

Executive Summary – Updated through July 2007

The Neighborhood Fight Back Program is designed to assist neighborhoods with resident-driven improvement efforts. In July 2004, the Phoenix City Council designated Coronado Southwest as a Fight Back. The neighborhood is in City Council District 7, and is bounded by 7th Street to the west, 16th Street to the east, Oak Street to the north, and the I-10 Papago Freeway to the south. In late 2005, the City's planning department prepared a neighborhood assessment of the Fight Back area for the residents. The assessment provided information such as population and income characteristics, land use and zoning, property maintenance and zoning violations, streets and traffic, etc. Subsequently, a survey was mailed to the residents of the Fight Back area which established residents' perceptions about their neighborhood. The assessment was later used by residents to develop Action Plan strategies for revitalizing the neighborhood.

Beginning in January 2006, residents met monthly with Neighborhood Specialist Barbara Gonzales to create an Action Plan. (Meetings were held on the third Wednesday of every month at Emerson Elementary School, 915 E. Palm Lane.)

In May of 2006, the Fight Back was reassigned to Neighborhood Specialist Olga Soto who completed the program in December of 2006.

Through August of 2006, meeting notification was done with hand-delivered flyers. After August 2006, at the request of the residents who determined the flyers were not cost effective, notification was done through neighborhood discussion lists and the bi-monthly neighborhood newsletter, The Dispatch.

Action Plans

The purpose of the action plan was to develop objectives and strategies utilizing the findings from the pre-survey. The action plan focused on three key areas: blight removal; decreasing crime and increasing safety; and decreasing vehicular speeding and cut-through traffic. As a result, three separate committees were formed to implement solutions to the identified problems. Each committee developed innovative approaches based on funding limits and neighborhood input. The results of the year-long program planning are listed below with funding allocation.

Traffic Mitigation

Speed Humps: To address localized speeding problems on Brill between 15th and 16th streets, one speed request was submitted and is currently in the process of gathering additional signatures. Phase II requires 5 more signatures and Phase III will require 100% consensus from residents living within 100 feet of the speed humps and 80% approval of the block. Completion of the petitions is expected by August 2007.

Banners: The residents of the Coronado Fight Back Southwest voted to install hanging banners that will express the historic ambiance of the neighborhood while calming traffic.

August 2006: Residents of Coronado Fight Back Southwest voted to work with the Street Transportation Department to determine streets where cut-through traffic and speeding problems were excessive. Traffic studies were conducted on 10th Street between the 1600-2000 blocks; Monte Vista between 7th and 8th Streets; 11th Street between McDowell and Almeria; Granada and Coronado between 7th and 10th Streets; Almeria between 13th and 16th Streets and Palm Lane at 12th Street. Results of the studies have been given to the residents who continue to work with the Street Transportation Department to rectify the problems.

Residents researched the possibility of installing traffic calming gateway treatments on high traffic streets to promote residential identity for the Coronado neighborhood and help calm speeding traffic. After interviewing three vendors, the residents asked that a bidding process be initiated for the manufacture of metal banners. The banner's design utilizes a familiar historic bungalow logo which has been used by the Coronado neighborhood for over twenty years.

October 2006: Residents of Coronado Fight Back SW met with the Streets Transportation to discuss the narrowing of several streets to coincide with the installation of the speed-calming banners. The discussion also included adding bike lanes to help mitigate traffic.

December 12, 2006: Residents submitted a purchase requisition to the City Purchasing Department to begin the bidding process for the purchase of 14 double gates for alley abandonment (for the public safety/crime reduction portion of the grant) and 42 banners with stanchions to be installed in the right-of-way on arterial entry-way streets. The banners will be manufactured from sand blasted metal and allowed to rust, giving them an aged look. The purchase of the gates and banners was placed on the December 31, 2006 City Council Agenda and received Council approval.

January 2007: The gate and banner contract was awarded to Artistic Welding.

February 13, 2007: The Purchasing Department submitted the necessary paperwork to the vendor for manufacture of the first batch of banners. The Streets Transportation Department will conduct the blue-staking of the areas for the first 10 banner installations to be completed by September 2007.

March - June 2007: Residents and Street Transportation Department surveyed the first 10 sites for installation of the traffic calming treatments. Residents worked with the Streets Transportation Department to include painted bulb-outs to visually narrow entryways to the neighborhood.

July 2007: Letters are being mailed out to inform the Coronado Southwest Neighborhood residents of the installation of entry-way banners. Installation should commence August 2007.

Funding Allocation:

Public Safety Issues – Crime

February 2006: the Coronado SW Fight Back residents received automobile Vehicle Identification Number (VIN), (the free service provides stolen vehicles identification). Residents collaborated with the Central City Police Precinct to bring the program to the community and coordinated the event.

March 2006: the Central City Precinct CAO provided information on ordinances relating to shots fired, noise, graffiti and other violations. The officer also provided contact information for suspicious drug activity.

