



**SOUTH CENTRAL
TRANSIT ORIENTED DEVELOPMENT
BUSINESS ASSISTANCE
+ LAND USE PLANNING**
October 2019





SOUTH CENTRAL **TOD (TRANSIT ORIENTED DEVELOPMENT)** **BUSINESS ASSISTANCE +** **LAND USE PLANNING**

Preliminary Executive Summary of Transit Oriented
Development (TOD) Land Use Planning and
Business Assistance Work to Date

October 2019

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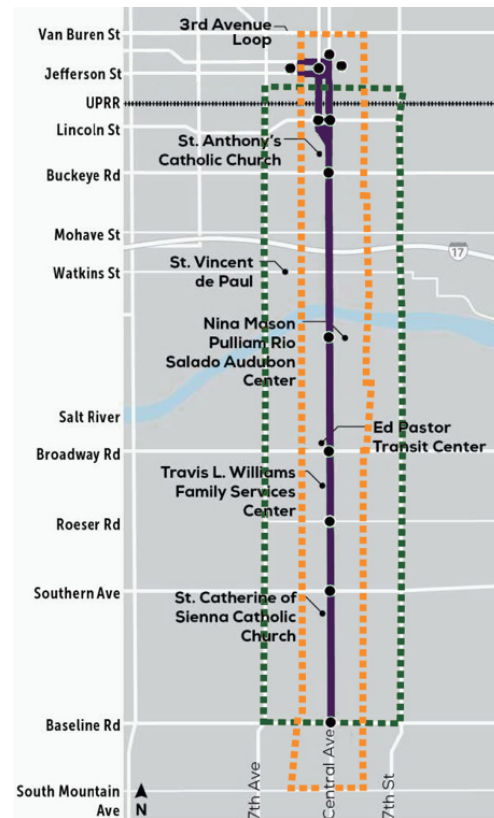


INTRODUCTION

The Transit Oriented Development (TOD) Grant Team began work in collaboration with the City of Phoenix on the South Central project in May 2018. The Transit Oriented Development (TOD) Grant Team includes seven organizations, Promise Arizona, Gould Evans, Center for Neighborhood Technology (CNT), Wilson & Company, Local First, Friendly House, and Hustle Phoenix. Their efforts have been focused on three project areas: Outreach, Business Assistance and Transit Oriented Development (TOD) Planning. This report is intended as an executive update on the Grant Team’s work to date for the South Central project.

The geographical area of the project is the South Central Corridor. The corridor boundaries vary depending on the specific project focus area. The planning activities are focused on the area between 7th Avenue and 7th Street from Jefferson to Baseline; The Business Assistance service area lies within 3rd Avenue and 3rd Street, between Van Buren Street and Baseline Road. See corridor map below for specific boundaries.

SOUTH CENTRAL CORRIDOR Boundary Map



— **SOUTH CENTRAL EXTENSION:**

Downtown to Baseline Rd

--- **BUSINESS ASSISTANCE BOUNDARY:**

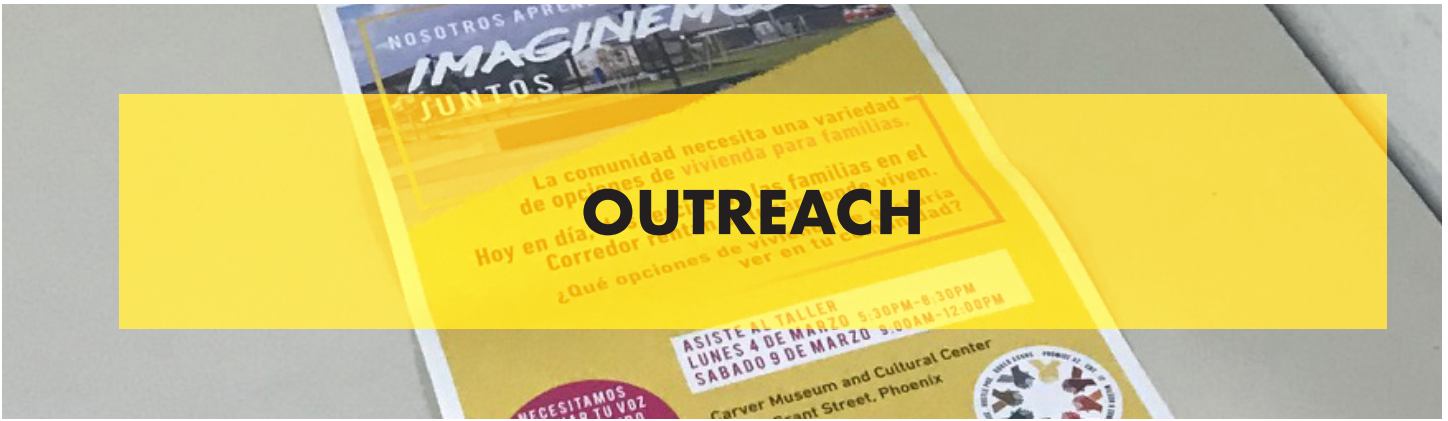
3rd Ave. to 3rd St. and Van Buren St. to Baseline Rd.

--- **TOD PLANNING BOUNDARY:**

7th Ave. to 7th St. and Jefferson St. to Baseline Rd.



Central Avenue Looking South - 2018



OUTREACH

Outreach is a broad-based category supporting both the Business Assistance and Transit Oriented Development (TOD) planning efforts, with the main objective of listening to the concerns and aspirations of community members, documenting them, and inspiring participation from community members to help plan for their future community. The planning goal is to engage a minimum of 100 people per station stop through the combination of all methods of outreach for the planning process.

“Meeting the community members where they are.”

The Transit Oriented Development (TOD) Grant Team reached people by meeting the community members where they were and by attending events in the South Central community to allow community members to conveniently provide input through a variety of engagement methods and participate in exercises. This strategy has served the outreach and engagement efforts well. The following engagement methods are representative of the project the project approach:

PUBLIC ACCESS TO INFORMATION

Website (See Appendix B7): As part of this project, The Transit Oriented Development (TOD) Grant Team in collaboration with the City of Phoenix, developed a website. The website includes an overall description of the project, meeting notifications, educational papers, past presentations, an online visioning survey, an online business assistance survey, a contact page, calendar of events, as well as events taking place in the community. The website also includes links to relevant material on the City of Phoenix’s and Valley Metro’s websites. All Information is provided in both English and Spanish. See website stats below.

