



Trellis 2016 Community Impact Study: Garfield Neighborhood

Study Conducted, Analyzed, & Reported by Trellis Project
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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 20 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
 - 100 Parcels
 - 110 Blocks
- Resident Surveys
 - 201 Garfield Residents
- Results are compared with the same study done by NeighborWorks America & Trellis every 3 years
 - Current data for 2010 & 2013 comparisons

Research Terms:

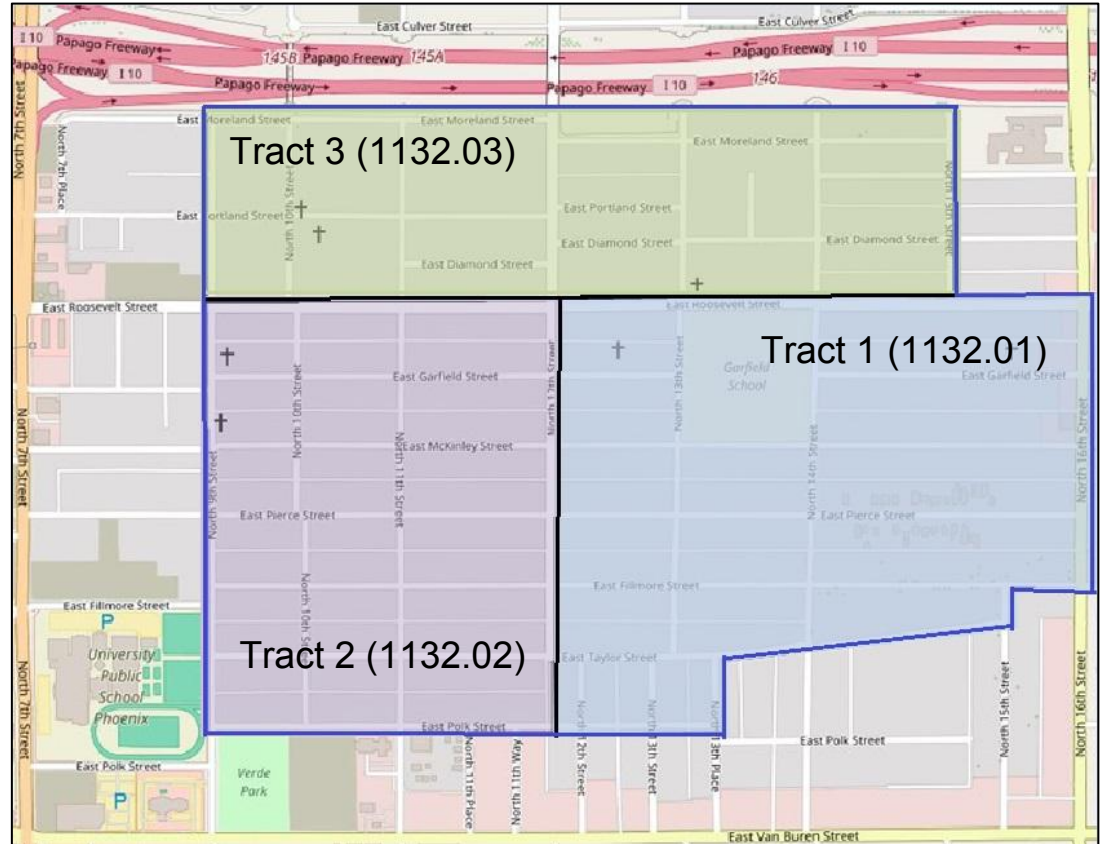
- **Random sample:** A subset of the total population chosen at random so that everyone has an equal chance of participating
 - **Sample size:** Amount of members in the random sample. This is calculated based on the total population, expected response rate, and amount of error you can have
 - **Stratified sample:** The population is broken into groups based on a characteristic
 - **Response rate:** Amount of people who actually respond out of all of the 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, ect.
 - **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 and growth seen throughout the 2000's, yet 2008 housing & financial crisis causes foreclosures, instability, and difficulty for low income residents
- Current desire to live in Downtown Phoenix mounts causing both growth and insecurity throughout the neighborhood
- 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 1075 Households
- Contacted 568 Households
- Door-to-Door
- Responses: 201
 - Online: 32
 - Door-to-door: 169
- 15 Community Volunteers
 - 6 Bilingual
- Surveys offered in English & Spanish
- Survey
 - 45 total questions
 - Provided by NeighborWorks America
 - Customized by Trellis
- 6.24% Margin of Error



About You

1. What is your address?

2. How long have you lived in Garfield?

3. Overall, considering everything, how satisfied would you say you are with living here?
 - Very satisfied
 - Somewhat satisfied
 - Somewhat dissatisfied
 - Very dissatisfied
4. Do you currently rent your home or do you own it?
 - I rent my home
 - I own my home
 - I live with friends or family
 - Other:
5. Would you consider buying a home in this neighborhood?
 - Yes
 - No



Acerca de Usted

1. ¿Cuál es su dirección?

2. ¿Hace cuánto que vive en esta comunidad?