May 2006: Residents were introduced to Julie Smith, who replaced Officer Joe Trujillo as CAO for Coronado SW. Also in May, Officer Smith and Officer Manny Valenzuela were asked to investigate a suspected drug house located at 9th Street and Monte Vista as a result of a resident complaint. With the assistance of NSD Preservation Officer Smith the property owner homeowner agreed to make repairs to the home. While undergoing repairs the police posted "Authority to Arrest" signs on the property.

August 2006: Officer Manny Valenzuela was instrumental in getting condemnation of a property at 9th Street and Sheridan. Residents had reported strange activity at the property and the police were able to identify it as a drug house. The property was condemned and through the abatement process was eventually demolished.

In 2006, the Central City Precinct Community Action Officers made a total of 568 arrests related to drug, domestic violence and speeding violations in the Coronado Southwest Fight Back neighborhood.

Alley closure project: The Safety/Crime Committee identified the need to close off some alleyways with a high incidence of trespassing, illegal dumping and transient activity. With 100% approval from residents on each street that will be affected, 6-8 alleyways will be abandoned and metal gates will be installed using Fight Back funds. If an alley is closed the utilities will remain but the garbage pickup will relocate to the street. Abandonment of the alleyways will require relocation of trash pick-up to curbside. Public Works estimates the relocation process will take 2-3 years to complete. The project will be funded through Public Works, however, a consensus among residents must be reached in order for the relocation to occur. Interested residents continue to go door-to-door with petitions.

September 2006: Curt Upton and Shane Hurd, Engineering Techs with Development Services Department explained alley abandonment processes to residents. Subsequently, the Safety/Crime Committee submitted an application to DSD for the abandonment of 8 alleyways to facilitate trash relocation to curbside. The application for abandonment of the alleyways was paid from Fight Back funds as approved by the residents. Residents also finalized the plans for the design and manufacturing alley gates and in September and made a recommendation to NSD on the list of vendor(s) that would be invited to bid on the project.

Funding Allocation:

Blight Issues

April 2006 to December 2006: Area Supervisor and the NP Inspector attended all monthly Fight Back meetings for Coronado Fight Back Southwest. NP staff provided educational materials and fielded questions/complaints from residents at each meeting. Complaints were received at the meetings and through the customer service complaint line (602. 262.7844). Cases were opened and inspected via the normal code enforcement process.

The Coronado Fight Back SW Blight & Beautification Committee's Action Plan included education courses regarding code violations; information on programs available; repainting of house numbers along street curbs; distribution of refrigerator magnets listing important telephone City of Phoenix department telephone numbers, such as, NSD Preservation, Graffiti Busters, Police, Animal care & Control, Fire, DUI unit, Speed hotline, Phoenix Solid Waste and other city departments.

August 2006: Susan Plegar and Richard Adkins with Parks & Recreation Urban Forestry Program provided information at the Coronado Fight Back Southwest meeting regarding Urban Forestry's matching cost tree program.

November 2006: A meeting was held with Phoenix Urban Forestry staff to finalize plans for the tree-planting project in Coronado Fight Back Southwest. Residents would enlist the help of neighborhood volunteers to dig the holes for 15 gallon trees. Neighbors were given four species of low-water trees to pick from. A flyer/application was hand-delivered to all Fight Back households. Trees were awarded on a first-come, first-serve basis and were paid for from Fight Back funds through a match-cost program.

November 2006: The NP staff provided information and education on the code enforcement process and hardship assistance programs available to owner occupied properties.

December 2006: Additional Educational Outreach was provided by NP staff to 600 students at Emerson Elementary School. Students were sent home with door hanger bags filled with information on graffiti, blight and a seamless service telephone directory for their parents.

January 2007: The Coronado Fight Back Southwest held a small potluck to commemorate the close-out of the program. The event was held at the home of a Fight Back volunteer and was attended by committee members. In

order to save funds for neighborhood projects, the residents did not hold the G.A.I.N. event as had originally been planned.

May 2007: the Blight and Beautification Committee and neighborhood volunteers planted 93 low water trees and will provide tree care and maintenance education to participating residents. Tree recipients were required to sign a tree care agreement and were offered tree care education through the City of Phoenix Urban Forestry Program. (The trees were provided through Urban Forestry and included Fantax Ash, Mesquite and Palo Verde.)

Refrigerator magnets that include telephone numbers to Police, Fire, Solid Waste, Animal Care & Control, Barking Dogs and Neighborhood Services were created. In order to preserve funds, the magnets will be delivered to the Coronado Southwest Fight Back households along with the post survey.

Funding Allocation:

Summary

As of July 2007, the Coronado Fight Back Southwest was well on its way to accomplishing the goals and objectives defined in its Action Plans. Committee volunteers continue to actively work toward achieving their goals, some of which may take 2-3 years to complete.