Canyon Corridor Quality of Life Plan

A Plan for Comprehensive Community Transformation

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May 2014

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QLP Purpose

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A Living Document

Ongoing Community Engagement

This Quality of Life Plan (QLP) is a document to be used collectively by Residents and Stakeholder to work towards creating a Canyon Corridor that is healthy, safe, economically vibrant and a happy place for families and individuals to live, work, play, and worship.

Canyon Corridor's QLP is a road map that can inform Residents and Stakeholders as to what direction (quality of life) they are headed and the best ways (strategies) to move in that direction, and how they will know when they have been successful (indicators and performance measures).

Our QLP is a "living document". This means the QLP will change over time. The first version is just that, a first version, and is part of a long term process for improving the quality of life in the Canyon Corridor neighborhood.

Vision & Mission

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Vision

The Canyon Corridor is a thriving, healthy, and culturally diverse community

Mission

The Canyon Corridor Neighborhood Alliance leverages resources that build strong relationships through communication and sharing of knowledge to enhance the quality of life in the community.

Canyon Corridor Transition Past and Present

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1990's: Block Watches and neighborhood associations (NA) formed ; Granada NA, Cordova NA, Sevilla and Alhambra

2002: Community Leaders Organized for Urban Transformation (CLOUT) formed

2005: Canyon Corridor Alliance (CCA) formed with area stakeholders, Grand Canyon University hosted first Canyon Corridor Leadership meeting with CCA and develops vision. CLOUT holds 7 community forums, develops survey and petition Phoenix City Council to form West Phoenix Revitalization Community Advisory Board

Canyon Corridor Transition Past and Present

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2005: CCNA transitions to Canyon Corridor Weed –N- Seed

2006 : $1 million in funding from City of Phoenix's Office of Arts & Culture for Little Canyon Trail

2007: Canyon Corridor Neighborhood Alliance (CCNA) formed to support Canyon Corridor

2009: Vecinos Unidos Siempre (VUS) Neighborhood Block Watch formed

Canyon Corridor Transition Past and Present

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2011: Canyon Corridor Weed-N-Seed ends merges with CCNA

2012: Neighborhood Safety Initiative (NSI) partnership with Grand Canyon University and City of Phoenix funding for strategic law enforcement.

Grand Canyon University
NSI
Neighborhood Safety Initiative

2012 - 2014: Quality of Life Plan

Canyon Corridor's Demographics

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By the numbers

Greater Canyon Corridor
93,229
Population

Canyon Corridor Core
40,899
Population

Population counts are based on the 2011 American Community Survey (ACS) -- more recent than 2010 Census, taking into account the defined borders for the Greater Canyon Corridor and the Canyon Corridor Core.

MAP KEY

- Canyon Corridor Core boundary
- Greater Canyon Corridor boundary
- Washington Elementary School District
- Alhambra Elementary School District
- High Schools
- Little Canyon Trail
- Council District Boundaries
- Phoenix / Glendale Boundary

ANA	Alhambra Neighborhood Association
AVNBW	Alta Vista Neighborhood Block Watch
CNA	Cordova Neighborhood Association
GNA	Granada Neighborhood Association
MBW	Manzanita Block Watch (northwest of map)
MBW	Montebello Block Watch (by I-17)
NGSNA	North Glen Square Neighborhood Association
OGNA	Ocotillo Glen Neighborhood Association
SNA	Sevilla Neighborhood Association
UNA	United Neighbors Association
VUS	Vecinos Unidos Siempre Block Watch (serves Canyon Corridor Core)
WPNA	West Plaza Neighborhood Association

Canyon Corridor's Demographics
(Terros' information)

Canyon Corridor Neighborhood Alliance

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Additional Demographics:

Race/Ethnicity:	
American Indian	2.8%
Asian/Pacific Islander	5.8%
Black	6.6%
Hispanic	67.6%
White	51.8%
Other	33.3%
Median Income:	$31,578
Education:	
High School Graduate:	28.2%
College or Professional Degree Holder:	11.2%