3. En general, considerando todos los aspectos, ¿Qué tan satisfecho se encuentra de vivir aquí?
 - Muy satisfecho
 - Algo satisfecho
 - Algo insatisfecho
 - Muy insatisfecho
4. ¿Actualmente es dueño de su casa o la renta?
 - Rento mi casa
 - Soy dueño de mi casa
 - Vivo con amigos o familia
 - Otro
5. ¿Consideraría comprar una casa en esta colonia?
 - Sí
 - No

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 Org. meetings
 - Sent postcards
 - Posted flyers
 - Posted on Garfield Facebook Page
- Residents who responded each received a \$10 Gift Card from a local business
 - Los Altos Ranch Market
 - Welcome Diner
 - The Coronado
 - Smooth Brew
 - Ollie Vaughn's

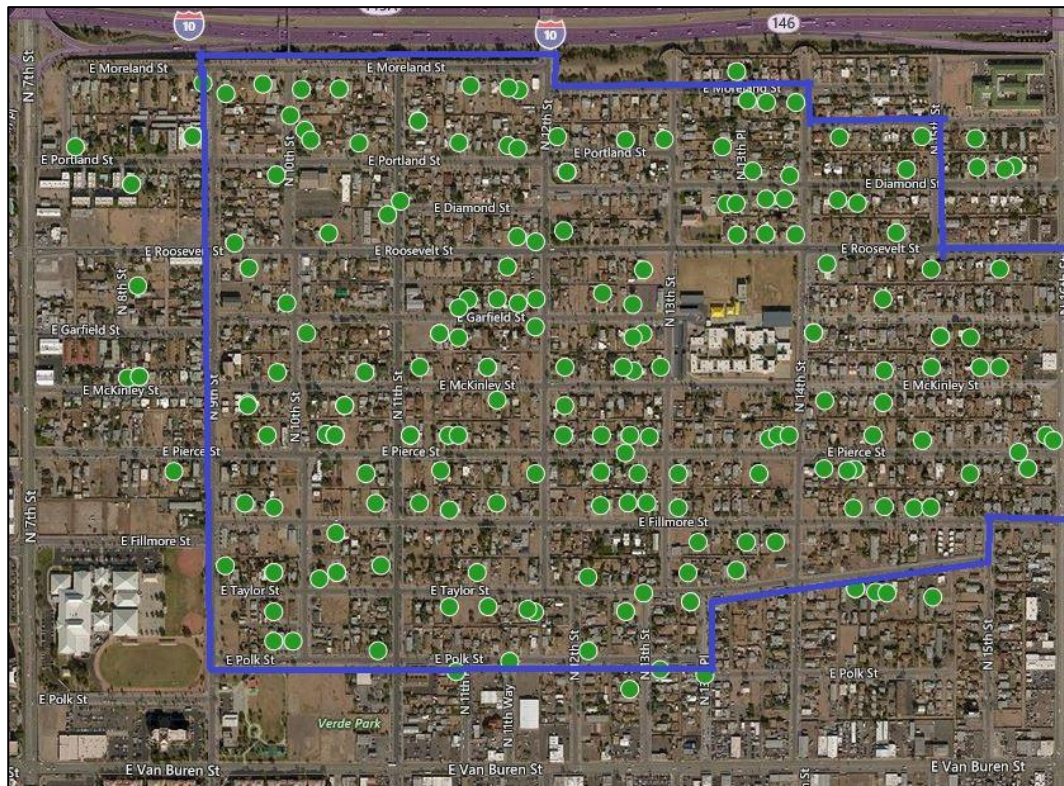
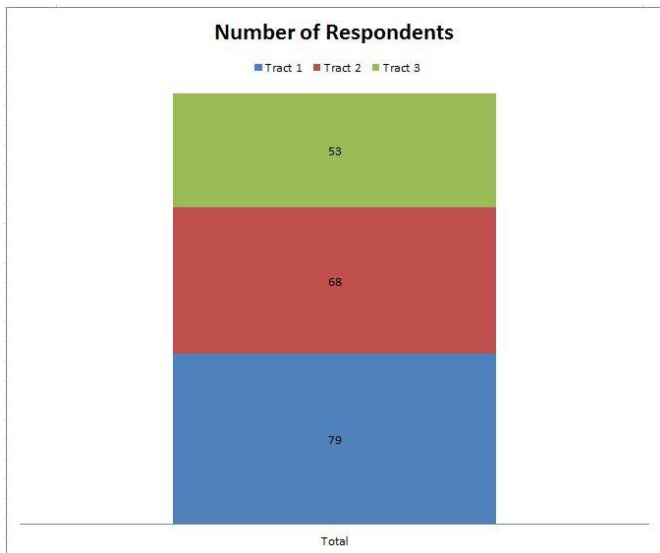


