



# Love Your Neighborhood Pilot Program Update

Community Services Department

March 23, 2017

# Purpose of Discussion Today

1. Review background and purpose of Love Your Neighborhood pilot program
1. Provide a progress report and next steps.

# BACKGROUND

## *Love Your Neighborhood (LYN)*

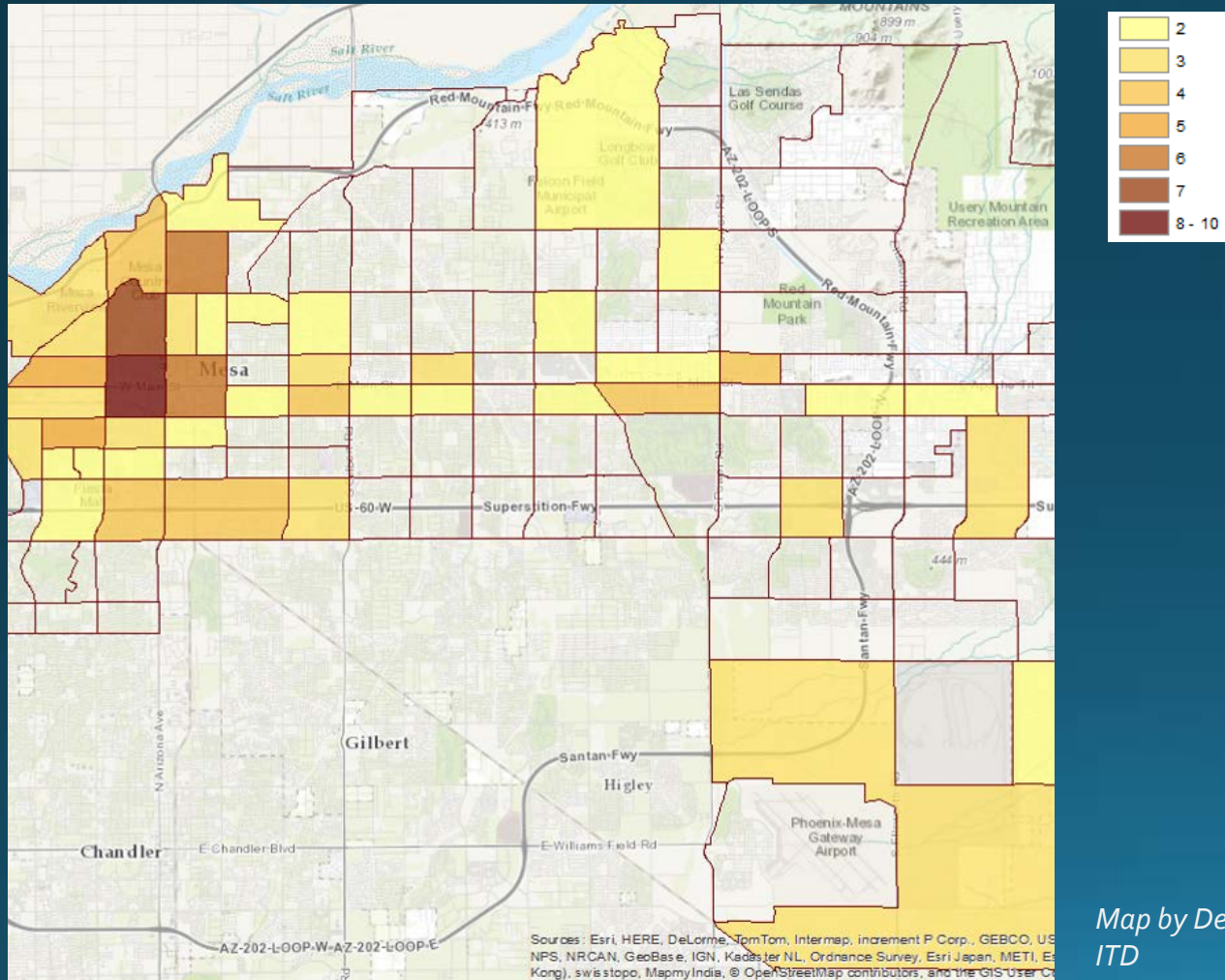
The LYN program is a result of Council directive to utilize federal funds to make lasting impact in challenged neighborhoods. Staff developed this program for the following purpose:

**To** assist and educate Mesa residents in order to

- Beautify the neighborhood,
- Develop new knowledge and resources
- Create lasting change in the neighborhood

