Trellis 2019 Community Impact Study: Garfield Neighborhood

Study Conducted, Analyzed & Reported by Trellis
Project Team: Anna Flores & Ying Xu

What is the purpose?

- Build strong relationships with residents in the community

- Measure Trellis' impact in the neighborhood as Garfield has been a target area for over 25 years

- Understand neighborhood change, how residents feel about their neighborhood, & ways they could be further supported

- Target context sensitive programs in the neighborhood

- Replace perception with fact

How is community impact measured?

- Block & Parcel Observations
  - 101 Parcels
  - 108 Blocks
- Resident Surveys
  - 204 Garfield Households
- Results are compared with the same study done by NeighborWorks America & Trellis every 3 years
 - Current data for 2013 & 2016 comparisons

Research Terms

- **Random Sample**: A subset of the total population chosen at random so that everyone has an equal chance of participating
  - **Sample Size**: Amount of members in the random sample. This is calculated based on the total population, expected response rate, and amount of error you can have
- **Stratified sample**: The population is broken into groups based on a characteristic
- **Response rate**: Amount of people who respond out of total number of people contacted
- **Household**: One or more people living in a house
- **Block**: Both sides of a single street ending at the intersection of another street, not a square block
- **Parcel**: An entire lot which can be commercial, residential, vacant, etc.
- **Margin of Error**: An amount that allowed in case there is miscalculation or change of circumstances

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Garfield Context & History

- Large historic neighborhood spanning roughly 7th Street to 16th Street from Moreland Street to Van Buren Street
- Established in the 1880's by John T. Dennis and Frederick L. Brill
- Subdivisions built in 1911 and settled by working class, European immigrants, and Mexican families
- No historical evidence of racial housing covenants
- Vacancy, disinvestment, and low homeownership rates beginning post WWII as wealthy, largely white residents move to suburban neighborhoods
- Continued struggles with vacancy, crime, and lack of support in the 1950's throughout the 1990's

- Trellis began housing rehabs, homeownership guidance, and neighborhood stabilization in Garfield in 1991
- Designated by the City of Phoenix as a Neighborhood Initiative Area in 1993
- Federal Weed & Seed funding acquired by the Garfield Organization in 1995
- Various improvements growth seen throughout the 2000's, yet 2008 housing & financial crisis causes foreclosures, instability, and difficulty for low-income residents
- The past five years have seen a rapid increase in home prices: Realtor.com listed the Garfield zip code 85006 on the Nation's top 10 fastest gentrifying neighborhood list
- Stabilization & empowerment efforts persist

Study Area

- 9th St. to 16th St. & Moreland St. to Polk St.
- Stratified study area into 3 areas based on the census tracts that comprise the neighborhood
  - 1132.01, 1132.02, 1132.03
  - Geographically specific results
  - Correlates with census data
  - Understand neighborhood geographic nuances
  - More efficient
- Proportionate random sample of residents from each area
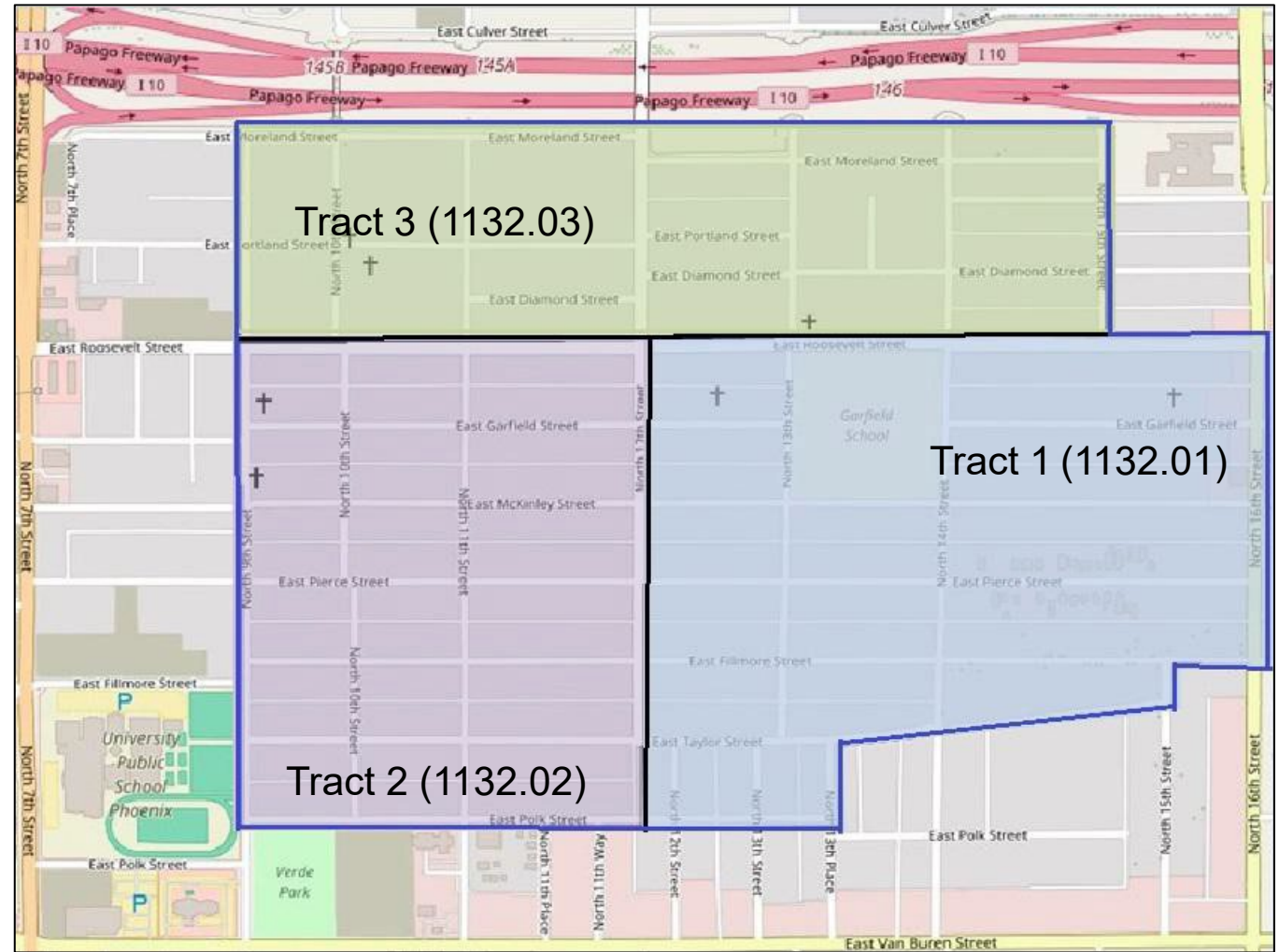
Methods

- Total of 1190 Households
- Contacted 726 Households Door-to-Door
- Responses: 204
  - Online: 60
  - Door-to-door: 130
  - Student Flyer: 4
  - Business Flyer: 10
- 9 Community Volunteers
  - 3 Bilingual
- Surveys offered in English & Spanish
- Survey
  - 44 total questions
  - Provided by NeighborWorks America
  - Customized by Trellis
- 5.12% Margin of Error (90% Confidence Level)

Methods

- How was the random sample selected?
  - Maricopa County Assessor's Data & Neighborhood Services Department Mailing List
  - Addresses cleaned, stratified, randomized
- Outreach
  - Spoke at Garfield neighborhood meeting
  - Sent postcards
  - Posted flyers
  - Posted on Garfield Facebook Page
- Incentive for Respondents
  - Two respondents won a $100 gift card to a local grocery market in a raffle.
  - This incentive was marketed alongside the survey and expressed at every door knocked.