<http://www.todphx.org/>

- **Sessions:** 461 within the last 90 days (as of October)
- **Time Spent on Pages:** Average of 1.5 minutes
- **Monthly Visitors:** Average of 202 visitors



Visioning Activity at PRC G.A.I.N Event, October 2018



St. Catherine’s Fiesta, February 2019

Facebook Page (See Appendix B8): The Facebook page is maintained and includes both English and Spanish (English and Spanish text live next to each other on the Facebook page). See Facebook stats below.

<https://www.facebook.com/TODPHXESPANOL/>

Spanish Facebook Page (January 16, 2019 – October 9, 2019)	
Total Page Likes	4
Total Page Engagement	113
Total Reach*	789
Total Impressions*	1,611

<https://www.facebook.com/TODPHX/>

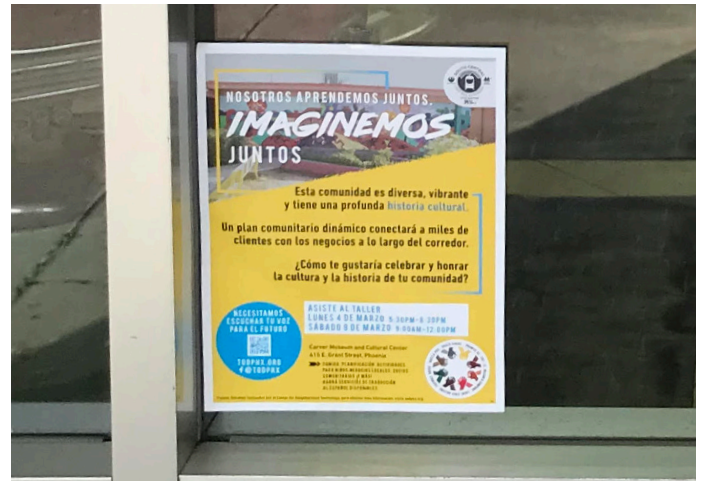
English Facebook Page (January 16, 2019 - October 9, 2019)	
Total Page Likes	84
Total Page Engagement	814
Total Reach*	8,729
Total Impressions*	18,477

*Total Reach: The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)

*Total Impressions: The number of times any content from your Page or about your Page entered a person's screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more.

General Information Flyer: A general information flyer with basic project goals and boundary information was used as an initial introduction of the work. The TOD Grant Team also engaged Phoenix Revitalization Corporation for assistance in distributing workshop invitations to both planning workshop South Phoenix residents, in addition to Promise Arizona's door-to-door distribution.

Door Hangers (see Appendix B5): In collaboration with Valley Metro, space was granted on Valley Metro's door hangers for a TOD Workshop notification. Valley Metro's target area included all residents from Portland Street to Baseline Road between 7th Avenue and 7th Street and they distributed approximately 13,000 hangers.



South Central TOD Planning Poster Campaign

Phone Banking and Email Blasts: The Transit Oriented Development (TOD) Grant Team collaborated with partners and continually updated a list of stakeholders with preferences for methods of outreach. The team employed phone banking, texting, and email blasts to provide notices for upcoming events.

- Promise Arizona developed a script for phone banking. A team of 24 individuals dedicated over 185 hours per day for 21 days leading up to the community planning workshops in March and May 2019. In March, Promise Arizona staff called 1,800 individual phone numbers in 13 days and 1,957 phone numbers were called over the span of 8 days in May.
- Gould Evans called 68 individual numbers in March and in May.
- Creation of TOD Email Distribution List: 672 emails extracted from sign-in sheets were entered into MailChimp, a marketing automation platform and email marketing service. The Transit Oriented Development (TOD) Grant Team sent updates and reminders of planning activities.
 - Phoenix Community Alliance (PCA): 843 contacts
 - Phoenix Warehouse District Council: 177 contacts

The Grant team maintains a daily email, correspondence voicemail boxes and returns calls received from the community, in either English or Spanish.

Poster Campaign (see Appendix F1): The TOD Grant Team posted “Did you know...?” facts that provided educational information about the benefit of reducing expenses and increasing affordability through transit. The team also provided invitations to promote the March and May 2019 workshops. The invitations included information on time, location, and topics related to the community planning efforts. These were posted in supporting business windows, churches, and bus shelters along Central Avenue from February to May 2019. A list of the sites and the number of posters affixed at each site is listed below:

- *Ed Pastor Transit Center:* 8 posters physically posted
- *Community Centers:* 110 posters physically posted
- *State Facilities:* 20 posters physically posted
- *Libraries:* 52 posters physically posted
- *Parks:* 45 posters physically posted
- *Faith-Based Institutions:* 19 posters physically posted
- *Schools:* 89 posters physically posted
- *Grocery Stores:* 8 posters physically posted
- *Laundromats:* 15 posters physically posted

The March workshop invitations that were posted at the businesses and bus shelters were replaced in April 2019 with the invitations to the upcoming set of workshops planned for May 6th and 11th 2019 including the educational information.



"Did you know?" Flyer



Petra Falcon of Promise Arizona, South Phoenix



"Did you know?" Flyer, Food City, South Phoenix

Newsletter (see Appendix C): ▲ = March ■ = May

- PCA Newsletter ▲■, month prior to each workshop
- Central City South Newsletter ▲, month prior to March workshop

Paid Advertising and Publications:

- PhxSoul.com▲■
- The South Mountain Villager▲■
- Arizona Informant▲■
- La Voz■
- Prensa Hispana■

Direct Mailers (see Appendix B4): A total of 4,773 postcards were mailed to property owners who reside within the South Central Corridor inviting them to the community planning workshop series 1 in March.

ONE-ON-ONE / DOOR-TO-DOOR

Promise Arizona has knocked on nearly 5,000 doors to engage community members; Promise Arizona completed 570 resident surveys. The Promise Arizona team engaged in one-on-one conversations to complete each resident survey which lasted for approximately 30 to 40 minutes. The resident survey utilized was jointly developed by the TOD Grant Team and City of Phoenix. The TOD Grant Team

RESIDENT SURVEYS COMPLETED PER STATION (START - June 2019)	
Lincoln	39
Buckeye	74
Audubon	19
Broadway	117
Roeser	76
Southern	154
Baseline	107
Total: 586	

has been processing data from resident surveys. Based on the survey input, the team will calibrate the outreach effort as needed to reach a minimum of 100 surveys per station stop. The top ten priorities gathered from the initial 200+ surveys include street maintenance, transportation, air quality, curb and sidewalks, healthcare, education, resources, housing, and immigration.

