

UPTOWN DISTRICT

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Acknowledgements

This assessment and set of recommendations for the Uptown district is submitted by a multidisciplinary health team, convened by St. Luke's Health Initiatives (SLHI), as part of Reinvent PHX. Funded by the U.S. Department of Housing and Urban Development, Reinvent PHX is a partnership between the city of Phoenix, Arizona State University, and SLHI to develop a long-range sustainability plan for the neighborhoods along the light rail.

The scope of SLHI and the health team's work is to gather information from "underserved, particularly non-English speaking, residents in each district." From information gathered from residents, along with other primary and secondary data, the health team produced this "health impact assessment of Uptown's existing built-environment conditions" with a focus on "healthy food and recreation access, walking and bicycling safety, and exposure to excessive heat." After assessing the current conditions, the health team recommends the attached "intervention strategies focused on improving public health."

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SLHI's mission is to inform, connect and support efforts to improve the health of individuals and communities in Arizona. SLHI seeks to be a catalyst for community health.

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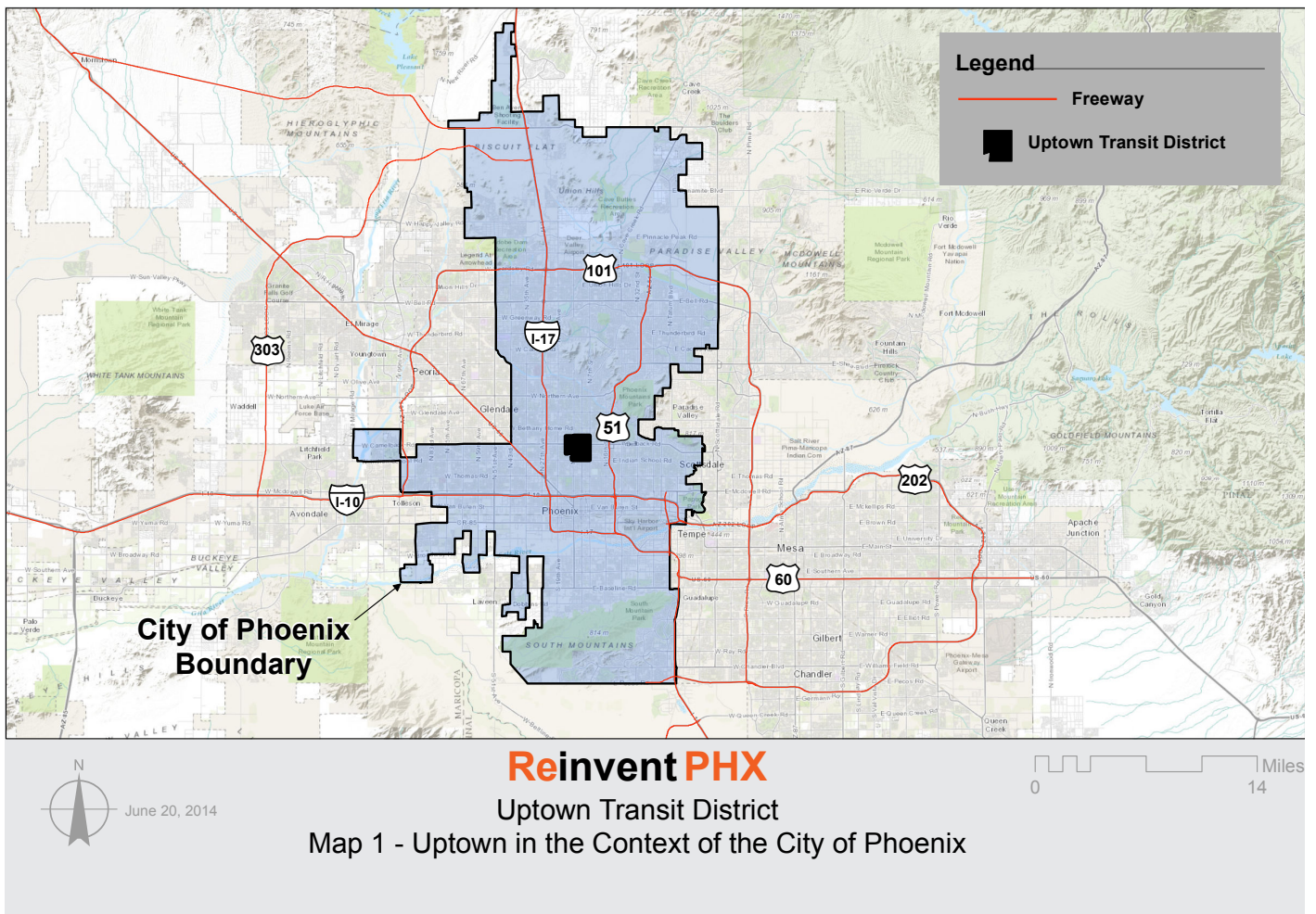
Health Assessment Report

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Uptown District and Its Residents

Although the Uptown residents are more affluent when compared to the first two districts of Reinvent PHX, median household income still lags behind that of the city of Phoenix, Arizona and U.S. One out of every five households does not own a car, making transit or the ability to safely walk or bike a matter of necessity. Additionally, there are fewer children in Uptown when compared to the prior districts.



This combination of demographic and social factors creates a unique set of health challenges—and opportunities—for residents of Uptown. In the public health field, these types of factors are called determinants of health. (See sidebar for more information on determinants of health.) The complex interrelationships of these factors—which reach far beyond the traditional healthcare system—have significant influence over an individual’s and community’s health.

Let us briefly examine some determinants of health for the residents of the Uptown district and how the built environment can affect these factors. (For more on how planning decisions affect health, see *The Built Environment and Health in Phoenix: Understanding the Connections to Healthy Eating and Active Living*.)



Understanding the Determinants of Health

Intuitively, we know that many factors affect our physical and mental health—beyond the traditional healthcare system of doctors and hospitals. While this traditional system is important, other factors carry great influence over our health; these factors are called determinants of health. The Centers for Disease Control and Prevention (CDC, 2013) provides a comprehensive definition of the determinants of health:

“Factors that contribute to a person’s current state of health. These factors may be biological, socioeconomic, psychosocial, behavioral, or social in nature. Scientists generally recognize five determinants of health of a population:

Biology and Genetics. Examples: sex and age

Individual Behavior. Examples: alcohol use, injection drug use (needles), unprotected sex, and smoking

Social Environment. Examples: discrimination, income, and gender

Physical Environment. Examples: where a person lives and crowding conditions

Health Services. Examples: Access to quality health care and having or not having health insurance”

Within the context of Reinvent PHX, not only do planning and policy decisions affect health, characteristics of the residents influence health. In turn, these determinants of health influence recommendations.

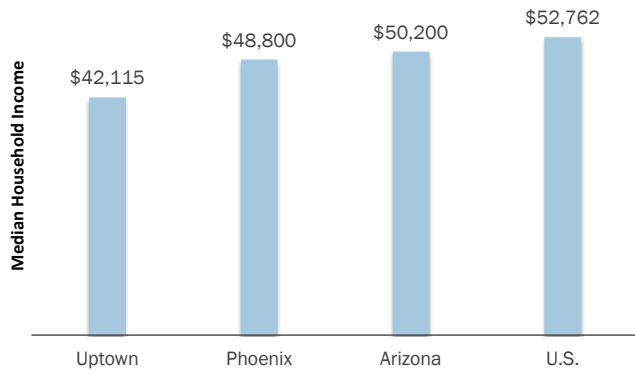


Figure 1. Uptown residents’ median household income compared to city, state and country

Uptown household earnings are similar to other Phoenix households and slightly less when compared to the rest of the region and country. *Source: U.S. Census 2010.*

Income

The median household income of residents living in the Uptown district is \$42,115. (See Figure 1.) While this seems high, 38% of Uptown residents still earn significantly less than \$46,100, which is twice the federal poverty level for a family of four. A family’s socioeconomic status is one of the most influential determinants of health, and therefore plays a substantial role in overall health and well-being.