Resident Survey Findings

- Respondent Profile
- Satisfaction
- Homeownership
- Safety
- Connectedness & Empowerment
- Neighborhood Change

Responses vs. Population

Survey Responses vs. Census Population

	Survey Responses		Census Population		% Responded by Tract
Tract 1	91	*44.6%*	2805	*37.8%*	**3.2**
Tract 2	48	*23.5%*	1830	*24.7%*	**2.6**
Tract 3	65	*31.9%*	2777	*37.5%*	**2.3**
Total	**204**	*100%*	**7412**	*100%*	**2.8**
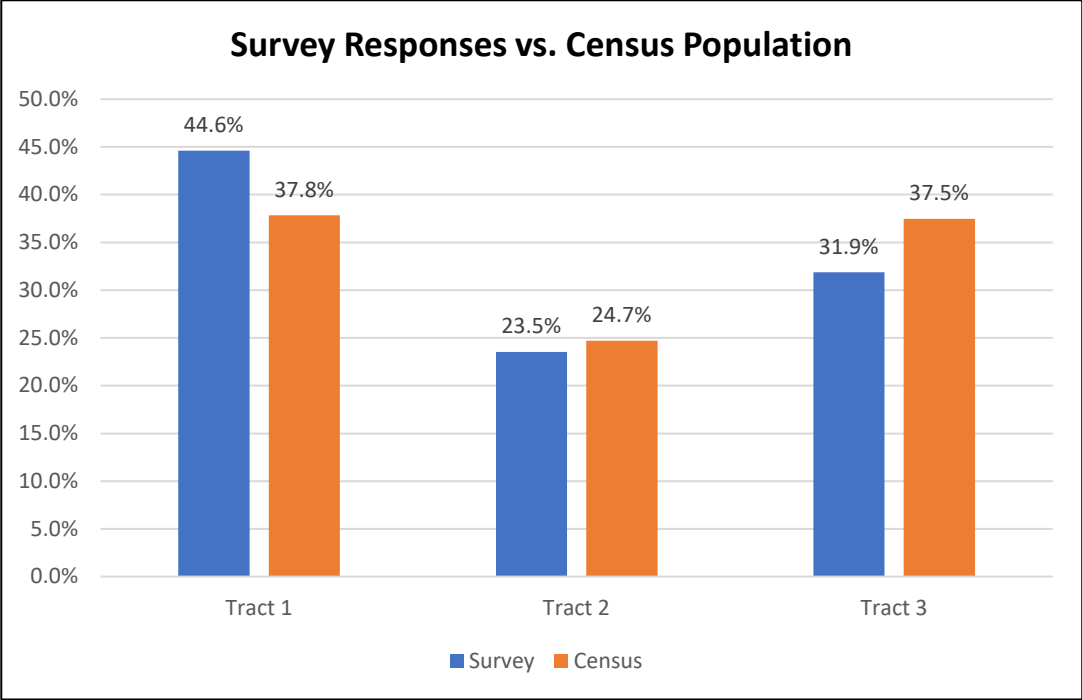
Survey responses are approximately proportionate to population in each tract.

Source:
U.S. Census Bureau: 2018: 2014-2018 American Community Survey 5-Year Estimates

Responses

- 31.9% from Tract 3
- 23.5% from Tract 2
- 44.6% from Tract 1

Number of Respondents

■ Tract 1 ■ Tract 2 ■ Tract 3

65	Tract 3
48	Tract 2
91	Tract 1

Total
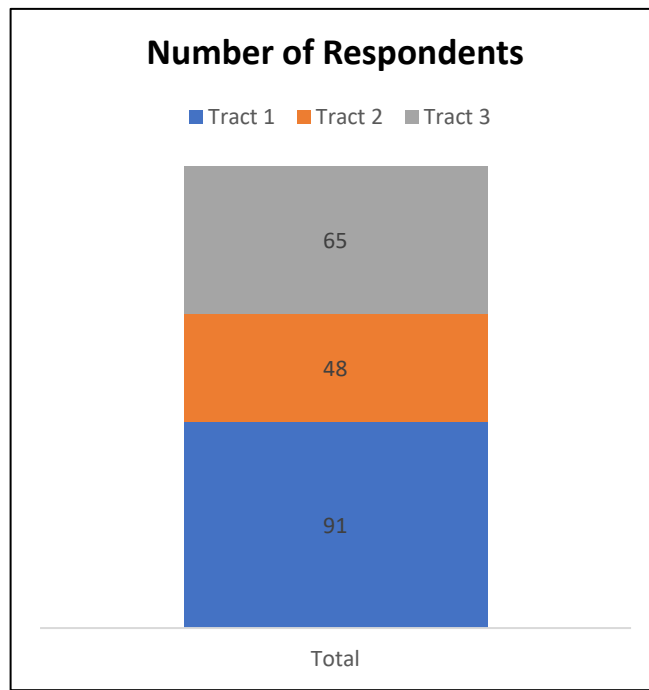
(Approximately proportionate to population in each tract)
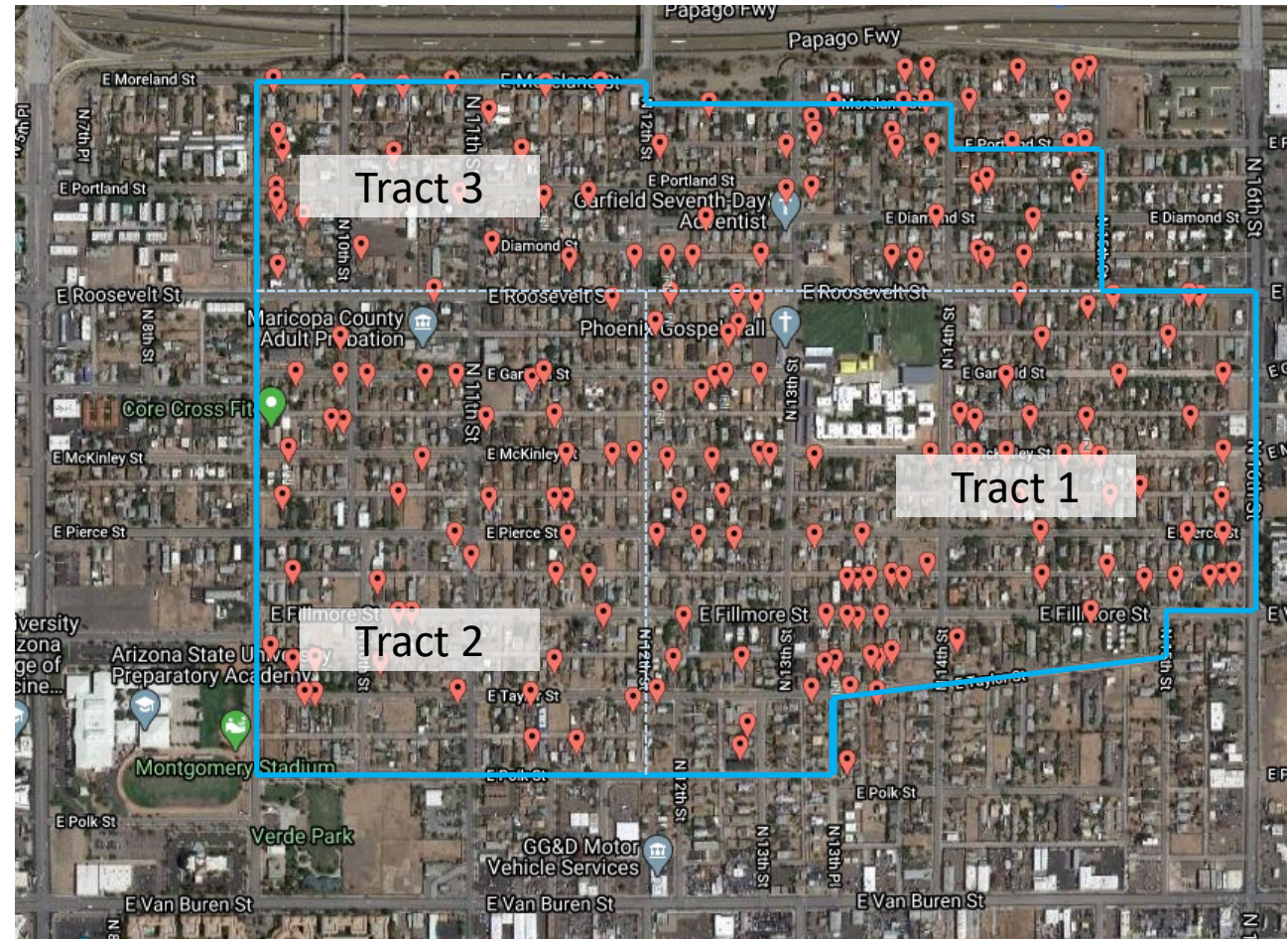
Above: Final Response Addresses Geocoded