EVENTS AND NEIGHBORHOOD MEETINGS (SEE APPENDIX E)

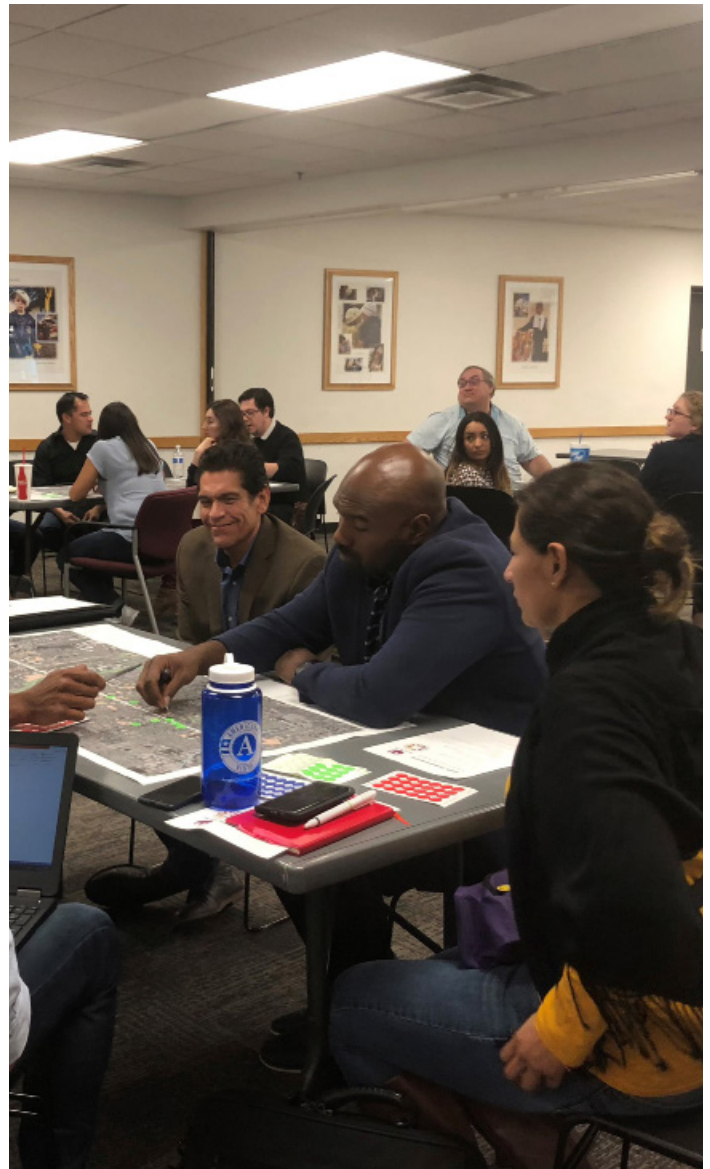
In order to expand outreach, the TOD Grant Team built on existing community groups, leaders, and stakeholders and utilized communication networks already established in the community. The Team has attended public and organizational events arranged by non-profits, private community groups, schools, churches, community sponsored events, village planning committee meetings, and Transit Oriented Development steering committee meetings.

PARTNERING MEETINGS

The City of Phoenix initiated a monthly partnering meeting comprised of local non-profit and organizational stakeholders with the purpose of sharing events and other resources across organizations. A draft Resource Directory has been created from a questionnaire distributed to the affiliations of the group in which partners indicate services offered and contact information. The Resource Directory is anticipated to be a living document that regularly updates various resources available to the South Central Community.

STORY CAPTURE

In order to create a successful, community plan we must first listen to and honor the stories of the community before we can grow together. A local, South Central resident and videographer conducted individual interviews of community members to document the stories that make up the rich heritage of this community. A room across from the main event space was dedicated to conducting interviews with people to capture their stories.



Partnering Meeting, Travis L Williams Family Center, April 2019



Videographer documenting stories, March 2019



PLANNING

The project includes conducting a series of Community Planning workshops to gather input, feedback and capture the community's vision that will influence the policy plan. Below are the details of the preparation done to develop the workshop series, and a discussion of the exhibits and engagement activities available at the March and May 2019 workshops.

PREVIOUS PLANNING EFFORTS / REPORTS

Recognizing that reports developed by the City, community groups, and organizations already exist, the TOD Grant Team reviewed these past reports and assessments in order to continue building on those efforts, while updating certain aspects and incorporating the community's vision for their future community. Some of the past reports reviewed include:

- Reinvent Phoenix (2011-2015)
- Spark Report (Vitalyst) Pre-Community Engagement Toolkit (2019)
- Equitable Economic Development
- Central City South – Quality of Life Plan (2010)
- Central City South – Quality of Life Plan (Refreshed 2017)
- Draft Existing Conditions Report (2019)
- San Juan Diego Phase I (October 2014) and II (May 2015)
- Plaza de Las Culturas Land Use Plan (n.d.)
- South Central Neighborhoods Transit Health Impact Assessment [(SCNTHIA) 2013-2015]
- Downtown Phoenix Urban Form Project (2008)
- Central City South Area Plan (2004)
- Del Rio Area Brownfields Plan (2004)
- Rio Salado Beyond the Banks Area Plan (2003)
- Rio Montana Area Plan (2000)
- Target Area B Redevelopment Plan (Amended 2016)

TESTED VISIONING EXERCISES

The TOD Grant Team organized early workshops for testing exercises to refine the engagement methods. Based on the review of the Spark Report and community feedback on the activity tests, the team modified the methods used in the Spark Report such that their strategies were inclusive. This way, community members can actively participate in the planning process. The Transit Oriented Development (TOD) Grant Team determined that dot-polling on charts and maps were friendly ways to gather feedback; however, residents who have previously participated in these types of exercises voiced their desire for additional activities. Therefore, the Grant Team developed additional engagement activities to solicit feedback from community members. For example, the Transit Oriented Development (TOD) Grant Team collaborated with the City of Phoenix and the community partners to build off work/lessons learned from ReinventPHX and create an investment card exercise. The investment card exercise for the May 2019 workshops encouraged participants to discuss investments that should come and/or stay in the corridor.