Resident Survey Findings

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

Responses

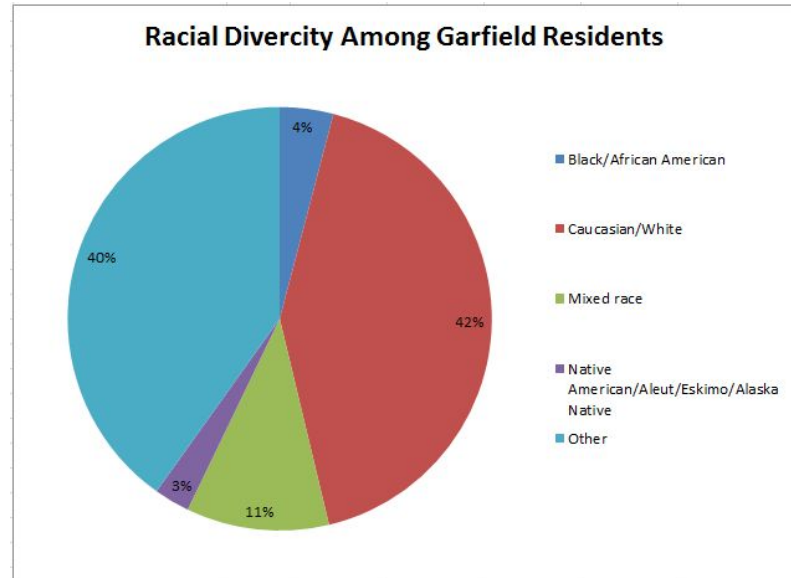
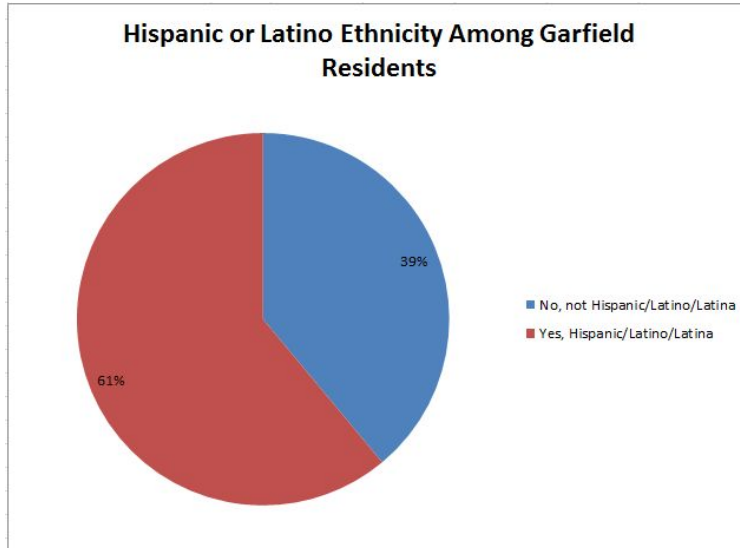
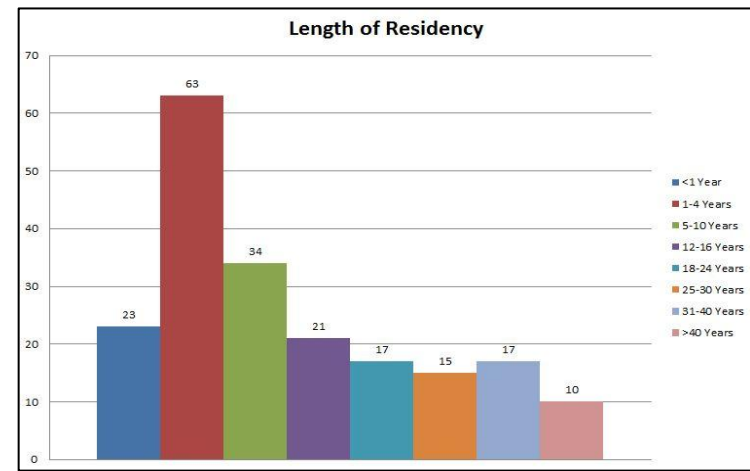
- 27% from Tract 3
- 34% from Tract 2
- 39% from Tract 1
- **Approximately proportionate to population in each tract**



Above: Final Response Addresses Geocoded

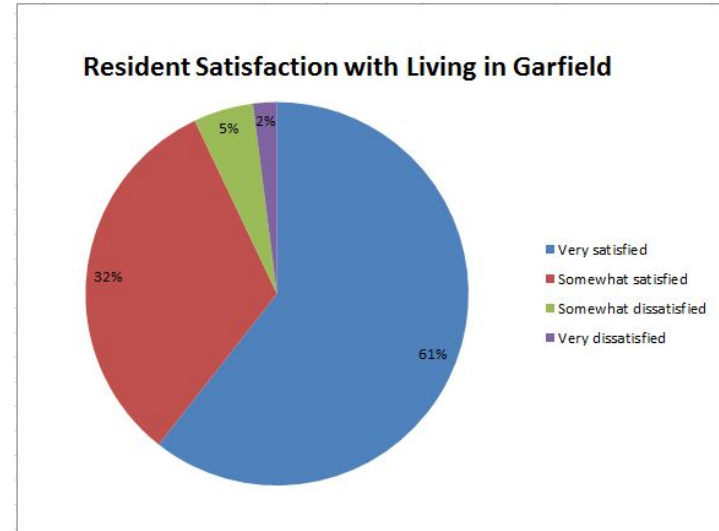
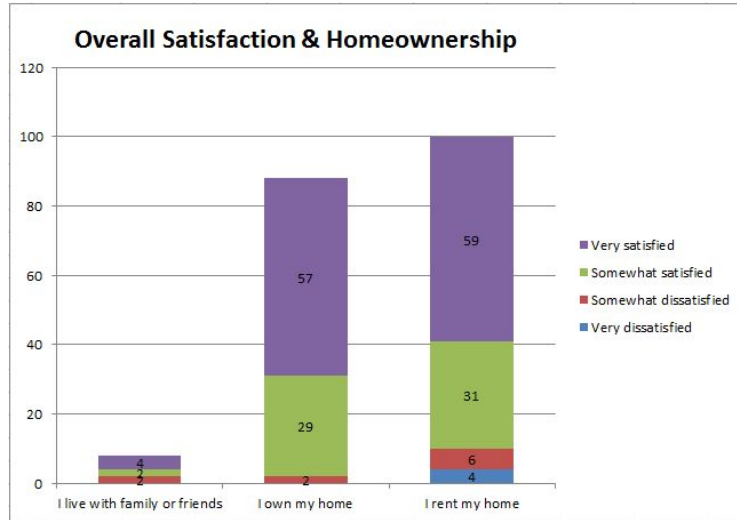
Overall Resident Profile

- **Finding: Diversity**
- Diverse length of residency spanning less than one year to over 40 years
 - Majority length 1-4 years
- Age diversity
 - Most common age group 24-34 in every tract
- Racial & Ethnic Diversity