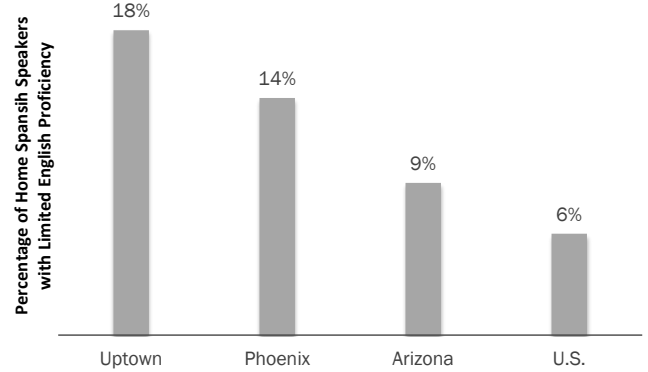


Figure 2. Percentage of Uptown residents with Limited English Proficiency compared to city, state and country

Eighteen percent of Uptown residents who speak Spanish at home identify themselves as Limited English Speakers. *Source: U.S. Census 2010.*

English Proficiency

Limited proficiency in English significantly increases the risk of not receiving adequate health care services and general dissatisfaction with the medical services received (Flores, 2005). Sixteen percent of Uptown residents are Spanish speakers of which 18% describe themselves as not speaking English “very well.” (See Figure 2.)



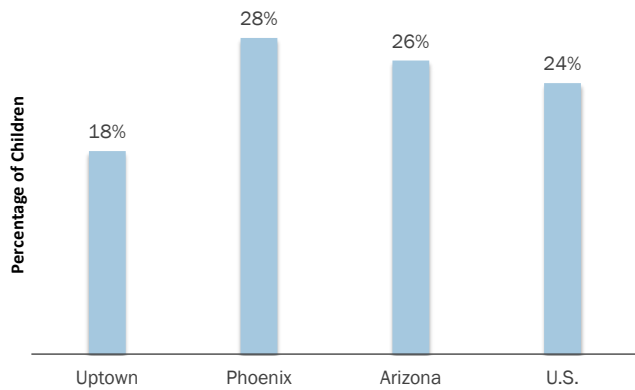


Figure 3. Percent of Uptown residents under the age of 18 compared to city, state and country

Only a small percentage of Uptown residents are under 18 years old. Source: U.S. Census 2010.

Age

Research shows that routines and practices that lead to a healthy lifestyle are established early in life (Rowan, 2013). Uptown residents are typically older, but the 18% of residents under the age of 18 who live here can be provided an opportunity for learning and sustaining healthy habits. (See Figure 3.)

	Uptown	Arizona	U.S.
Eats two or more servings of fruit per day	58%	50%	33%
Eats three or more servings of vegetables per day	18%	22%	26%
Drinks one or more sodas per day	53%	28%	--
Drinks one or more sugar-sweetened beverages per day	82%	19%	--
Eats fast food at least once per week	76%	64%	--

Table 1. Eating habits of Uptown residents compared to state and country

Uptown residents eat comparable amounts of fruit and vegetables when compared to Arizona and U.S. averages. However, sugar-sweetened beverages, sodas and fast food are consumed at a much higher rate. Source: Uptown Community Health Survey; Arizona Health Survey.

Diet

According to the Arizona Health Survey (2011), Uptown residents' eating habits are fairly similar to national and Arizona eating patterns in terms of fruits and vegetables. (See Table 1 for details.) Unlike the state and national standards, residents in this district consume significantly more sugary beverages. Consumption of both sugary beverages and fast food has clear links to obesity (Vartanian, 2007; Rosenheck, 2008).

Uptown Community Workshop

To better understand issues related to healthy foods, active living, public transportation and neighborhood safety, St. Luke's Health Initiatives hosted three community workshops with residents from Uptown. Fifty-seven residents attended these meetings. To accommodate the district's diversity, the workshops were conducted and facilitated in both English and Spanish.

Residents participated in small group discussions. Using a large aerial map of the district and surrounding areas, residents used icons to identify healthy eating, active living and transportation assets and liabilities. Residents also developed recommendations. These ideas represent their needs and visions for the future within the framework of a realistic assessment of their community.

Information gathered from the workshops is referenced throughout this report. A full workshop report, including a description of methodology, is located in the appendix.

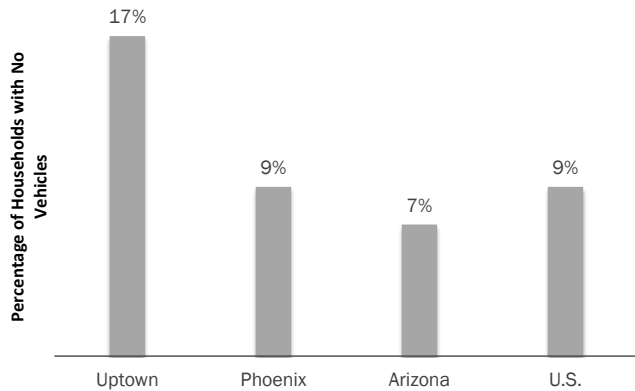


Figure 4. Percent of Uptown households with no car compared to city, state and country

Percentage of no-car households in Uptown is almost double that of such households in Phoenix. Source: U.S. Census 2010.

Transportation

While a majority of households (83%) in Uptown own one or more cars, 17% of households have no car. Residents that do not own a car walk to various destinations in and around their neighborhood or depend on public transportation. (See Figure 4.)

Housing and Transportation Costs

For most households, housing and transportation are the two largest budget items. From a public policy perspective, housing and transportation costs combined should consume no more than 45% of a family's income (Center for Neighborhood Technology, n.d.). On average, a household in Uptown spends 42% of its income on housing and transportation costs combined, with 19% going to housing costs and 23% to transportation (Center for Neighborhood Technology, 2012).

Existing Health Conditions

Between 2009 and 2011, Uptown residents had 2,049 hospitalizations with a diagnosis of cancer, diabetes, heart disease, stroke, asthma or some combination of these chronic diseases. Heart disease was the most frequently cited, with 80% of those hospitalized were, at least in part, due to this disease. According to the Centers for Disease Control and Prevention (CDC) (2009), Latinos are particularly at-risk for these conditions.

Currently, hospital charges are the only method allowing comparison of financial burdens related to hospital care; however, these charges not represent either costs of care or revenue received by the hospitals. Insurance companies pay based on negotiated contracts, Medicare and Medicaid pay according to a significantly reduced reimbursement rate, and hospitals typically have policies that allow low-income patients to received reduced charge or free care.

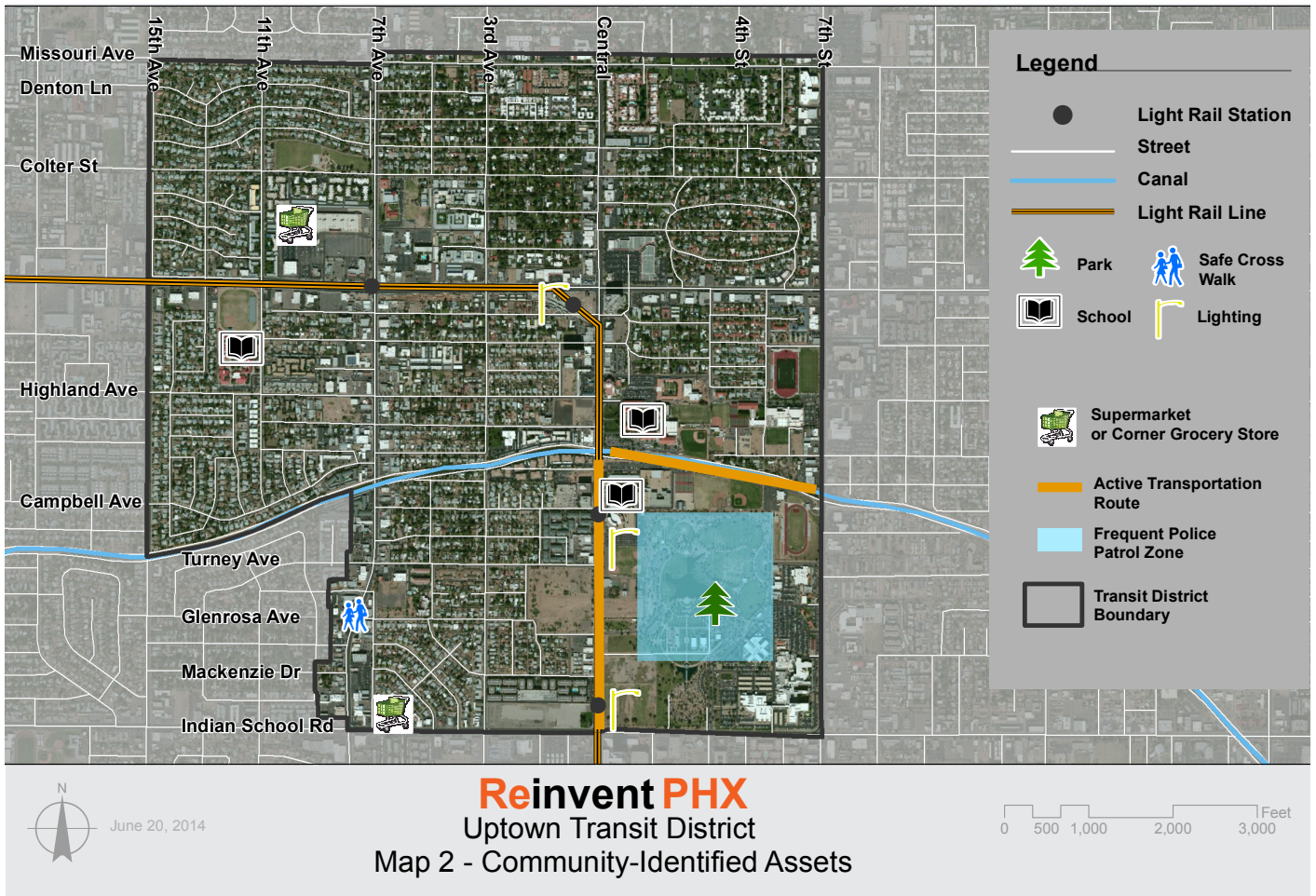
Over 55% of the Uptown patients are covered by Medicare, Medicaid and other federally- and state-funded programs. The average hospital charge for an Uptown patient was nearly \$54,000. These hospital charges do not include physician services, rehabilitation, lost wages or other costs associated with hospitalizations for chronic illnesses. Even with private insurance, the total costs of hospitalizations can be devastating to families. Substantial lost wages during a hospital stay adds to this cost burden.