REDUCING BARRIERS

As part of our outreach, we have documented barriers to participation indicated by community members. Barriers include lack of childcare, transportation, time of day for meetings and language. The Grant Team did the following to mitigate these concerns:

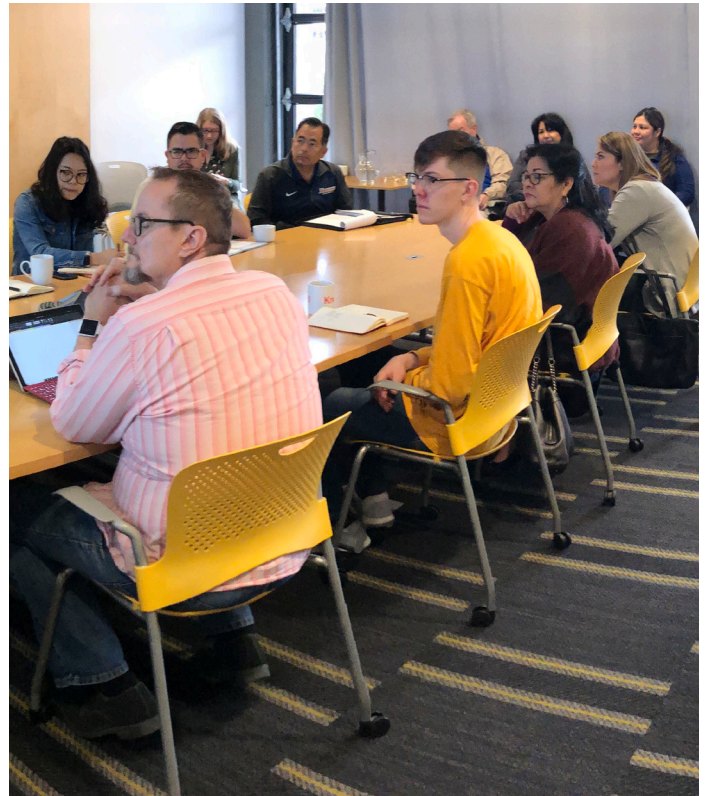
- Provided a family-friendly approach with activities for kids and encouragement of youth participation in feedback exercises.
- Provided alternate transportation options as requested to the major Transit Oriented Development (TOD) Grant Team workshops including rideshare and providing free transit passes.
- Scheduled meetings in locations within the corridor to be more easily accessible, while selecting appropriate times/days to maximize attendance.
- Food and drink were provided to support mealtimes.
- A translator and translation equipment were provided to Spanish speakers.

TRANSIT ORIENTED DEVELOPMENT (TOD) GRANT TEAM TRAINING

Transit Oriented Development (TOD) Grant Team training sessions were held prior to each Community Planning Workshop to prepare the Team for the workshop. Team leads reviewed talking points, team member assignments, workshop agendas and reviewed the specific activities in which team members would be facilitating or assisting with.

Sharing information, collecting feedback and vision themes were detailed as primary goals of the workshops and were relayed to team members and City of Phoenix staff.

The TOD Grant Team were provided floor plans of the workshop spaces to assist in directing the participants to the various activities that occurred in the workshops. The TOD Grant Team and staff were directed to capture questions and comments on comment cards and engage in conversation with community members.



Planning Workshop Series 1 Training March 2019



Planning Workshop Series 1 Training March 2019



COMMUNITY PLANNING WORKSHOP SERIES 1: SHARE YOUR VISION FOR THE FUTURE

LOCATION AND VENUE

Each series of workshops is located within the South Central Corridor (between 7th Avenue and 7th Street) in order to remain accessible to community members. The first series of workshops was located at the Carver Museum and Cultural Center, in the northern section of the corridor.

Monday, March 4th, 2019

5:30pm – 8pm

Saturday, March 9th, 2019

9am – 12pm

**George Washington Carver Museum
and Cultural Center**

415 E Grant St, Phoenix, AZ 85004

Prior to the start of the formal agenda, community members were encouraged to help themselves to provided food and drinks, socialize with other community members and visit the various exhibits, such as a physical corridor model which included 3D models of Points of Pride. The model was on display at both of the March and May 2019 workshops to gather feedback and additional Points of Pride that should be preserved/celebrated within the community. The six large exhibits that were set up around the workshop space included a variety of innovative, unique, and creative engagement methods and informal gathering exercises to collect feedback related to the six planning elements; health, green systems, land use, housing, economic development, and mobility.

Acknowledging that transportation is a barrier for some individuals, the Grant Team rented two vans to pick-up and drop-off individuals who requested a rideshare service. Centro Comunitario de PAZ, 6437 S Central Avenue, acted as the pick-up and drop off location for this rideshare service. A total of 14 community members utilized this rideshare service. In addition to the rideshare, Valley Metro donated day-passes for the bus/light rail that were made available to community members, but none were requested.

OVERVIEW AND DETAILS

Registration: Transit Oriented Development (TOD) Grant Team members were available at the workshop registration table to direct individuals and notify them of translation equipment that was available for their use. Community members were provided contact/comment cards, an agenda of the event with layout of the workshop and a canvas bag with educational and informational literature including a general project information handout, planning glossary, save the date for the next series of workshops in May, and education summaries for topics involving affordability, local development, regional access and walkability. All content was provided in both English and Spanish.



March 2019 Workshop Series 1 Venue - Carver Cultural Center

MONDAY AGENDA

The community planning workshop began with an introductory presentation to the overall project and planning process. The presentation included:

- City Council representatives from District 7 and District 8 who opened the workshop by welcoming the community members to the event.
- The City of Phoenix Planning and Development Department Director followed with a presentation describing the overall planning process and the goals of a Transit Oriented Development (TOD) policy plan and what the policy plan does.
- The Board of Directors President for the Carver Museum and Cultural Center provided a historical background of the center and its importance to the surrounding community.
- The TOD Grant Team leads gave the remainder of the presentation, shared an overview of the project to-date and provided an overview and run-through of the activities that would occur that evening.

After the presentation, community members were asked to engage in a visioning table discussion with their peers. Community members were asked to discuss the important places that are a part of their history in the South Central Corridor. A timeline was placed at each of the tables and community members were asked to write important milestones in their personal history with the community. After the exercise, community members were invited to visit the various exhibits, the physical corridor model, and share their personal Phoenix story and history on comment boards.



