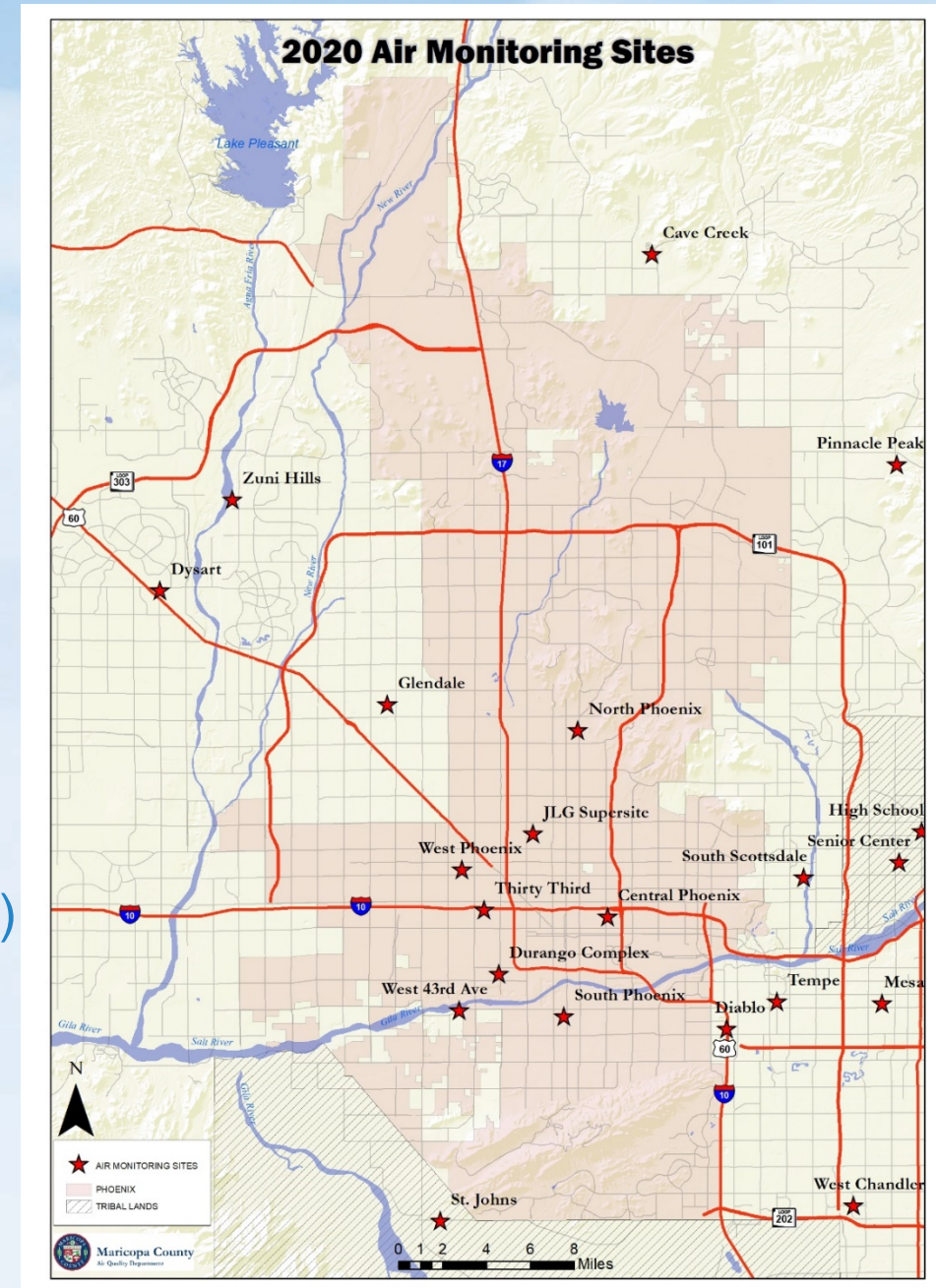


Air Quality Monitoring in the City of Phoenix

Ronald Pope, PhD
Atmospheric Scientist
Planning & Analysis Division

Air Quality Monitoring Sites

- 8 sites within City of Phoenix in 2020
 - 7 are operated by MCAQD
 - 1 (JLG Supersite) is operated by ADEQ
- All criteria air pollutants are measured, although not necessarily at each site:
 - Carbon monoxide
 - Lead
 - Nitrogen dioxide
 - Ozone
 - Particulate matter (PM₁₀ & PM_{2.5})
 - Sulfur dioxide



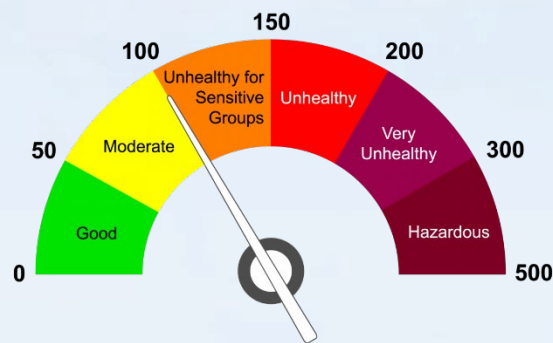
South Phoenix Monitoring Site

- A long-term site, has been operating for 46 years.
- Opened in 1974 (ID# 04-013-0013)
- Moved a short distance in 1999
 - Was assigned new ID# 04-013-4003
- Located near Broadway & Central
- Measures four air pollutants:
 - Carbon monoxide
 - Ozone
 - Particulate matter (PM₁₀ & PM_{2.5})



Air Quality Index for 3-Year Design Values

	CO	NO ₂	Ozone	PM ₁₀	PM _{2.5}
South Phoenix	17	-	105	82	78
Central Phoenix	20	54	108	105	-
North Phoenix	-	-	115	70	61
West Phoenix	26	49	108	91	84
33 rd Ave	-	60	-	-	-
Durango	-	-	-	97	80
West 43 rd	-	-	-	126	-
Supersite	16	47	108	81	70



Ozone Campaign

(April to September)

**COMMIT TO ONE DAY
HELP KEEP OZONE AWAY!**

By making easy changes to daily activities at least one day a week such as reducing driving, taking light rail or the bus, refueling after dark or riding a bike to work, Maricopa County residents and businesses can have a great impact on reducing ozone concentrations and helping keep our air clean.



CleanAirMakeMore.com



RIDE PUBLIC TRANSIT 

CARPOOL 

BIKE 

WALK 

COMMIT TO ONE DAY

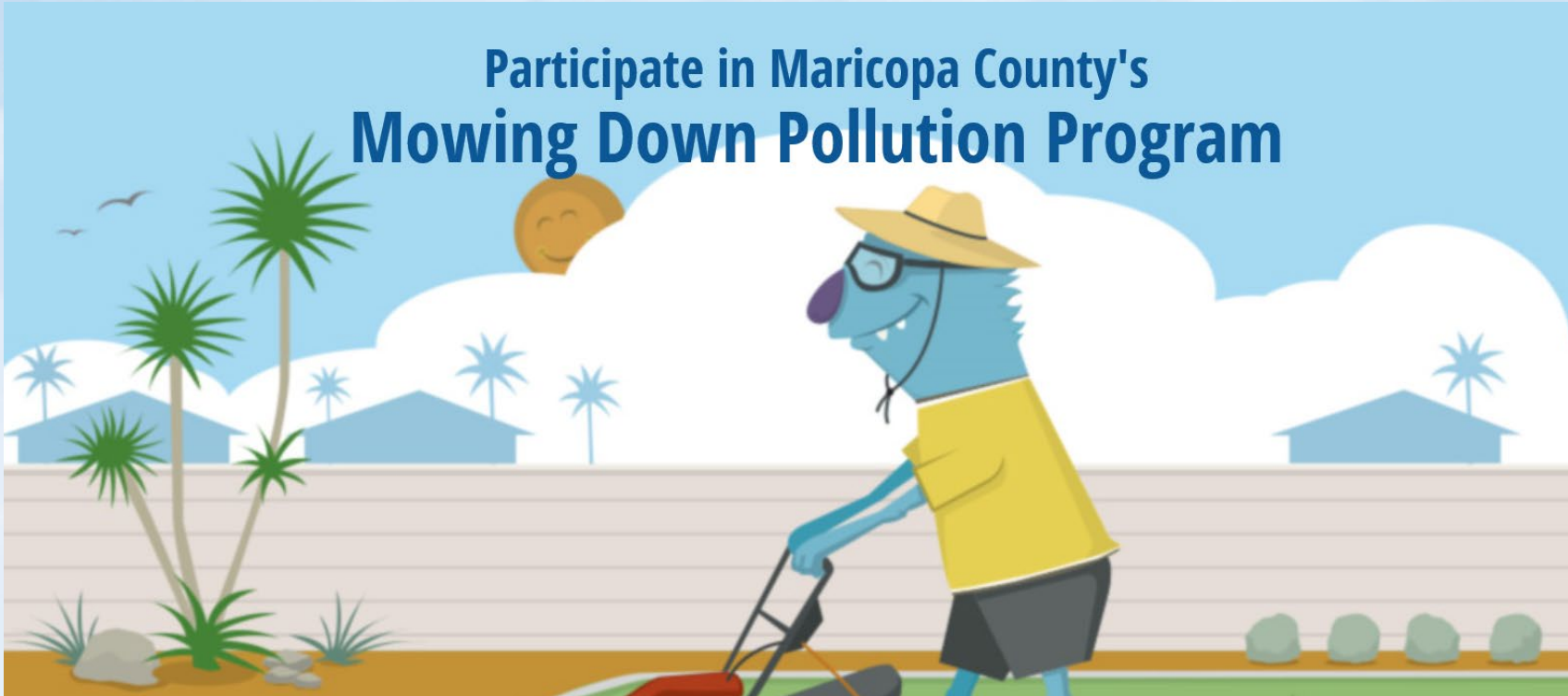
HELP KEEP OZONE AWAY!



CleanAirMakeMore.com

Maricopa County Mowing Down Pollution Program

Participate in Maricopa County's
Mowing Down Pollution Program



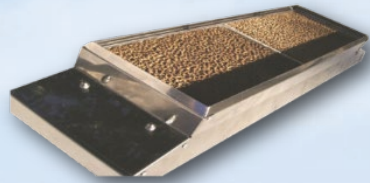


BURN CLEANER BURN BETTER

- Billboards
- TV, Radio, Online, Newspaper
- Grocery Store Participation
- Light Rail Advertising
- ADOT Signs
- Residence Door-hangers
- Social Media
- TV & Radio Meteorologists
- Public & Private Partnerships



Maricopa County Fireplace Retrofit Program



Air Pollution Reduction Device



Natural Gas Log Set



- MCFRP program was designed to reduce air pollution by modernizing wood burning fireplaces.
- Target area is urban center
 - Northern to Baseline
 - 16th Street to 59th Avenue
- 800 total retrofits as of July 2020
 - 30% air pollution reduction devices
 - 70% natural gas log sets

Maricopa County Propane Fire Pit Program



Strategies for 2020 and beyond



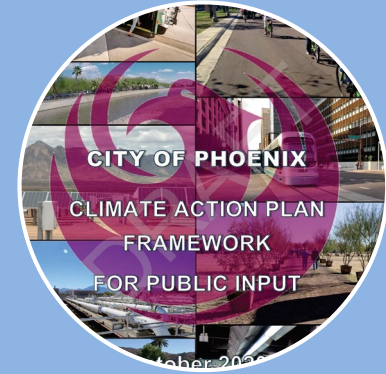
Particulate matter and ozone



Education and school outreach



Mulch fires and outdoor combustibles



Climate action plan



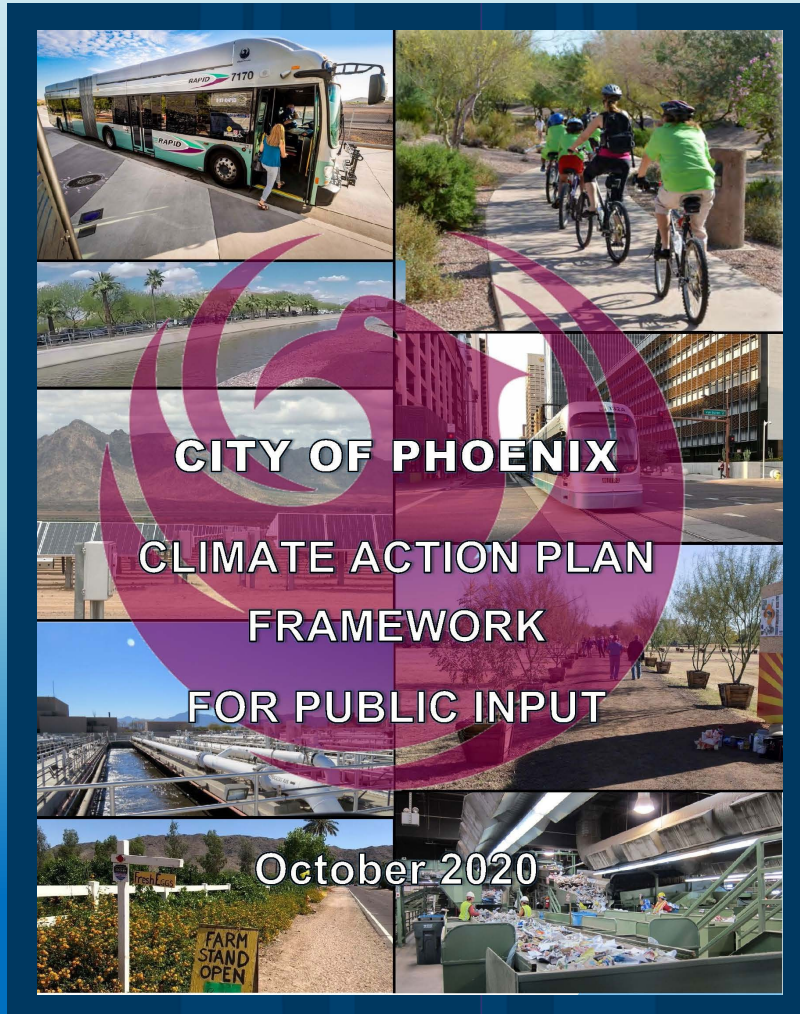
Climate Action Plan Virtual Workshop #2

Breakout Groups
Water Heat Energy

December 3, 2020
4:30 p.m. to 6 p.m.

Register by emailing
climate@phoenix.gov by
November 27

View the Framework at
phoenix.gov/climate





City of Phoenix

602-256-5669

phoenix.gov/oep/

phoenix.gov/oep/climate

oeinfo@phoenix.gov



5. INFORMATION ONLY: Presentation and update regarding the draft South Central TOD Policy plan.

Presentation by Planning and Development Department.

Item sequence:

- 1. Presentation*
- 2. Public Comment*

5. SÓLO INFORMACIÓN: Presentación del borrador del plan de Política TOD de Sur Central.

Presentación del Departamento de Planificación y Desarrollo.