Uptown Health Assets

St. Luke's Health Initiatives hosted three community workshops for residents of Uptown to identify health assets and challenges. (See sidebar and the appendix for more information.)

Residents identified community health assets using a broad definition of a community asset as "anything that can be used to improve the quality of community life" (Work Group for Community Health and Development at the University of Kansas, 2012). Assets were classified into two groups: 1) positive resources that improve the quality of life of residents, and 2) positive resources that do not always support the unique needs of the community (potential assets).





Community-Identified Health Assets

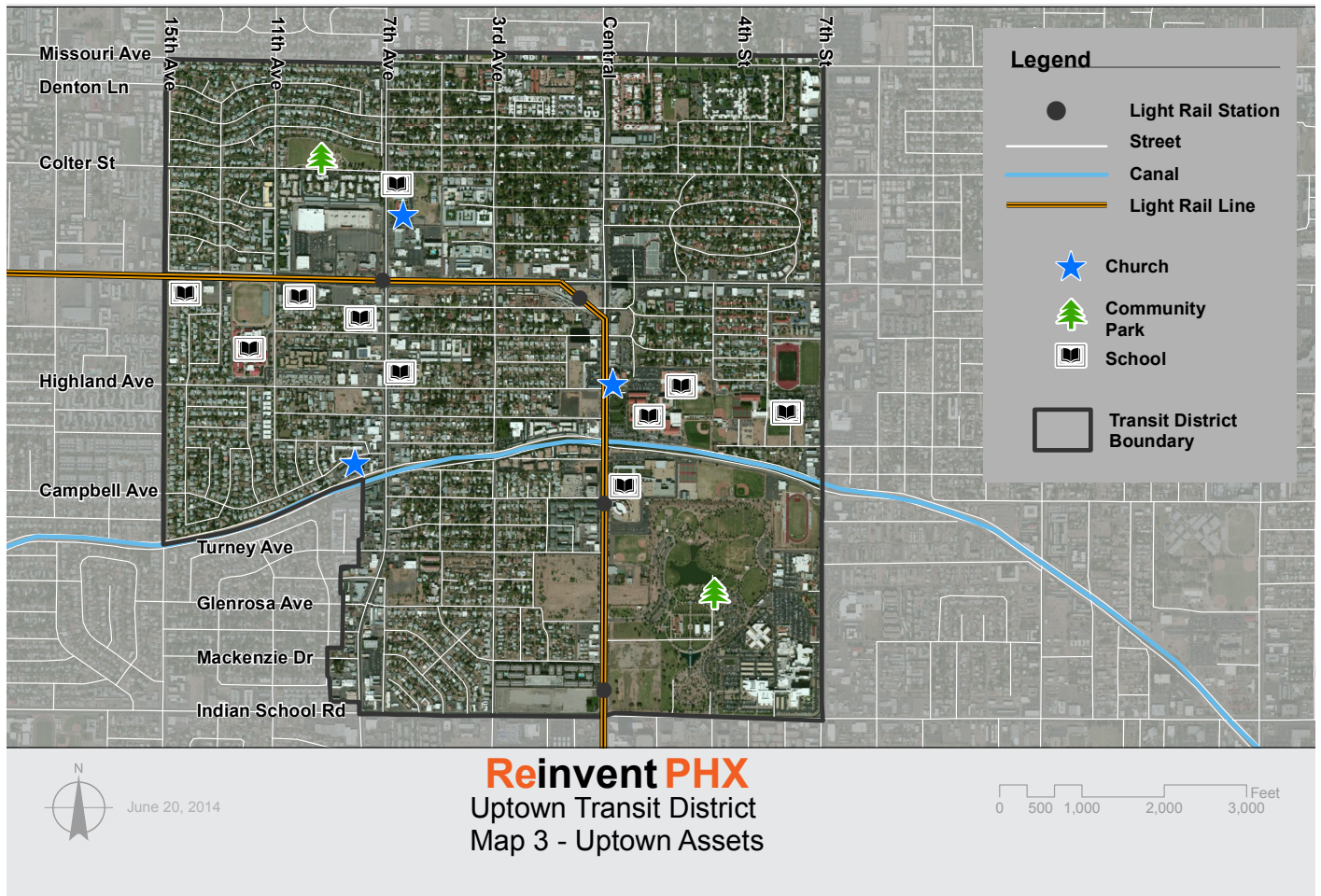
Workshop participants identified the following as assets that contribute to and support the health of the community. (See Map 2.)

Asset	Description	Health Determinant Affected by Asset
Supermarkets and Healthy Food Stores	Attendees valued the existing food stores in the district, including Bashas' Grocery Store (7 th Street and Missouri Avenue), CVS Pharmacy (7 th Street and Indian School Road), DJ's Convenience Store (7 th Street and Devonshire Avenue), Fresh & Easy (7 th Avenue and Indian School Road) and Fry's Food Store (7 th Avenue and Camelback Road).	Physical Environment
Community Centers	Participants identified four community centers as assets: Carl T Hayden VA Medical Center (7 th Street and Indian School Road); Native American Community Service Center (Central Avenue and Campbell Avenue); One Voice Community Center (7 th Avenue and Campbell Avenue); and the Phoenix Chinese Senior Center (7 th Avenue and Elm Street).	Physical Environment; Social Environment

Community-Identified Potential Health Assets

These community assets were identified as potential health assets by residents because they do not always support the needs of the Uptown district. While these resources have potential, their current form and location do not meet resident needs or expectations.

Potential Asset	Description	Health Determinant that Can Be Affected by This Asset
Steele Indian School Park	The expansive park (Central Avenue and Indian School Road) is a significant asset for community events, recreation, and exercise. However, participants expressed desire for shade, lighting at night, improved access from the street, better programming and maintenance, as well as more amenities and recreational space.	Social Environment; Physical Environment
Grand Canal	Walking and biking along the Grand Canal was perceived as safer than other areas of the district (e.g. on streets and sidewalks), but attendees also felt that the canal was still dark and unfriendly, especially at night. Lack of shade limits summer use, and some areas are not paved. Additionally, the paved areas have many cracks, an issue for wheelchair and bicycle mobility.	Physical Environment
Public Transportation	Participants felt public transportation in the district was sufficient and convenient, noting accessibility to bus stops and prompt, reliable light rail. However, many opportunities for improvement were also cited, including ensuring sidewalk access, reducing crowding at light rail stations near schools, increasing security on the trains, installing shade at bus stops and adding new routes.	Physical Environment
Schools	Osborn Middle School (11 th Avenue and Highland Avenue), Central High School (Central Avenue and Campbell Avenue) and Brophy College Preparatory (Central Avenue and Highland Avenue) were listed as community assets. However, residents wished that schools would offer public access after hours for recreational and event space.	Physical Environment
Traffic Calming	People appreciated speed bumps on residential streets that slowed traffic and advocated their installation throughout the district on such streets.	Physical Environment
Vacant Lots and Buildings	Vacant lots and buildings are prevalent throughout Uptown. Though broken windows, trash and security are serious concerns in the present, vacant spaces offer wide potential to become future assets.	Physical Environment



Other Community Assets

The Reinvent PHX health team identified several other potential health-related community assets (See Map 3 Uptown Community Assets). Some assets lay within the district boundaries, while others were located outside these boundaries but within walking distance for some residents. The Bashas' at 7th Street and Missouri Avenue and the CVS at 7th Street and Indian School Road are two such assets.