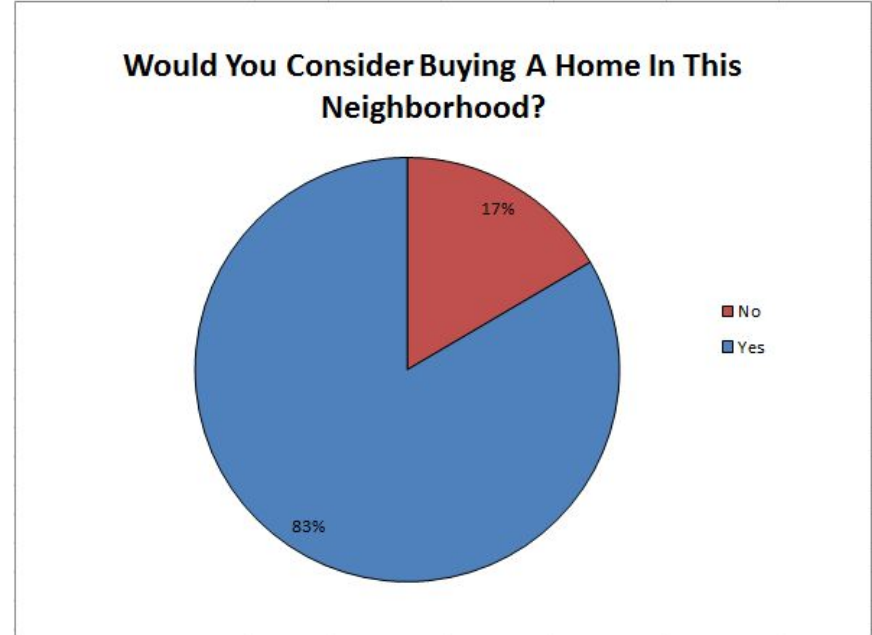
Satisfaction with Living in Garfield

- 2013
 - 42% were very satisfied while 45% were somewhat satisfied
 - 11% were somewhat or very dissatisfied.
- 2016
 - 60% of residents are very satisfied while 32% somewhat satisfied
 - 7% are somewhat or very dissatisfied.
 - **Reports of being “very satisfied” increased by 18% within the past 3 years.**
 - **Of the 7% of people who said they were somewhat or very dissatisfied, 71% were renters.**



Homeownership

- 45% of respondents were homeowners, yet homeownership across the neighborhood is approximately 31% according to census data
 - 22% lower than citywide average
- Respondent homeownership is 7% lower in Tract 2 than the rest of the neighborhood
- 83% of all respondents would purchase a home in Garfield
 - 43% of those who would but have not cite the reason as “My Own Personal Financial Situation”
- **Renter interest in purchasing in Garfield has risen by 13% since 2013**
- **Finding: Need for financial counseling**



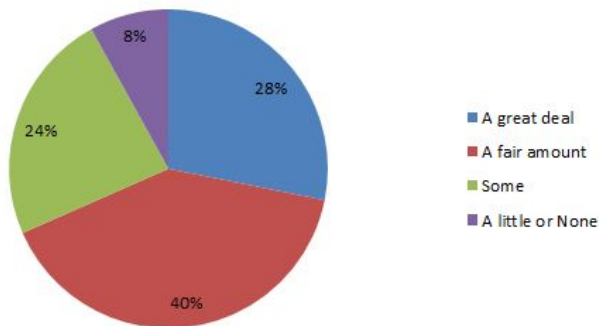
Safety

- **Fairly high perceptions of safety overall**
 - 72% felt very safe walking in the neighborhood in the daytime
 - 61% felt somewhat or very safe walking in the neighborhood at night
- **Perception of Crime & Safety vs. Reality**
 - Perception of safety is lowest in Tract 1 & highest in Tract 3
 - 6% felt somewhat or very unsafe walking in the daytime in Tract 1
 - 49% felt somewhat or very unsafe walking at night in Tract 1
 - Perception of crime is highest in Tract 1
 - Nearly 40% of respondents felt that crime occurs somewhat frequently or frequently
 - According to LexisNexis® Community Crime Map, reported accounts of violent & property crime within the past year is actually higher in Tract 3 than in Tract 1.
 - Finding: Location & state of infrastructure in combination with other variables may have heightened impacts perception of crime & safety

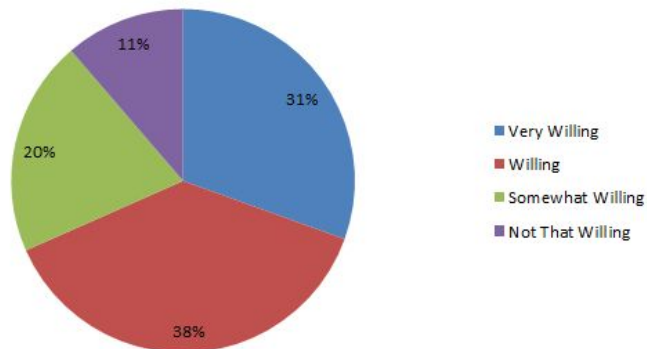
Connectedness & Empowerment

- **Finding: Strong Social Capital**
- 40% of all respondents listed “strong sense of community”, “good neighbors”, or similar comments as the most positive feature or strength of the neighborhood.
- 68% of residents felt that they can make a great deal or a fair amount of positive change in the community
- 69% are willing or very willing to become involved in their community

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



How willing are you to become involved in your community by working with others to make things happen?



Connectedness & Empowerment

- When asked, “In the past year did you participate in the following community activities?”, residents reported:
 - 70% supported a local business
 - 61% personally took action to improve the community through reporting a hazard or contacting the authorities about an incident
 - 55% participated in a community social event
 - 42% participated on a community forum including a Facebook page, bulletin board, ect.
 - 39% volunteered to help others in their community
 - 34% participated in a community improvement project
 - 34% supported a local political organization, candidate, or ballot measure
 - 31% participated in an advocacy group such as a parent-teacher association, environmental organization, or labor union
 - 28% participated in a community, resident, or tenant association
- **Findings: Neighbors feel very connected to each other & willing to participate, but are more prone to take personal actions. The least amount of participation is in community, resident, or tenant associations.**

Resident Future Visions

Results derived and collated from 152 individual written responses

- **Future Development**

- Local, healthy, affordable grocery store
- Locally owned businesses
- Parks
- More community gardens
- Swimming pool
- Improving businesses along Van Buren

- **Services**

- Programs for kids & elderly
- More efficient trash collection, litter removal, alley & illegal dumping services
- Increased school transportation
- Homeless resources