The History of Canyon Corridor

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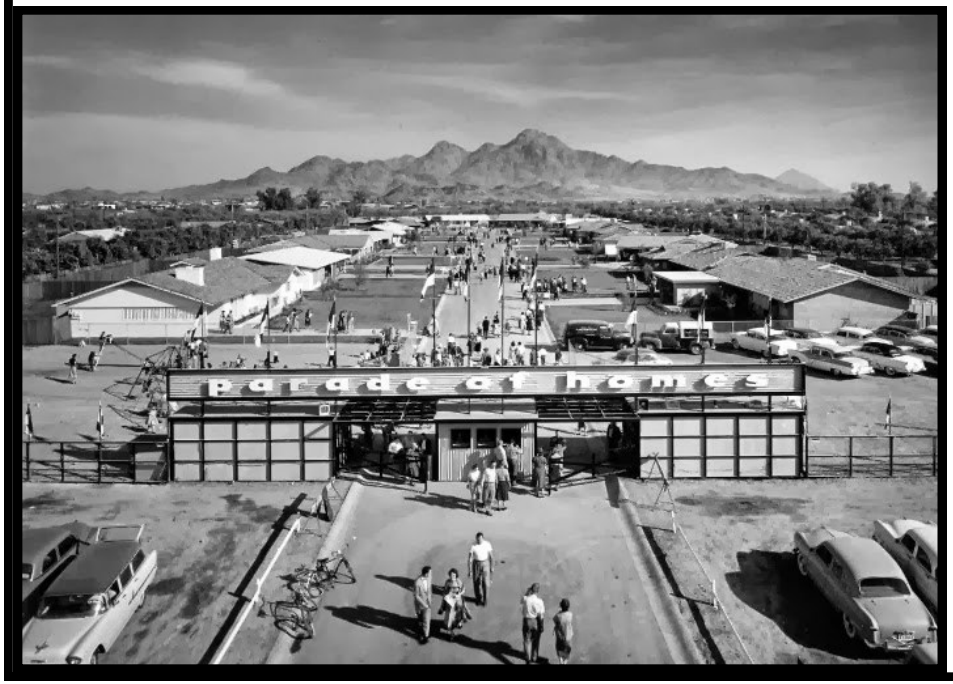
The history of the Canyon Corridor Neighborhood dates back to the 1920's when this area of Phoenix was largely farm land. In the late 1940s and 1950s, farm land was converted to subdivisions.



The History of Canyon Corridor

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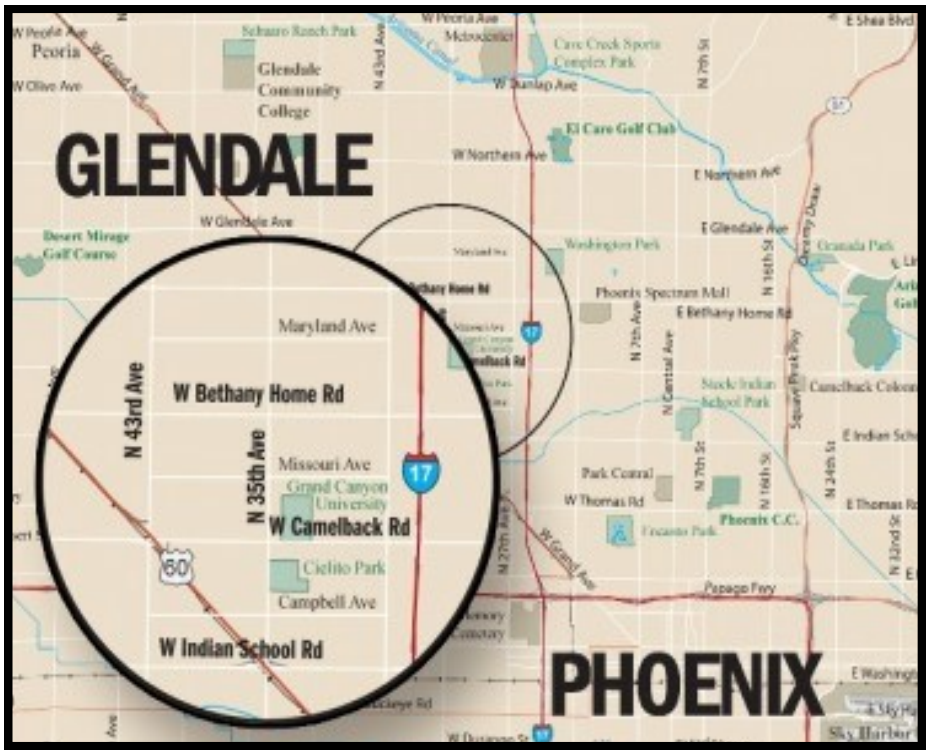
Building in Canyon Corridor was driven by its' location. Canyon Corridor is located between two transportation hubs in Phoenix, Black Canyon Freeway (I-17) running north and south and Grand Avenue (State route 60) running northwest.

