

Executive Summary

The Neighborhood Fight Back Program gives designated neighborhoods specialized city support for a limited time to assist with resident driven neighborhood improvement efforts. Greater Coronado East Fight Back neighborhood, which is in City Council District 7 and 4, is located between 16th Street on the west, 20th Street on the east, Thomas Road on the north, and the I-10 Papago Freeway on the south.

The Phoenix City Council designated Greater Coronado East as a Fight Back area in July 2004. 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. In addition, a survey was mailed to the residents of the Fight Back area. The data established residents' perceptions about their neighborhood. The assessment and information from the survey was used by residents as they developed the Action Plan strategies to revitalize their neighborhood.

The Greater Coronado East Fight Back residents and Barbara Gonzales, Neighborhood Specialist for the area met monthly to create an Action Plan. The meetings started November 2004. The meetings took place on the second Monday of every month at the Phoenix Children's Hospital. The outreach for the meetings was done by email and by delivery of flyers.

The purpose of the Action Plan is to plot out tasks which addressed the findings from the assessment and survey as it relates to the neighborhood. During the initial meetings the residents developed an action plan addressing: public safety issues – traffic mitigation devices and criminal reduction activities, blight removal – code enforcement, and recreation and communication activities – building neighborhood capacity by utilizing the neighborhood association newsletter articles and neighborhood events such as the Getting Arizona Involved in Neighborhoods (GAIN). Another mechanism utilized to build capacity was the neighborhood association listserv and online bulletin board. This was used to promote City workshops.

In the resident approval process, Fight Back program dollars were spent and/or allocated for the items listed below. Outcomes include:

Public Safety Issues – Traffic

SPEED HUMPS: The humps are to address the speeding problems in the areas listed below. To date a total of 9 speed requests have been submitted and 8 humps have been installed at the following locations listed below. The other locations are in the verbal map phase. The expectation is the final petitions will be received no later than Jan 2006.

Speed Hump List for FB area:

- (1) Almeria, between 18th and 19th Street
- (3) Harvard, east of 17th Street
- (2) Monte Vista, between 16th and 20th Street
- (2) Brill, between 16th and 18th Street
 - Yale, between 16th and 20th Street
 - 18th Street, between Palm Lane & McDowell
 - Willetta, between 18th and 20th Street
 - 18th Street, between Brill to Willetta
 - Sheridan, between 17th and 20th Street

STREET LIGHTS: The light locations were prioritized using the following criteria: (1) existing light poles, (2) city proposed locations, and (3) street is dark and not well lit.

Priority 1

1947 E. Monte Vista
2510 N. 17th St.
1845 E. Windsor
1845 E. Brill
1748 E. Brill

Priority 2

1707 E. Monte Vista
1846 E. Hubbell
1735 E. Sheridan

Priority 3

2242 N. 18th St.
2033 N. 17th Place
1812 E. Palm Lane

SIGNAGE & MISCELLANEOUS: Street department staff worked with the neighborhood in conducting a survey to determine a need and/or replacing stop signs and posting speed limits. Graffiti Busters provided literature and signs to advise residents on the “Don’t Post Signs” ordinance. Submitted request for pot holes on 16th St. and Whittier and problem resolved.

SPEEDING VEHICLES: The police department developed an action plan to deal with the speeding occurring in the following locations: on Oak, Yale, Sheridan, and Harvard between 12th Street to 20th Street. In September 2005, radar check points were set up with a zero tolerance for speeders.

Public Safety Issues – Crime

- In November 2004, Officer Abril provided an overview and literature on the Loud Noise Ordinance. This is a serious concern of the neighborhood.
- In January 2005, Officer Abril provided information and literature on Drug Enforcement. He provided information on who to contact if the neighborhood suspects drug activity and recommended leaving pertinent information such as an address and the type of activity suspected as it relates to drugs.
- In January 2005, the Neighborhood Preservation inspector Joe Aposhian provided information and literature on the Top 8 most common violations. He informed the group that typically attention is given to properties on a complaint basis, but since they were a Fight Back he would proactively seek properties that were not in code compliance.
- In July 2005, the neighborhood met the new CAO’s assigned to the neighborhood - Officer Joe Trujillo and Manny Hernandez. Officer Rice presented information about the responsibilities on the Neighborhood Enforcement Team (NET) and Loud Noise Ordinance. Mila Maravitz, a supervisor from 911, presented information on 911, Crime Stop and the appropriate use of these numbers.
- In July 2005, training was offered for the Phoenix Neighbors on Patrol program; new members received training and the program was revitalized in the neighborhood. The program is designed to train residents on becoming the ears and eyes for Police Dept. and report crime.
- In August 2005, Officer Rice presented information and literature on how to identify Drug and Gang activity in the neighborhood. Also presented were overall crime prevention methods.
- In September 2005, Detective Rafferty and Officer Trujillo presented information and literature on Home Safety. Information such as cutting bushes down in front of windows so the criminal doesn’t have a place to hide; if you go on vacation, contact the police department and ask to be put on the police vacation watch. This means more police patrol to monitor your home and check windows/doors for forcible entry.
- In October 2005, the GAIN event was held at Coronado Park and approximately 1,500 residents attended. Local organization distributed information on services available and other City departments attended as well. Examples of information distributed was Police and Fire programs, Neighborhood Services, Public works, Phoenix Children’s Hospital, Home Base, Peaceworks, Foundation for Burns and Trauma, Fresh Start, and McDowell Senior Center.
- In November 2005, Officer Lopez presented information and literature regarding the Loud Noise Ordinance, appropriate process to report speeders, and answered many questions regarding code enforcement.