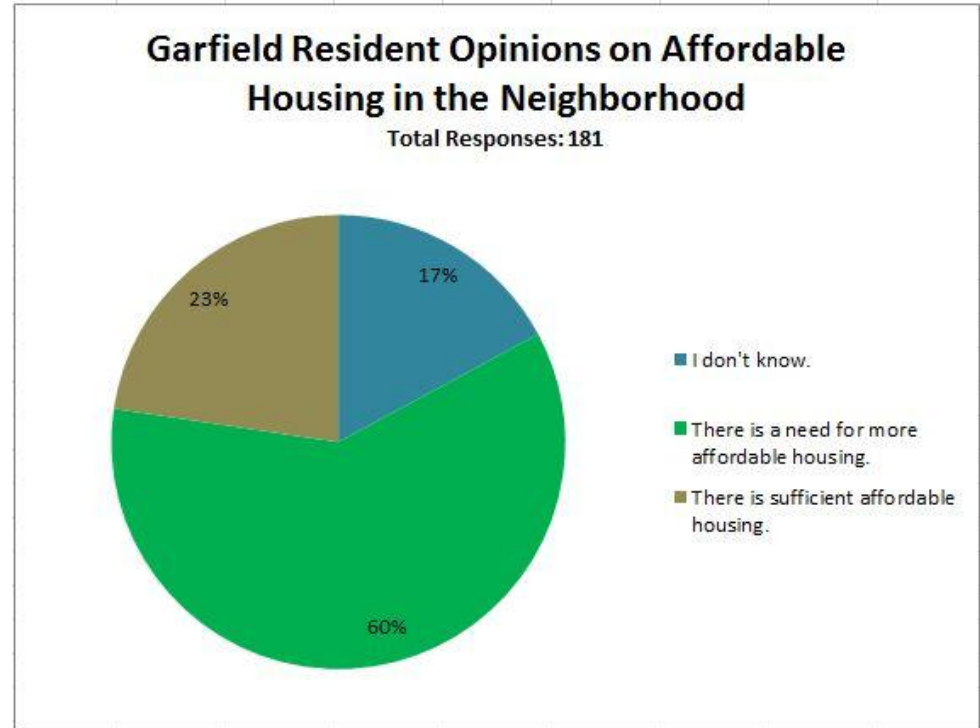
- **Infrastructure**

- Murals & public art
- Additional street lighting & alley lighting
- Traffic calming
 - Speed bumps, stop signs, hawk crossings
 - Emphasis along Roosevelt
- Trees & shade structures
- Bike lanes

Resident Visions Continued

Results derived and collated from 152 individual written responses

- Safety
 - Better sense of security
 - Block Watch
 - Police Presence
- Community Engagement
 - More community forums & events
 - Use of vacant lots for community activities
 - Meet the police event
 - Neighborhood clean-ups
 - Family oriented activities
- Housing
 - Housing rehab programs
 - Affordable housing in place of vacant lots
 - More homeownership
 - Affordable rentals



Concerns & Strengths

When asked “**What are your most significant concerns or complaints about the neighborhood?**”, residents reported:

- **26% crime**
- **14% lack of affordability**
- 9% trash & illegal dumping
- 7% homelessness
- 6% stray, loose, or feral animals
- 6% drug use & sales
- 6% speeding & dangerous traffic
- 6% lack of lighting
- 20% other miscellaneous features

Results out of approximately 144 collated individual written responses.

When asked “**What do you feel is the most positive aspect, feature, or strength of the neighborhood?**”, residents reported:

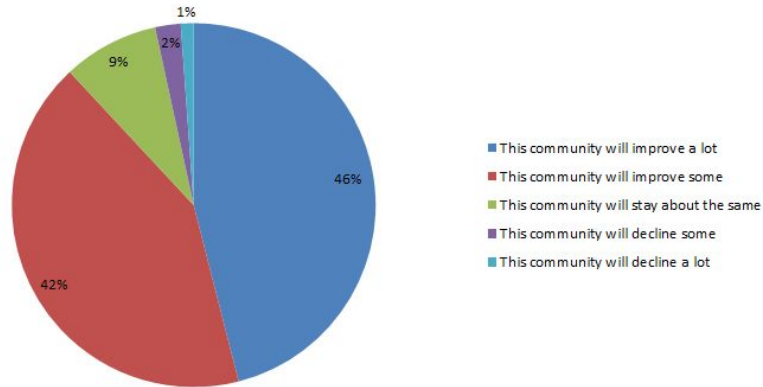
- **40% neighbors & sense of community**
- 24% convenience or proximity to services and downtown
- 13% diversity, arts, & culture
- 23% other miscellaneous features

Results out of approximately 198 collated individual written responses.

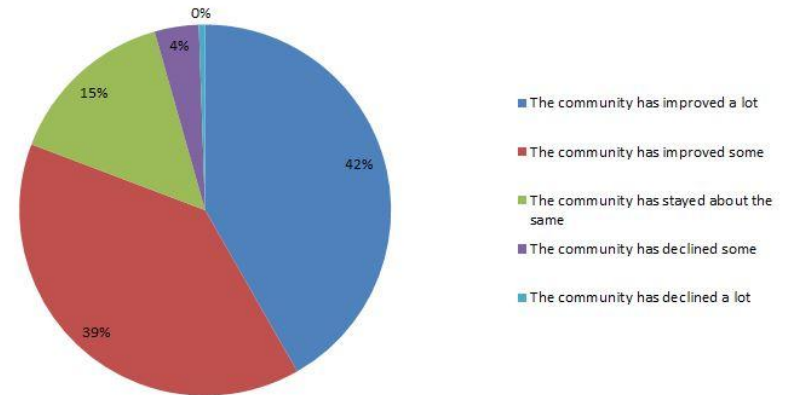
Neighborhood Change

- 81% of residents felt that the community has improved within the past 3 years
- 88% of residents feel that the community is likely to improve some or a lot within the next 3 years