Secuencia del artículo:

- 1. Presentación*
- 2. Comentario Publico*

DRAFT

TABLE OF CONTENTS

2



PART 1 INTRODUCTION

ABOUT THE SOUTH CENTRAL CORRIDOR

Executive Summary
History
eTOD

CURRENT CONDITIONS

Six Planning Elements
Assets and Challenges
Business and Resident
Assessments

PUBLIC PARTICIPATION

Community Outreach
Community Workshops
Steering Committee
Community Capacity
Building

10



PART 2 VISION

SOUTH CENTRAL CORRIDOR
Protect, Enhance, Invest

NORTH AREA
Reconnect communities

RIO SALADO AREA
Celebrate natural resources

SOUTH AREA
Strengthen traditions and
culture

SOUTH MOUNTAIN AREA
vision....

20



PART 3 IMPLEMENTATION

GOALS AND MEASURES
Achieving the Vision

**IMPLEMENTATION
STRATEGIES**
Incremental growth and
revitalization

**PRIORITY ACTION
PLAN(S)**
Biggest small wins + smallest
big wins

Appendix

TABLE OF CONTENTS

2

PART 1 INTRODUCTION

10

PART 2 VISION

20

PART 3 IMPLEMENTATION

Example Vision Section

CENTRAL CORRIDOR

Executive Summary
History
eTOD

CURRENT CONDITIONS

Six Planning Elements
Assets and Challenges
Business and Resident
Assessments

PUBLIC PARTICIPATION

Community Outreach
Community Workshops
Steering Committee
Community Capacity
Building

SOUTH CENTRAL AREA

Protect, Enhance, Invest

NORTH AREA
Reconnect communities

RIO SALADO AREA

Celebrate natural resources

SOUTH AREA

Strengthen traditions and
culture

SOUTH MOUNTAIN AREA

vision....

CENTRAL MOUNTAIN AREA

Achieving the Vision

IMPLEMENTATION STRATEGIES

Incremental growth and
revitalization

PRIORITY ACTION PLAN(S)

Biggest small wins + smallest
big wins



SOUTH AREA STRENGTHEN TRADITIONS AND CULTURE

2045 COMMUNITY VISION

The South area is a vibrant connected environment that strengthens and prioritizes families, youth, and protecting the most vulnerable populations while inspiring all future generations to live, work, and thrive in place. With rich traditions to share, the community is a place to celebrate and share history, heritage, and cultural diversity with all who visit.

Specifically for this area, our community envisions:

- Protecting our residents most at risk from displacement, including those residing in our existing trailer parks
- Providing quality work-force training and job matching opportunities within our corridor to prevent the displacement and build community wealth
- Providing diverse mixed-income and equitable housing options that cater to a dynamic range of family make-ups and that are designed respectful of existing neighborhoods
- Urban agriculture – telling the history of the people and land and the future with healthy food
- Managed growth with unique investments at each light rail station stop driven by the need of local neighborhoods and desired by visitors to the corridor
- Parking solutions that balance business needs with residential neighborhood quality of life



SOUTH AREA - PRIORITIZING GROWTH

The North area has prioritized growth to **reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. Established neighborhoods, although zoned for higher intensity and scales, utilize appropriate housing typologies that fit the existing context while achieving the desired community vision for change.

PROTECT

Areas designated for **slow incremental growth** strategies, **smaller scale** and **lowest intensity** investments. *Housing investments examples: ADU's, Tiny Homes, manufactured homes, duplexes, triplexes, fourplexes.



Rate of Change



Scale of Change



Intensity of Change

ENHANCE

Areas designated for **slow to moderate rate of growth** strategies, **medium scale** and **medium intensity** investments. *Housing investments examples: Courtyard Apartments, Townhomes, medium multiplex, live-work.



Rate of Change



Scale of Change



Intensity of Change

INVEST

Areas designated for **moderate rate** of growth strategies, **medium/large scale** and **medium/high intensity** investments. *Housing investments examples: Mid-rise apartments/condos, Mixed Use Residential.



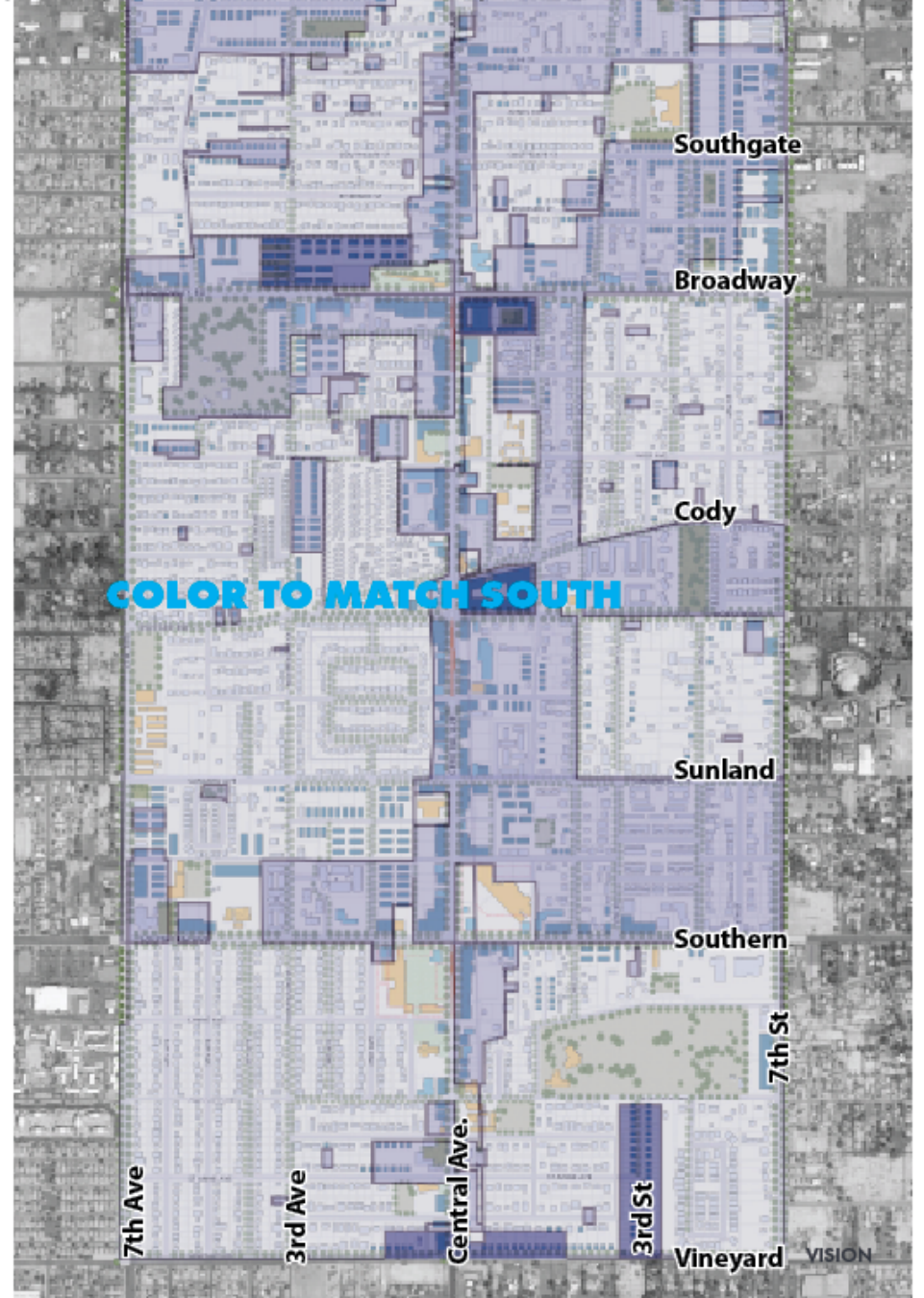
Rate of Change



Scale of Change



Intensity of Change



COLOR TO MATCH SOUTH

SOUTH AREA - LAND USE, HOUSING, AND ECONOMIC DEVELOPMENT INVESTMENTS

The Rio Salado area has prioritized investments to **reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community desired investments** associated with the **Land Use**, **Housing** and **Economic Development** planning elements.

- L Broadway Stop:
Mixed-Use transit stop**
- Variety of housing opportunities, ownership and rental, live/work space at affordable and market costs.
 - Retail, restaurants and daily service – entertainment, office, arcade, grocery store and farmer's market.
 - Community Facilities – community learning / training center, medical facilities – pharmacy, urgent care, etc.
 - Mid-rise development (2-5 stories) in a walkable, connected format – buildings to the street, first floor entry and parking behind the buildings.

Ed Pastor Transit Plaza: Enhanced Transit Center

- Provide mixed-income housing, focused on attainable and affordable units adjacent to the transit center.

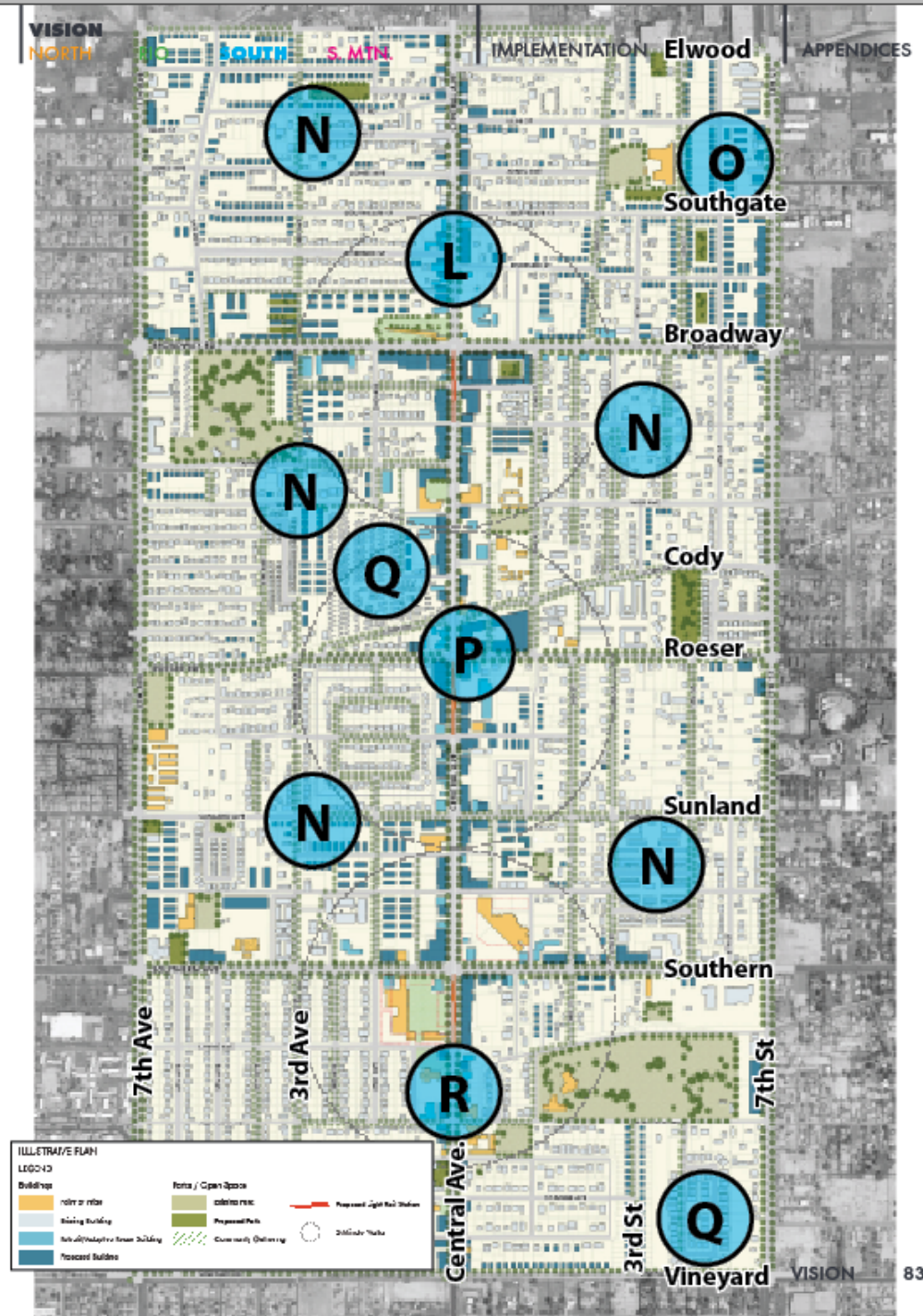
- N South Neighborhoods:**
- Housing revitalization and infill of vacant lots with of a size appropriate for the neighborhood.

- O 7th Street Neighborhood:**
- Expansion of neighborhood to provide new, mixed-income housing opportunities, including single family, multi-generational and small-scale multi-unit homes.
 - Low-rise mixed-use development, located at the corner of 7th Street and Broadway Road to support daily needs of residents.

- P Roeser Stop:
Mixed-Use transit stop**
- Variety of mixed-income housing opportunities, ownership and rental.
 - Retail, restaurants and daily service – entertainment, office, grocery store, farmer's market and library.
 - Mid-rise development (2-4 stories) in a walkable, connected format – buildings to the street, first floor entry and parking behind the buildings.

- Q Mobile Home Park:**
- Preserve and stabilize the mobile home park as a low-cost housing opportunity for future residents.
 - Investigate opportunities to create ownership opportunities within the mobile home park.

- R Southern Stop:
Mixed-Use transit stop**
- Variety of mixed-income housing opportunities, ownership and rental.
 - Retail, restaurants and daily service – entertainment, hotel, Mercado, and farmer's market.
 - Mid-rise development (2-4 stories) in a walkable, connected format – buildings to the street, first floor entry and parking behind the buildings.