Key Issues about Uptown and Its Residents

- Although Uptown is a more affluent community when compared with prior Reinvent PHX districts, many residents face issues that can be a challenge to staying healthy. These issues include: lower incomes, age, language acquisition, existing health conditions, poor diet and low rate of car ownership.
- A number of assets that contribute to the health of residents include Steele Indian School Park, Grand Canal, public transportation, traffic calming measures, supermarkets, community centers and schools.
- Residents suggested improvement to several would-be assets; these latent assets include Grand Canal, new speed bumps, new supermarket(s), and access to school grounds after hours.

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Access to Healthy Food

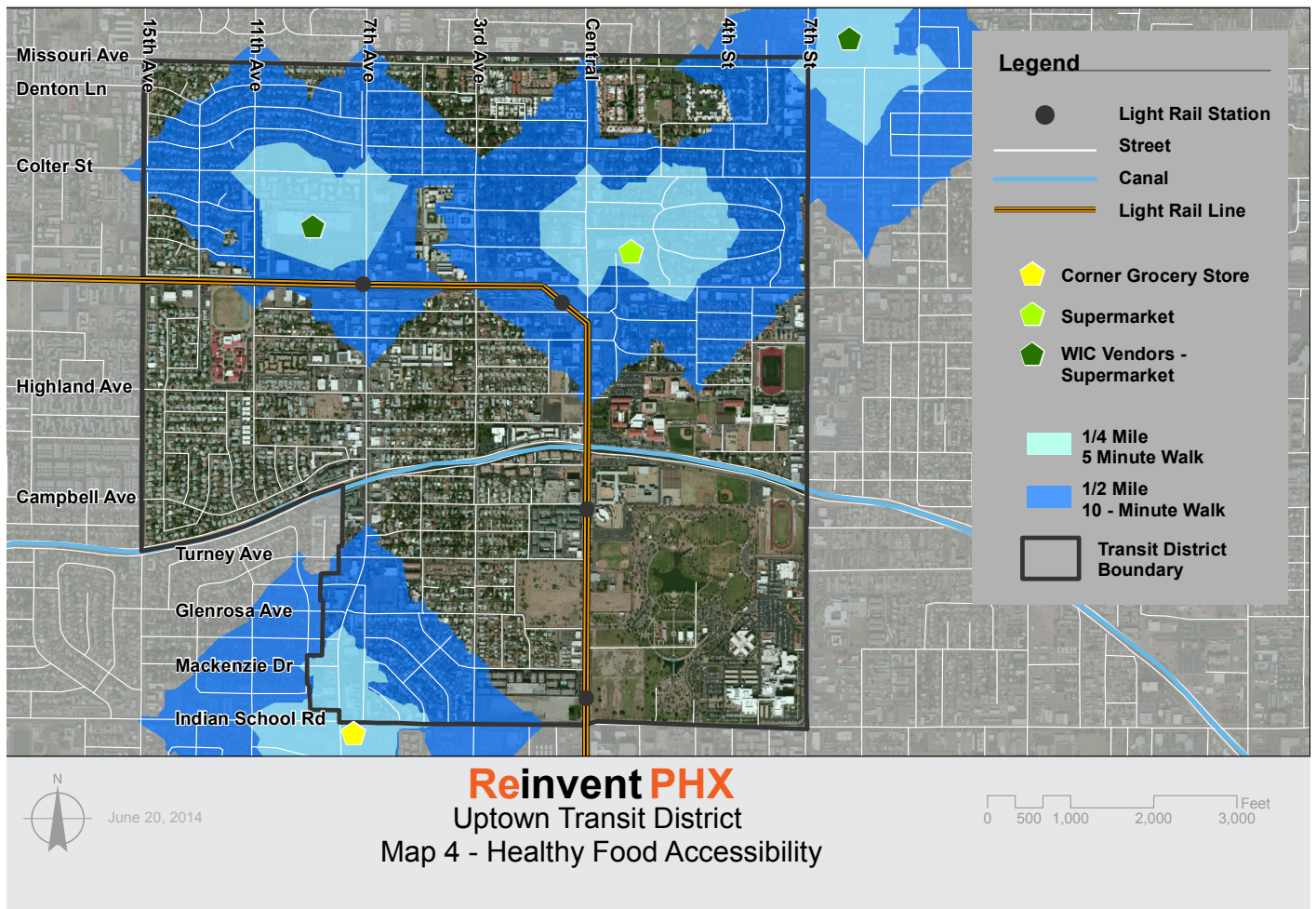
A nutritious diet is a building block of overall health and well-being. Good nutrition and regular exercise can reduce the incidence of obesity, heart disease, stroke, cancer and diabetes, which together comprise the leading causes of death and disability in the U.S. (Centers for Disease Control and Prevention, 2012).

Families who live near a supermarket are more likely to eat the daily recommended amount of fruits and vegetables (Kettel Khan, et al., 2009). Conversely, children who live in poor or predominantly minority neighborhoods are more likely to have greater access to fast food restaurants and convenience stores (Lee, 2012). Minority or low-income families are more likely to live in communities that are “food deserts”— a term used to describe neighborhoods with limited or no access to healthy, affordable food (U.S. Department of Agriculture, Economic Research Service, 2009).

Uptown Community Survey

In addition to the workshop, St. Luke’s Health Initiatives collected data about residents through a community survey. The purpose of the survey was to identify issues related to healthy eating, physical activity and access to public transportation. In all, 47 surveys were returned. Survey data is referenced throughout this report. A full report of survey results can be found in the appendix.





The lack of conveniently accessible healthy and affordable retail food outlets, coupled with low family income and high transportation costs, can exert substantial influence over what a family eats.

Healthy Food Options in Uptown

According to an analysis by The Reinvestment Fund (2011), Uptown is home to two supermarkets, one of which accept vouchers from the federally-funded Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) program (Arizona Department of Health Services, 2012).

From the standpoint of making healthy food affordable, WIC plays an important role. It provides food assistance to low-income pregnant or breastfeeding women or families with young children to purchase healthy food, such as milk and fresh fruits and vegetables. WIC has been shown to provide better health outcomes for infants, young children and their mothers (Devancey, 2007).

Map 4 (Healthy Food Accessibility) shows the four Uptown healthy food retailers, two of which are outside of the district but cited as frequently used retailers by residents, and the walking radius. Only 22% of households in the district are located within a convenient 5-minute walk of healthy food ; 67% live within a 10-minute walk..

(See Table 2 for an overview of healthy food retailers in Uptown.)

One of Maricopa County's 15 low supermarket access areas borders the southeastern corner of the Uptown district. Similar to a food desert, a "limited supermarket access" area measures access to retail food outlets that carry healthy food, taking into account family income and car ownership (The Reinvestment Fund, 2011). The classification as a low supermarket access area indicates that, when compared to higher income neighborhoods, residents living in this area face multiple barriers to accessing affordable healthy food.

Store	Location	Type of Store/ Accepts WIC	Description	Percent of Population within a 5-Minute Walk
AJ's	Central Avenue and Camelback Road	Supermarket/ Does not accept WIC	Higher end, specialty grocery store	5%
Bashas'	7 th Street and Missouri Avenue	Supermarket/ Accepts WIC	Full service grocery store	0.4%
Fresh & Easy Neighborhood Market	7 th Avenue and Indian School Road	Corner Grocery Store/ Does not accept WIC	Corner grocery store	8%
Fry's	7 th Avenue and Camelback Road	Supermarket/ Accepts WIC	Full service grocery store	8%

Table 2. Food Retailers and WIC vendors in Uptown.

Supermarkets

All three supermarkets, Fry's (7th Avenue and Camelback Road), AJ's (Central Avenue and Camelback Road) and Bashas' (7th Street and Missouri Avenue), provide a variety of healthy food options. They carry a wide variety of fresh fruits and vegetables. Both Fry's and Bashas' are WIC vendors. AJ's does not accept WIC and is seen as an expensive supermarket where residents do not shop. During the workshops, residents listed Fry's and Bashas' as assets, as well as the Fresh & Easy Neighborhood Market (7th Avenue and Indian School Road).

Located at major intersections, these stores are accessible for those who use a bus. Just 14% of the Uptown residents live within a 5-minute walk of a supermarket.