Grand Avenue was the main artery leading out of town to California. The industrial area along the west side of Grand avenue and the hotels lining Grand avenue offered job opportunities for the residents of the Canyon Corridor.



The History of Canyon Corridor

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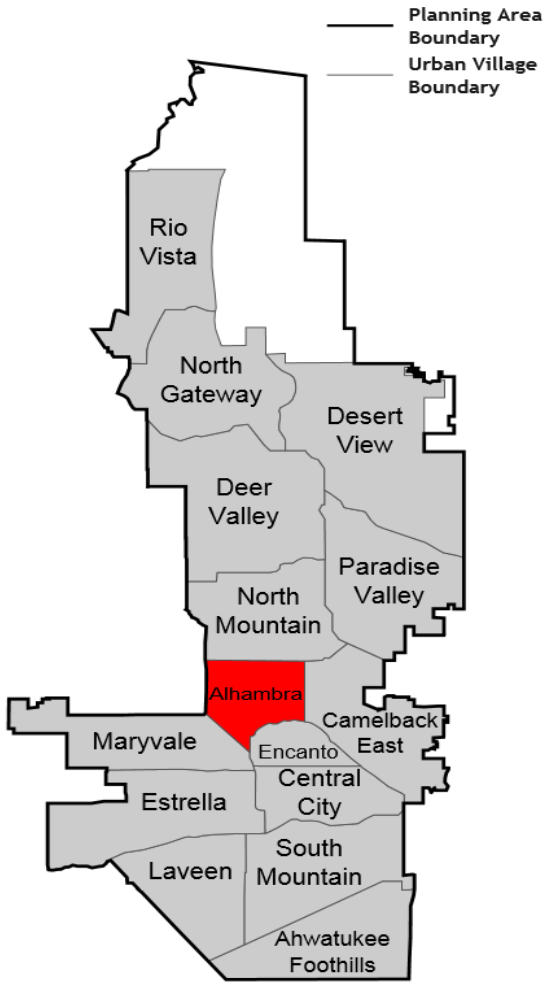

In the 1970's, Canyon Corridor was impacted by the City of Phoenix's change in its' approach to neighborhood development and the completion of I-10. The urban village model organized the city into nine areas, or villages, this decentralized approach aimed at developing community and neighborhood identification.

The Canyon Corridor neighborhood was part of the Alhambra Village and although the village concept had issues it was a positive start to revitalizing Canyon Corridor. Canyon Corridor had a direct link to the city council. City officials began working with neighborhood leaders and getting their input on city issues that impacted their neighborhood.

Community Development Corporation of
Canyon Corridor

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Convening Agency

Rehoboth CDC

Rehoboth Community Development Corporation's (RCDC) mission is:
Increase social and economic justice, demonstrate compassion, and combat poverty in partnership with residents and stakeholders within the Canyon Corridor Neighborhoods and Maricopa County.

Impact on Community:

RCDC:

- serves as the convening agency for Canyon Corridor Neighborhood Alliance - established April 2007 in partnership with St. Luke's Health Initiatives
- leads and coordinates various community events to highlight the diversity of the community including the annual *Around the World Community Play Day*
- facilitates Community Development activities; including leadership academies

Community Development Corporation of
Canyon Corridor

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intergenerational multi-family 47-unit complex – Rehoboth Place

- convenes monthly Canyon Corridor Business Alliance in partnership with City Council District #5
- serves as lead Community Development Corporation for neighborhood revitalization

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The Diverse Cultural Fabric of Canyon Corridor

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Over an estimated 4000 refugees from around the world now make Canyon Corridor their home, reflected by the no less than 52 languages spoken across these neighborhoods. Refugees are people forced out of their countries by severe and often violent persecution who have been chosen to resettle here by the United States.

These families navigate the path to self-empowerment and integration with the support of Catholic Charities, International Rescue Committee, and Refugee Focus, working alongside local businesses, schools, churches, and other invaluable community by partners such as Serrano Village, who embrace the strengths and share in the success of all our neighbors.

Canyon Corridor Education

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Alhambra Elementary School District:

Students: 14,200

Teachers: 635

Boundaries: District Boundaries encompass 13 square miles in the cities of Phoenix and Glendale

Alhambra Leads the Way . . .