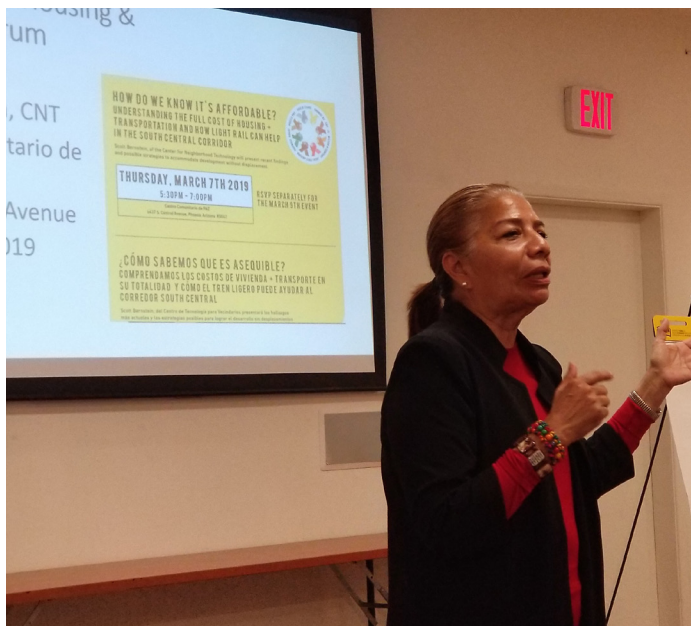
Corridor model with 3D models of Points of Pride, March 2019



Corridor model with points of pride, March 2019



March 2019 workshop participants



Affordability workshop, March 2019

AFFORDABILITY WORKSHOP

An Affordability Workshop was held on Thursday March 7, 2019 at the Centro Comunitario de PAZ on 6437 S Central Ave. at 5:30pm. A presentation was given to demonstrate the full costs of housing and transportation and how the light rail can help increase affordability in the South Central corridor. Center for Neighborhood Technology presented recent findings and possible strategies to accommodate development without displacement. Group discussion followed the presentation and concluded with a question and answer session.

The full presentation with audio recording is available on the Transit Oriented Development (TOD) website and Facebook pages.

<http://www.todphx.org/planning/>

<https://www.facebook.com/TODPHX/>



Affordability workshop, March 2019

SATURDAY AGENDA

Building upon the Monday workshop, Saturday included a brief introductory presentation summarizing the efforts that were made earlier that week. Speakers included:

- City of Phoenix Staff
- The Board of Directors President for the Carver Museum and Cultural Center
- Transit Oriented Development (TOD) Grant Team leads continued with the agenda for the evening

Following the presentation, community members were invited to visit the various exhibits, including planning elements, comment boards, corridor map and videographer to record their personal story and history.

After visiting the exhibits, community members were asked to reconvene to participate in a table exercise. Each table had a map of a particular station stop area. Highlighted were nodes labeled as transit, arterial and neighborhood zones, based on their proximity to the proposed light rail stops. Participants were asked to mark locations on the map with potential land use types using pre-marked stickers, that they would like to see within the community.

RAFFLE AND CLOSING

The agenda cards that were handed out at the start of each workshop doubled as a raffle ticket. After visiting and engaging in the visioning activities at each exhibit, participants would receive a signature by a TOD Grant Team member indicating that they had visited their exhibit and engaged in the activities. After receiving a signature from a Transit Oriented Development Grant Team member present each of the six exhibits, participants were eligible to enter a drawing for raffle prizes. Raffle winners and prizes were announced at the end of each of the workshop events. Closing statements at each workshop included a 'thank you' from the TOD Grant Team leads for the ongoing participation from community members and an invitation to the next series of workshops in May.

WORKSHOP ACTIVITIES

Exhibits: Six exhibits were organized around the perimeter of the workshop space. Each exhibit highlighted a specific theme of the six planning elements. A large plywood pylon was used as a wayfinding tool and doubled as a display inclusive of previously gathered comments, "what we've heard" and a diverse display of interactive activities to capture the input of the participants. In the center of the exhibit space, various activities facilitated by Transit Oriented Development Grant Team members were present to further engage the participants and answer questions. All the feedback from the six exhibits were documented by the Grant Team. The six exhibits based on the planning elements included:



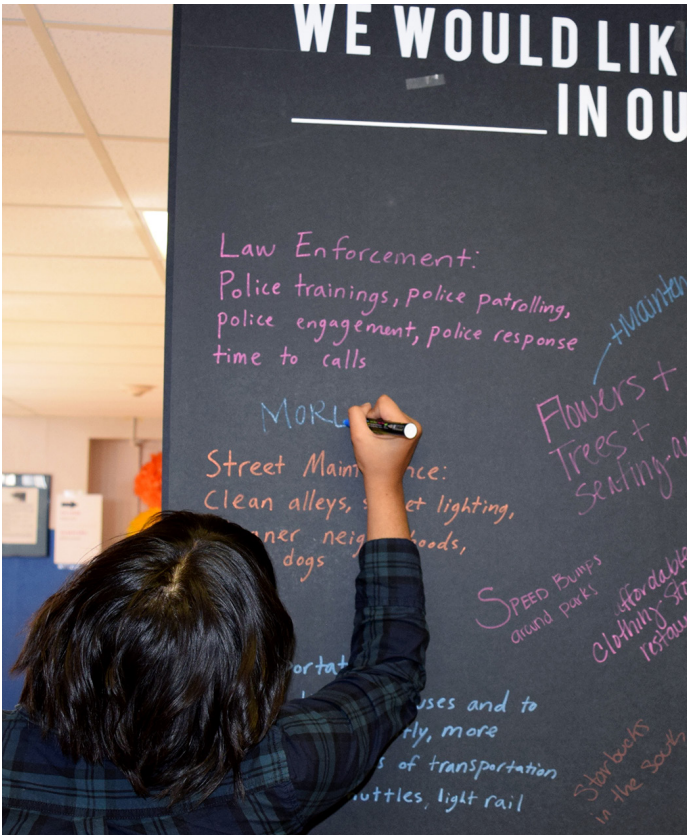
Grant team member assisting with Virtual Reality Interactive Activity

- *Economic Development:* Participants were asked to identify the types of businesses, goods, services and jobs desired and where they are appropriate in relation to the proposed light rail station areas, corridor and the adjacent neighborhoods.
 - The economic development exhibit asked community members to write their occupation and location of their job on a ‘sticky note’ and post it to the pylon. In addition, this exhibit included a base map and community members placed a silver pin on where they live and a white pin on where they work. The goal of this exercise was to measure home/ work travel distances.
- *Green Systems:* Participants were asked to identify appropriate Green Systems to address environmental issues within the corridor. They reviewed images of various conditions and potential solutions, including heat island, shading, water runoff/retention and “other”, in which participants were encouraged to write-in their own.
 - The Green Systems exhibit included an activity that asked community members to review the different parks and open space areas and select enhancements or amenities needed for each. Community members were encouraged to place a small sticker next to the enhancement needed at each of the 14 green areas in the South Central Corridor.
- *Health:* Participants were asked to identify the changes desired to improve the Health of the community. Particularly, the Health element focuses on the unique needs of expecting mothers and families with children or youth with special needs.
 - The Health exhibit asked participants to mark on a base map where they live, where they go to the doctor and where else they access health services. The goals of this exercise was to measure the travel distances to health services as well as note the availability of such services.
- *Land Use:* Participants were asked to identify the types of amenities and services they would like to see in their community and define the location, scale and use of development.
 - The Land Use exhibit asked participants to place a small dot next to the appropriate building type that should be developed near small-scale and large-scale transit stations.
- *Mobility:* Participants identified where they go, why they go there, how they get there and how would they like to get there.
 - The Mobility exhibit included a base map for participants to identify where within the corridor they walk or bike, as well as where they would like to in the future.