Corner Grocery Store

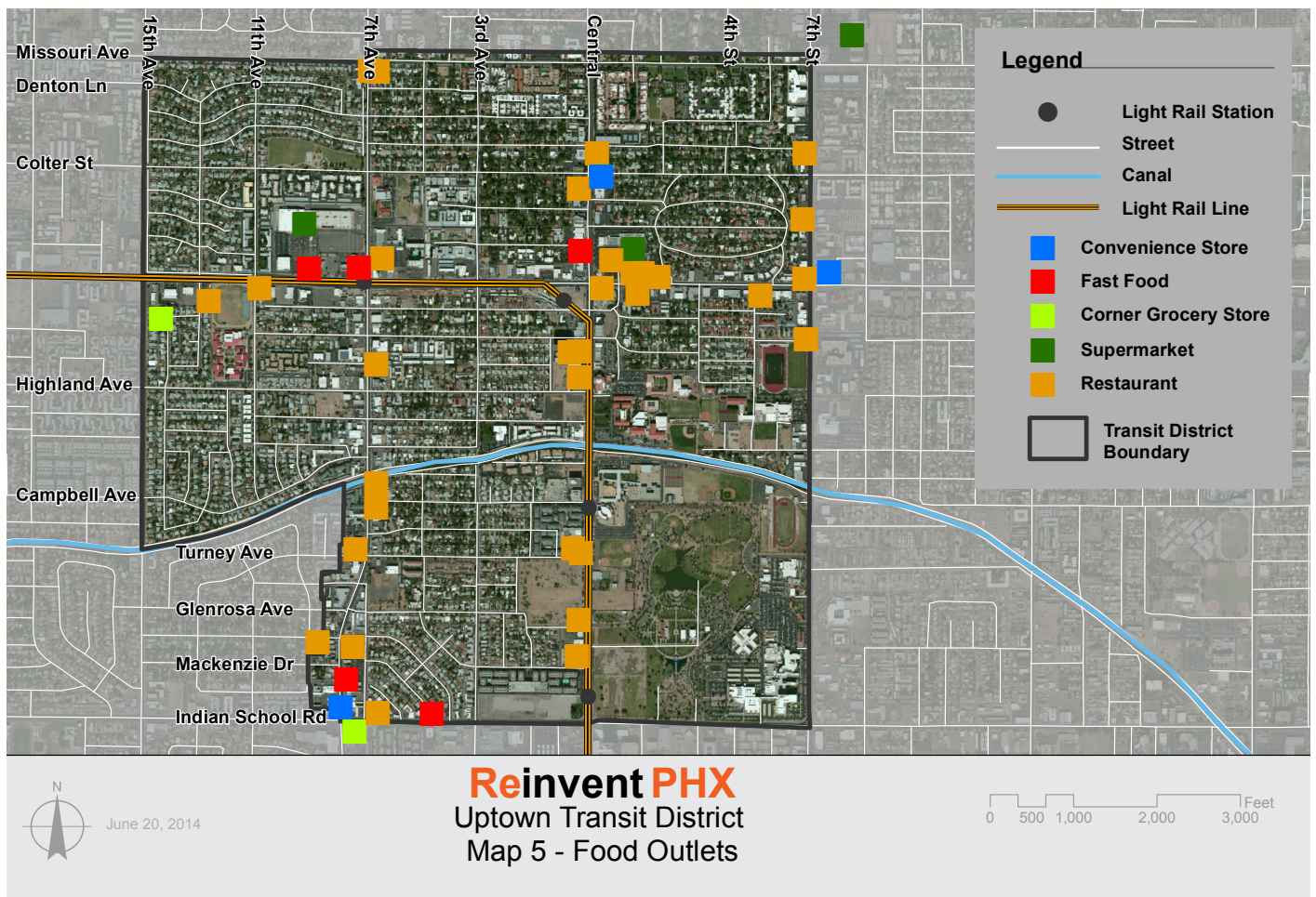
Fresh & Easy is a corner grocery store, located at 7th Avenue and Indian School Road, that residents identified as an asset. It does not accept WIC vouchers.

Approximately 8% of area residents live within a 5-minute walk of the corner grocery store; 15% live within a 10-minute walk.

Other Food Options

A community garden is located at Central Avenue and Indian School Road. This parcel is privately owned and the city of Phoenix is leasing the site as a pilot project for PHX Renews, which focuses on identification of vacant parcels that can be activated for purposes such





as community gardens and pop-up parks. The existing community garden is managed by the International Rescue Committee. Eleven percent of Uptown residents live within a 5-minute walk of the community garden.

Workshop participants voiced support for bringing affordable grocery stores that stock fresh, organic, healthy food to the district. A community garden, farmers'

market and restaurants offering affordable, healthy food were also desired by residents.

Uptown has 38 other retail food outlets. (See Map 5.) The district has three convenience stores, 30 restaurants, which include both fast food restaurants (e.g., Jack in the Box, McDonalds, Church's Chicken) and slow food or sit-down restaurants.ⁱⁱ



Community-Identified Barriers to Healthy Food

According to survey respondents, access to affordable, quality food from stores within the neighborhood is the biggest challenge to improving family diets. Over 50% reported that healthy food is expensive.

Distance to supermarkets is also a concern. Fifteen percent of survey respondents have to travel over 10 blocks to shop for groceries and 15% cited a lack of public transit to destinations where healthy food could be purchased. Research supports that distance to a supermarket affects healthy food consumption (Leadership for Healthy Communities, 2012). Workshop participants primarily depend on cars for transportation to the supermarket (63%).

Seventy-seven percent of survey respondents reported doing all or some of their grocery shopping at supermarkets. Only four percent reported doing all or some of their grocery shopping at ethnic markets or fruterias. Only seven percent of respondents reported doing some of their grocery shopping at small venues, such as street vendors or fruit and vegetable stores.

Key Issues about Healthy Food in Uptown

- The district has three supermarkets and one corner grocery store, but only two of those WIC vendors. Twenty-two percent of residents live within a 5-minute walk of these retailers.
- There is one community-based healthy food option, a community garden located at Central Avenue and Indian School Road.
- Affordability limits some residents' access to healthy food.
- Most Uptown residents report using a car to get to the supermarket.

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Access to Recreation

Along with a healthy diet, physical activity is critical in order to maintain a healthy lifestyle and improve the overall health of residents. Public parks, recreation facilities and safe streets provide a place for us to play, exercise, walk and bike. When looking at a population with limited resources and predisposition for chronic disease, access to recreation is key for considering investments aimed at creating healthier communities.

Parks play an important role in promoting health. People who live closer to a park exercise more (Babey, Brown, & Hastert, 2005; Cohen, McKenzie, & al, 2007). This is true in Uptown. According to the community survey, nearly 20% of residents reported that the lack of parks—or parks with the appropriate amenities—was their primary reason for not exercising. However, 17% of survey respondents do currently use a park to exercise.

Assessing the District: Street and Park Audits

To better understand and document the health assets and challenges of the Uptown district, residents conducted an assessment of selected streets and parks.

Residents performed 12 audits encompassing two parks and four streets. Streets selected for audit had a high number of injuries or fatalities according to data from the Arizona Department of Health Services, or were frequently used by residents.

Data collected through resident auditors has limitations. The data is often based on personal perceptions, which differ from person to person. However, these audits are helpful in gaining insight into residents' viewpoints and an overall snapshot of the area at that time.

The audit instruments themselves were developed using a variety of sources (The WABSA Project, 2003; Health by Design, n.d.; Brownson, Brennan Ramirez, Hoehner, & Cook, 2003).

Full audit results are in the appendix.

Parks provide a place to be physically active, which can help decrease obesity and related chronic conditions. Residents who do not have access to parks often go without exercise. This is particularly true for low-income families who may be unable to afford other exercise options, such as a gym membership (The Trust for Public Lands, 2006).

Safety is a critical consideration in the usage of parks (Babey, Brown, & Hastert, 2005). Parents who believe their neighborhood is unsafe are less likely to encourage their children to walk to schools and parks or to play outdoors (Miles, 2008). This reserve extends to communities that have a higher degree of “physical disorder” or blight, such as litter, graffiti and lack of residential maintenance. Not surprisingly, parents will keep children indoors rather than risk their personal safety.

	Land Used for Parks	Park Acres per Person
Uptown District	5.97%	0.00829
City of Phoenix	1.35%	0.00315

Table 3. Amount of parkland acreage per Uptown resident.

Uptown residents have more than double the parkland acres per person than City residents as a whole.