Overall Resident Profile

- **Finding: Diversity**
- Diverse length of residency spanning less than one year to 20+ years
  - o Majority length: 2-9 years
- Age diversity
  - o Most common age group: Age 35-54
- Racial & Ethnic Diversity

Length of Residency

Latinx Ethnicity among Garfield Residents

- Yes, Hispanic/Latino/Latina
- No, not Hispanic/Latino/Latina

Racial Diversity among Garfield Residents

- American Indian/Alaska Native
- Asian
- Black/African American
- Caucasian/White
- Mixed Race
- Native Hawaiian/Pacific Islander
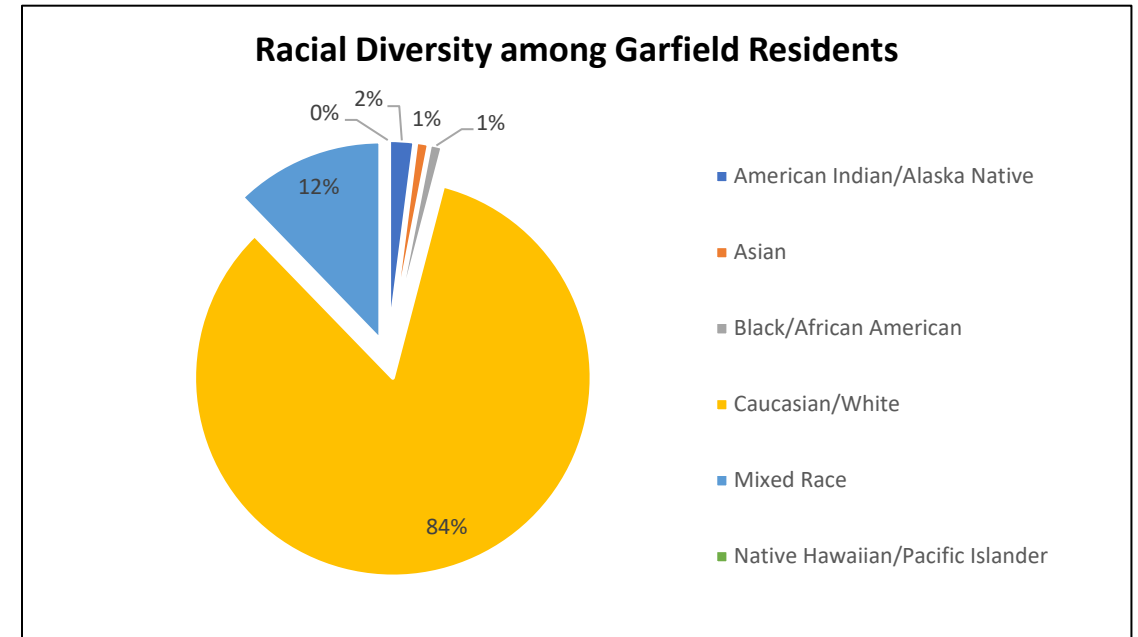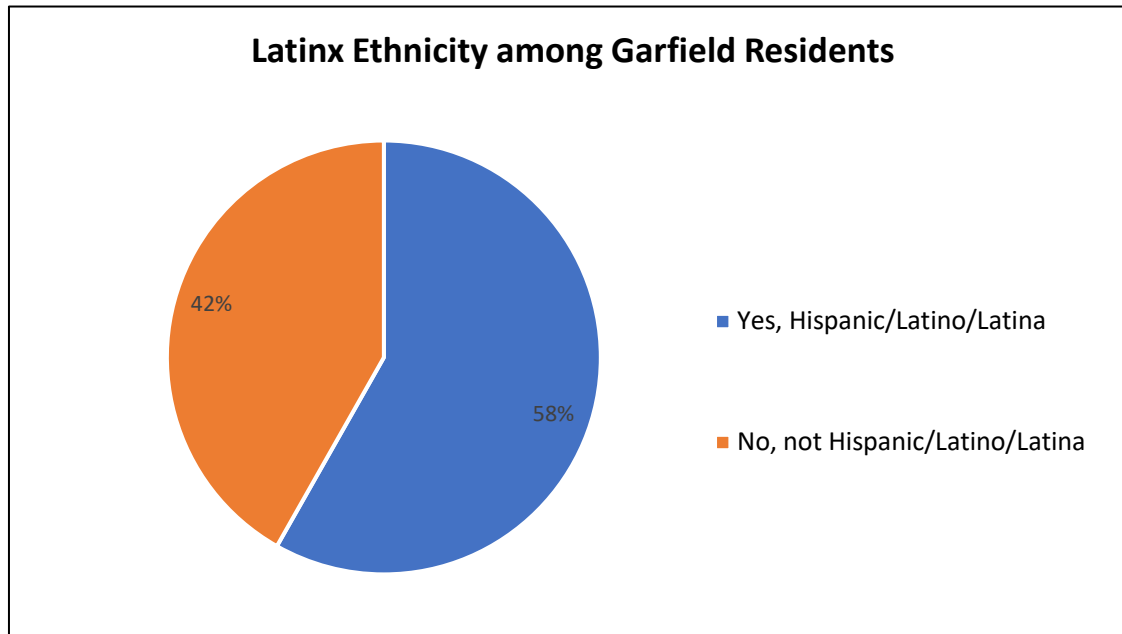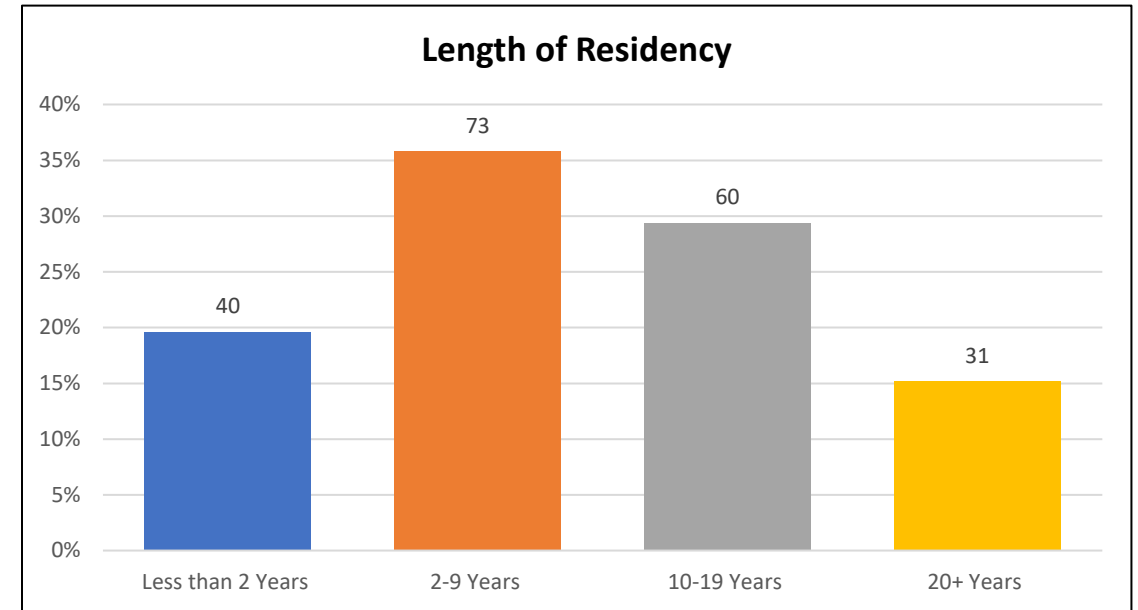
Satisfaction with Living in Garfield