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



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



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



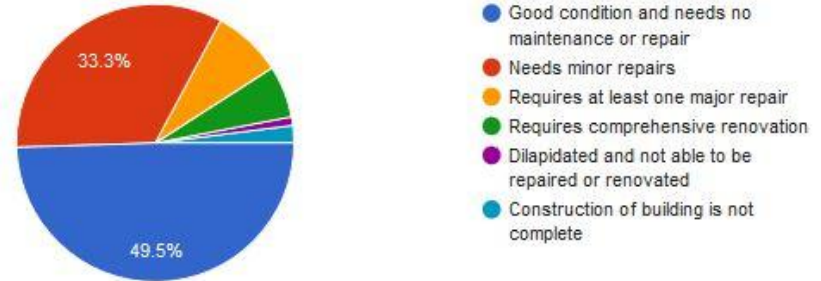
Why conduct observations of physical conditions?

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

Parcel Conditions

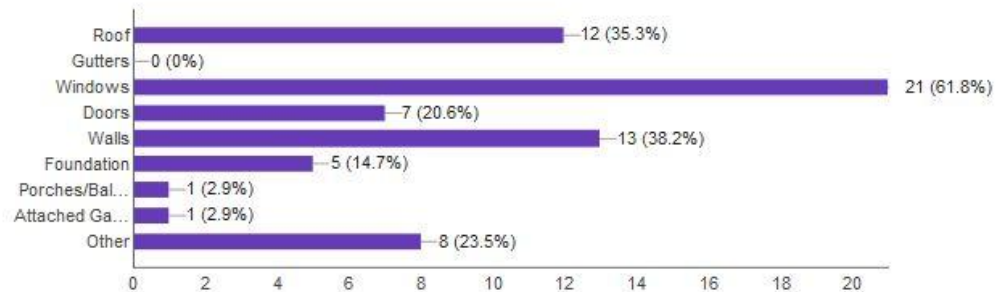
- To precisely measure change, 90 of the 100 parcels observed were the exact lots observed in 2013
- 2016
 - Nearly half of observed parcels had buildings in “Good Condition”
 - 33% of parcels only needed minor repairs
 - 62% of minor repairs on windows
- 2013
 - 56% of observed parcels had buildings in “Good Condition”
- **Parcels in “Good Condition” declined by 6.5%**
- **Finding: need for minor rehab programs**

Overall Exterior Condition of the Building (99 responses)



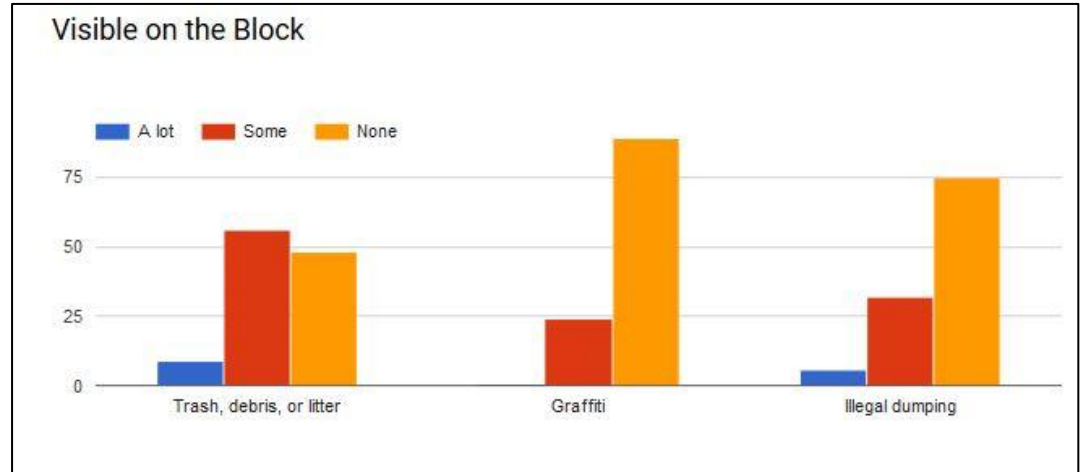
If “Needs minor repairs” was selected, check all areas that need minor repairs.

(34 responses)



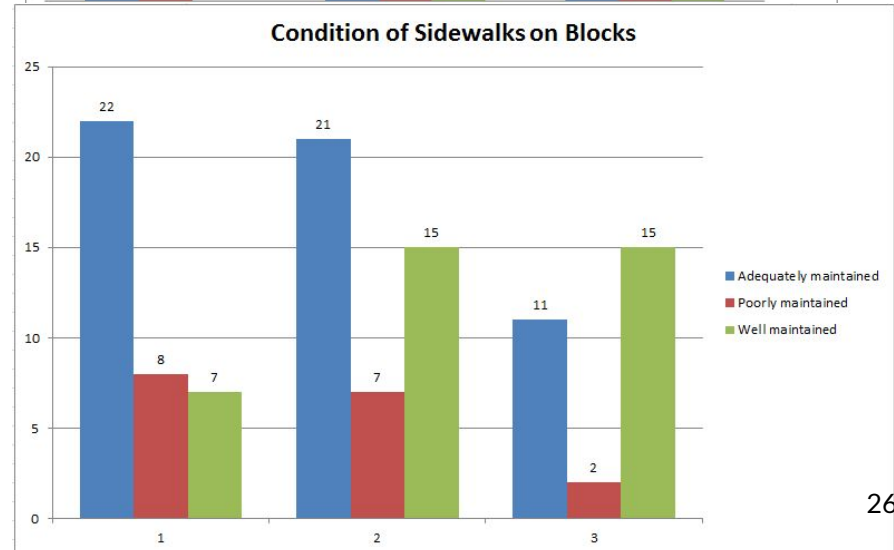
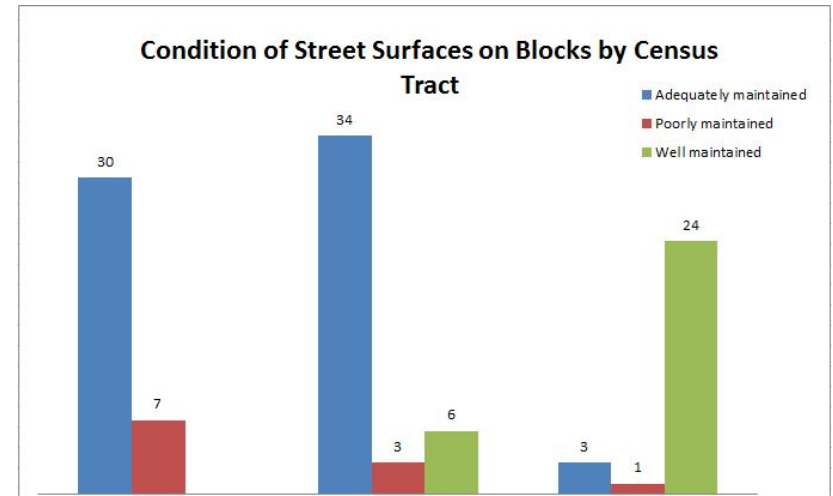
Block Conditions