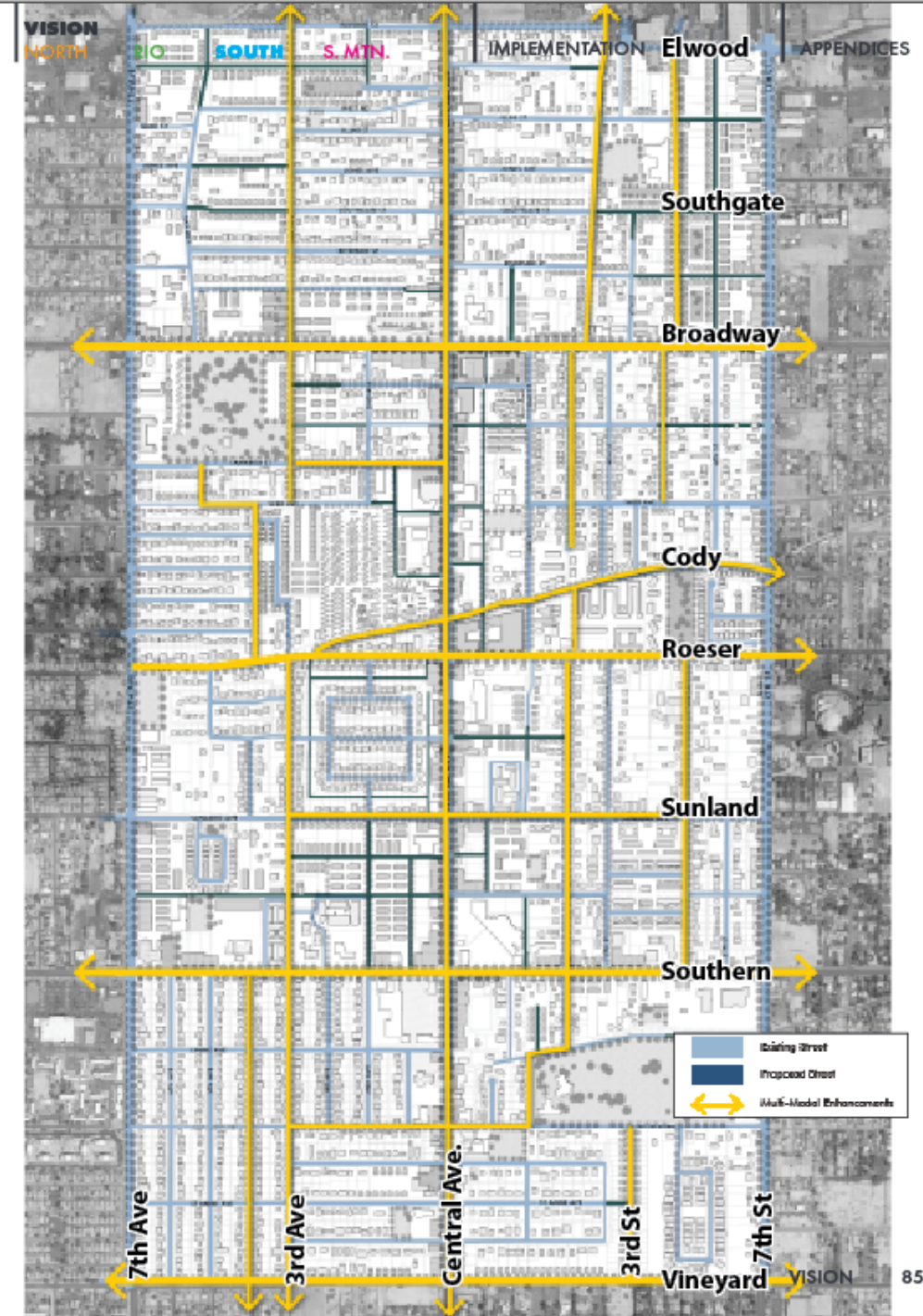


SOUTH AREA - HEALTH, GREEN SYSTEMS, AND MOBILITY INVESTMENTS

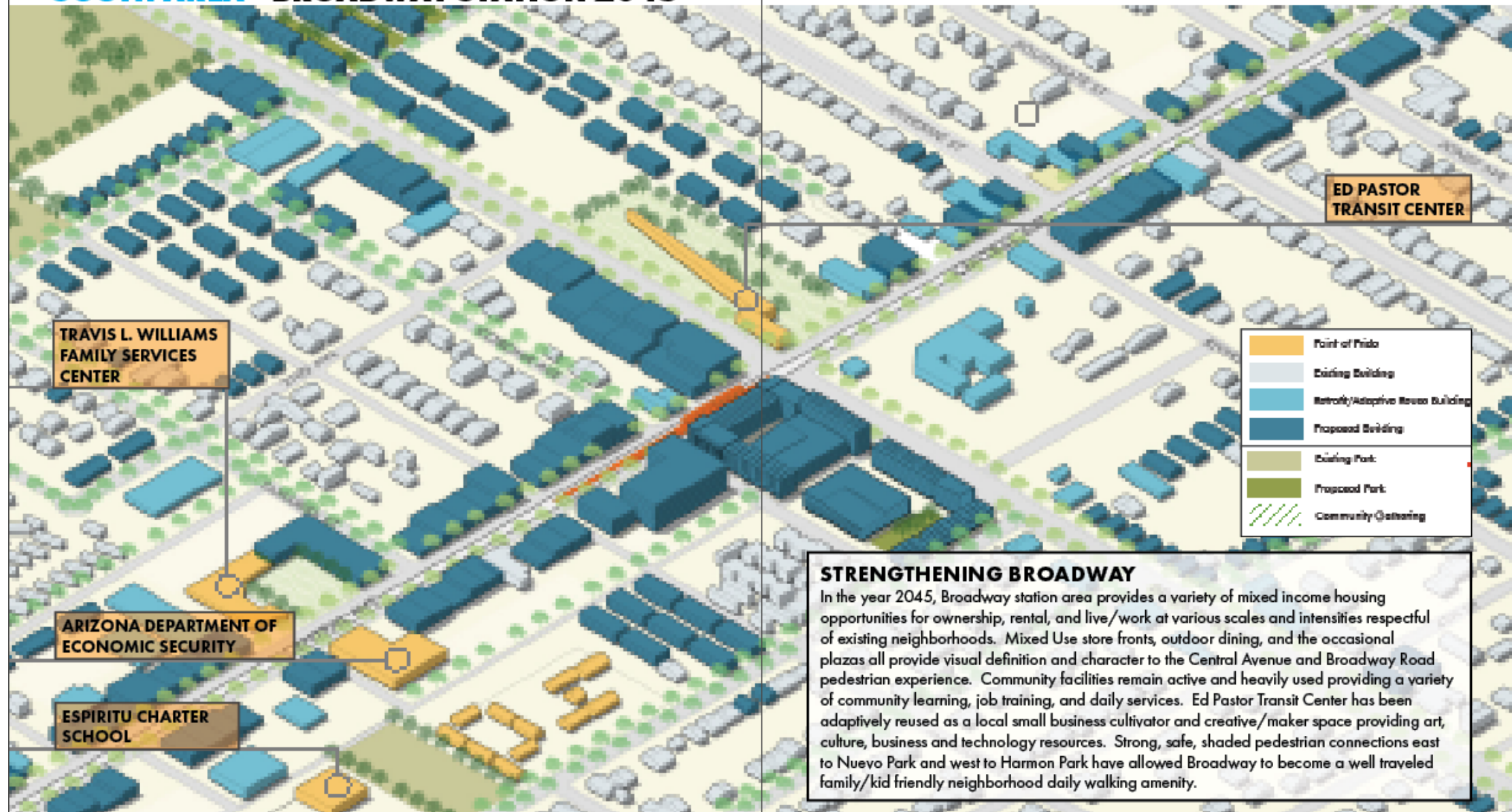
The Rio Salado area has prioritized investments to reject displacement of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the community desired investments associated with the **Health, Green Systems** and **Mobility** planning elements.

- L Broadway Stop: Mixed-Use transit stop**
- Green Space – improvements to local parks and green spaces – active uses, open space, dog park, stormwater retention area, and greening of streets – streetscape, green amenities and gathering spaces.
 - Broadway Road Improvements – safety improvements, bike and pedestrian improvements – wider sidewalks and bike lanes, and greening of the corridor for shade and comfort.
 - Central Avenue - pedestrian enhancement to for safety and comfort, wider sidewalk, shading – natural and man-made.
- Ed Pastor Transit Plaza: Enhanced Transit Center**
- Create a Paseo for the community – comfort amenities for people – shade, seating, water fountains, trash receptacles, etc.
 - Improve pedestrian and bicycle connectivity to the transit center – complete sidewalk network and bike lanes.
- N South Neighborhoods:**
- Improvement to 3rd Avenue/Montezuma Street, 3rd Street, Broadway Road, Cody Drive, Roeser Road, Sunland Avenue, Southern Avenue, Alta Vista Road, Vineyard Road for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
 - Improvement of existing parks and green spaces to support neighborhoods. – active uses, community gardens space, open/green space and public art.
- O 7th Street Neighborhood:**
- New and improved green spaces to support the existing residential community and new housing development. Pedestrian comfort improvements to 5th Street to support development and connectivity.

- P Roeser Stop: Mixed-Use transit stop**
- Green Space – improvements to local parks and green spaces – active uses, open space, dog park, stormwater retention area, and greening of streets – streetscape, green amenities and gathering spaces.
 - Roeser Road Improvements – create a Paseo to create a pedestrian oriented street, incorporating safety improvements, bike and pedestrian improvements – wider sidewalks and bike lanes, and greening of the corridor for shade and comfort.
 - Central Avenue - pedestrian enhancement to for safety and comfort, wider sidewalk, shading – natural and man-made.
- R Southern Stop: Mixed-Use transit stop**
- South Mountain Community Center – enhanced recreation space, active recreation areas, passive recreation space that incorporates shade, seating, water and landscape. Create a community learning / training center for South corridor residents.
 - Improvement to 3rd Avenue, 3rd Street, Southern Avenue, and Vineyard Road for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
 - Green Space – improvements to local parks and green spaces – active uses, open space, dog park, stormwater retention area, and greening of streets – streetscape, green amenities and gathering spaces.
 - Southern Avenue Improvements – create a green street, incorporating safety improvements, bike and pedestrian improvements – wider sidewalks and bike lanes, and greening of the corridor for shade and comfort.
 - Central Avenue - pedestrian enhancement to for safety and comfort, wider sidewalk, shading – natural and man-made.



SOUTH AREA - BROADWAY STATION 2045



SOUTH AREA - ROESER STATION 2045

ROESER CULTURAL CENTER

In 2045, the Roeser station area has become a center of local/small business corridor building off the several existing narrow lot commercial properties abutting established single family residential. Businesses have embraced the pedestrian experience, shifting surface parking lots to behind buildings and providing functional and shaded outdoor dining, seating and gathering space along the Central Avenue frontage. Larger developments have contributed with shared parking models, small scale infill, and active and accessible frontages along Central Avenue to further embrace and display vibrant and active people, community, traditions and cultures.

	Point of Pride
	Existing Building
	Retrofit/Adaptive Reuse Building
	Proposed Building
	Existing Park
	Proposed Park
	Community Gathering

FAMILY DOLLAR

ASU PREP ACADEMY

ARIZONA DEPARTMENT OF ECONOMIC SECURITY

ESPIRITU CHARTER SCHOOL

MARY'S MINISTRIES

PHOENIX FIRE DEPARTMENT STATION 72

SOUTH AREA - SOUTHERN STATION 2045

BUILDING ON SOUTHERN TRADITIONS

In 2045, the Southern Avenue station is strongly built upon South Plaza, a community node and cultural marker established over time. South Plaza has become an even greater iconic landmark enhanced with shade, lighting, and intentional community gathering spaces; revitalized with small businesses, and celebrated as an equitable TOD landmark site. Infill of the surface lot is appropriately designed and scaled to complement the small businesses and plaza experience. This Southern stop has become a common community destination full of vibrant mixed income housing, retail, and restaurants all breathing new life in the heart of south central. Art, culture, and ethnic heritage elements are sprinkled throughout celebrating and sharing stories of the past, present, and future.

OCOTILLO LIBRARY & WORKFORCE LITERACY CENTER

SOUTH PLAZA

SAINT CATHERINE OF SIENNA ROMAN CATHOLIC CHURCH

CORRAL CLEANERS & LAUNDRY

GINO'S PIZZA

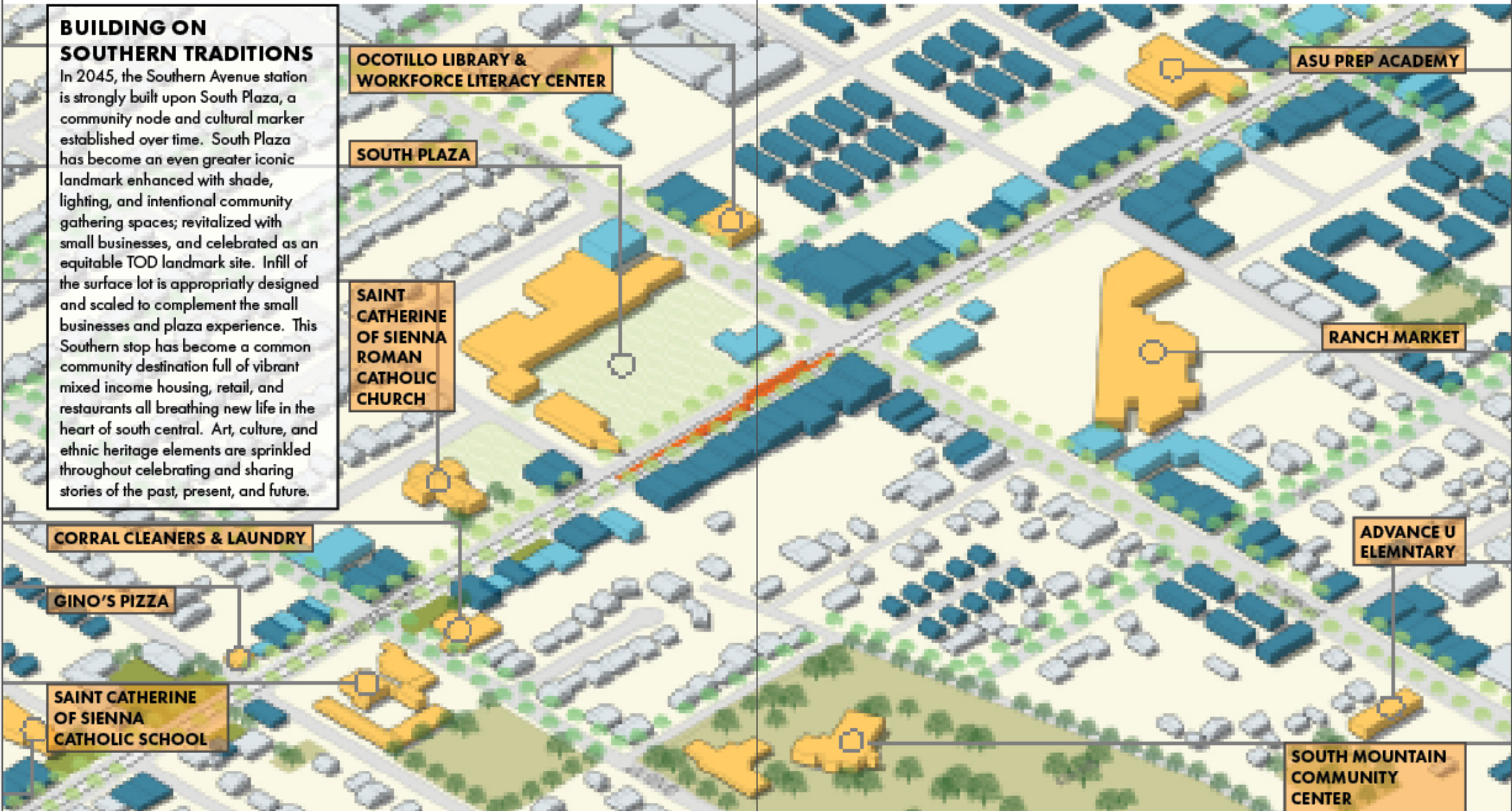
SAINT CATHERINE OF SIENNA CATHOLIC SCHOOL