- **2016**
  - 61% of residents were very satisfied while 32% were somewhat satisfied.
  - 7% were somewhat or very dissatisfied.
- **2019**
  - 42% of residents are very satisfied while 50% somewhat satisfied.
  - 7% are somewhat or very dissatisfied.
  - **Reports of being "very satisfied" decreased by 19% within the past 3 years.**

Residential Satisfaction with Living in Garfield: 2016 vs. 2019

Category	2016	2019
Very satisfied	61%	42%
Somewhat satisfied	32%	50%
Somewhat dissatisfied	5%	7%
Very dissatisfied	2%	0%

Overall Satisfaction & Homeownership

	Owners (148 respondents)	Renters (49 respondents)
Very satisfied	43%	37%
Somewhat satisfied	51%	49%
Somewhat dissatisfied	5%	14%

Legend: Very dissatisfied, Somewhat dissatisfied, Somewhat satisfied, Very satisfied

Homeownership

- 75% of respondents were homeowners, yet homeownership across the neighborhood is approximately 27% according to census data.
- Finding: The Garfield district has a 26.5% lower than citywide average
- Major reasons that respondents would **not** consider purchasing a home in Garfield
  - Crime and other safety issues
  - Physical conditions in the community
  - Personal financial situation

Garfield Neighborhood: Renters vs. Owners (2013 -2018)

Year	Renters Occupied	Owners Occupied
2013	68%	32%
2016	72%	28%
2018	73%	27%
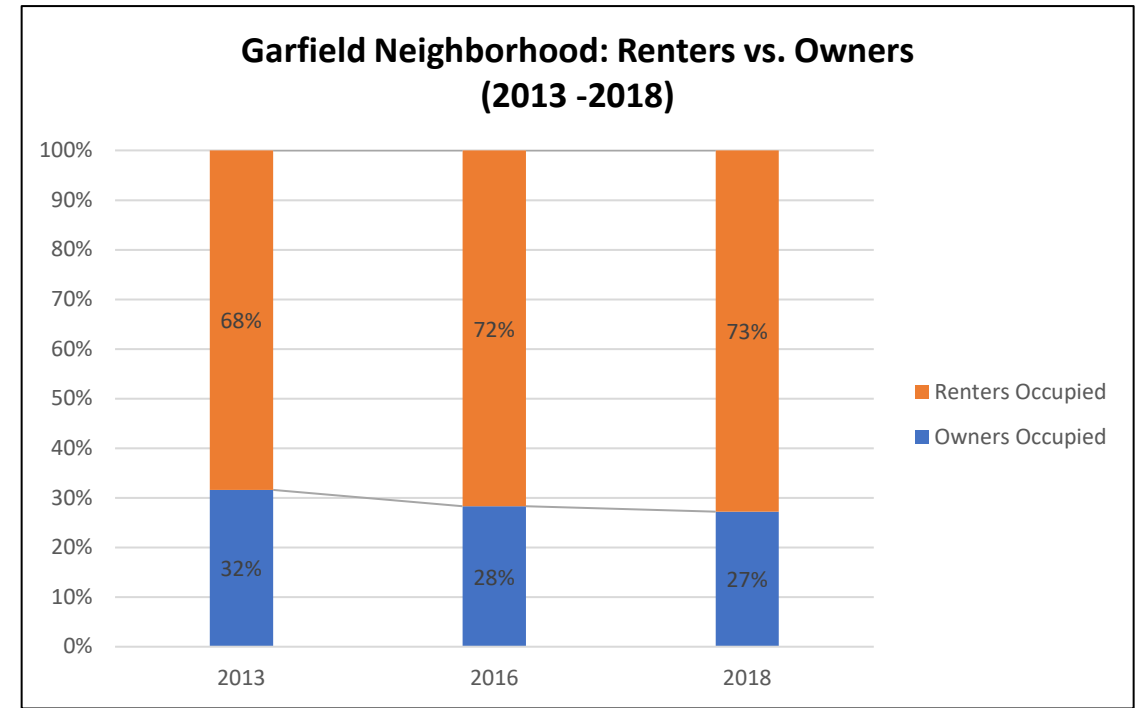
Source: U.S. Census Bureau: American Community Survey 5-Year Estimates

Safety

- **Perceptions of safety overall dropped compared to 2016**
  - o   37% felt very safe walking in the neighborhood in the daytime (decreased by 35%).
  - o   39% felt somewhat or very safe walking in the neighborhood at night (decreased by 22%).
- **When asked "How would you rate the following public services in our community?", perceptions of Police, Fire Department, and Ambulance are :**
  - o   In these three kinds of public services, % of "Very Good" shifted to "Good" or "Fair" within the past three years.

Perceptions of *Police Response* 2016 vs. 2019

	Very good	Good	Fair
2019 (orange)	14%	38%	31%
2016 (blue)	32%	39%	23%

Perceptions of *Fire Dept. Response* 2016 vs. 2019

	Very good	Good	Fair
2019 (orange)	25%	50%	23%
2016 (blue)	52%	35%	10%

Perceptions of *Ambulance Response* 2016 vs. 2019

	Very good	Good	Fair
2019 (orange)	26%	53%	20%
2016 (blue)	48%	37%	14%
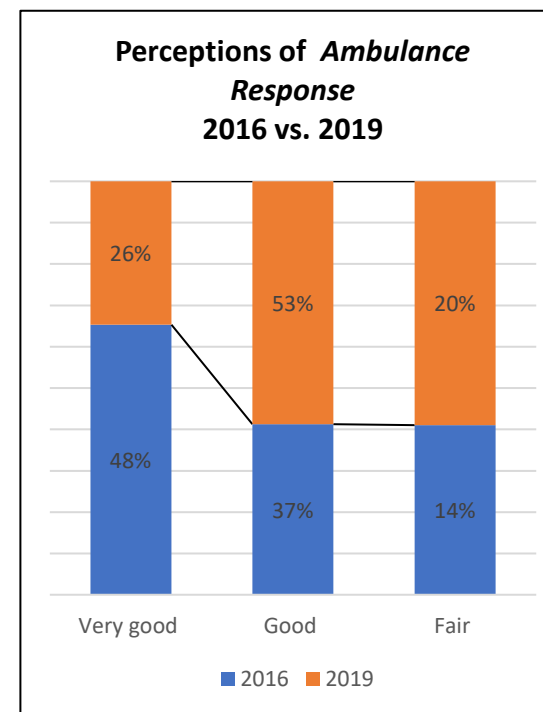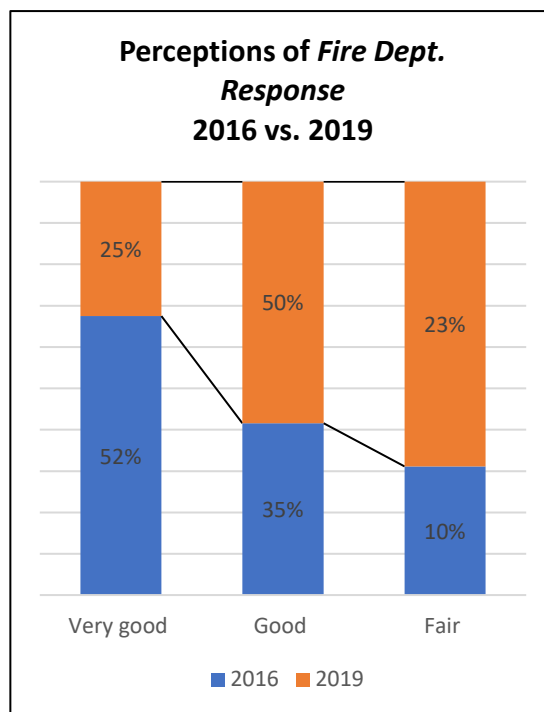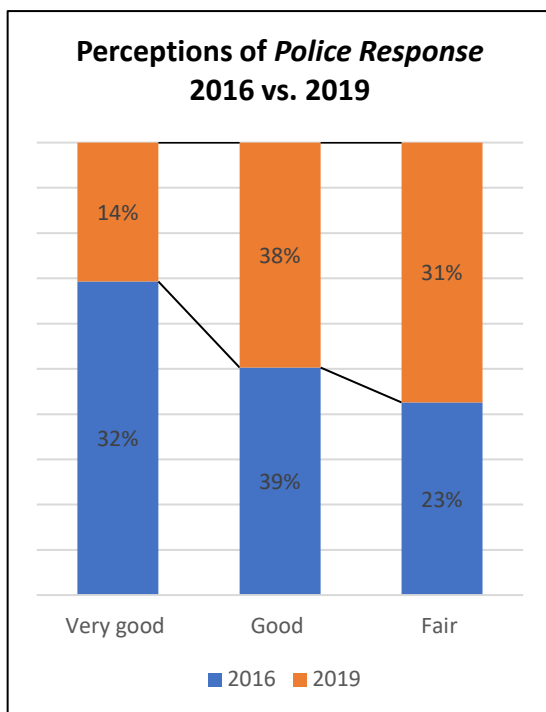
Connectedness & Empowerment