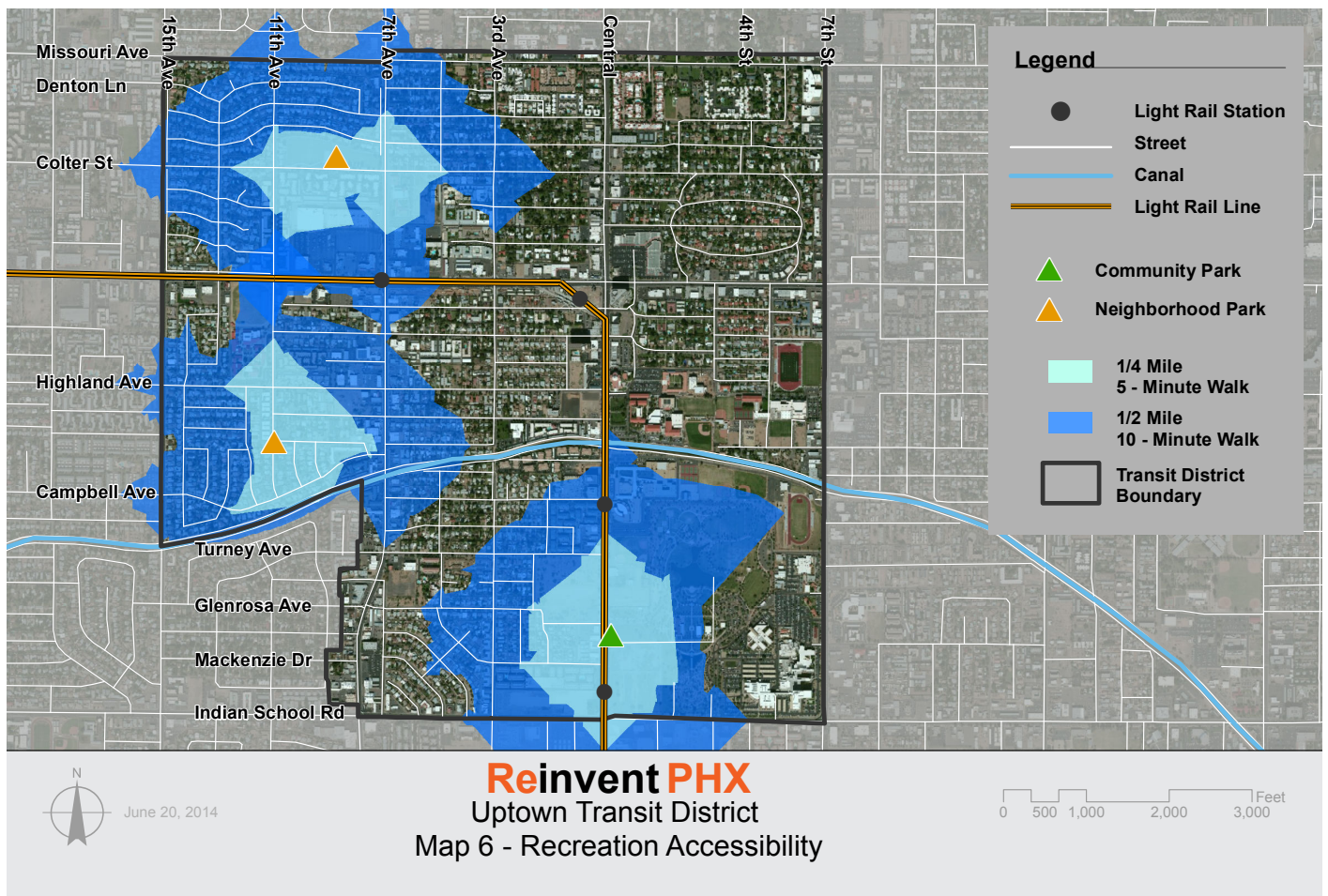
This reluctance to visit parks, in the face of a perceived safety threat, extends to adults as well. Individuals who perceive a park to be safe are between six and seven times more likely to be frequent users of that park. Adults are up to 13 times more likely to use a park specifically for exercise (Wood, et al., 2012). Without adults modeling regular exercise, children are unlikely to develop lifelong healthy habits (Surgeon General, 2012). Going outside to bike or walk to the neighborhood park becomes an unfamiliar routine for children and adults without a safe setting in which to do so.

The Uptown district has three parks operated by the City Parks and Recreation Department. (See Map 6 for recreation accessibility. See Tables 3 and 4 for information on the Uptown parks operated by the Parks and Recreation Department.)

Park	Acres	Percent of Residents within a 5-Minute Walk
Tawa Park	0.2	8%
Colter Park	7.27	11%
Indian School	75	12%

Table 4. Snapshot of Uptown parks.





Tawa Park

Tawa is a 0.2 acre mini-park located on 11th Avenue between Highland and Campbell Avenues. It has a small, somewhat dilapidated playground. According to workshop participants, the limited park equipment is in disrepair and people dump trash there. Tawa Park is currently slated for renovation.

Colter Park

Located in the northwest corner of the district at 7th Avenue and Colter Street, Colter Park is a 7.27 acre neighborhood park featuring a soccer field, a ramada and a playground.

At the community workshops, participants communicated that they felt unsafe at Colter Park because of the lack of fences and the presence of people engaging in inappropriate behavior (such as evidence of gang activity and graffiti). In addition, the park lacks amenities that residents would use such as a skate park, pool, splash pad or additional ramadas.

Park Audit

Two separate park audits were performed for Colter Park, each completed by a district resident. Both auditors felt the park was easy to find. One commented: "It's located in a pretty diverse area with a mix of housing types and businesses within walking distance."

The auditors found the drinking fountains, benches, picnic tables and ramadas to be in reasonable condition and close enough to activity areas. People were observed using the benches, picnic tables and ramada. One auditor summed up: "All of the equipment and seating looked fairly new and well maintained."

The swings, slides and climbing bars were also in good condition, with the sandbox in slightly poorer shape. One auditor described the sandbox: "There was trash in the sand such as plastic water bottles, wrappers and cigarette butts. There was also no little wall to keep the sand in, so it would get on the sidewalk."

The soccer and football fields, as well as the basketball court were in good condition, though shade and lighting were lacking. Upwards of 20 people were using the fields and court.

Overall, both auditors agreed that only 25% of the park would be shaded with the sun overhead. However, 25-75% of the park could be lit at night.

Both auditors agreed that they felt safe in Colter Park and suggested that the only barrier to their use of the park was its distance from their homes.

Steele Indian School Park

The Uptown district includes the site of the historic Phoenix Indian School (Central Avenue and Indian School Road). Founded in 1891 as a boarding school for American Indians, it was the only school for Native Americans in Arizona not located on reservation land and remained in operation until 1990, when it was closed by an order from the federal government.

The city of Phoenix designated 74 acres of Phoenix Indian School to create Steele Indian School Park. Coinciding with the park's opening in 2001, the central three acres with the remaining historic buildings was named to the National Register of Historic Places (Lindauer, 1998).

Steele Indian School Park is the largest community park in Phoenix. In addition to the historic buildings and 1922 war memorial, the park hosts a variety of features including a lake, an outdoor amphitheater and a neighborhood park with basketball courts, ramadas, restrooms, sand volleyball, a dog park and a playground.

Workshop participants rated the park and its amenities and events as significant assets. Among the most frequently cited were the volleyball court, playground and fireworks on the 4th of July. Participants also appreciated the lake for fishing and outdoor movies. While shade in the park was an issue overall, the walking path on the east side, adjacent to the Arizona State Veteran Home (3rd Street and Indian School Road), was described as a pleasant, shady, tree-lined area.

Residents at the workshops also found some opportunities to improve the park. At the top of the list was a full water park with a pool and splash pad, followed by a skate park and additional bike trails. Participants were also interested in a community center, a community garden, a farmers' market and more community events.

Finally, residents did consider aspects of the park to be liabilities. Some felt it was not inviting from the street, awkward to access and with few trees and shrubs. Because it is a large park and removed from the street, safety, especially at night, was a concern for some residents. Residents suggested additional lighting. Some felt that large community events, such as the 4th of July celebration, created too much traffic and noise. Participants also cited a lack of communication and advertisement about park events.

Park Audit

Four separate park audits were performed for Steele Indian School Park, each completed by a district resident. Sidewalks in good condition surround the park and are accessible for mobility devices. The bus and light rail are clearly visible from the park. There are parking lots, as well as bike lanes and racks. The park's name, hours and rules are clearly posted. However, fences and walls make it difficult to enter the park.