ASU PREP ACADEMY

RANCH MARKET

ADVANCE U ELEMNTARY

SOUTH MOUNTAIN COMMUNITY CENTER



SOUTH AREA - LAND USE 2045

SOUTH AREA - LAND USE PRIORITIES

Tri-Center South

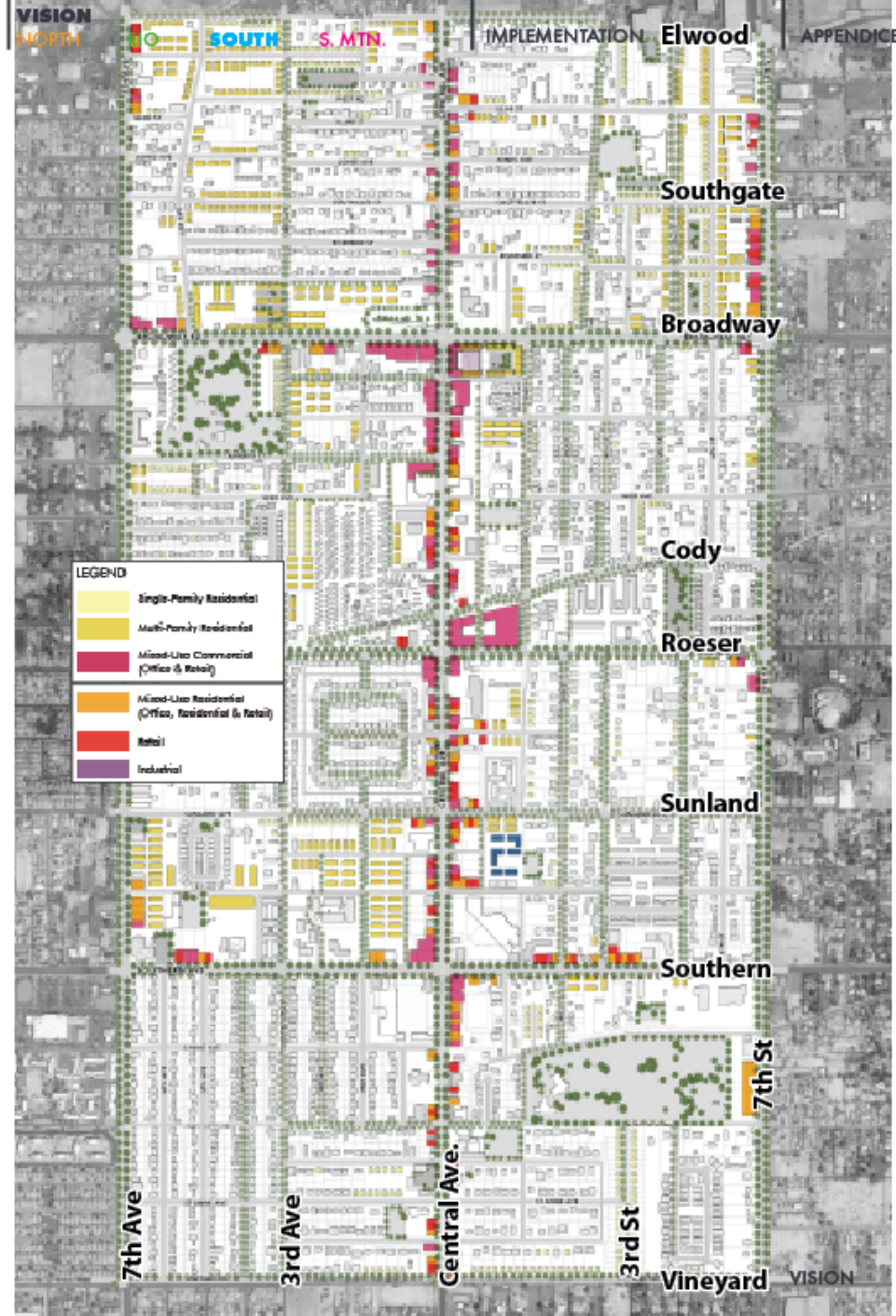
Three mixed use transit nodes have blossomed in the south area creating some of the most unique and culturally diverse experiences in the entire corridor. Surrounding these nodes, protected and enhanced established neighborhoods continue to thrive providing appropriately scaled affordable and mixed-income housing choices. Revitalization and infill of vacant lots have “completed” the neighborhood edges at appropriate scales and intensities. Existing and new businesses thrive, mobile home parks are stabilized and protected, and ownership opportunities have been created for all existing residents. New retail, restaurants, and entertainment have complemented the existing businesses and provided more capacity to support the meaningful and respectful growth of the area. Education, community centered learning, and civic leadership created some of the strongest community voices and vision of the entire city. Youth opportunities and empowerment programming has expanded to influence nearby neighborhoods and communities as one of the most authentic art, culture, and ethnic heritage hubs in the entire valley. The area has given birth to several local developers, innovators, and entrepreneurs, cultivating community pride, success, and resiliency like no other.



Image description | location
Source:



Image description | location
Source:



SOUTH AREA - OPEN SPACE 2045

SOUTH AREA - OPEN SPACE PRIORITIES

Southern Oasis

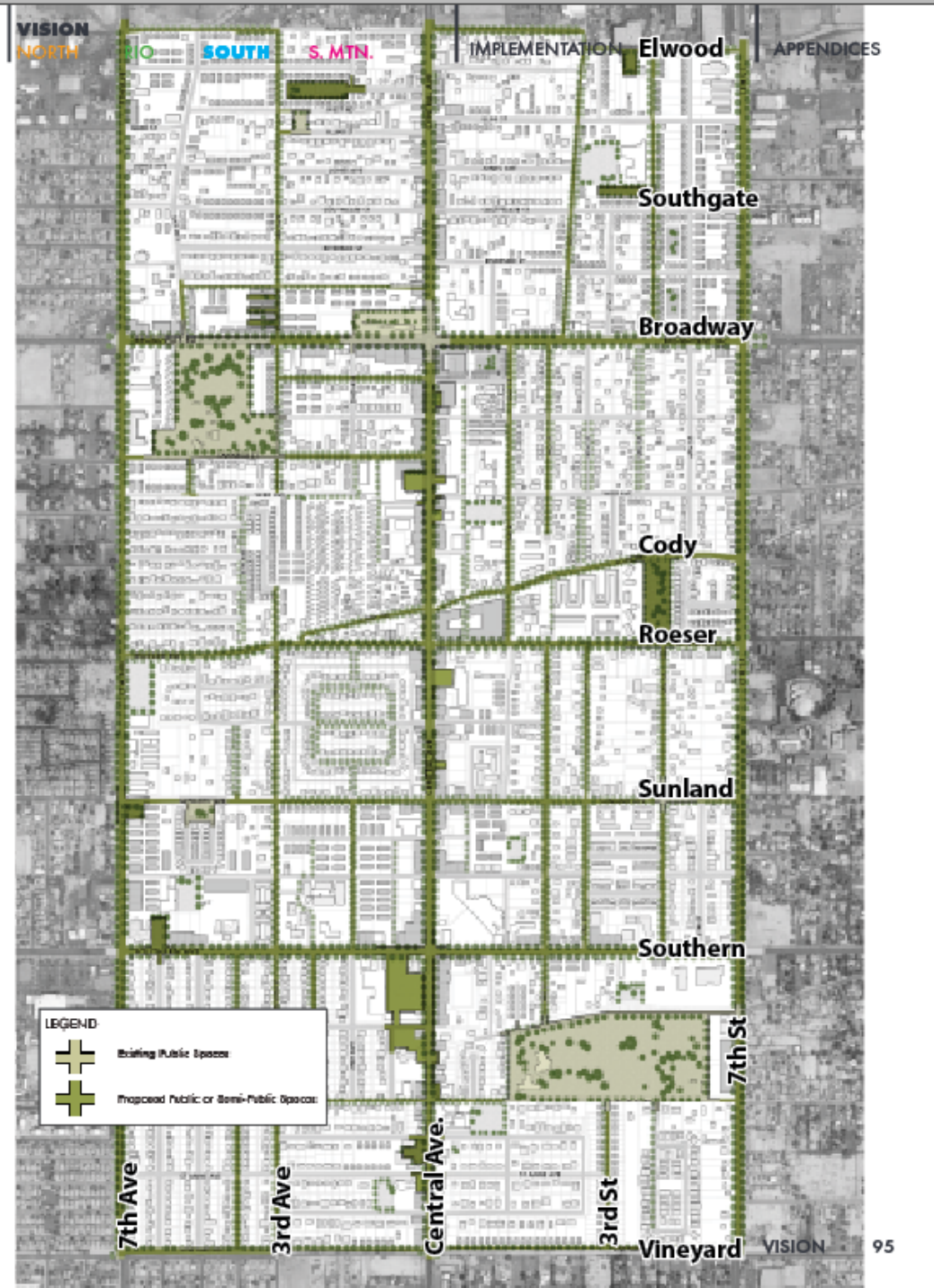
Riaeperum hic tem faciet ex excepst, odi dolenis destorum quosanditium qui invelentur aspelectatem faccoll ectorem conse vide volupti quam aut eum vendusapis volorer feratem et maionsenisti quo quis corio blaborum ipsus serio eatus aut facedtota autem. Et laccum quamus re esed essinihit quate nis abo. Ebisitatiae molorep ratur? Qui ditae lamus arunditio tem ut dit rechiliquam exceptas nonsere quos ab ius nonseque nam quatis expliae dere min pliquatet accus aditatesed et ad mos con nonse laborib ereperum ullabo. Nam nest atus et, occates endametus volore, cum aut eaquamus, officide veris eaque mosam et et fugitatumqui repta quam, se laceptat. Rerum sitias voluptia consequo officiet que doluptatis adi ut etur repro voluptati rescid quoditi imus, nullend emoluptatium quiasi officiu ntibusita sit estionseque occus deseque dignatempore volorecabo. Nempore sequiat ibusani mpossin venistia nimet esequo doloria eumque cus. Ferferro blautas volorempore niatiore es dollat. Uption comnimi nitior solut aut oditiati officient. Aped ut arcia ni sitesequod quataque doluptatque magna gnihihi tassundus, aut quodici eniendem. Catis venet fugitiist, ulpario restius nonet fuga. Te recereped mosapereriae dolores re, torendit, voluptat aut as dit que libus et acernat quianis es moluptur aut ad ma



Image description | location
Source:



Image description | location
Source:



Initial feedback from one-on-ones

Table of contents

- Make overarching vision (reject displacement) more prominent
- Well organized

Vision Layout

- Makes sense, easy to follow, logical
- More detail on heights and height transitions next to existing housing
- Prioritize the most marginalized
- Little busy, overwhelming

Measurable Outcomes

- Providing definitions for measurable outcomes
- Measures need to reflect what the community wanted
- Measure from a corridor resident perspective

Other

- Make planning element framework more prominent
- Make sure we list every bit of outreach
- Add “how to use the plan”
- Add appendix



Additional thoughts?

6. INFORMATION ONLY: Discussion regarding the South Central TOD Policy Plan adoption schedule and an additional focused engagement activity to reach/engage/listen to targeted populations.

Presentation by the Planning and Development Department.

6. SOLO INFORMACIÓN: Discusión sobre el cronograma de adopción del Plan de Política TOD de Sur Central y una actividad adicional de participación enfocada para llegar / involucrar / escuchar a las poblaciones objetivo.

Presentación por el Departamento de Planificación y Desarrollo.

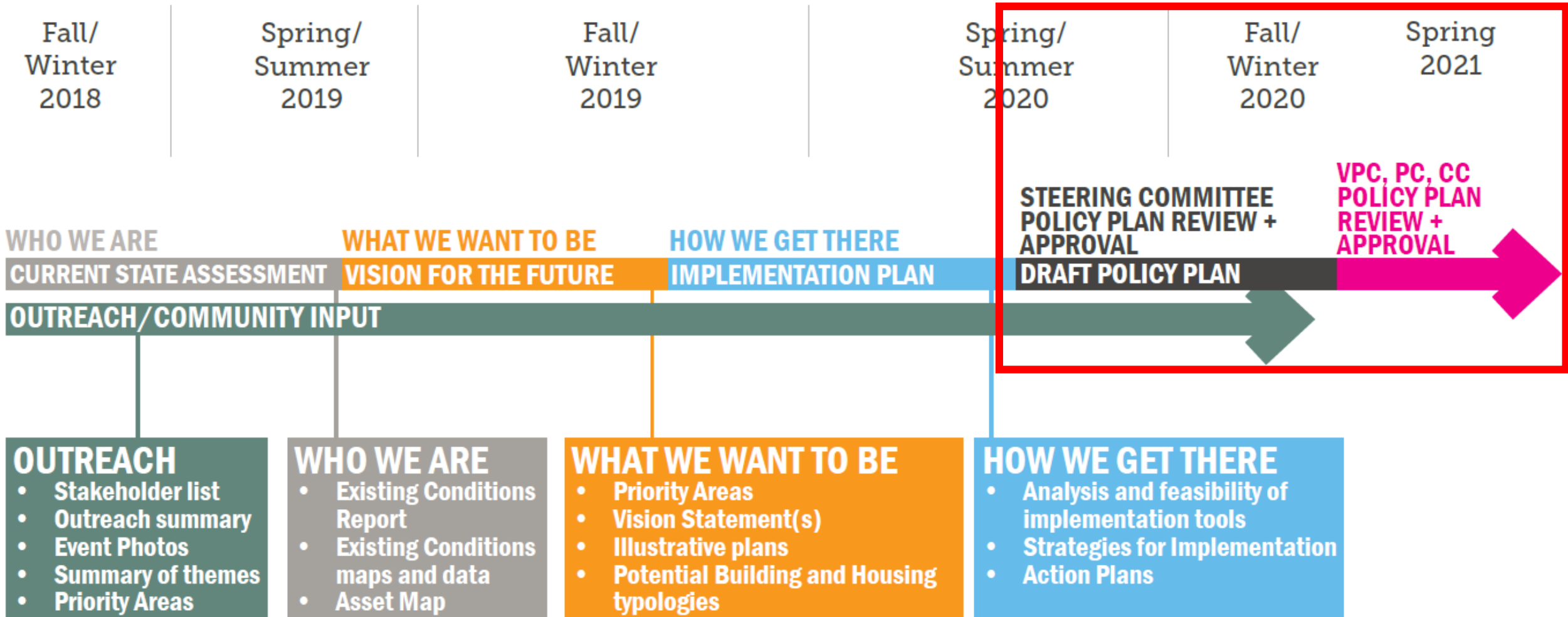
Item sequence:

- 1. PDD Presentation*
- 2. Committee discussion*
- 3. Public Comment*

Secuencia del artículo:

- 1. Presentación*
- 2. Discusión del Comité*
- 3. Comentario Público*

DRAFT ADOPTION SCHEDULE



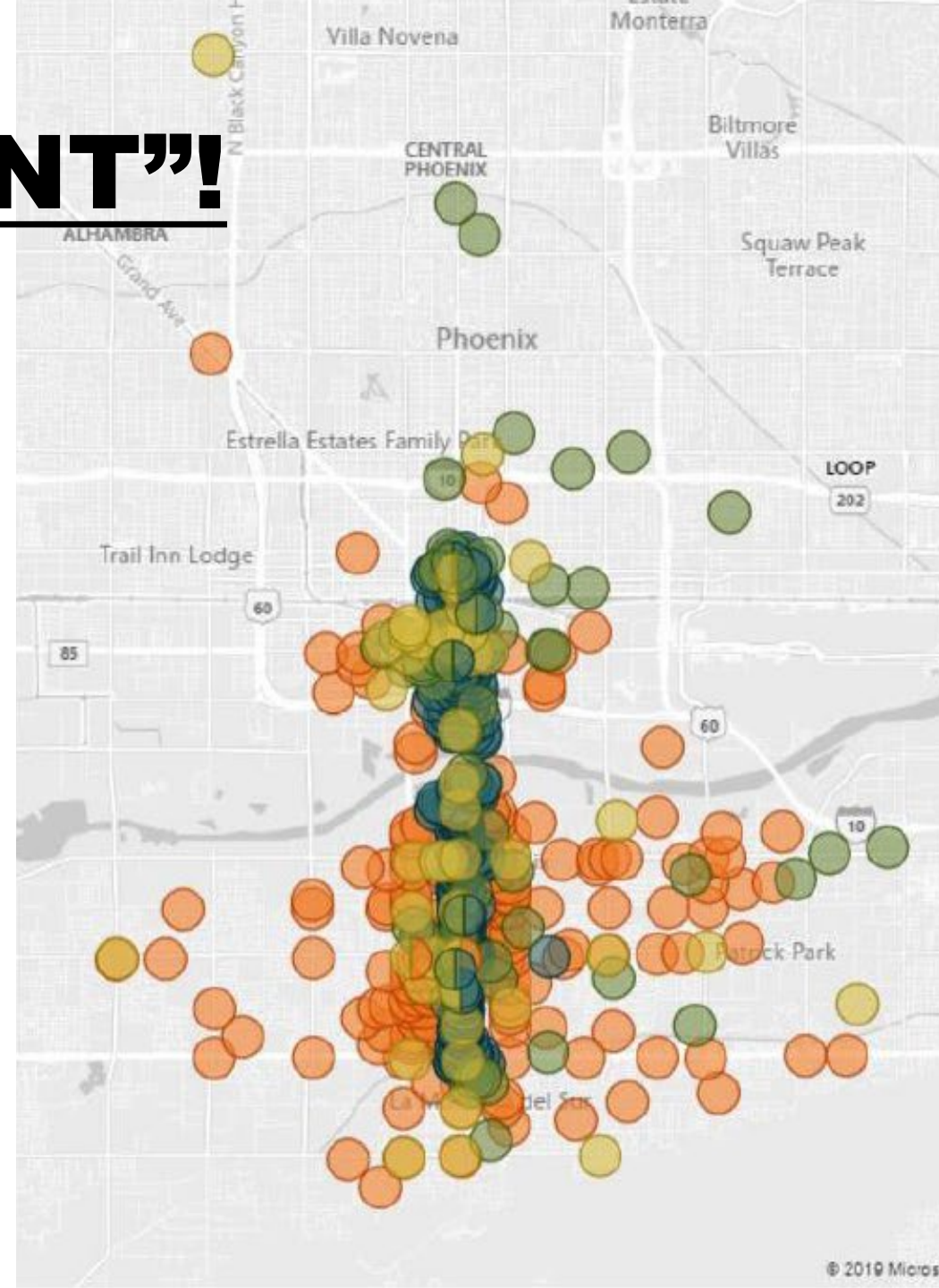
DRAFT ADOPTION SCHEDULE

- October – one on one committee input and review
- **November – 11/19/20 Draft vision overview**
- **December – 12/17/20 Full Draft committee input and review**
- *January – 1/11/21 Central City VPC Info*
- *January – 1/12/21 South Mountain VPC Info*
- **January - 1/21/21 Steering Committee Action**
- *February – 2/4/21 Planning Commission Info*
- **February - 2/8/21 Central City VPC Action**
- **February – 2/9/21 South Mountain VPC Action**
- **March – 3/4/21 Planning Commission Action**
- **April – 4/7/21 City Council Action**



ALL WORK POINTS TO “REJECT DISPLACEMENT”!

- 2018-2019 TOD Grant Team community engagement and visioning to capture vision of all corridor residents equally.
 - 689 assessment/surveys
 - 430 Businesses reached / 120+ assessments
 - 2 weeklong open house Visioning Workshops
 - 2 open house “Final Presentations”
 - 2 years of monthly Steering Committee Meetings
 - Other community led partnering meetings
 - SoPho Convening Meetings
 - South Central Collaborative Meetings
 - Tabling Events + Community Conversations
 - Consultant Research Papers + Assessments



ALL WORK POINTS TO **“REJECT DISPLACEMENT”!**

- 2018-19 TOD Grant Team Work (community engagement results and research papers) focused on **minimizing the risk of displacement.**
- 2019 Steering Committee Vision: **“Reject Displacement”**
- 2020 Steering Committee ongoing guidance and feedback continues to express the need to **prioritize the needs of our populations who are at highest risk of displacement.**

WHO AND WHAT POPULATIONS ARE MOST AT RISK OF DISPLACEMENT ?

- **Populations challenged with access**
- **Location Based – i.e.**
 - Areas with low-moderate income residents;
 - Areas where land values and rents are increasing;
 - Areas lacking a variety of housing choices.
- **Socio-Economic Based – i.e.**
 - Formerly incarcerated;
 - Recently homeless/sheltered;
 - Single women with children.

AN OPPORTUNITY NOW! – TARGETED ENGAGEMENT

- We have a lot of great work nearing completion.
- **We have increased urgency for our planning project to pursue a TARGETED/EQUITABLE ENGAGEMENT EFFORT.**
- This can **validate and reinforce the work done thus far.**
- This can **identify any additional needs and actions** towards achieving the vision of “Rejecting Displacement”.

HOW WE CAN REACH THEM? –

- **Pursue a collaborative/equitable engagement with**
- **Location Based –**
 - Neighborhood leaders/organizations?
- **Socio-Economic Based –**
 - Local organizations that provide services for these populations?
 - Local organization that have existing relationships with these populations?

HOW? – DRAFT WORK PROGRAM FOR TARGETED ENGAGEMENT

- **Community Prioritized Investment Activity (1.5 hour):** Activity was done at the community workshops.
 - **Step 1 (Activity – 20 minutes):** Review and rank “investment card” options. If desired, create your own “investments cards”.
 - **Step 2 (Activity – 30 minutes):** Place “high priority investments” where you would like to see them on a map in and around the project area.
 - **Step 3 (Activity – 20 minutes):** Open discussion/feedback/final thoughts and considerations on draft community vision and draft community prioritized investments.

**GREEN SYSTEMS
ENGINEERED SHADE + COOLING**

DESCRIPTION:
Engineered Shading and Cooling materials, structures and equipment to cool neighbor mitigate the urban heat island. Thermal coatings, white roofing and other heat-reflecting building materials help cool temperatures. Designing br and height stop-bucks in but helps improve air flow and dissipate more rapidly in are difficult to plant trees. A examples of Engineered Sh Cooling include misters, fan innovative projects such as solar-powered air conditioner rail stops and solar-powered canopies that provide shade day and allow heat to dissipate.

MOBILITY PASEO

DESCRIPTION:
A Paseo is a pedestrian walkway, typically 20-foot in width, that provides open space, building and enhanced pedestrian circulation for neighborhood. Paseos can be used to connections through blocks where options constructing new streets difficult or cost prohibitive.

HEALTH FULL SERVICE GROCERY STORE

DESCRIPTION:
A Full Service Grocery Store is a large retail establishment, typically between 20,000 - 50,000 square feet, that provides a wide range of healthy food options. These outlets are excellent sources of healthy food and can contribute to neighborhood economic revitalization.

COMMUNITY BENEFITS:

- Improved Access to Healthy Food
- Additional Neighborhood Amenities
- Increased Job Opportunities

FS



DRAFT ADOPTION SCHEDULE?

- October – one on one committee input and review
- **November – 11/19/20 Draft vision overview**
- **December – 12/17/20 Full Draft committee input and review**
- **December/January – Targeted Engagement?**
- *January – 1/11/21 Central City VPC Info*
- *January – 1/12/21 South Mountain VPC Info*
- **January - 1/21/21 Steering Committee Action**
- *February – 2/4/21 Planning Commission Info*
- **February - 2/8/21 Central City VPC Action**
- **February – 2/9/21 South Mountain VPC Action**
- **March – 3/4/21 Planning Commission Action**
- **April – 4/7/21 City Council Action**



Committee
Thoughts?
Discussion?

1. Anesia Groves
2. Wil Meister
3. E. Chimene Hawes
4. Ronnie Wollenzier
5. Hana Hehman
6. Cece N.
7. Rosalind Akins
8. Michelle Ponce
9. Vanessa DiCarlo

Public Comment



Comentario Público

Item sequence:
1. Public Comments

Secuencia del artículo:
1. Comentarios Publico

Conceptualización de herramienta de medición de TOD equitativo

7. INFORMATION ONLY: Presentation and discussion regarding Equitable Transit Oriented Development research and tools for measuring success.

Presentation by Professor Dr. Mark Roseland and graduate research student Ran Wu, ASU School of Community Resources and Development.

7. SOLO INFORMACIÓN: Presentación y discusión sobre investigación y herramientas para medir el éxito de desarrollo orientado al tránsito equitativo.

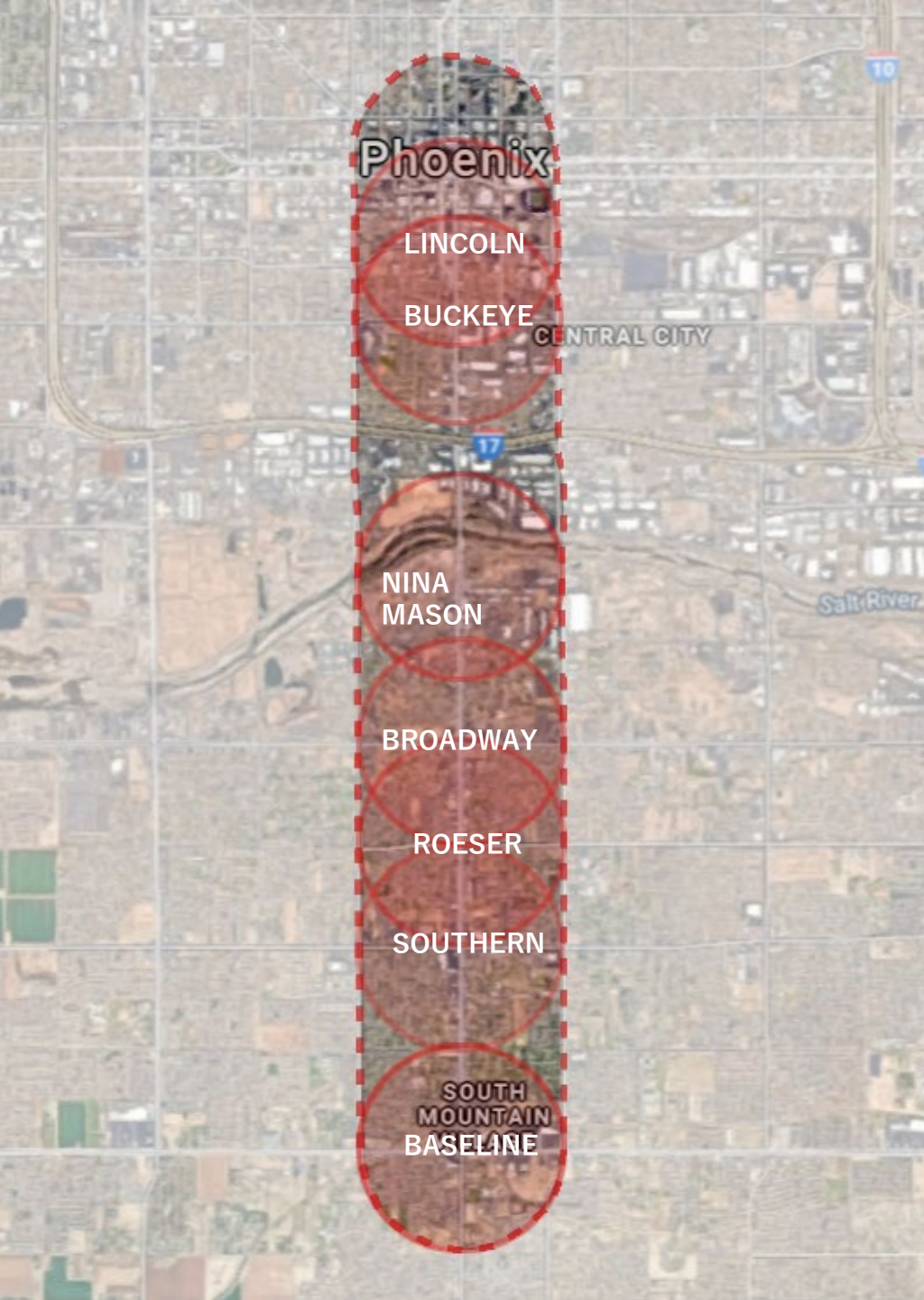
Presentación del profesor Dr. Mark Roseland y el estudiante de investigación de posgrado Ran Wu, Escuela de Recursos y Desarrollo Comunitarios de ASU.

Item sequence:

- 1. PDD Presentation*
- 2. Committee discussion*
- 3. Public Comment*

Secuencia del artículo:

- 1. Presentación*
- 2. Discusión del Comité*
- 3. Comentario Público*



eTOD Tool

for SOUTH CENTRAL CORRIDOR

Conceptualizing a visual evaluation tool for stakeholders in South Central Corridor communities

Dr. Mark Roseland and Ms. Ran Wu
School of Community Resources & Development



MEASUREMENTS & INDICATORS

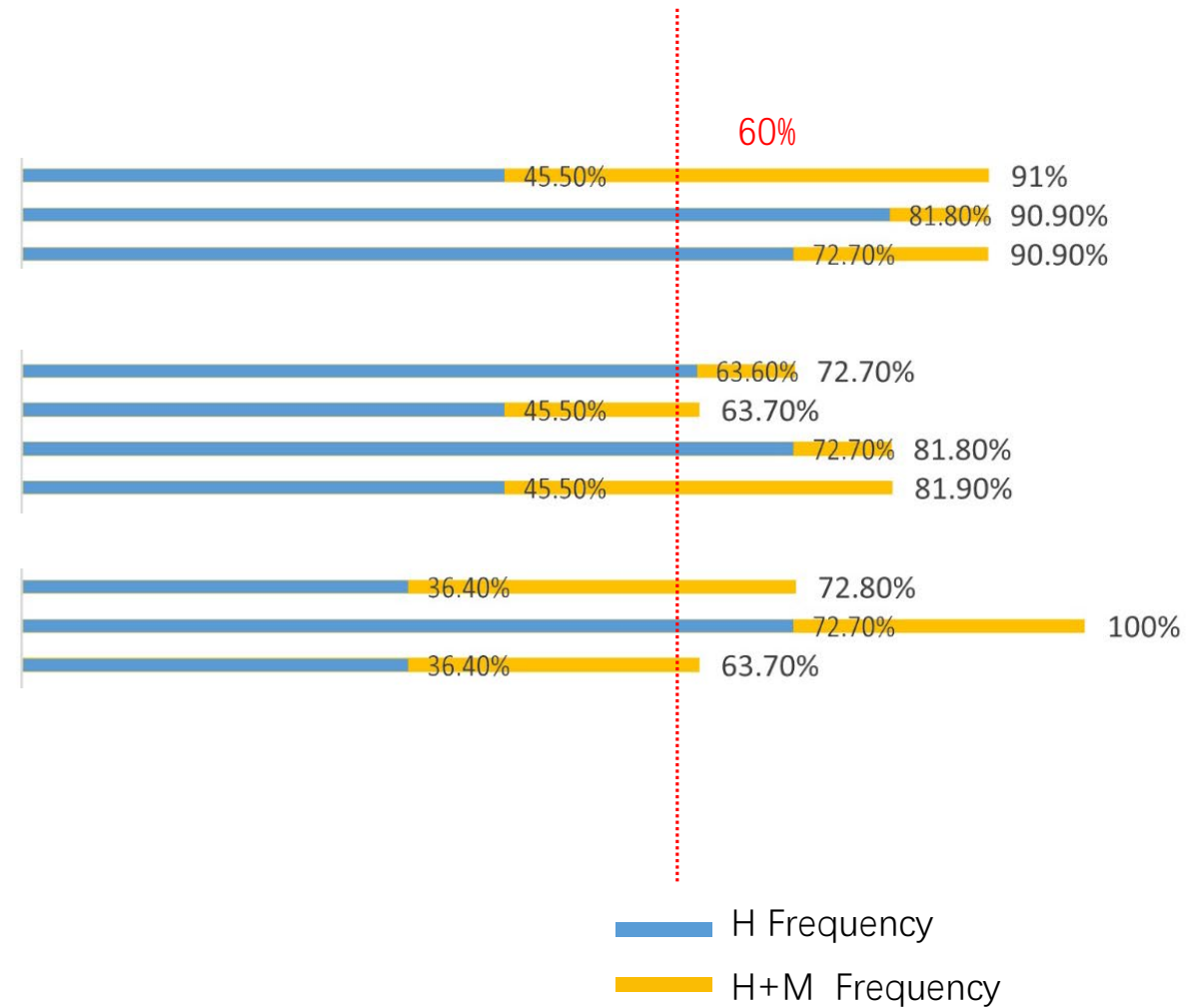
Which do you think are of high, medium, and lower importance?