- 11 A+ Schools of Excellence presented by the Arizona Educational Foundation
- 4 Nationally Board Certified Teachers
- 4 Rodel Exemplary Principals
- 20 Rodel Exemplary Teachers
- 6 Rodel Aspiring Principals
- STEM-related Programs and Activities (Science, Technology, Engineering, & Math)
  - Engineering Is Elementary Club
  - Design Squad
  - MESA Club (Math, Engineering, & Science Achievement)
  - STEM Saturday Classes
  - STEM District Showcase
- Alhambra was one of seven sites selected to receive a grant from the Science Foundation Arizona and Helios Education Foundation to launch a STEM School Pilot Program at Cordova Middle and Granada East schools
- State-of-the-Art Technology Used for Learning
  - SMART Boards in all classrooms
  - Mobil Laptop Carts
  - iPods
  - iPads
  - CPS Responders – provides teachers with immediate feedback on students' mastery of concepts

Canyon Corridor - Education

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Alhambra High School Facts

- Built in 1963 at the corner of 37th avenue and Camelback
- Home to the Medical Magnet program.
- Current enrollment 2734 students
- 94% Minority, 80% Latino,
- Large influx of refugees - 60 languages spoken
- Partnership with Grand Canyon University - 900 summer school students visited GCU this summer.
- More exciting info on their website: (photos of students)

Bourgade Catholic High School

- Established 1962 with 179 in first freshman class.
- Current freshman enrollment is 400.
- Hosted a Town Hall meeting this year for the Community.
- Have an International Student Program with students currently from 7 countries.

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Grand Canyon University

- Originally Grand Canyon College
- Established in 1949 in Prescott, Arizona
- Moved to current location at 3300 West Camelback in 1951
- Changed from College to University in 1989
- 1949 - 95 students and 15 teachers
- 2014 – 8,500 on campus students, 47,000 online students, and 3,000 employees
- 2004 - Change of leadership and expansion of campus begins. GCU works closely with neighborhood groups to make a positive impact.
- Partners with Alhambra Elementary School District to in support of their students, programs, faculty & staff.
- Partners with Alhambra High School to create Learning Lounge for students to get free tutoring.
- Offers ESL classes in the community.
- Offers various out-reach opportunities in the Canyon Corridor to support, involve and engage our surrounding community youth & families: Free Back-pack, Health and Safety Drives (including free health checks & immunizations), Annual Fall Festival, Christmas Cares, Easter Cares, and several Serve the City events – just to name a few.

Grand Canyon University was founded in 1949 and is Arizona's premier private Christian university. GCU is regionally accredited and emphasizes individual attention for both traditional undergraduate students and the working professional. GCU offers traditional programs on its growing campus, as well as online bachelor's, master's and doctoral degree programs. The University's curriculum fuses academic and clinical rigor with Christian values to prepare its students to be skilled, caring professionals. For more information about GCU, visit gcu.edu.

Canyon Corridor - Education

Grand Canyon University - continued

- **GCU offers Degree Programs:**
  - 70 Undergraduate Programs/Emphases
  - 62 Graduate Programs/Emphases
  - 17 Doctoral Programs/Emphases
- **GCU Enrollment by College:**
  - College of Education- 33.43%
  - Ken Blanchard College of Business- 14.36%
  - College of Theology- 3.76%
  - College of Nursing and Health Care Professions- 20.33%
  - College of Arts and Sciences- 19.61%
  - College of Fine Arts and Production- 0.62%
  - College of Doctoral Studies- 4.99%
- **GCU Athletic Programs:**
  - 22 NCAA Division I athletic programs, including baseball, basketball, cross country, golf, soccer, swimming and diving, tennis, track and field, volleyball, and wrestling
  - The 'Lopes leaped to Division I in the 2013-2014 school year

QLP Strategies

A Plan for Comprehensive Community Transformation

QLP Strategies

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Strategy Area 1: Public Safety

Goal: Decrease community residents and stakeholders fear through crime reduction activities.