- 70% of residents felt that they can make a great deal or a fair amount of positive change in the community
  - Increased by 2% since 2016
- 62% are willing or very willing to become involved in their community.
  - Decreased by 7% since 2016

How much of a positive difference do you feel that you, yourself, can make in your community?

- A great deal: 17%
- A fair amount: 53%
- Some: 22%
- A little or none: 8%
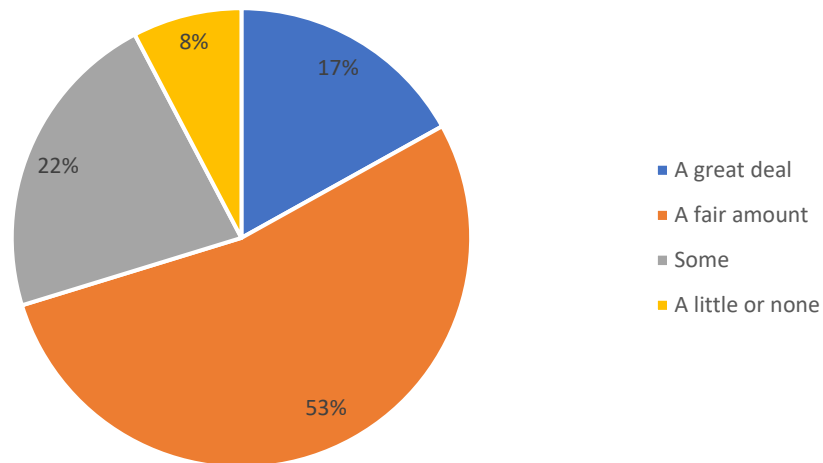
How willing are you to become involved in your community by working with others to make things happen?

- Very willing: 17%
- Willing: 45%
- Somewhat willing: 30%
- Not that willing: 8%
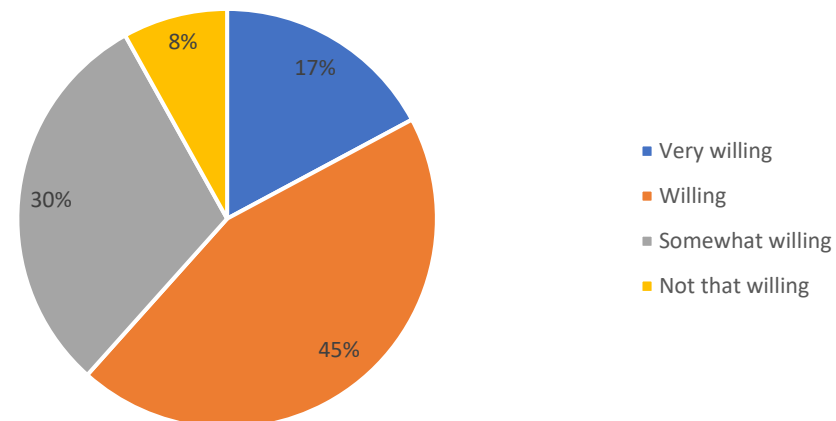
Connectedness & Empowerment

Comparison of 2019 vs 2016

- When asked, "**In the past year did you participate in the following community activities?**", residents reported:
  - **24.9% vs 34%** supported a local political organization, candidate, or ballot measure
  - **22.0% vs 55%** participated in a community social event
  - **20.6% vs 61%** personally took action to improve the community through reporting a hazard or contacting the authorities about an incident
  - **19.1% vs 39%** volunteered to help others in their community
  - **18.9% vs 70%** supported a local business
  - **15.8% vs 31%** participate in an advocacy group, such as a parent-teacher association, environmental organization, or labor union
  - **8.9% vs 34%** participated in a community improvement project
  - **8.5% vs 28%** participated in a community, resident, or tenant association

Neighborhood Change

- 54% of residents felt that the community has improved within in the past three years.
- 57% of residents felt that the community is likely to improve some or a lot in the next three years.
- **Findings:** The number of residents felt that "*The community has stayed about the same*" (increased from 15% to 39%) in the past three years and "*This community will stay about the same*" (increased from 8% to 33%) in the next three years. There has been an almost 30% drop in residents who felt the community has improved or is likely to improve.

Compared to *three years ago*, how would you say your community has changed overall?

- The community has improved a lot — 10%
- The community has improved some — 44%
- The community has stayed about the same — 38%
- The community has declined some — 7%
- The community has declined a lot — 1%

Thinking about the *next three years*, how would you say your community is likely to change?

- This community will improve a lot — 17%
- This community will improve some — 40%
- This community will stay about the same — 33%
- This community will decline some — 8%
- This community will decline a lot — 2%

Residents were asked open ended follow-up questions about *satisfaction*, *whether to recommend this community to others and neighborhood change.* The following were recurring comments or themes.

Concerns   &   Strengths

- Crime
- Lack of affordability
- Trash & illegal dumping
- Public service response (e.g. trash pick-up; police response)
- Speeding & dangerous traffic
- Parking
- Road maintenance
- Stray, loose, or feral animals
- Other miscellaneous features

- Convenience or proximity to services and downtown
- Continuous community growth (e.g. less crime and trash)
- Neighbors & sense of community
- Other miscellaneous features

Results out of approximately 204 collated individual written responses.

Block & Parcel Observation Findings

- Conditions
- Use
- Vacancy
- Attractiveness

Top: 901 E. Garfield home built by Trellis
Bottom: 1114 E. Polk Street home built by Trellis