MARCH 4, 2019 ATTENDANCE	
TOD Grant Team Staff	41
Community Partners	4
Contact Cards (Individual)	79
Head Count (Bags given at registration)	91

MARCH 7, 2019 ATTENDANCE	
TOD Grant Team Staff	xx
Community Partners	xx
Contact Cards (Individual)	xx
Head Count (Bags given at registration)	xx

MARCH 9, 2019 ATTENDANCE	
TOD Grant Team Staff	46
Community Partners	4
Contact Cards (Individual)	46
Head Count (Bags given at registration)	41



Workshop participant provides feedback

- **Housing:** Participants identified the relationship of housing to other daily needs in the corridor.
 - The Housing exhibit asked participants to define appropriate housing typologies and locations for different housing types in relation to the light rail station areas, the corridor and within the adjacent neighborhoods.

Mapping: The Transit Oriented Development (TOD) Grant Team documented station area feedback from participants at the March workshops through a mapping exercise. Community participants were asked to use color coded stickers to place on one of the seven station area maps. A white dot was used by participants to make general comments about what should come or stay in the station area, a purple sticker to identify community uses, an orange sticker to identify housing uses, a green sticker to identify recreational uses, and a red sticker to identify institutional uses. Below is a list of feedback provided by participants for each station area:

- **Lincoln/Jefferson**
 - “2nd street and Buckeye-Assets: quirky buildings. [We need to] re-envision buildings/rehab. I have a passion for repurposing buildings. We need live/work buildings.”
 - “We need all-encompassing areas.”
- **Buckeye**
 - “Free community events to bring people together and support local businesses; more restrooms in parks.”

- “Soccer field for recreation.”
- “Need to support local businesses.”
- **Audubon**
 - “There seems to be a gap at Salt River between two ‘civilizations’.”
 - “could lease out a portion near the light rail station to have pop-up food/drink spots for people using the light rail (without brick and mortar).”
 - “Locals don’t go to or know about rail system or opportunities.”
- **Broadway**
 - “Plan around existing transit station was shelved years ago. If we did one more thing like community college it would start development. There were not bridges, did not jump the river. If there was water in the river at that time it would have completely disconnected the neighborhood. ”
 - “Every time you build a node, you kill South Central. 24th Street, 19th Street, and Baseline, the nodes that killed us. This is amazing, the way the city is looking at South Central is astounding that’s it, that the urban development. Broadway will be the next Baseline corridor, the next street after is Broadway. This place is ready to pop, you already have the road less crowded than Baseline plus amazing connectivity—minutes to Tempe, Airport, and downtown. This could be actual downtown of Phoenix. Bring mixed-use development with artist studios below and living above. This is the game changer for the city. At one end we have a river and another end a mountain—who else has that? No one. ”
- **Southern**
 - “All I see is big buildings.”
 - “Employment center/workforce development”
- **Baseline**
 - “Entertainment”
 - “Deal with crime”

Resource Library: An informational exhibit was available to workshop attendees to view the past reports and assessments that have been completed within the South Central community.

Comment / Vision Boards: Near the entry of the workshop space, an exhibit of large boards displayed the comments and quotes we had heard from the community members in previous community engagement efforts. Participants at the workshops were encouraged and invited to add to the display by writing in their comments.

YOUTH ENGAGEMENT

A room adjacent to the auditorium was available for a youth engagement activity. The Sagrado Galleria staffed the room and were available to assist the youth in a visioning exercise to imagine a park for their neighborhood. The supplies needed to complete the visioning exercise were provided.



'Build a Park' activity, March 2019



'Build a Park' activity, March 2019

PARTNERING PARTICIPATION

In addition to providing project-specific information, vendor spaces were made available for community partners during the workshops. Registration for vendor spaces was sent out to the list of community partners to sign up for an informational table to share materials and resources and answer any questions that community members may have. Organizations in attendance included:

- Phoenix Revitalization Corporation
- Maricopa Census Bureau
- City of Phoenix Neighborhood Services
- Transit Oriented Development (TOD) Business Assistance Team
- Valley Metro
- T2050 Project Team

COMMUNITY PLANNING WORKSHOP SERIES 2: SEE YOUR VISION FOR THE FUTURE

LOCATION AND VENUE

Monday, May 6th, 2019

5:30 - 8pm

Saturday, May 11th, 2019

9am - 12pm

South Mountain Community Center

212 E. Alta Vista Road, Phoenix, AZ 85042

OVERVIEW AND DETAILS

Registration: Transit Oriented Development (TOD) Grant Team members were available at the designated registration table to direct community members into the workshop space. Team members and staff distributed translation equipment to community members who required it. Community members were asked to sign-in to the event by filling out a contact card. Upon signing-in, community members were given an agenda for the event and on Saturday's workshop a Mother's Day gift to celebrate Mother's Day. All content was provided in both English and Spanish.

Prior to the start of the formal agenda, community members were encouraged to help themselves to the provided food and drinks, visit the pylon and wall displays in the lobby space, visit partner tables and socialize with other community members.

MONDAY AGENDA

The City of Phoenix Police Department gave an introduction and identified their patrol areas. The City of Phoenix Planning Director followed with a presentation describing the overall planning process and the goals of a Transit Oriented Development (TOD) policy plan and what the policy plan does. The Transit Oriented Development (TOD) Grant Team leads gave the remainder of the presentation, presenting an overview of the project to-date and provided a run-through of the activities that would occur that evening.



Workshop Series 2 Participant Signing into Workshop, May 2019

After the presentation, TOD Grant Team member and staff facilitated table discussions with community members. Community members were asked to discuss certain areas within the corridor that are at-risk for displacement. A station area map was placed at each table to locate the areas that were discussed during the exercise.

Following this exercise, TOD Grant Team and staff asked community members to identify investment types related to the six planning elements that should be considered throughout the various station areas within the South Central corridor. Each table was provided a deck of investment menu cards that the community members could look through and place on the table. The investment menu items were categorized by planning element and included:

- Economic Development
- Green Systems
- Health
- Housing
- Land Use
- Mobility

SATURDAY AGENDA

Saturday’s community planning workshop (May 11, 2019) opened with a brief introductory presentation by TOD Grant Team leads who summarized the efforts that were made earlier in the week.