Restrooms, drinking fountains, benches, picnic tables, ramadas and grills were in good condition. Auditors reported that trashcans were well-maintained and that recycling was available. One auditor remarked: “The park had numerous amenities. There were quite a few sitting, picnic areas, a dog park and a nice playground.” Auditors were also pleased with the condition of the lake.

The park’s swings, slides, climbing bars, rock wall and sandbox were all in good condition and in use during at least one auditor’s visit. One auditor reported: “The playground was well-maintained and there was ample shade trees around the equipment. There were also nice, shaded picnic tables where parents could watch their kids.” Another auditor agreed, saying: “Remarkably clean and new... Shaded ramada area right next to playground equipment... Feels safe.”

The park’s fields, courts (basketball and volleyball) and walking/running track were also in good condition and in use, though lacking in shade. All auditors agreed that 25-75% of the park would be shaded with the sun overhead. Upwards of 75% of the park could be lit at night.

Two auditors expressed concern with homeless people drinking in the park. A splash pad and vending machines were mentioned as possible additions to the park’s amenities.

However, the auditors all reported that they would recommend the park to friends and family, and that only distance from their homes prevented them from using the park more often. All four agreed that they felt safe in Steele Indian School Park: “The park was very clean and well-maintained, there were no visible concerns or hazards.” A second auditor considered the park, “one of the nicer, safer parks in all of Phoenix. During the day, very safe feeling.”

Key Issues about Recreation in Uptown

- When compared to all Phoenix residents, Uptown residents have more than double the number of park acres per person. More than 30% of Uptown residents can walk to a park within 5-minutes; 84% live within a 10-minute walk.
- Uptown has two public parks where residents conducted park audits: Colter Park and Steele Indian School Park.
- According to auditors, Steele Indian School Park is among the safest, best maintained parks in the city. However, street access was limited.
- Residents generally viewed parks as assets to their community, while identifying potential changes in order to better meet the needs of the community.

“Surrounding streets are very busy. If you know where the park is, it is accessible, but it may be hard to find if not. Surrounding businesses seem vibrant, but could work on developing vacant land.”

Uptown resident about Steele Indian Park.

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Safe Streets and Public Spaces

Development patterns of Phoenix are typical of many newer American cities: low-density and car-dependent. Urban design and transportation systems have focused on accommodating the automobile, not pedestrians or cyclists. Through strategic infrastructure investments, urban design and planning can encourage walking, bicycling and use of public transportation.

While there are many ways to be physically active, few are as inexpensive and easy as walking. For many, a significant barrier to bicycling is the initial cost of the bicycle, as well as lack of safe places to ride. The most obvious health outcome of increased walking and bicycling is better health. The Surgeon General recommends at least 30 minutes of walking five times a week as a means of reducing obesity and other chronic health conditions (2012).

In addition to walking or bicycling for health-related reasons, these activities can be used for transportation. One study found that children who walked to and from school daily got on average 24 minutes more exercise per day than those who walked occasionally or rode in a car (Active Living Research, 2009).

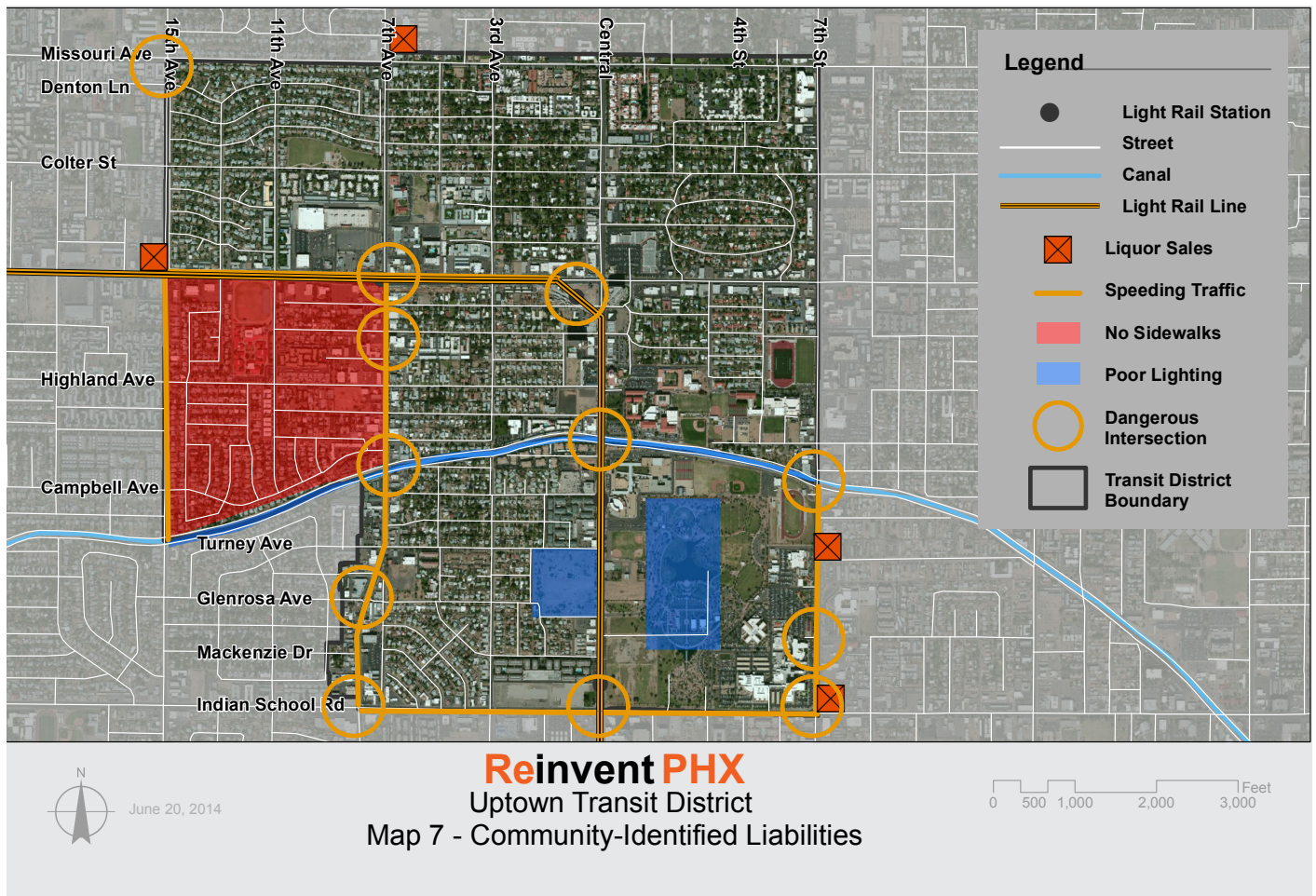
Those who use public transportation tend to walk to and from their stop, which, in turn, increases their likelihood of meeting the minimum daily recommendation of physical exercise (PolicyLink and Prevention Institute, n.d.). Those who live in more compact neighborhoods walk, bicycle and use public transportation more frequently than those in more spread-out neighborhoods.

Those who live in compact neighborhoods also have lower rates of obesity (Ewing, Schmid, Killingsworth, A., & Raudenbush, 2003).

Public transportation reduces traffic collisions and the injuries, disabilities and deaths that accompany more serious crashes. It also reduces air, water and noise pollution, and reduces the emotional and financial stress often associated with car ownership (Victoria Transport Policy Institute, 2010).

To better understand the walking and bicycling environment and use of public transportation in Uptown, we look at the street infrastructure through four lenses:

1. Issues raised during three community workshops. Some of these issues are tied to particular locations within the district, while others are more general in nature. (See Map 7.)
2. An epidemiological analysis of pedestrian and cyclist injuries. (See Map 8.)
3. Observations of the walking and bicycling environment.
4. An analysis of the temperature at the street level in various locations. During the excessively hot summer months, heat is a barrier to walking, bicycling and public transit use and poses a health hazard.



Community-Identified Street Concerns

Uptown residents walk and bike as a means of transportation within the district to access bus and light rail stops, parks, jobs and for basic errands. While walking and biking are routine activities for residents, aspects of the current built and social environment limit walking and biking altogether.

Workshop participants identified a number of issues that affect feeling safe and comfortable walking, biking or taking public transportation in their neighborhood. (See Map 7 Community-Identified Liabilities.)

Land Use

Certain land uses and commercial activities can be disruptive or socially uncomfortable for those who want to walk, bike or take transit. Liquor stores, vacant lots and abandoned buildings are types of land uses that affect how residents interact with health assets and how they go about their daily lives.