- The police department reported that 7 of the 8 categories tracked resulted in a reduction when comparing the FB term with the previous 18 months. The violent crime category includes: homicides, sexual assaults, aggravated assaults, and robbery. In the property crime category it includes: residential burglary, theft, auto theft, and arson. The one area that indicated an increase was robbery. The overall decrease was 14.9%.
- In Jan 2006, the Police department will provide a Vehicle Identification Number (VIN) etching on vehicle windows. The event will also serve as the close-out event for the Fight Back. The purpose of getting your car windows etch with the vehicle's VIN number serves as a permanent fingerprint of your vehicle. VIN etching is an effective visual deterrent against auto theft.

Blight Issues

- In July 2004, Joe Aposhian, Neighborhood Preservation inspector conducted the initial windshield survey of the Top 8 most common ordinance violations. The initial windshield survey will be used to compare the post windshield survey and determine if the Fight Back program was effective in the neighborhood.
- In June 2005, the residents and church members of the Lutheran Resurrection Church partnered on a paint and cleanup event in the vicinity of 17th St. and Yale.
- In June 2005, Public Works staff presented information and literature on the Recycling Program and explained what is considered appropriate or inappropriate items to recycle. They also presented on Bulk Trash pickup guidelines.
- During the term of the Fight Back, Code Enforcement training was provided on five separate occasions by the NP inspector. The presentations included information on how to keep property in compliance and what happens if you your property is given a notice of violation or cited.
- During the term of the Fight Back Alley Easement training was provided by the NP inspector on approximately seven occasions regarding alley easement responsibilities.
- In June, July, and August 2005, residents partnered with Adult Probation and cleaned up 3 alleys for senior and/or handicap residents' due to potential code violations.
- In October 2005, Joe Aposhian reported he had opened up 424 cases, closed 360 of the 424, and currently had 64 open. Total citation written during this time frame was 6. The final number of open, closed, and citations issued will be available at a later date.
- In December 2005, Anthony Figueroa from Public Works provided information and literature on bulk trash, illegal dumping, signs available to discourage dumping, and alley right-of-way.
- In December 2005, the post windshield survey results were: property violations observed – 116 / yes, 1003 / no; fence needs repair – 5; poor home/yard conditions – 66 with minor repairs needed, and 5 fences needing major repair; abandoned vehicles – 1 vehicle = 0, 2 or more vehicles – 1; parking violations (dust proof violations) – 60.

Communication and Recreation Issues

- In March 2005, staff from the Maricopa County Animal Control presented to the residents literature and useful information regarding the services they provide such as licensing, vaccination, pet adoption and shelter, and public programs. The neighborhood reported that they are experiencing a "loose dog" problem.
- In May 2005, the FB held a Community Fair as their kickoff event to distribute NSD literature. In additions the fair was used to recruit residents to become involved in the FB efforts as well as promote the objectives of the FB program.
- In May 2005, a representative from the Block Watch Advisory Board provided a presentation and literature on home and family security, how not to become a victim of crime, and how a neighborhood can become a Block Watch. She also provided the benefits of becoming a Block Watch neighborhood.
- In June 2005, the Police department provided a presentation on the Vehicle Identification Number program, as well as information on the Watch Your Car.

- In July and August 2005, Phoenix Children's Hospital provided information on Drowning Impact Awareness month in August. PCH partners include the Fire dept., faith-based organizations, and private business.
- In August 2005, Phoenix Children's Hospital and the neighborhood partnered and submitted an application to the St. Luke's Health Initiative in hopes of receiving funds to provide health information and activities to families.
- In September 2005, Intergovernmental Programs staff presented information to the attendees regarding the importance of completing the census survey that was being distributed to every 13th home citywide.
- In October 2005, the Fight Back group, city departments, and local non-profit organizations shared information at GAIN event in Coronado Park.
- Ongoing - worked with the neighborhood association newsletter and web page to promote information as it relates to the Fight Back program.
- Ongoing – shared Fight Back information at monthly Coronado Neighborhood Association meetings.
- Monthly provided flyers/agendas to residents announcing the monthly meetings. This was accomplished by utilizing a mail delivery service; the flyers/agendas were hand delivered.
- In January 2006, the close-out finale event will include a VIN Etching event. The closeout is to celebrate achieving the Fight Back program objectives.

In summary, the Fight Back Program for the Greater Coronado East was a success! Objectives listed in the Action Plan were met. A few of the objectives were (1) to reduce the speeding and cut through traffic through the neighborhood; (2) eliminate dark areas where individuals congregated to contemplate or become involved in criminal activity; (3) educate the residents on the appropriate disposal of garbage, bulk trash, illegal dumping, property ordinances, and the loud noise ordinance, just to name a few of the blight objectives. The strategic installation of the eight speed humps will address both of the speeding and cut through objectives and the additional nine speed humps will also assist in meeting the goal. In addition, the identification of the locations and future installation of the street lights will reduce the crime activity in the alleys and dark spots in the neighborhood.

Last but not least, congratulations and kudos for a job well-done in the Fight Back Program! It couldn't have been done without the residents who were involved by attending the monthly and committee meetings, those who actively walked the pavement to get the signatures, or the residents who took the time to search out the dark areas of the neighborhood and requested street lights – give yourself a big applause!