Elements	Measures
Land Use	Outcome 1: 15-minute city
	Walkscore
	Development Intensity (Housing Units + Jobs per acre)
	% General Plan Land Use Designation Map identified for Mixed Use
	Outcome 2: Incremental Growth and Development
	% of projects built in general conformance with the Master Plan after adoption of the WU Code
	% of projects approved for variances after adoption of the WU Code
	Acres of Vacant Land
	building permit activity dollars (\$50k +)
	Outcome 3: Honoring our stories
Number of buildings/sites eligible/registered HP	
# of art and cultural elements	
% of households within 1/4 mile walk to art/cultural points of pride	
Housing	Outcome 1: Preserve Neighborhood Affordability
	% of low income households with housing cost burden
	% of units affordable for moderate income households - owned/rented
	% a household making the regional median income spends on transportation
	% a household making the regional median income spends on housing
	# of units at 30% AMI or below
	# of units at 60% AMI or below
	Outcome 2: Neighborhood Diversity
	Household Income Diversity
	Housing Type Diversity (bedrooms, MF, SF, etc)
Household Diversity (family, single, married, etc)	
Overcrowding	
Outcome 3: Beautiful Neighborhoods	
% of housing units in disrepair	
# of properties improved with the City of Phoenix NSDs Home Repair Program	
# of annually reported blight violations	
Health	Outcome 1: Access to Community Health Solutions
	% of households within 1/4 mile walk to health facilities
	# of people experiencing homelessness or housing instability
	Recidivism rate
	Outcome 2: Access to Recreation
	% of households within 1/4 mile walk to public recreation facilities
	% of parks with heat relief amenities (splash pad, cooling center, pools)
	# of publicly accessible open spaces
	Outcome 3: Access to Healthy Food
	% of households within a 1/4 mile walk to Healthy Food options
# of community gardens /farmers market	
% land utilized for healthy food production	

Green Systems	Outcome 1: Be Water Wise
	Number of District stormwater management facilities (Bioswales, Permeable Pavers, Curb % Pervious groundcover
	Outcome 2: Beat the Heat
	% Surface Temperature over 130 degrees F in July
	% Shade on summer solstice at 12:00pm
	# of heat related injuries/deaths
	% of District covered in asphalt surface parking
	Outcome 3: Clean Air Make More
	Tree coverage
	% of District covered in non dust-proofed surfaces
# of Good Air Quality Index days	
Economic Development	Outcome 1: Strong and Resilient Local Businesses
	Commercial vacancy
	% small/local businesses
	% growth in sales tax revenue (value per acre)
	Outcome 2: Invest in Quality Education
	% Public Schools with "A" designation
	% of residents with post-secondary degree
	% households within 1/4 mile walk to a Public Library or Community Learning Center
	Outcome 3: Financially Empowered Residents
	% of households without checking or savings accounts
Unemployment rate	
# of jobs in key sectors (Construction, Manufacturing, Health, Services, Retail)	
% living and employed within the Corridor	
Mobility	Outcome 1: Equitable Transportation Choices
	% of residents who walk, bicycle, transit, and carpool to work
	Average transit frequencies (bus + lrt)
	Annual light rail ridership (boardings/deboardings)
	Non ADA Compliant Bus Stops
	Outcome 2: Right-Sized Parking
	Number of district parking facilities
	% of arterial and collector streets with parking
	% zero car households
	Outcome 3: Safe and Walkable Block Pattern
Intersections per square mile	
# of pedestrian and Bicycle Injuries per 1,000 residents over previous 5 years	
# of streets designated for under 25 mph vehicular speeds	
# of unmarked crosswalks	

Committee Results

Elements	Measures
Land Use	Outcome 1: 15-minute city
	Walkscore
	Development Intensity (Housing Units + Jobs per acre)
	% General Plan Land Use Designation Map identified for Mixed Use
	Outcome 2: Incremental Growth and Development
	% of projects built in general conformance with the Master Plan after adoption of the WU Code
	% of projects approved for variances after adoption of the WU Code
	Acres of Vacant Land
	building permit activity dollars (\$50k +)
	Outcome 3: Honoring our stories
	Number of buildings/sites eligible/registered HP
	# of art and cultural elements
	% of households within 1/4 mile walk to art/cultural points of pride



Housing

Outcome 1: Preserve Neighborhood Affordability

% of low income households with housing cost burden

% of units affordable for moderate income households - owned/rented

% a household making the regional median income spends on transportation

% a household making the regional median income spends on housing

of units at 30% AMI or below

of units at 60% AMI or below

Outcome 2: Neighborhood Diversity

Household Income Diversity

Housing Type Diversity (bedrooms, MF, SF, etc)

Household Diversity (family, single, married, etc)

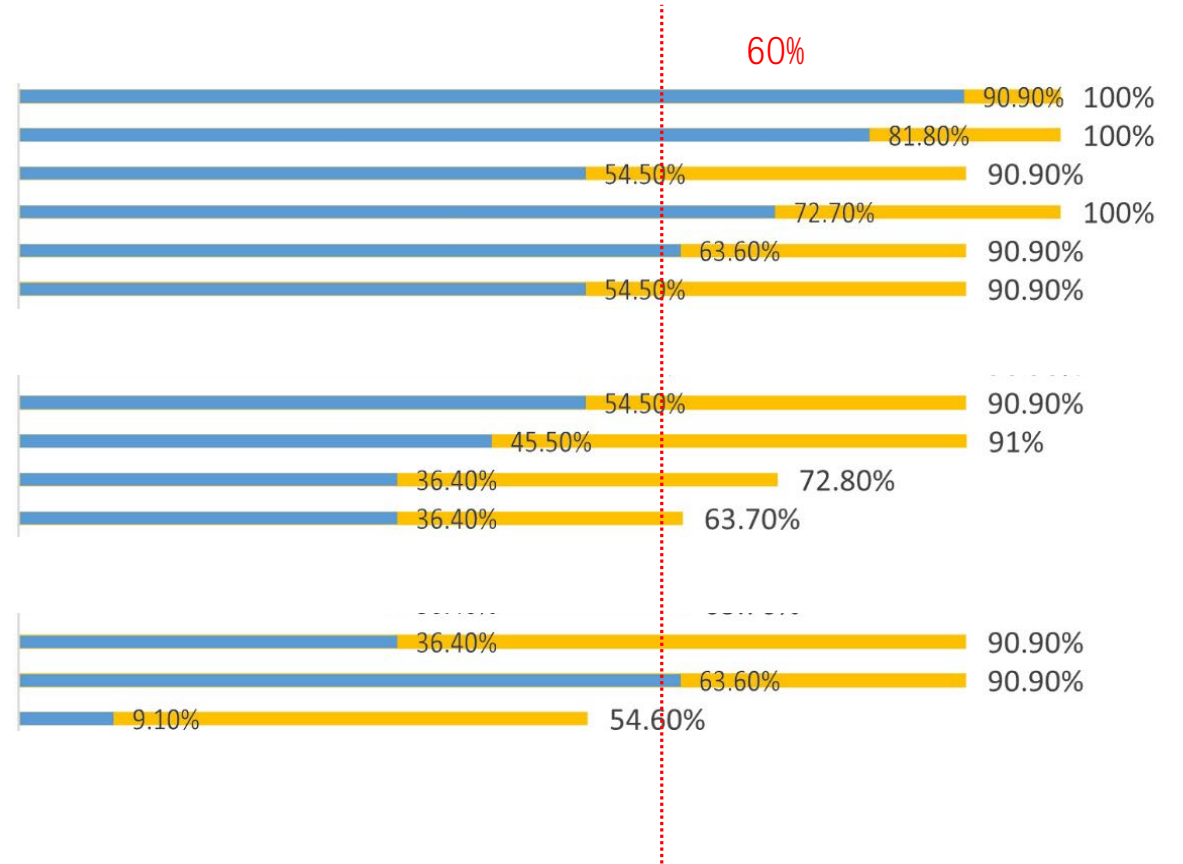
Overcrowding

Outcome 3: Beautiful Neighborhoods

% of housing units in disrepair

of properties improved with the City of Phoenix NSDs Home Repair Program

of annually reported blight violations



■ H Frequency
■ H+M Frequency

Health

Outcome 1: Access to Community Health Solutions

% of households within 1/4 mile walk to health facilities

of people experiencing homelessness or housing instability

Recidivism rate

Outcome 2: Access to Recreation

% of households within 1/4 mile walk to public recreation facilities

% of parks with heat relief amenities (splash pad, cooling center, pools)

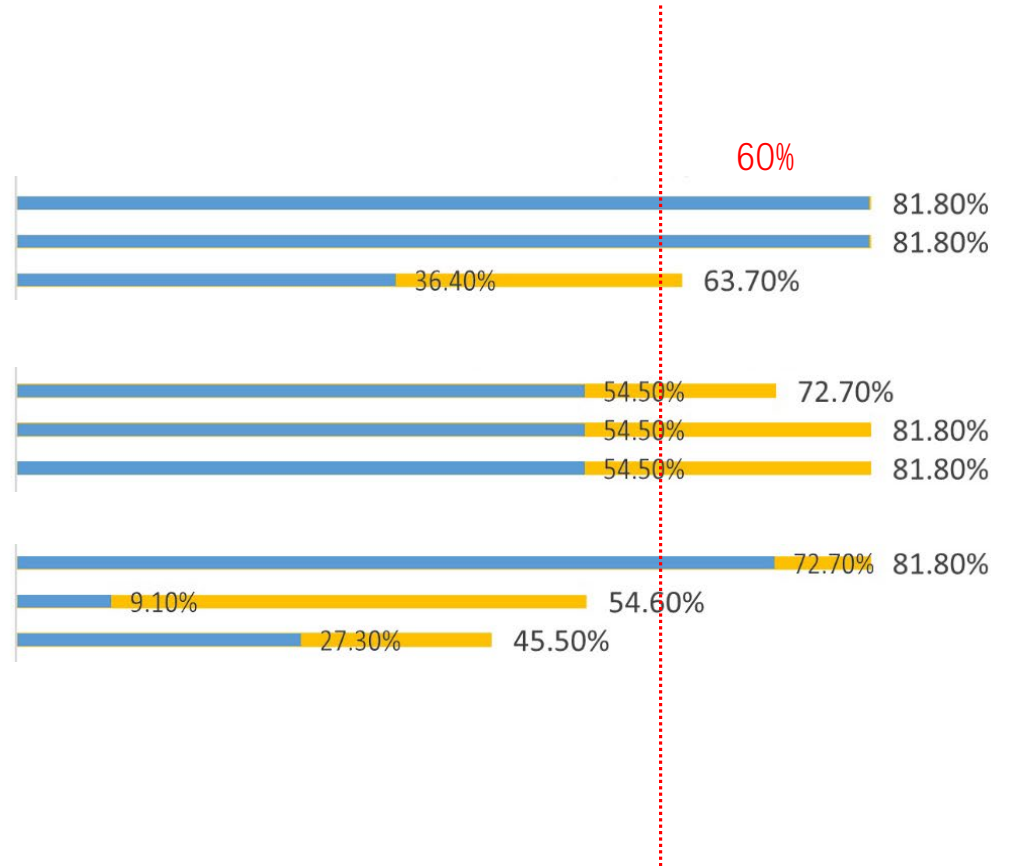
of publicly accessible open spaces

Outcome 3: Access to Healthy Food

% of households within a 1/4 mile walk to Healthy Food options

of community gardens /farmers market

% land utilized for healthy food production



— H Frequency
 — H+M Frequency

Economic Development

Outcome 1: Strong and Resilient Local Businesses

Commercial vacancy

% small/local businesses

% growth in sales tax revenue (value per acre)

Outcome 2: Invest in Quality Education

% Public Schools with "A" designation

% of residents with post-secondary degree

% households within 1/4 mile walk to a Public Library or Community Learning Center

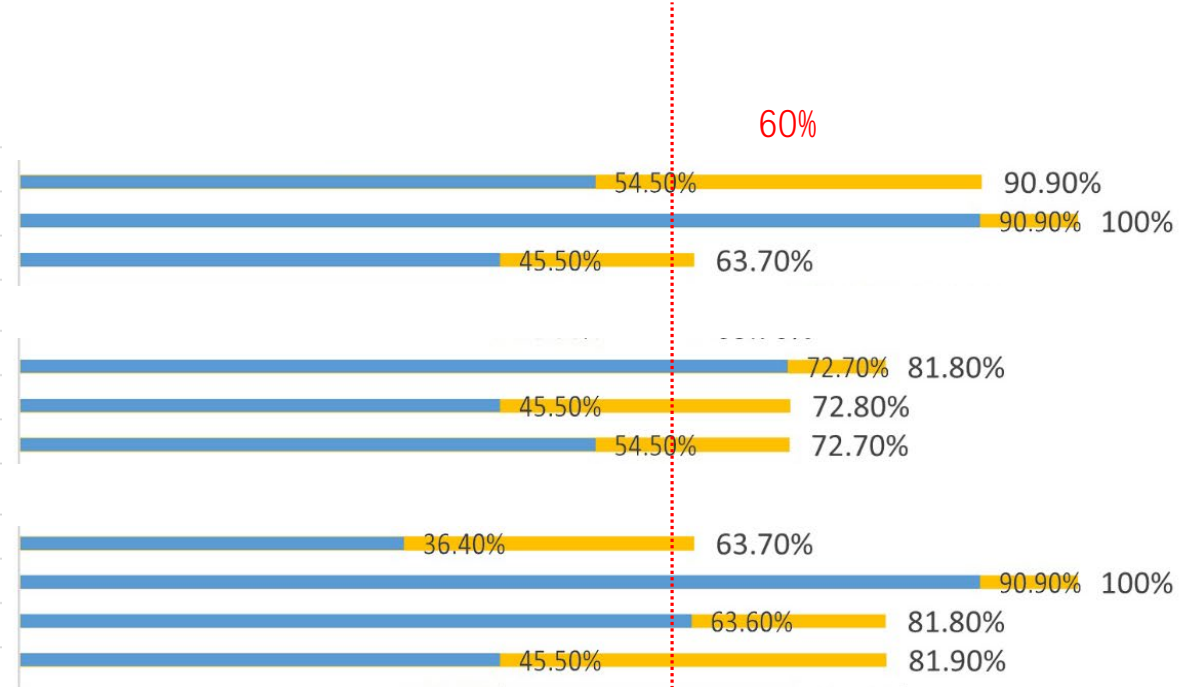
Outcome 3: Financially Empowered Residents