	Time Frame			Recommended Lead Organizations	Committed or Potential Partner Organization
	6 months	18 months	3 years		
Increase the number of residents using NextDoor.com by 25%		X		- Neighborhood Associations	- NextDoor.com - PD - Schools - Residents
Increase the number of residents certified as PNP in Canyon Corridor by 20 %	X	X		- Residents	- PD (Epperson) - CAO's - CVF (Jan 11th) - Neighborhood Associations
Register neighborhoods as victims of crime.		X		- Neighborhood Block Watch - Prosecution Office	- PD - Neighborhood Associations - Prosecutors Office

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Strategy Area 1: Public Safety

Goal: Decrease community residents and stakeholders fear through crime reduction activities,

	Time Frame			Recommended Lead Organizations	Committed or Potential Partner Organization
	6 months	18 months	3 years		
Decrease prostitution arrest in the Canyon Corridor neighborhood by 15%		X		- Police Dept. - Residents	- Prosecutor's Office - TERROS - Catholic Charities - Circle K Corporate
Reduce the number of reports of gunshots by residents by 25%		X		- Police Dept. - Residents	- Prosecutor's Office
Register Neighborhood (s) as Victims of Crime to help aid in prosecution of 3 specific types of crime.		X		- Residents - Prosecutors Office	- Police Dept. - Neighborhood Block-watch/associations
Eliminate drug use/sales/ associated drug crime in the community by 15%			X	- Residents - Police Dept.	- Prosecutor's Office - Residents - Terros - DARE - Not My Kid

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Strategy Area 1: Public Safety

Goal: Decrease community residents and stakeholders fear through crime reduction Activities.

	Time Frame			Recommended Lead Organizations	Committed or Potential Partner Organization
	6 months	18 months	3 years		
Eliminate graffiti tagging by 25%		X		- Graffiti Busters - Residents	- NA/BWG
Create 3 Cultural Blockwatch Groups		X		- MAAs - Resettlement Agencies - Community Leaders - Residents - PD	- Prosecutor's Office
Work with agencies providing assistance to the homelessness to reduce population in CC by 20%		X		- Agencies serving the homeless - Residents	- PD - Neighborhood Blockwatch/associations

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Strategy Area 1: Public Safety

Goal: Decrease community residents and stakeholders fear through crime reduction activities.

Goals to be Achieved	Outcome Information
Have community residents actively using NextDoor.com	Every 3 months we have 25 new residents actively using the website
Have community residents ac-	Have 30 NEW PNP certified residents every 3 months
RRegister Neighborhood(s) as Victims of Crime to help aid in prosecution of 3 specific types of crime	Have all 5 NA/BWG registered as victims to help aid in prosecution of 3 specific crimes
Decrease prostitution in the community	No visible prostitution in the community by month 18 & compare decrease in crime report stats associated with prostitution
Eliminate drug use/sales/ associated drug crime in the community	After 18 months to start seeing 75% decrease in crime stats associated with drugs
Eliminate gunshots heard in community	Eliminate by 50% # of gunshots heard within 12 months, and have 0 heard by end of 18 month period

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Strategy Area 2:Neighborhood Vibrancy

Goal: Establish Canyon Corridor as an international destination place for sustainable economic growth,

OUTCOMES	GOALS TO BE ACHIEVED	ACTIVITIES	TIMELINE ▪ Short term (1yr) ▪ Med. term (2yr) ▪ Long term (3yr+)	ORGANIZATIONS & PARTNERS	MILESTONE
Beautify the community	Increase the number of trees (greenery) in the community	SRP Free Shade Tree Program (up to 3 trees per household) *55 applicants enrolled*	▪ Short Term	SRP GCU Community	80% of the 55 enrolled homeowners plant trees
Beautify the community	Increase the number of trees (greenery) in the community	Of the original 55 applicants, have them tell 3 neighbors about it	▪ Medium Term	SRP GCU Community	80% of the 55 enrolled homeowners plant trees
Beautify the community	Increase number of homes to occupy (reduce vacant homes)	Identify vacant homes Identify the owners Reach out to either donate or purchase homes	▪ Short Term ▪ Medium Term ▪ Medium Term	NSD GCU Home Depot Lowes Walmart Contractors Landscapers Rehoboth CDC Residents	Reach out and connect with 75% identified vacant home owners

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Strategy Area 2:Neighborhood Vibrancy

Goal: Establish Canyon Corridor as an international destination place for sustainable economic growth,

Housing	Improve curb appeal of occupied homes (main corridor area)	Ask residents to identify a blighted home Discuss options for level of beautification Contact necessary partner	▪ Short term ▪ Short term ▪ Short term	NSD GCU Home Depot Lowes Walmart Contractors Landscapers Rehoboth CDC Residents	Beautify 30 homes along the corridors
Business District Development	Façade improvement of businesses	Identify strip mall (27th Ave/Camelback) Contact owners/ management companies Establish a Merchant Association Market study & business recruitment strategies Low interest business	▪ Short term ▪ Short term ▪ Short term	COP–Planning/Council Districts #4 & #5 GCU ASU Stardust Ctr Property Owners/Management Rehoboth CDC Private Investors	Improve façade of businesses along Main corridors (i.e. - 27th Ave & 35th Ave)