Following the presentation, TOD Grant Team members and staff asked the community members to visit the four station areas (Baseline, South Phoenix, Audubon, and North). These areas were marked by tables throughout the room with the corresponding area map. Community members were also asked to participate in a building height exercise. Also available during this time were vendor partner stations, local refreshments, videographer recording personal stories and histories and family entertainment for all to enjoy throughout the day.

RAFFLE / CLOSING

After visiting and engaging in the visioning activities within each exhibit, community members received a raffle ticket to enter a drawing for raffle prizes. Winners were announced throughout the workshop. Closing statements were made by the TOD Grant Team leads which included a ‘thank you’ for the ongoing participation and an invitation to provide additional feedback on the TOD website and encourage participation at the Steering Committee meetings held each month.

WORKSHOP ACTIVITIES

Activities: Three activities were planned for each of the sixteen tables which were divided into four quadrants (Baseline, SoPho, Audubon, and North). Community members were encouraged to identify areas that were at-risk of displacement, which areas are important to prioritize decisions on and which investments were appropriate for their designated station area. Each activity surrounded a map to engage community members and gather input.

Resource Library: An international exhibit was available to workshop attendees to view the past reports and assessments that were used to guide Transit Oriented Development (TOD) Land Use Planning and Business Assistance efforts.

Lobby Displays: Within the lobby space, three pylons were used to display information and comments gathered thus far in the project process. Quotes were organized by station area quadrants (Baseline, SoPho, Audubon and North). Pylons also displayed means of outreach, stories gathered and project schedule. Along the wall, graphics illustrated quotes and comments gathered from the previous workshops and community engagement organized by station area quadrants. The community members were asked to review this information and provide additional quotes or comments on the provided comment cards. Community members could also leave their contact information if they wanted to be contacted by the videographer, Caleb Alvarado, on a later date to record their personal story.

MAY 6, 2019 ATTENDANCE	
TOD Grant Team Staff	48
Community Partners	2
Contact Cards (Individual)	81
Head Count (Bags given at registration)	81

MAY 11, 2019 ATTENDANCE	
TOD Grant Team Staff	36
Community Partners	13
Contact Cards (Individual)	46
Head Count (Bags given at registration)	46



Workshop Series 2 Participant Engaging in Tabling Exercise, May 2019



Workshop Series 2 Resources/past reports available, May 2019

Mapping Results: Documented Primary Investments from May 2019 Workshop*

- **Land Use:** An authentic regional destination that supports local businesses, the community and residents, with unique places throughout the corridor.
 - “Skateboard Park and playgrounds around”
 - “Need entertainment!”
 - “Concern of losing foot traffic—main street corridor, land banking to help people own, i.e. APS super site”
 - The following investments were described as priorities by community members:
 - » “Walkable Urban Center”
 - » “Walkable Urban Neighborhood”
 - » “Industrial Area”
 - » “Urban Campus by high school”
- **Housing:** A diversity of housing options, types and price, that create a lifecycle neighborhood in South Central Phoenix.
 - The following investments were described as priorities by community members:
 - » “Low rise - nothing above two stories”
 - » “Housing revitalization and mixed income housing”
 - » “Prefabricated housing replaces trailers”
- **Economic Development:** Financial prosperity of businesses and residents, including the access to jobs, training and educational opportunities.
 - The following investments were described as priorities by community members:
 - » “Business cluster”
 - » “Public festival”
 - » “Community facility or center”
- **Mobility:** A multimodal transportation network that is safe, comfortable and connects people and neighborhoods to the light rail system and the community.
 - “Circulator would be interesting, [it would be] good so you don’t have to wait [at] in so many stops”
 - “Enhanced bus stop seems exciting to me; [I’m] worried about more homeless taking over”
 - “East/West connection: [The] biggest problem the south community is going to have is the traffic in the area. [We] need to step up to help with that.”
 - “Bike share/scooter: [People] will probably never use it unless we fix the paths for bikers there is no use.”
- **Health:** Access to food, services and usable active spaces that can improve our health.
 - The following investments were described as priorities by community members:
 - » “Safe Intersections”
 - » “Mercado”
 - » “Urgent Care Facilities”

- » “Full service grocery”
- » “Safe sidewalks”
- **Green Systems:** Systems that provide usable spaces to address environmental concerns - shade, storm water; and that connects the community.
 - » “[We need] parks in the neighborhood.”
 - » “[We need] engineered shading and more on Southern and Broadway.”
 - » “[We should] teach people about water systems, such as how to be more sustainable.”
 - » “Areas of water retention”
 - » “Natural Shading and Cooling”
 - » “Green Streets”

*Comments were taken from priority investment table activity on Monday, May 6, 2019.



Workshop Series 2 Comment Boards, May 2019

YOUTH ENGAGEMENT

The Sagrado Galleria organized activities that were designed specifically for youth participation. Youth who attended the planning workshops engaged in a modeling activity which was facilitated by two local artists. The youth constructed a park that they would like to see in their neighborhood. All supplies were provided by the Sagrado Galleria (6437 S Central Avenue).

PARTNERING PARTICIPATION

In addition to providing project-specific information, vendor spaces were made available for community partners during the workshops. Registration for vendor spaces was sent out to the list of partners to sign up for an informational table to share materials and resources with workshop participants and to answer any questions that community members may have. Organizations in attendance included:

- TOD Business Assistance Team
- Valley Metro
- City of Phoenix Neighborhood Services
- Farm Express
- Rio Imagined
- Phoenix Revitalization Corporation (PRC)
- City of Phoenix Parks and Recreation
- Ocotillo Library
- Harmon Library
- Ecomadres
- Puente AZ

PRELIMINARY FINDINGS AND NEXT STEPS

The Transit Oriented Development (TOD) Grant Team has engaged in technical analysis and synthesis of the data from the planning workshops. The team found the community vision for the Broadway station stop is related to walkability. The community has voiced their desire for a walkable center at the Broadway Road and Central Avenue intersection. The walkable center should include entertainment, office space, grocery stores, restaurants, live-work and mid-rise mixed-income housing supported by green streets, public art, engineered and natural shade and cooling, public art and wayfinding signage. The community believes that the Roeser Road and Central Avenue intersection is a prime location for a walkable neighborhood. A walkable neighborhood is an area that contains mid-rise, mixed-income housing, supported by pedestrian improvements to support walkability of a community, green streets and engineered shade and cooling. At the Central, Broadway, Roeser, Southern, and Vineyard Roadways, the community has expressed a desire for green streets, natural shading and cooling, stormwater retention and development guided by landscape standards. For a visual representation of these findings, refer to Appendix C.