- Trash, Debris, & Litter
 - 50% of blocks had some litter or debris
 - **Amount of blocks with visible trash decreased by 25% since 2013.**
- Graffiti
 - 79% of blocks had no graffiti
 - **Amount of blocks with visible graffiti decreased by 4% since 2013.**
- Illegal Dumping
 - 68% of blocks had no illegal dumping (32% some or a lot)
 - **Amount of blocks with visible illegal dumping increased by 24% since 2013.**



Block Infrastructure Conditions

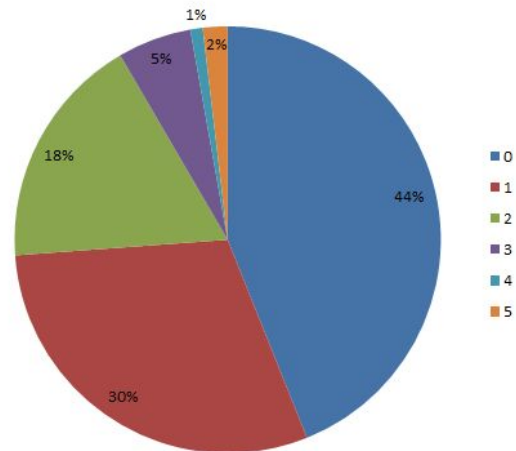
- Streets
 - 90% of blocks had street surfaces that were adequately or well maintained
 - 86% of streets in Tract 3 were well maintained
 - **Tract 1 did not have any well maintained streets**
- Sidewalks
 - 84% of all blocks had adequately or well maintained sidewalks
- Tract 3 has much higher proportion of well maintained streets & sidewalks
- **Percent of well or adequately maintained streets increased by 8% since 2013 while sidewalks increased by 3%.**



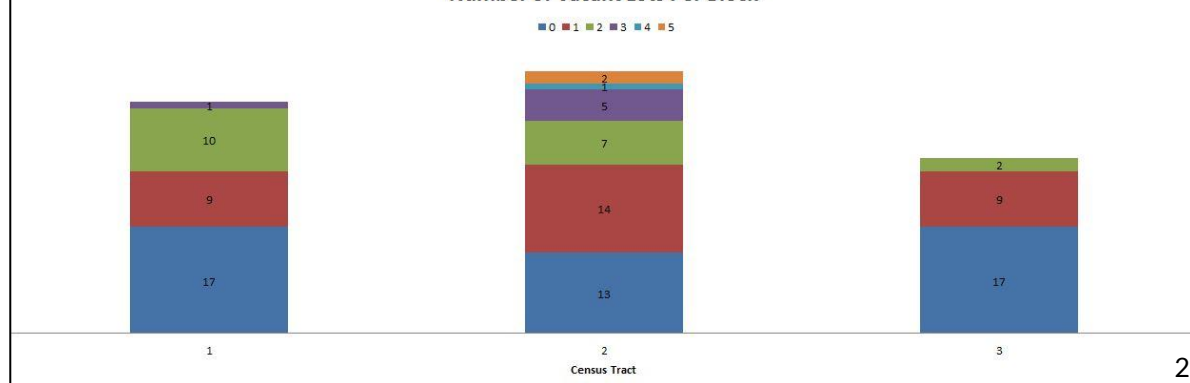
Vacancy

- 2013
 - 40% of blocks had 1 or more vacant or abandoned building
- 2016
 - 56% of blocks have 1 or more vacant lots on them
 - 22% of blocks have 1 or more vacant or abandoned buildings on them
- Blocks with vacant or abandoned buildings decreased by 18%
- The majority of blocks with vacant lots exist in Tract 2
 - Up to 5 vacant lots on a single block