# BACKGROUND

## *Selection of Neighborhood*

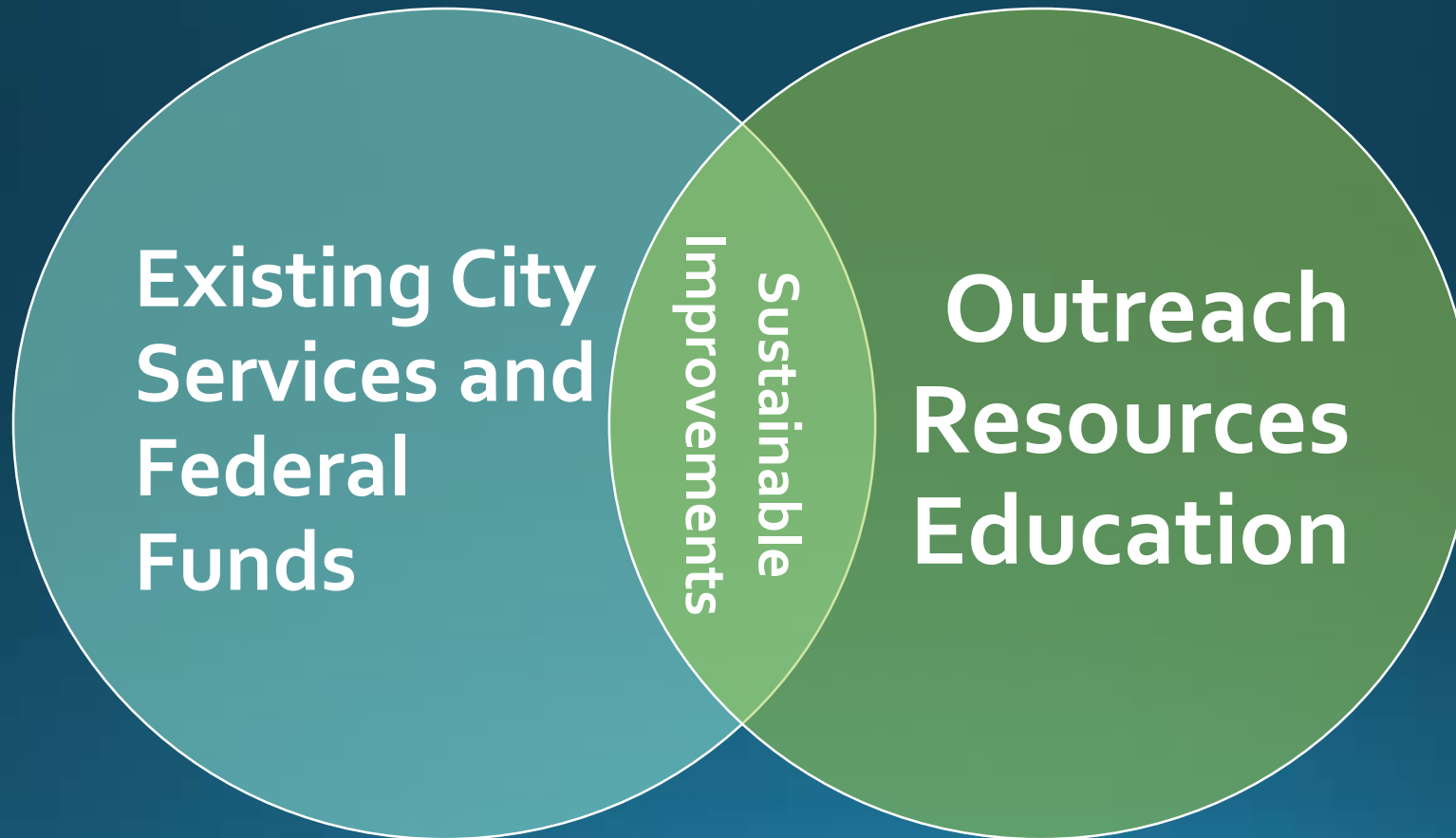


**Blight Index:**  
Overlay of  
code violations,  
crime rates,  
graffiti,  
and vacant  
properties  
(commercial  
and residential)

Map by Dee McKenzie,  
ITD

# BACKGROUND

## *Dual Approach and Long-Term Investment*



# BACKGROUND

## Key Components



# BACKGROUND

## *Short-term goals (by summer 2018)*

- Inspire collective problem-solving, action, pride, and buy-in of neighborhood residents and businesses
- Deliver neighborhood beautification, visual improvement for homes, businesses, public space, and public infrastructure
- Measure short-term program outputs (i.e. # of households involved, rehab projects completed, existing City resource investment results)

# BACKGROUND

## *Long-term goals (5+ years)*

- Identify measures and variables that have impact on blight index
- Track variables from blight index on a semi-annual basis
- Ongoing communication and annual contact with residents to identify new issues and needs in neighborhood which City can assist





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# Main Street to Broadway, Extension to Robson



# PROGRESS REPORT

## *Achievements and Ongoing Activities*

### Resident Engagement

- 24% survey response
- 40 residents attended meetings
- 400+ door-to-door visits
- Extensive one-on-one meetings
- Bilingual communication

### Small Business Engagement

- 18% survey response
- Assessing business properties



### Love Your Neighborhood Meet and Greet

Free Donuts, Pan Dulce and Hot Chocolate!!!!!!





# PROGRESS REPORT

## *Achievements and Ongoing Activities*

### Community Improvement Projects

- Interdepartmental Collaboration
- 2<sup>nd</sup> Avenue Street Landscape project
- Tree stump removal
- Fencing improvements



# PROGRESS REPORT

## *Achievements and Ongoing Activities*

### Volunteer Projects

- 142 volunteers
- Vets mural
- 2 yards cleaned up
- Alley clean ups
- Curb addresses painted
- 14.5 tons debris and appliance removed
- Clean sweep April 2017





# PROGRESS REPORT

## *Achievements and Ongoing Activities* *Rehab Projects– Being Planned and Pursued*



# PROGRESS REPORT

## *Rehab Projects – Being Planned and Pursued*



# PROGRESS REPORT

## *Lessons Learned*

1. Program development involved additional time on how to utilize federal funds and meet the requirements
2. Engaging neighborhood and garnering commitment requires building trust through repeated contact and messaging.
3. Residents require significant assistance with application process for rehabilitation assistance
4. Seek third party assistance to help in engagement of residents, assist through eligibility process and conduct construction activities



# PROGRESS REPORT

## *Next Step Recommendations*

- Continue project through June 30, 2018
- Issue request for qualified third party contractor

# Questions?