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Strategy Area 2:Neighborhood Vibrancy

Goal: Establish Canyon Corridor as an international destination place for sustainable economic growth,

		loans & façade grants			
Targeted Commercial Real Estate Development	Increase Commercial Real Estate Development	Site assembly & developer recruitment Market & financial feasibility studies Low interest loans, subordinate debt, special bank financing Tax abatements	▪ Medium term ▪ Long term	CCNA Neighborhood Vibrancy Commercial RE Development Task Force COP Planning/Council Districts #4 & #5 Private Investors Developers	Encourage Economic Development and Asset Accumulation
Community for All Ages Center	Develop a community center for neighborhood	Identify partners Identify land / current building availability Establish a task force to work on plans for center	▪ Medium term	CCNA Civic Engagement Workgroup Community Partners Private Foundations	Have funds secured to start development $5M
Cultural/Healthy Food Marketplace	Increase access to Healthy & culturally diverse marketplace	Work w/Emerging Markets Supermarket development Expansion of healthy offerings at existing stores Increase Farmers markets	Short & Medium term	SLHI Residents VSUW Rehoboth CDC	Commitment of healthy food store to build store in the community

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Strategy Area 3: Health

Goal: Increase awareness of healthy eating and active living lifestyles in Canyon Corridor.

	Time Frame			Recommended Lead Organizations	Committed or Potential Partner Organization
Strategies	6 months	18 months	3 years		
Increase residents awareness of how to live a healthy lifestyle	X			RCDC, Terros, Community Life Center	
Increase access to healthy foods			X	Grocery Store Initiative, Community Life Center Garden	
Increase participation in recreational/healthy activities		X		Boys Scouts, GCU, local schools	

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Strategy Area 3: Health

Goal: Increase awareness of healthy eating and active living lifestyles in Canyon Corridor community.

Strategies	Time Frame			Recommended Lead Organizations	Committed or Potential Partner Organization
	6 months	18 months	3 years		
Improve residents access to health clinics		X		Terros, CCNA, GVAHEC, Maricopa Dept of Health, AZ Dept of Health Svcs	
EDUCATION					
Increase access to academic educational support		X		Alhambra & Isaac School District, Bourgate, Charter Schools, GCU	

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Strategy Area 4: Civic Engagement

Goal: To be the voice of CCNA and effectively communicate CCNA activities and community events to the wider community.

	Time Frame			Recommended Lead Organizations	Committed or Potential Partner Organization
Strategies	6 months	18 months	3 years		
Maximize Facebook and other social media (30 likes per month)		X		Alhambra H.S. Students	Rehoboth CDC Alhambra H.S.
Redesign and construct the CCNA Website	X				CCCC
Promotional Collateral • CCNA Mag • Brochure • Community Newsletter	X	X	X	CIVIC ENGAGEMENT SUB-COMMITTEE	REHOBOTH CDC GRAND CANYON U.

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Strategy Area 4: Civic Engagement

Goal: To educate the community on community issues and opportunities for activism and strategies on how to bring about community change.

	Time Frame			Recommended Lead Organizations	Committed or Potential Partner Organization
Strategies	6 months	18 months	3 years		
Leadership Academy	X			Rehoboth CDC	Alhambra H.S Vecinos Unidos Community Neighborhood As-
Socio-Political Events / non-partisan events	X			LUCHA	City Council District 4 & 5
Community Development/ Impact Workshops		X		CIVIC ENGAGEMENT SUB-COMMITTEE	REHOBOTH CDC GRAND CANYON U.

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Strategy Area 4: Civic Engagement

Goal: To engage the broader community and increase local resident participation.

	Time Frame			Recommended Lead Organizations	Committed or Potential Partner Organization
Strategies	6 months	18 months	3 years		
Canyon Corridor Ambassador Initiative	X			Neighborhood Associations	Civic Engagement Sub-Committee
Meet your neighbor block party		X			
Movies in the Park		X	X	CCCC	AHS City Parks and Recreation

Next Steps
Getting Involved

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This is your opportunity to think about how you want to get involved. Remember, every-one's involvement is important There are little and big ways you can get involved. What matters most is that you just get out and make your community be a better place to live, work and play.

Back Page

Contact Information:

www.ccnaalliance.com

CCNA's Information and Meetings