Number of Vacant Lots Found on Blocks



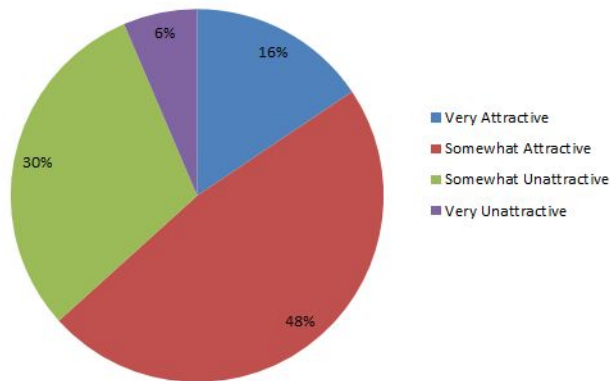
Number of Vacant Lots Per Block



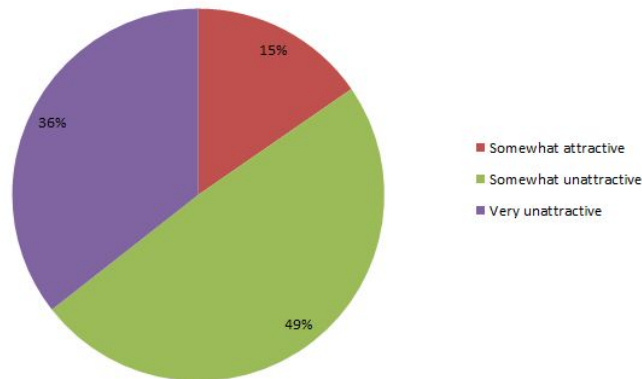
Attractiveness

- Blocks
 - 2013
 - 85% of blocks were somewhat or very unattractive
 - 2016
 - Only 36% were somewhat or very unattractive, while 64% were somewhat or very attractive
 - **Portion of somewhat or very attractive blocks increased by 49% since 2013**

2016
How Visually Attractive is the Block?



2013
How Visually Attractive is the Block?



Comparisons to Census Data

- Income
- Affordability
- Age
- Employment
- Homeownership

Comparisons to Census Data

Source: U.S. Census Bureau,
2010-2014 American
Community Survey 5-Year
Estimates

| | Citywide | Tract 1 | Tract 2 | Tract 3 |
|--|--|--|--|---|
| Annual Median Household Income | \$46,881 | \$20,000 | \$17,868 | \$23,850 |
| Families whose income in past 12 months below poverty level | 18.5% | 64.5% | 63% | 45.5% |
| Tenure | 46% of homeowners moved in 2000-2009, but 63% of renters moved in after 2010 | 50.0% of all residents moved in after 2010 | 48.4% of all residents moved in after 2010 | 44.9% of all residents moved in 2000-2009 |
| Median Age | 33.8 | 25 | 27.9 | 31.9 |
| Ethnicity | 40% Hispanic or Latino | 88% Hispanic or Latino | 75% Hispanic or Latino | 75% Hispanic or Latino |
| Homeownership | 53% Own, 46% Rent | 35% Own, 64% Rent | 30% Own, 69% Rent | 30.6% Own 69.4% Rent |
| Unemployment | 6.5% | 12.6% | 13.5% | 17.4% |

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.”

- **77% of renters in Tract 3** pay over 30% of their income on gross rent.
- **68% of all residents in Tract 1** spend over 30% of their income on housing.
- **65% of renters in Tract 2** spend over 30% of their household income on housing.
- **60% of Garfield residents surveyed reported “There is a need for more affordable housing”.**

Sources:

U.S. Census Bureau, 2010-2014 American Community Survey
5-Year Estimates
U.S. Department of Housing & Urban Development

Conclusions

- Strong social capital is exhibited throughout the neighborhood.
 - Social capital relates to improved health, wellbeing, safety, resiliency, satisfaction, growth, and economic stability.
 - Opportunities to engage residents in community change & civic engagement would be very effective with high levels of empowerment & willingness to participate.
 - There is a current pressing need for affordable housing.
 - Low median household incomes & high percentage of cost burdened households
 - 60% of residents feel there is a need for additional affordable housing
 - There is a very high amount of vacant lots in the neighborhood as 56% of blocks have 1 or more vacant lots on them.
 - Satisfaction and sense of community has greatly increased since 2013.
 - Location, infrastructure, & housing conditions may impact perception of safety & crime.
 - Tract 1 shows lowest maintenance of infrastructure & lowest perception of safety. Yet, Tract 3 has the highest proportion of well maintained infrastructure and high perception of safety, but statistically higher rates of reported accounts of both violent & property crime.
 - Results may be affected by differential reporting rates
 - Overall, the neighborhood has seen large improvements in physical conditions, attractiveness, & maintenance within the past 3 years.
-

Possible Next Steps

- **Satisfaction**
 - Increase homeownership to limit the 7% of those dissatisfied, 71% of whom were renters
- **Homeownership**
 - Affordable rental or rent-to-own programs
 - Long term wealth building through increased efforts towards homeownership
 - Affordable housing to meet the needs of approximate \$20,000 annual median household income
 - New affordable housing to fill vacant lots and meet the needs of 60% of residents who feel there is a need for additional affordable housing
 - Financial counseling & education targeted towards residents, especially 24-34 age range, to meet the needs of 83% of residents who wish to purchase but have not yet due to personal financial situations
- **Connectedness & Empowerment**
 - Expand outreach & engagement opportunities throughout Garfield to support current high levels of social capital and increase currently limited levels of participation in neighborhood associations & community activities
- **Safety**
 - Street infrastructure improvements in Tract 1 to promote increased perceptions of safety
- **Block & Parcel Conditions**
 - Traffic calming street improvements & lighting throughout
 - Specific recommendations for Roosevelt Street near Garfield Elementary School
 - Use of vacant lots & infill throughout
 - Specific recommendations for Tract 2
 - Minor housing rehab programs
 - Neighborhood clean-up events and additional resources to address trash & illegal dumping
- **Employment**
 - Efforts, partnerships, & events with workforce development organizations to combat unemployment and/or underemployment
- **Neighborhood Change**
 - Involve residents in continuous efforts towards positive neighborhood change to maintain hopeful resident outlooks

For additional information please see:

- Trellis
 - 602.258.1659
 - TrellisAZ.org
- Aislyn Richmond, Trellis Community Impact Measurements Project Lead
 - 480.815.2057 or 602.424.5338
 - Arichmond@TrellisAZ.org
- Patricia Garcia Duarte, Trellis President & CEO
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