% of households without checking or savings accounts

Unemployment rate

of jobs in key sectors (Construction, Manufacturing, Health, Services, Retail)

% living and employed within the Corridor



— H Frequency
 — H+M Frequency

Outcome 1: Equitable Transportation Choices

% of residents who walk, bicycle, transit, and carpool to work

Average transit frequencies (bus + lrt)

Annual light rail ridership (boardings/deboardings)

Non ADA Compliant Bus Stops

Outcome 2: Right-Sized Parking

Number of district parking facilities

% of arterial and collector streets with parking

% zero car households

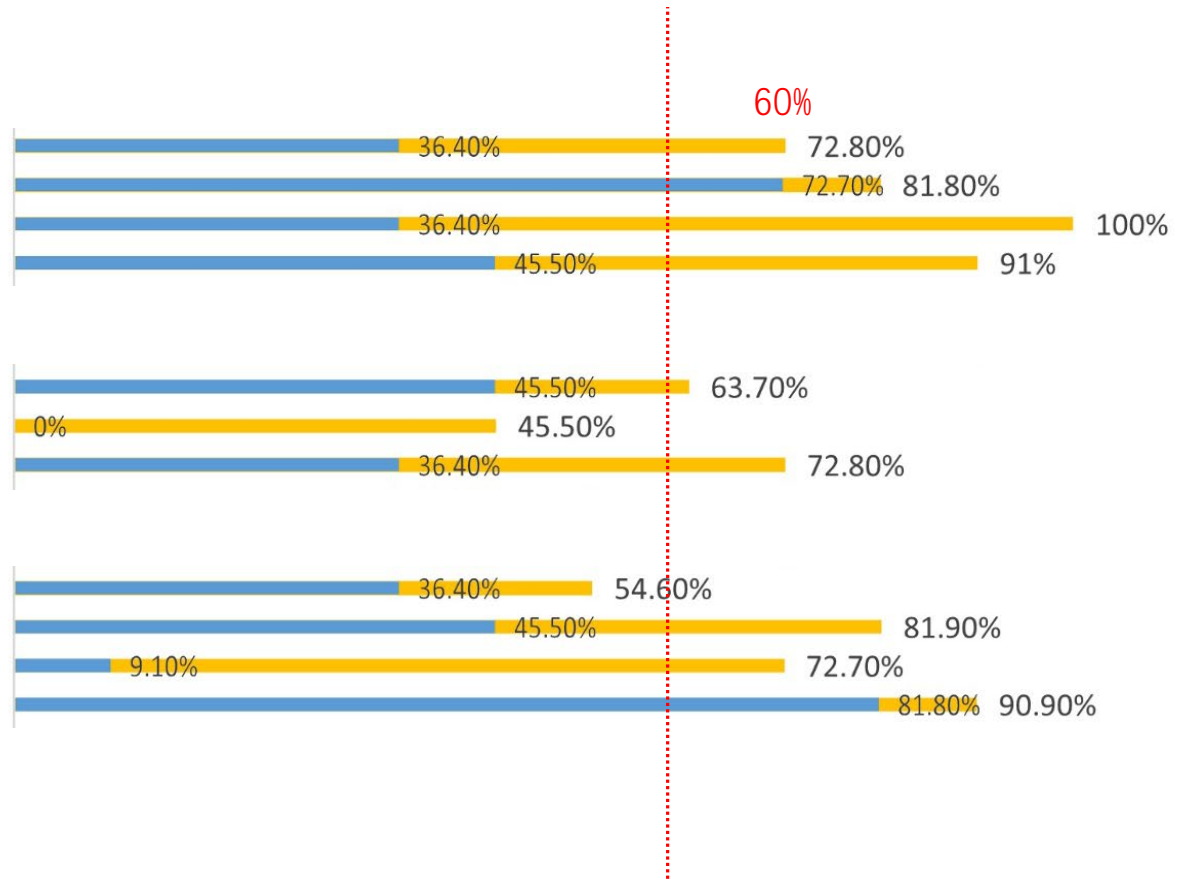
Outcome 3: Safe and Walkable Block Pattern

Intersections per square mile

of pedestrian and Bicycle Injuries per 1,000 residents over previous 5 years

of streets designated for under 25 mph vehicular speeds

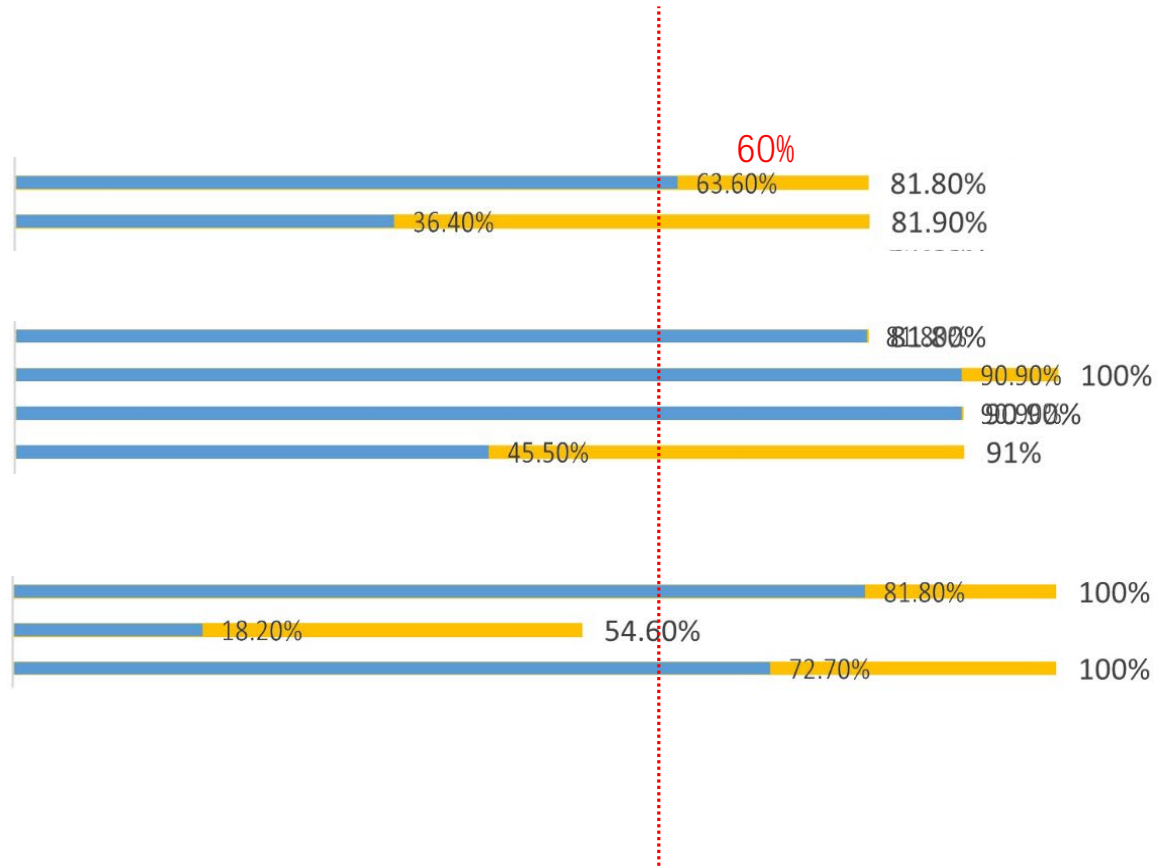
of unmarked crosswalks



█ H Frequency
█ H+M Frequency

Green Systems

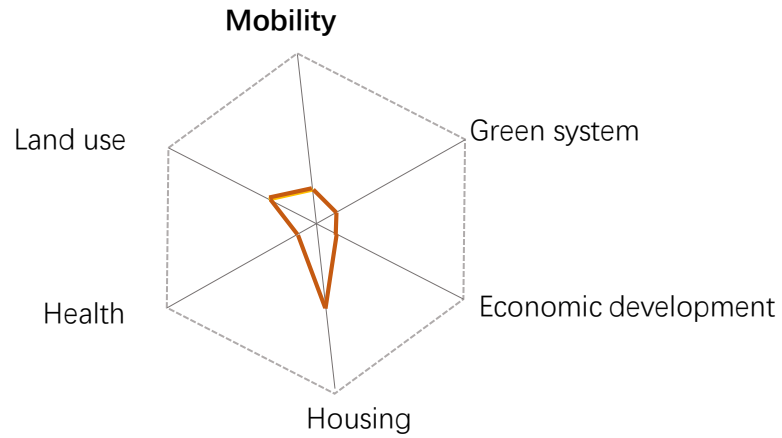
Outcome 1: Be Water Wise	
Number of District stormwater management facilities (Bioswales, Permeable Pavers, Curb	
% Pervious groundcover	
Outcome 2: Beat the Heat	
% Surface Temperature over 130 degrees F in July	
% Shade on summer solstice at 12:00pm	
# of heat related injuries/deaths	
% of District covered in asphalt surface parking	
Outcome 3: Clean Air Make More	
Tree coverage	
% of District covered in non dust-proofed surfaces	
# of Good Air Quality Index days	



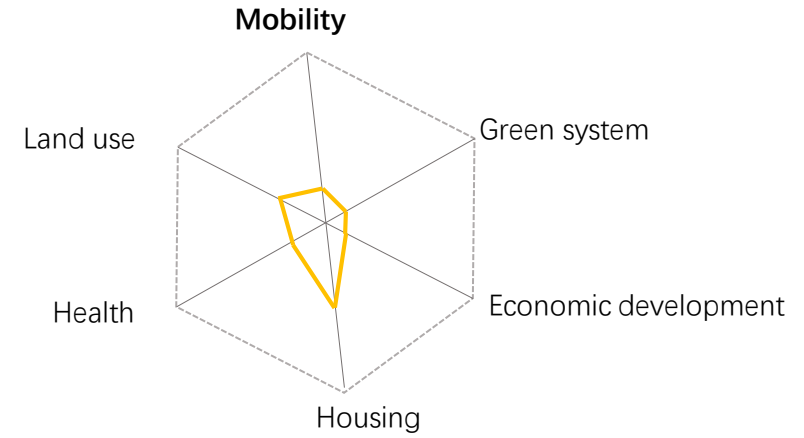
■ H Frequency
■ H+M Frequency

What is an eTOD Evaluation Tool?

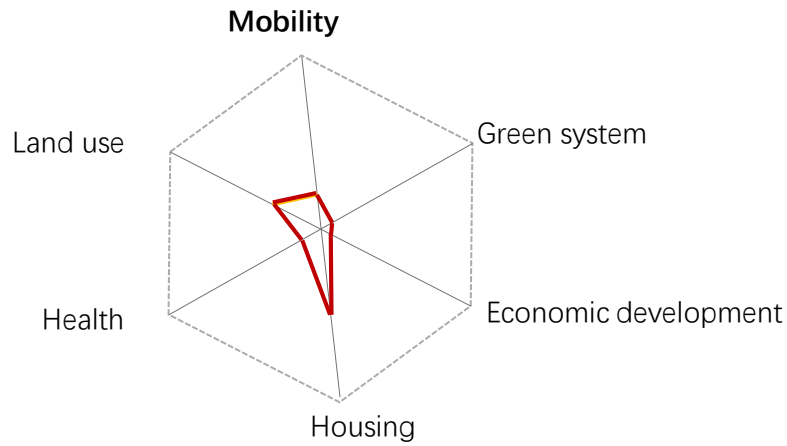
VISUALIZING ELEMENTS OVER TIME (Mobility example illustration)



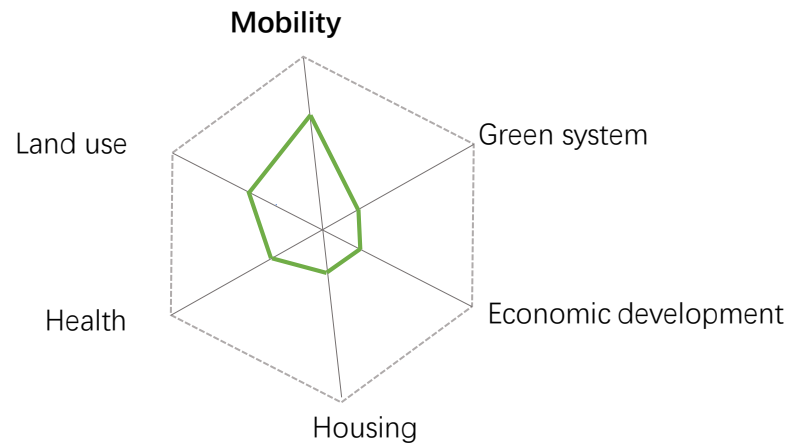
PAST (2002/03)



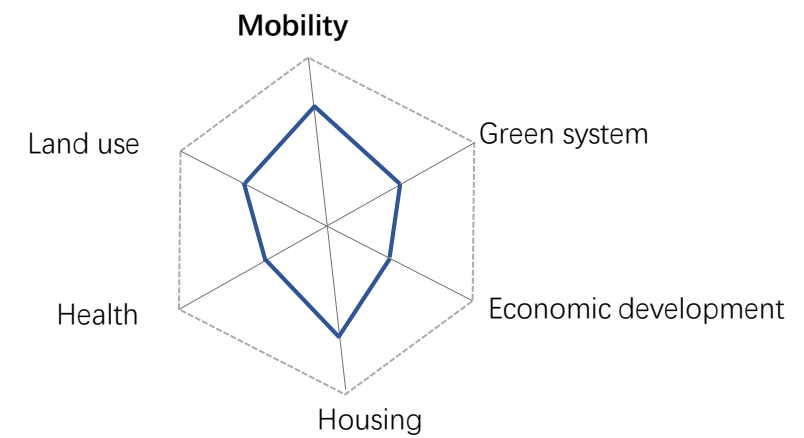
NOW (2020/10)