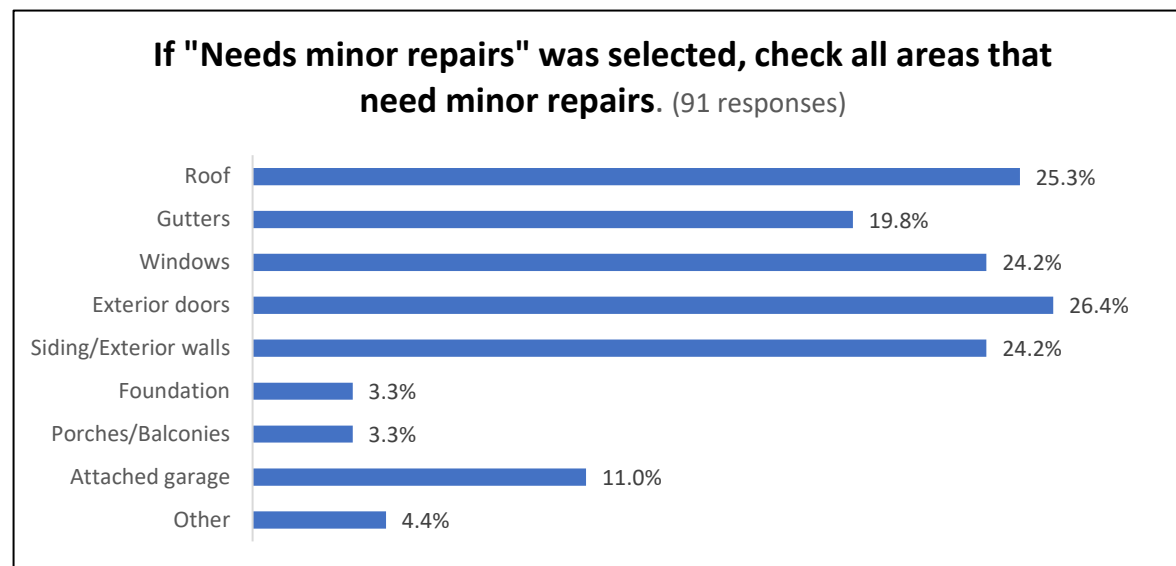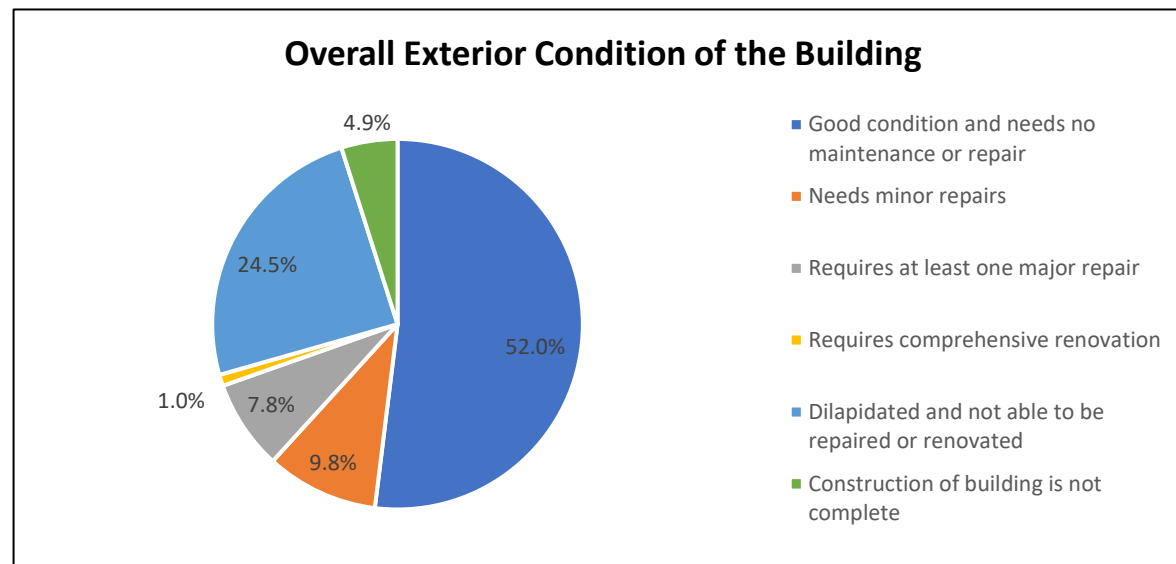Below: Colorful touches in Garfield, photo courtesy of Garfield Neighborhood Association

Why conduct observations of physical conditions?

- Gather information to help direct services
- Track changes overtime
- Understand "spillover" effect of work on individual parcels
- Communicate about neighborhood change
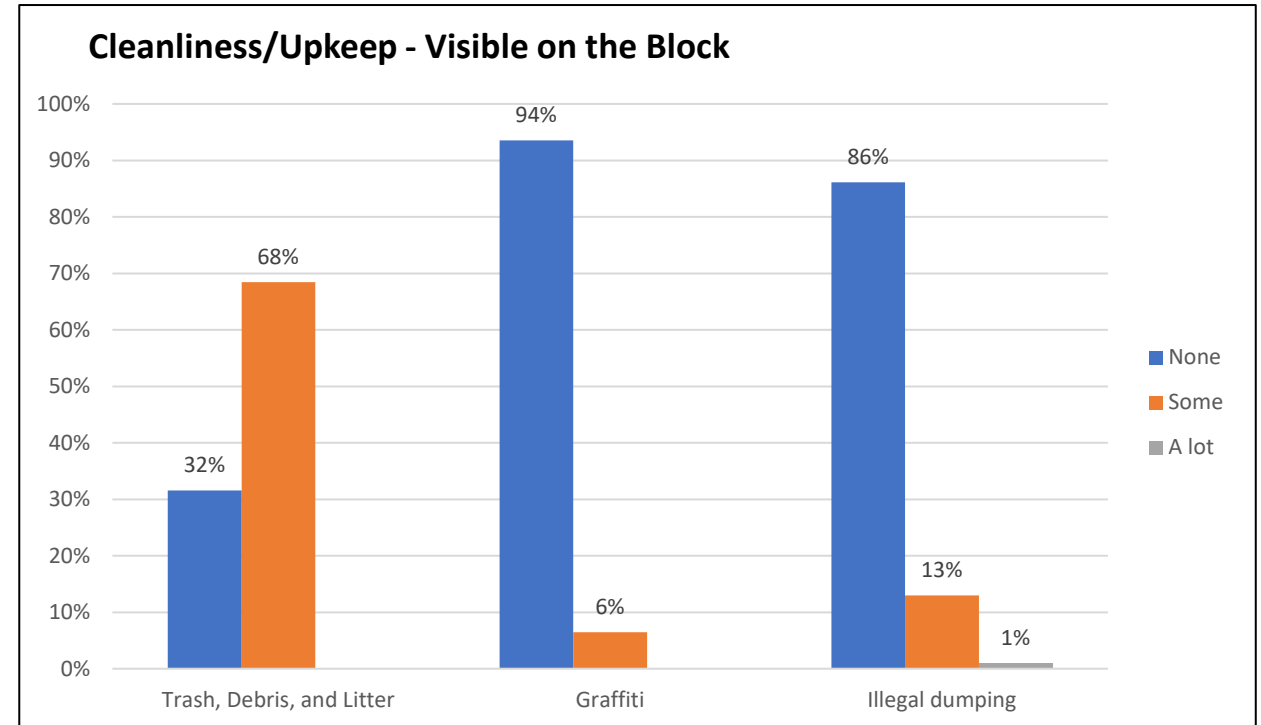- Replace perception with fact

Parcel Conditions

- **To precisely measure change, all the 101 parcels observed were the exact the lots observed in 2016**

- **24.5%** of parcels were dilapidated and not able to be repaired or renovated. This is a large increase (increased by 20% from 2016)

- **52.0%** of observed parcels had buildings in "Good Condition" (**increased** by 2.5% since 2016).

- **9.8%** of parcels need minor repairs (**decreased** by 23.2% since 2016).
  - "Exterior doors", "Roof", "Windows", and "Siding/Exterior Walls" were major areas that needed minor repairs.

Overall Exterior Condition of the Building

- 4.9%
- 24.5%
- 1.0%
- 7.8%
- 9.8%
- 52.0%

- Good condition and needs no maintenance or repair
- Needs minor repairs
- Requires at least one major repair
- Requires comprehensive renovation
- Dilapidated and not able to be repaired or renovated
- Construction of building is not complete

If "Needs minor repairs" was selected, check all areas that need minor repairs. (91 responses)

| Area	Percentage
Roof	25.3%
Gutters	19.8%
Windows	24.2%
Exterior doors	26.4%
Siding/Exterior walls	24.2%
Foundation	3.3%
Porches/Balconies	3.3%
Attached garage	11.0%
Other	4.4%

Block Conditions

- Trash, Debris, & Litter
  - 68% of blocks had some litter or debris
  - **Amount of blocks with visible trash increased by 18% since 2016 and is 7% less than 2013.**
- Graffiti
  - 94% of blocks had no graffiti.
  - **Amount of blocks with visible graffiti decreased by 15% since 2016.**
- Illegal Dumping
  - 86% of blocks had no illegal dumping (13% had "Some").
  - **Amount of blocks with visible illegal dumping decreased by 18% since 2016.**

Cleanliness/Upkeep - Visible on the Block

|	None	Some	A lot
Trash, Debris, and Litter	32%	68%	
Graffiti	94%	6%	
Illegal dumping	86%	13%	1%