'Model a Park' activity, May 2019



'Model a Park' activity, May 2019

DOCUMENTED PRIMARY THEMES

This section lays out the primary themes that have been documented by the Transit Oriented Development (TOD) Grant Team. A total of seven emerging overall themes cross each planning element. The planning elements are housing, land use, economic development, health, green systems, and mobility. The Transit Oriented Development (TOD) Grant Team documented the following emerging themes from community feedback:

1. Environmentally equitable compact community

The South Central Corridor community recognizes that a thriving, sustainable community should support daily life conveniently and locally in the South Central Corridor.

2. Stabilization of neighborhoods is necessary, blending new economic development with existing neighborhoods

There are areas at risk of displacement that were identified through input s technical analysis. These areas include, but are not limited to, areas with a high intensity of renters and lower income areas, trailer parks, historic/older neighborhoods, and neighborhoods that extend to major arterials (at 7th Street and at 7th Avenue). Also, the community expressed the need for a range of affordable housing options.

3. Desire for incremental change and growth in an appropriate way

The South Central community voiced that points of pride should be preserved. Also, check cashing establishments and liquor stores should be changed.

4. Authentic regional destination that supports local businesses and shares culture

The South Central community expressed that the heritage and culture of the area make it unique; the culture should be celebrated to spur economic development.

5. Improved parks and South Mountain access are important

The fifth theme is related, as mobility and quality of park amenities are key focus areas. If activated, these could bring more people to the community.

6. Community would walk/bike more

The South Central community has expressed that the neighborhood could be safer, more shaded, cleaner and better connected, which would make walking/ biking more attractive.

7. Desire for more jobs in health, education, service, industrial, and technology

The South Central community is filled with talented people. However, the job availability is scarce in the immediate area; residents have to travel outside of the community to jobs in the health and technology fields, for example. Community members want to see more jobs in a variety of industries in South Central.

CONTINUED OUTREACH

Outreach efforts included door-to-door surveys, business assessments, tabling events, and online feedback submission via the TOD website. The Transit Oriented Development (TOD) Grant Team continued to solicit feedback and track the results of preferred methods of contact by community members. The Grant Team used the results to tailor contact methods for everyone.



Participant engaging in tabling exercise, May 2019

PREFERRED METHOD OF CONTACT	
CONTACT METHOD	COUNT
EMAIL	96
PHONE	52
TEXT	96
MAIL	6
FACE TO FACE	18
MEETING / WORKSHOP	12



BUSINESS ASSISTANCE WORK

The Transit Oriented Development Business Assistance Grant Team includes three organizations who have a trusted reputation in the South Central Corridor: Hustle PHX, Friendly House, and Local First. Hustle PHX is a non-profit organization that supports the entrepreneurs by connecting them to resources they need to elevate their business. Friendly House is a multi-service organization that aims to address the needs of the community including, education, emergency support services, family immigration services, and workforce development. Local First places a premium on the value of strong local economies. Local First advocates and promotes local business by educating residents about local business ownership, social equity, cultural diversity, environmental kinship, and collaboration.

The Transit Oriented Development Business Assistance Team has been preparing businesses in the project boundary area at multiple phases of the light rail extension construction. To date, the Business Assistance team has touched over 180 businesses and added them to their business directory. The Business Assistance Directory is categorized by service—art galleries, auto sales, auto shops, bakeries, beauty salons, coffee shops, funeral homes, insurances, grocery markets, restaurants, clothing stores, retail, reception halls, unique services (i.e. real estate), jewelry, childcare, home improvement, florists, and tax services. The Business Assistance Team has visited over 350 businesses in the project area to build an inventory. The Business Assistance Team developed an inventory to track whether or not a business completed a business assessment—a process of documenting the number of employees a business has as well as concerns and/or risks associated with the light rail—and whether or not a business assistance plan—a guide for overcoming any reluctances a business has or list resources/consultants a business can benefit from. To date, 108 businesses have completed a business assessment; roughly 192 businesses denied assistance; 4 businesses have started an assessment; and 72 businesses were unavailable to respond to a business assistance representative.

INVENTORY/OUTREACH

The goal for the Business Assistance team is to connect with each business to conduct an assessment of needs. The team then creates a business plan meant to address those needs. The assessment of needs, also referred to as a Business Retention and Expansion Survey is a business survey conducted by a Transit Oriented Development (TOD) Business Assistance team member. The survey asks business owners to list major business challenges anticipated with light rail construction, name their vision for their business with the new extension of light rail, provide their vision for the area between the two nearest light rail stations, including your business, and their vision in entirety for the community along the new extension of light rail expansion plans, workforce data and community vision.

The Business Assistance team has established an early action plan based on their needs assessments designed to support and bolster the existing businesses during all stages of construction. The plan will be substantially completed and implemented prior to the start of construction. The Business Assistance team listened to the unique current challenges, offering training tailored on an individual basis and documenting reported light rail concerns as they relate to specific business activity, thereby creating a locally connected support network.

To date, the Transit Oriented Development (TOD) Business Assistance team indexed 586 total businesses since 2018. This number includes all business listed within the corridor before the start of the project and new businesses that entered the corridor during the outreach.

TYPES OF SERVICES

- Marketing Services
- Recruitment and Retention Strategies
- Employee Handbook Development

CURRENT STATUS

- Assessments Completed: 100 assessments
- Businesses who have either refused assistance, left the corridor, have gone out of business or have been unreachable to date: 254 businesses
- Completed Business Assistance Plans: 32 assistance plans
- In-Progress Business Assistance Plans: 136 assistance plans

EVENTS AND WORKSHOPS

Business to Business Forum—Workshop 1

The Business Assistance team will host two Business Assistance Workshops. The first workshop occurred on December 6, 2018 at the Centro Comunitario de PAZ at 6:30pm. The focus of this workshop was to introduce businesses within the scope area (3rd street to 3rd avenue) to one another and engage in business strategies that will mitigate concerns around light rail construction. The team will be hosting a second workshop event in the Summer or Fall of 2019.

How to Access Loans – Workshop 2

The Transit Oriented Development (TOD) Business Assistance team hosted an event, Access to Capital on Thursday, May 9, 2019 at the South Mountain Community Center. The event was hosted by Oye Waddell (Hustle PHX) and Kimber Lanning (Local First Arizona Foundation). The event highlighted lenders who are providing loan products at fair interest rates in increments. Also, the event provided valuable information to businesses along South Central Avenue who are seeking small business loans to expand their business. Moreover, the event gave business owners in the Business Assistance boundary a platform to meet lenders and ask questions directly.



Business Assistance Outreach



Business Assistance Forum December 2018



Business Assistance Forum December 2018



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