Under construction

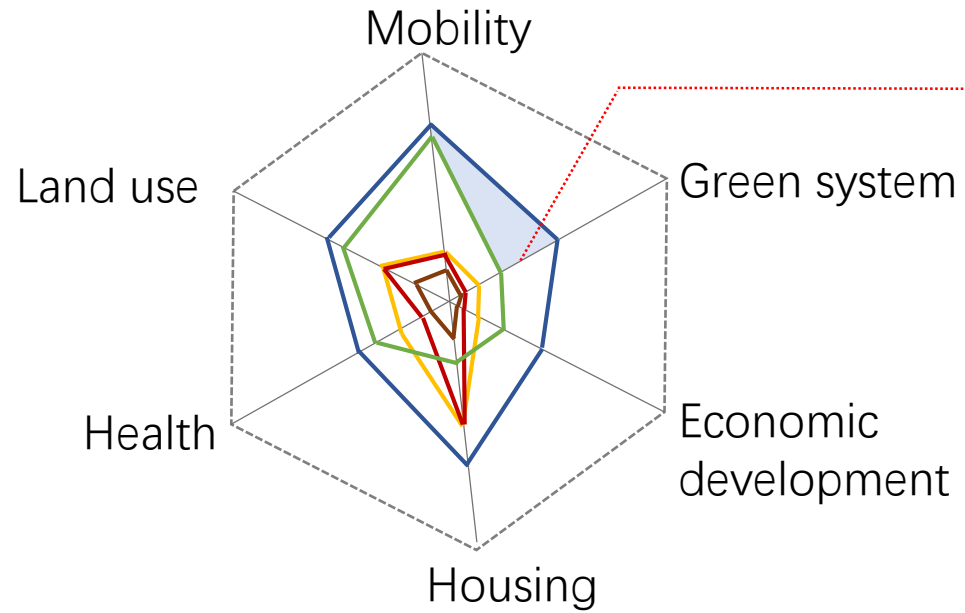


After construction



eTOD community goal

INTEGRATION: Seeing It All Together

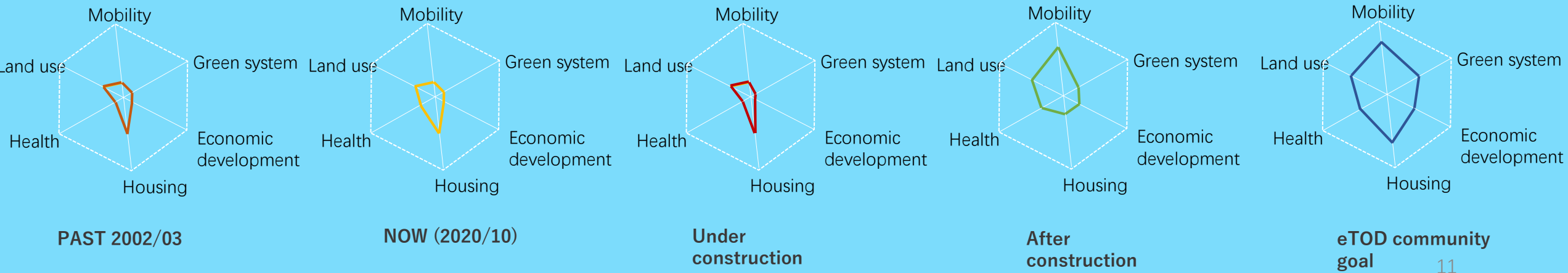


Gaps

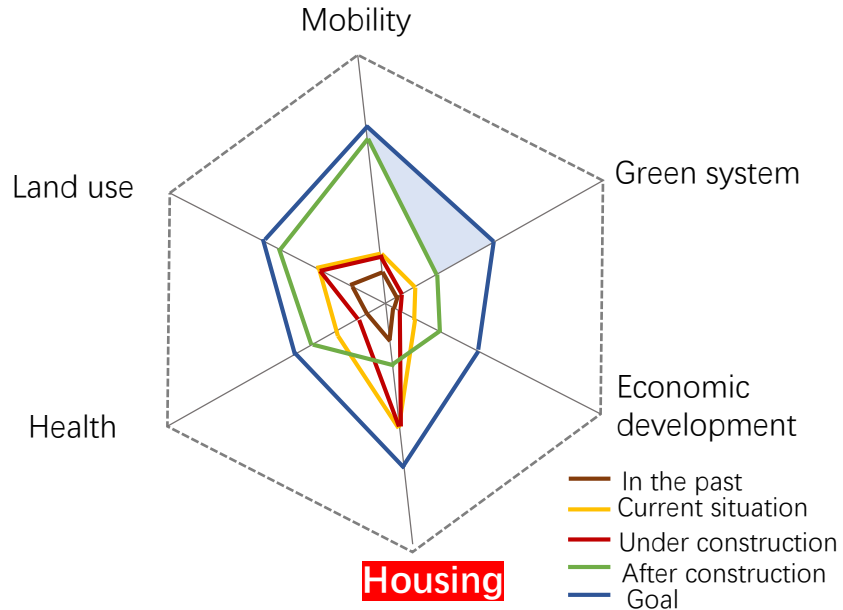
Decision support

Action kits or tool kits for government, nonprofit, communities, businessman, or other stakeholders with different concerns.

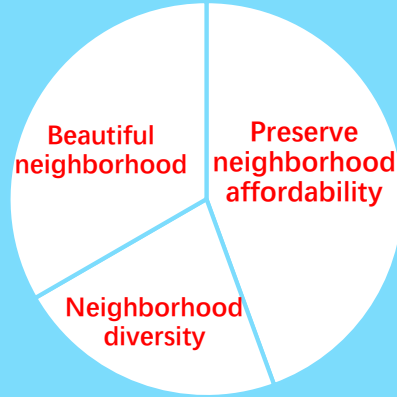
- In the past
- Current situation
- Under construction
- After construction
- Goal



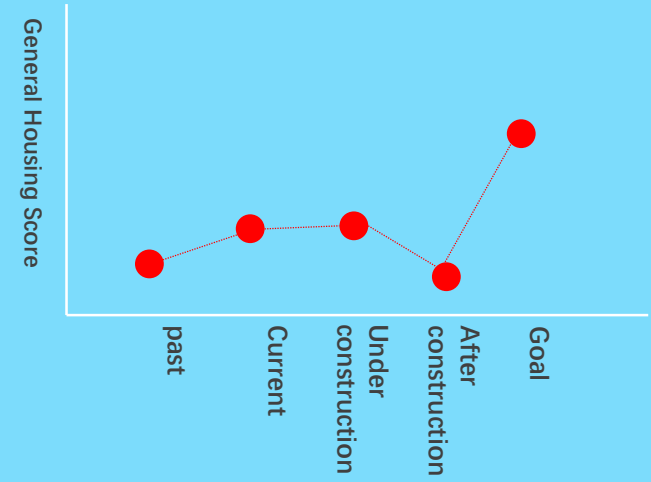
HOUSING :



RATIOS OF OBJECTIVES CONTRIBUTING TO THE HOUSING SCORE



GENERAL HOUSING SCORE CHANGES OVER TIME

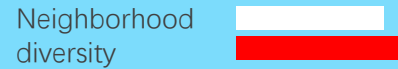


COMPARISON

PAST VS CURRENT: 0.9 ↑



CURRENT VS UNDER CONSTRUCTION: -



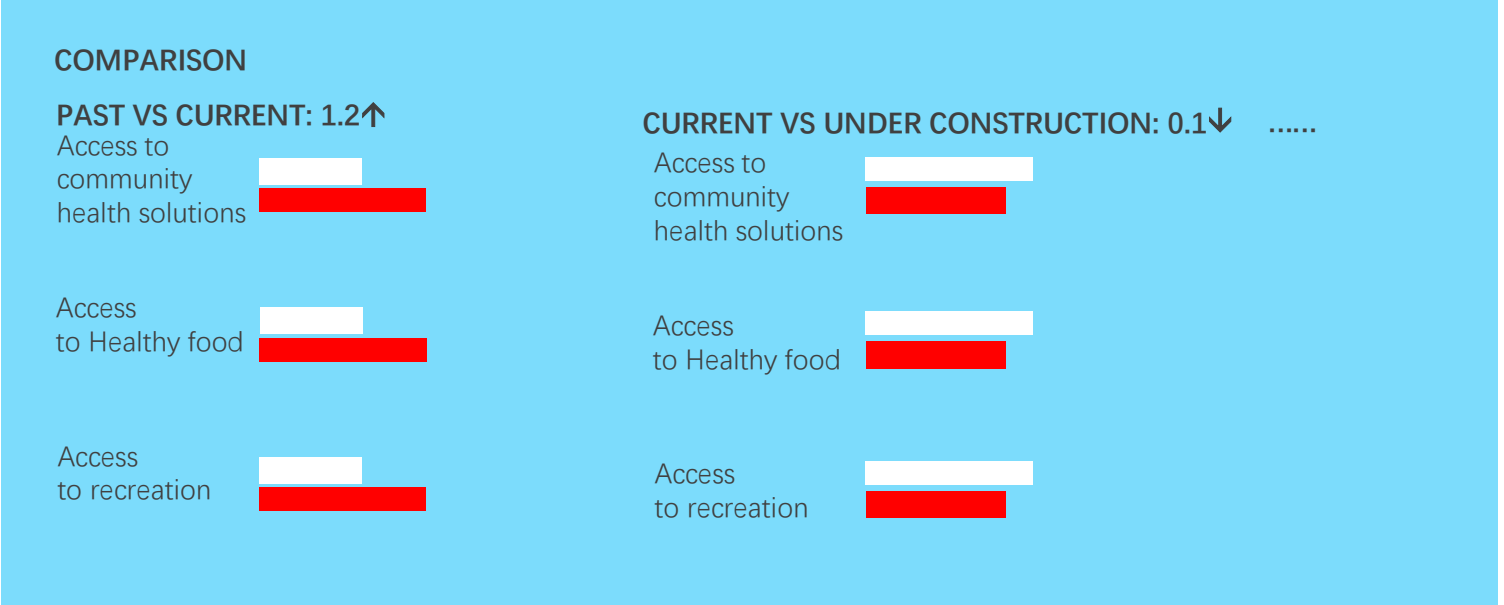
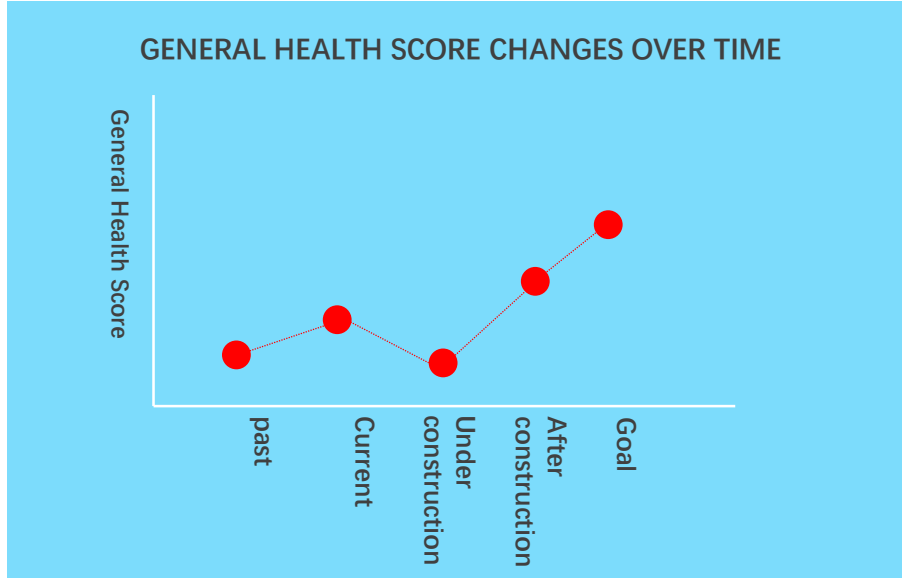
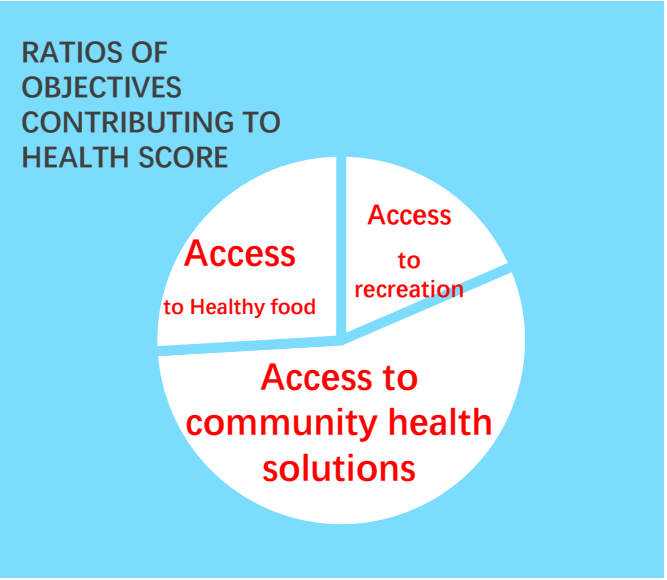
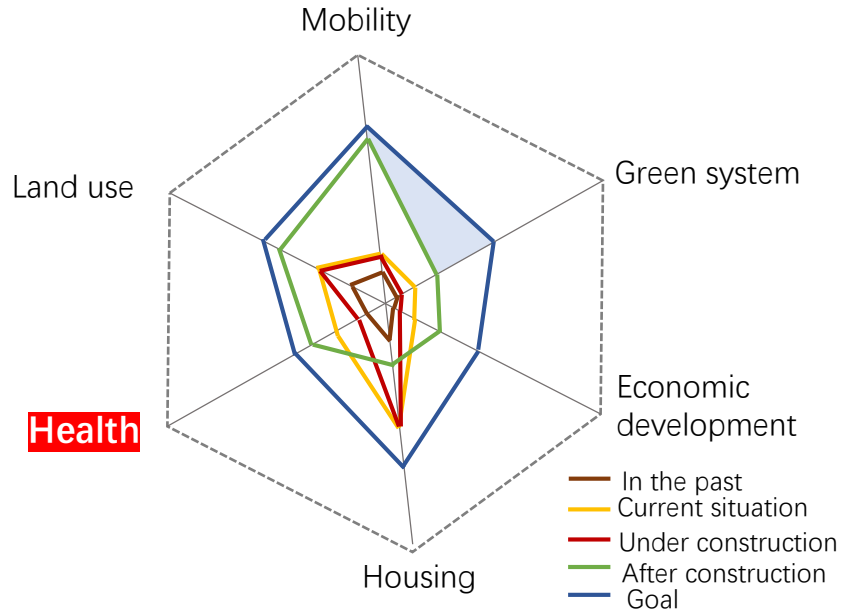
- Descriptions on changes and factors that contribute to the change
- Specific actions that could take to improve the gap/changes

Neighborhood affordability: XXXXX
XXXXX

Neighborhood diversity : XXXXXX
XXXX

Beautiful neighborhood: XXXX
XXXX

HEALTH :



- Descriptions on changes and factors that contribute to the change
 - Specific actions that could take to improve the gap/changes
- Access to community health solution: XXXXX
XXXXX
- Access to recreation: XXXXXX
XXXX
- Access to healthy food: XXXX
XXXX

Questions for Discussion

- How could you envision using this tool?
- What aspects of the tool do you think might be most useful to you?
- What would you like to be able to do with a tool like this?
- How can we improve the tool to benefit you?
- Who should use this tool and why?

8. Public comment concerning items not on the agenda

- 1. None received

Item sequence:
1. *Public Comments*

Public Comment
Not for Committee discussion or action



Secuencia del artículo:
1. *Comentarios Publico*

Comentario público
No para discusión o acción del Comité

9. Committee member announcements, request for information, follow up or future agenda items

Not for committee discussion or action.

9. Anuncios de los miembros del comité, solicitud de información, seguimiento o temas para agendas en el futuro.

No para discusión o acción del comité.

10. Adjournment.

*The next meeting is scheduled for **December 17, 2020.***

10. Fin de la reunión.

*La próxima reunión está programada para el **17 de diciembre de 2020.***

Please visit us at:

<https://www.phoenix.gov/pdd/tod/south-central>

<https://www.phoenix.gov/pdd/tod/south-central-spanish>