Block Infrastructure Conditions

- Streets
  - 85% of blocks had street surfaces that were adequately or well maintained.
  - 48% of streets in Tract 3 (the highest % among the three census tracts) were well maintained (a 38% decrease since 2016).
  - **The number of well-maintained streets in Tract 1 increased from 0 to 14 streets.**
- Sidewalks
  - 93% of all blocks had adequately or well-maintained sidewalks.
  - Tract 3 still had the best condition of streets & sidewalks overall
- **Percent of well or adequately maintained streets decreased by 5% since 2016 while that of sidewalks increased by 9%.**


Condition of Street Surfaces on Blocks by Census Tract

Condition of Sidewalks and Curbs by Census Tract
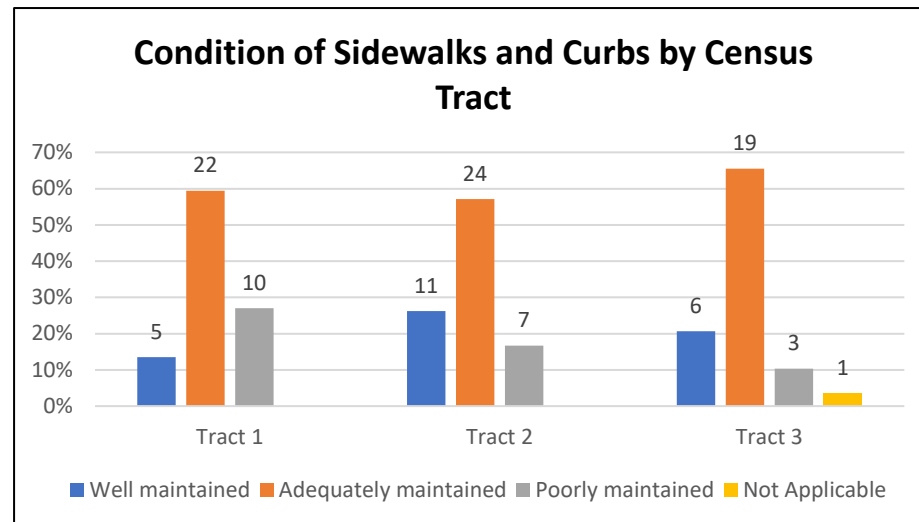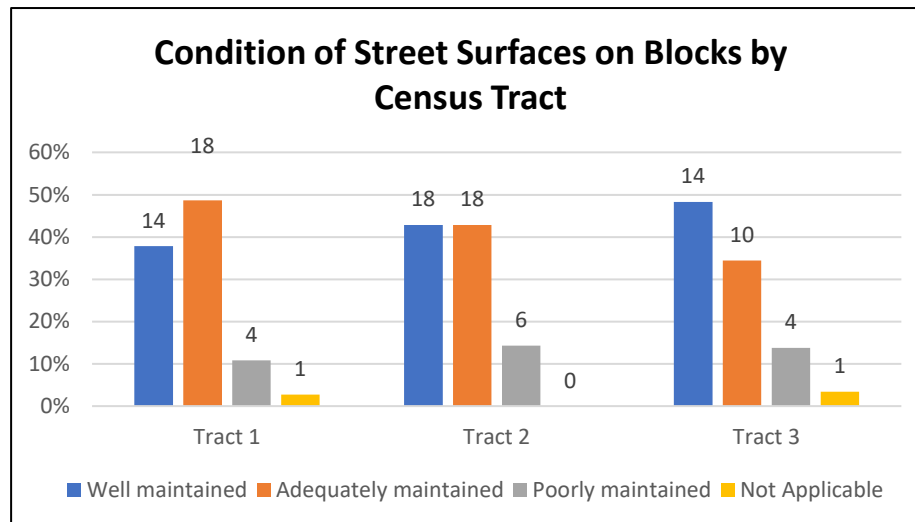
Vacancy

- **48%** of blocks have one or more vacant lots on them
  - **Decreased** by **8%** since 2016

- **22**% of blocks have one or more vacant or abandoned buildings on them
  - **Same as in 2016**

- **The majority of blocks with vacant lots exist in Tract 1**
  - Up to 5 vacant lots on a single block
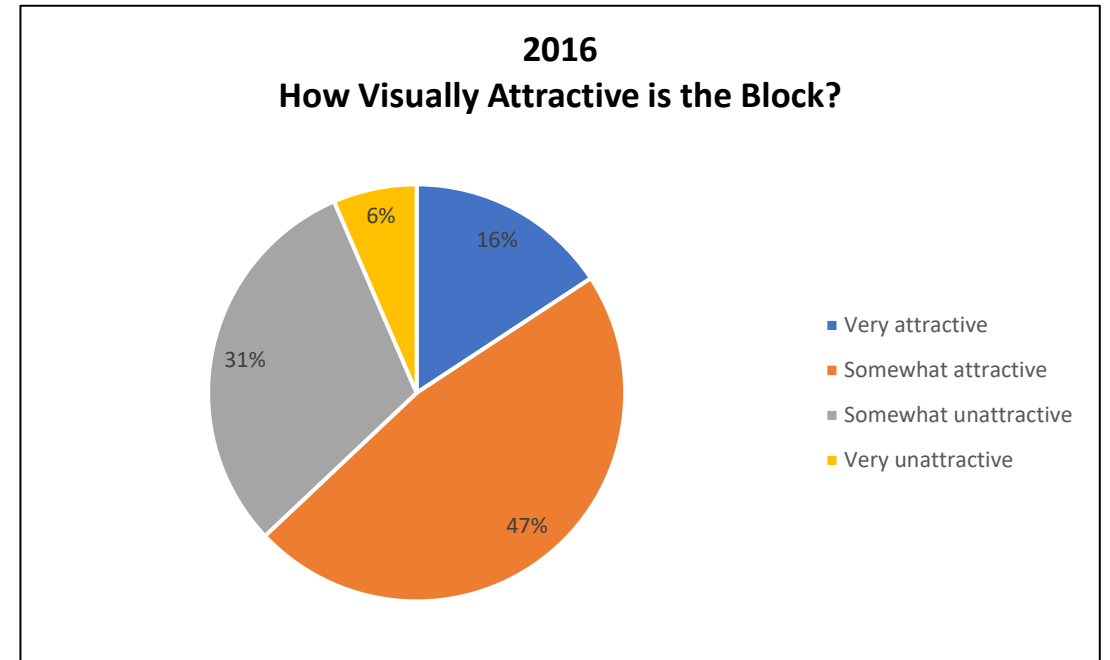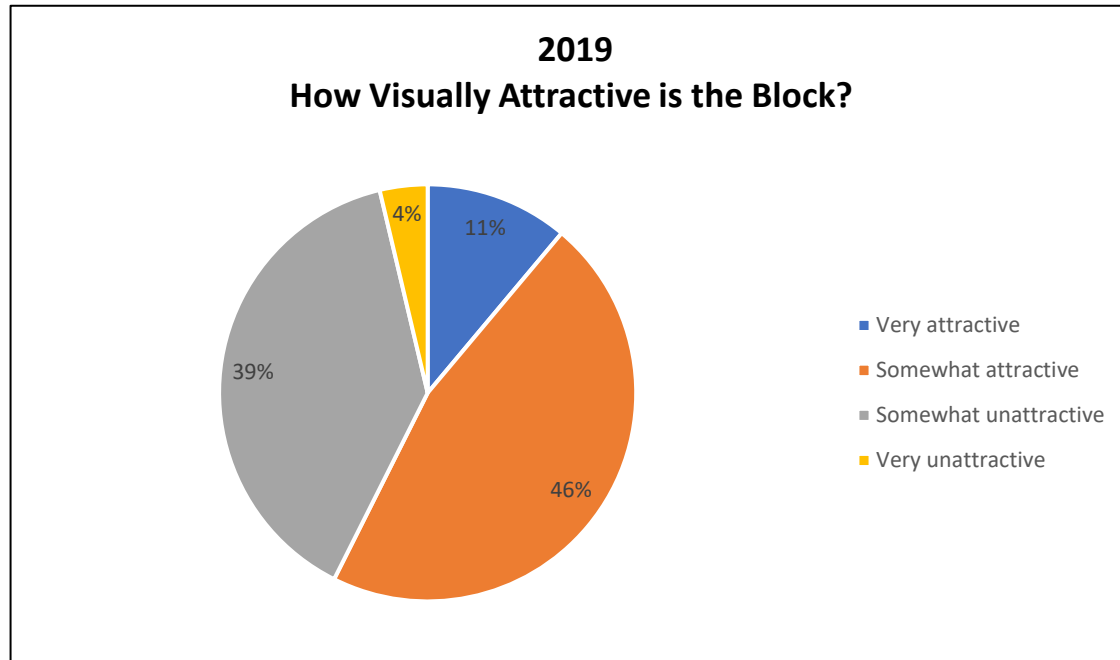
Number of Vacant Lots Found on Blocks
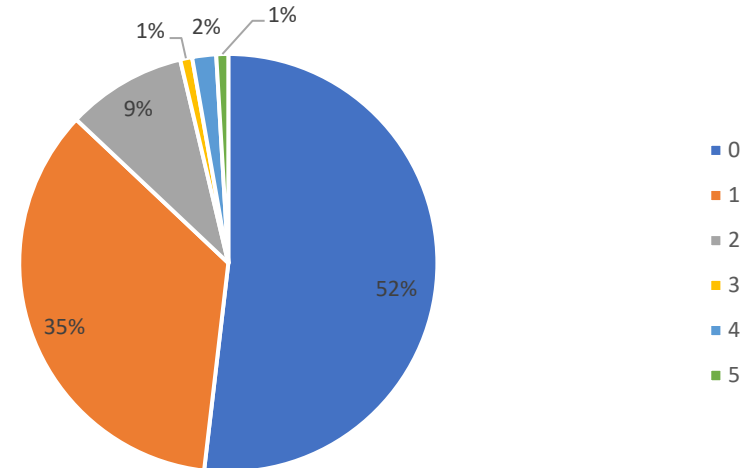
Number of Vacant Lots per Block
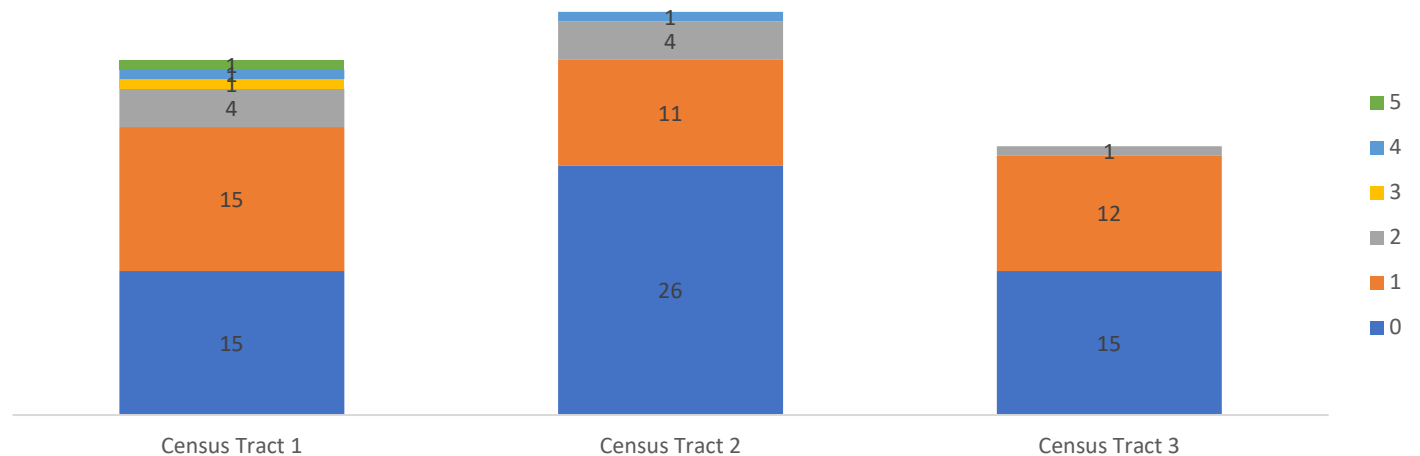
Attractiveness

- Blocks
  - 2016
    - 37% were somewhat or very unattractive, while 63% were somewhat or very attractive
  - 2019
    - 43% were somewhat or very unattractive, while 57% were somewhat or very attractive
  - **Portion of somewhat or very attractive blocks decreased by 6% since 2016**

2019
How Visually Attractive is the Block?

- Very attractive — 11%
- Somewhat attractive — 46%
- Somewhat unattractive — 39%
- Very unattractive — 4%

2016
How Visually Attractive is the Block?

- Very attractive — 16%
- Somewhat attractive — 47%
- Somewhat unattractive — 31%
- Very unattractive — 6%

Comparisons to Census Data

- Income
- Affordability
- Age
- Employment
- Homeownership

Comparisons to Census Data

Sources: U.S. Census Bureau: 2010-2014 American Community Survey 5-Year Estimates; 2018: 2014-2018 American Community Survey 5-Year Estimates

	Citywide	**Tract 1**	**Tract 2**	**Tract 3**
Annual Median Household Income	$54,765	$28,233	$31,542	$29,403
Families whose income in past 12 months below poverty level	15.1%	52.4%	38.2%	26.1%
Tenure	38.0% of homeowners moved in 2010-2014, and 23.3% of renters moved in after 2015	32.3% of homeowners moved in 2010-2014, and 36.6% of all residents moved in after 2015	42.7% of homeowners moved in 2010-2014, and 28.7% of all residents moved in after 2015	39.2% of homeowners moved in 2010-2014, and 24.2% of all residents moved in after 2015
Median Age	33.5	28.5	28.5	33.4
Ethnicity	42.6% Hispanic or Latinx	79.8% Hispanic or Latinx	70.1% Hispanic or Latinx	71.1% Hispanic or Latinx
Homeownership	53.8% Own, 46.2% Rent	26.9% Own, 73.1% Rent	27.6% Own, 77.4% Rent	27.4% Own, 72.6% Rent
Unemployment	6.1%	14.8%	10.6%	10.0%

Housing

According to the U.S. Department of Housing & Urban Development, "Families who pay more than 30% of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation and medical care."

- **55.0% of renters in Tract 1** spend over 30% of their income on housing.
- **53.7% of renters in Tract 3** spend over 30% of their income on housing.
- **48.6% of renters in Tract 2** spend over 30% of their income on housing.

Sources:
U.S. Census Bureau: 2018: 2014-2018 American
Community Survey 5-Year Estimates;
U.S. Department of Housing & Urban
Development

Conclusions

Connectedness and empowerment has reduced
- The reduction in levels of satisfaction of living in Garfield may have had an impact on decreased participation/supporting community events, businesses and people
- 70% of Respondents stated a strong willingness to make a positive difference or become involved in the community however their participation rates decreased sharply compared to 2016.

There is a decrease in the perception of feeling safe
- Trust in Police, Fire and Ambulance response fell
- A large drop in feeling safe while walking during day and night

Increased cost burden for housing
- An average of 50% of residents are paying more than 30% of their income on housing. This increase the likelihood of material hardships such as food insecurity or missing bills

Parcel conditions decreased by 20% to not repairable or renovatable
- Potential lack of investors, owners willing to upgrade property.

Possible Actions & Next Steps

Homeownership
- Connect renters with homeownership programs and education
- Develop more affordable housing on vacant city owned lots

Connectedness & Empowerment
- Create an online resource page with events calendar where residents can connect more easily with local community groups, nonprofits, schools and advocacy groups
- Activate Verde park with events, movie nights, fairs
- Leverage more funding support to local organizations that are activating community members

Safety
- Have City of Phoenix do traffic study to recommend efforts to reduce speeding and reckless driving
- Community and City of Phoenix work together to address safety concerns for people walking

Block & Parcel Conditions
- Increase enforcement on non-renovatable dilapidated properties

Neighborhood Change
- Increase support for residents to learn how to make positive change in their neighborhood.