In Uptown, workshop participants cited liquor stores and bars, especially in proximity to schools as undesirable. They were also concerned for the safety of students at light rail stations near schools, including Osborn Middle School (11th Avenue and Highland Avenue) and Central High School (Central Avenue and Campbell Avenue.) At such stations, the high volume of students accessing the train and complicates the pedestrian environment.

Vacant lots and abandoned buildings were also seen as significant problems, creating a sense of danger that inhibits walkers. The community is eager to transform these vacant lots and ill-maintained buildings to meet essential needs and deter current uses. Vacant lots along Central Avenue, Indian School Road, Highland Avenue and Pierson Street were singled out, as were buildings along Camelback Road and Campbell Avenue.

Personal Safety

Participants identified areas where homeless people congregated as problems. Light rail stations, the large Fry's Food Store parking lot (7th Avenue and Camelback

Road) and the area around the addiction treatment clinic (651 W. Coolidge Street) were cited as areas of particular concern.

and lack of street signs—15th Avenue, 7th Avenue, Central Avenue, Camelback Road and Indian School Road. (See orange line on Map 7.)

Reckless Drivers

Residents identified five streets as particularly dangerous because of current traffic patterns, driving behaviors

Community-Identified Health Liabilities

Workshop participants identified the following as liabilities for the health of the community (See Map X).

Liability	Description	Health Determinant Affected by Asset
Pedestrian Infrastructure	Attendees consistently listed non-ADA compliant sidewalks and sharing sidewalks with bicyclists as safety liabilities. Additionally, sidewalk proximity to major arterial traffic, insufficient length of walk signals and poor pedestrian traffic interface (e.g., cars not stopping at signals, pedestrians crossing in the middle of blocks) made walking seem unsafe.	Physical Environment; Social Environment
Lighting	Areas reported as poorly lit include: 7th Avenue, Indian School Road, West Pierson and Hazelwood Streets, West Highland and Glenrosa Avenues. In particular, participants felt that residential neighborhoods were too dark for people to feel comfortable walking in the evening.	Physical Environment; Social Environment
Shade	Residents cited a lack of shade throughout the district as a deterrent to walking. Bus stops, light rail stations and Indian School Road were priority areas.	Physical Environment; Social Environment
Vacant Lots and Buildings	Vacant lots and buildings throughout the district make residents feel unsafe. Vacant properties in the following areas were of particular concern to residents: Central Avenue, Indian School and Camelback Roads, West Campbell and Highland Avenues and West Pierson Street. Residents reported the expansive parking lot at Fry's Food Store (7 th Avenue and Camelback Road) as attracting crime and homeless people.	Physical Environment; Social Environment





	Bicycle	Pedestrian	Violence	Total
No Injury	4	3	0	7
Possible Injury	9	15	0	24
Minor Injury	12	21	0	33
Serious Injury	2	7	0	9
Fatal Injury	1	2	2	5
Trauma	8	45	36	89
Total	36	93	38	167

Table 5. Total number of pedestrian and cyclist injuries

More than 75% of injuries in Uptown were treated in Level I Trauma Centers. Source: Arizona Department of Transportation's Safety Data Mart; Arizona State Trauma Registry.

Street Safety Hazards

The lack of lighting is a serious concern and was repeatedly mentioned during the community workshops. Dark streets, intersections, canals and parks make it dangerous to walk or bicycle at night or take the bus early in the morning. Many residents reported completing all outdoor activities before dark in order to avoid the dark streets and parks. Site-specific safety hazards include:

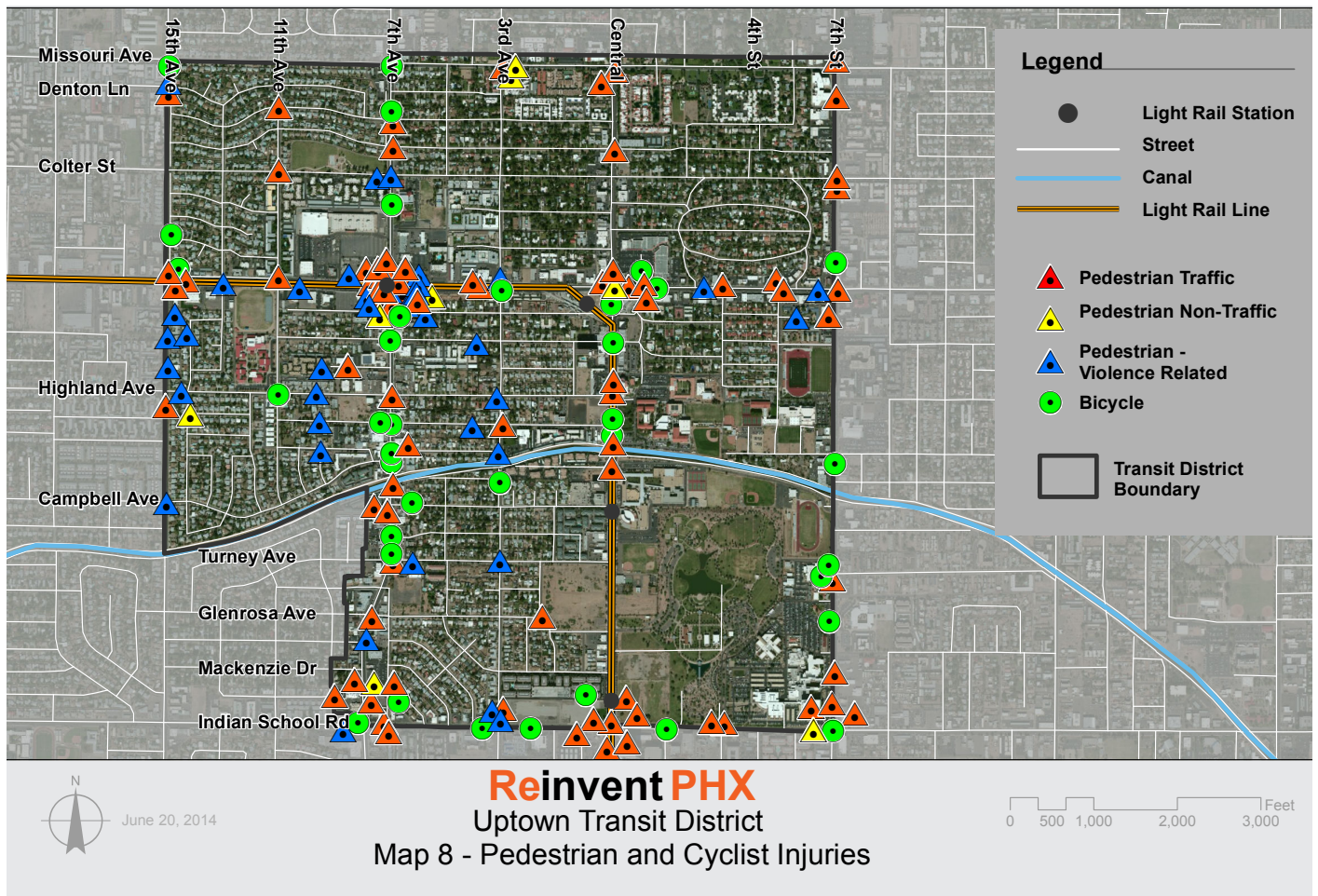
1. Grand Canal was described as dark and unfriendly at night, with cracked or unpaved paths.
2. Workshop participants identified the auto sales lot at 7th Avenue and Pierson Street as a contributor to speeding in the area.
3. There is very heavy morning and afternoon traffic around the schools (Brophy College Preparatory, Xavier College Preparatory, St. Francis Xavier Elementary School and Central High School) east of Central Avenue.

Injury Analysisⁱⁱⁱ

Analyzing pedestrian and bicyclist injuries provides another way to examine walking and biking conditions in the district. The type of injuries analyzed fall into three broad categories: 1) bicyclist injuries; 2) pedestrian injuries, which may be caused by a collisions with a motor vehicle or falling or striking an object, such as a utility pole; and 3) violence-related injuries. A full report analyzing district injuries and containing the comprehensive epidemiological analysis and findings can be found in the appendix.

From 2008-2010, a cyclist or pedestrian was injured in 167 cases while traveling in the district. (See Map 8 for locations. Table 5 provides an overview of the injuries sustained.)

More than 55% of the injuries were substantial enough to warrant treatment at a Level I Trauma Center, which would include those with potentially life threatening injuries based on vital signs, level of consciousness, type of injury, or other considerations.



Over the three-year period, five people died in Uptown—two pedestrian traffic collisions, one bicyclist and two pedestrians from violence. Three of the five fatalities were at major intersections of Camelback Road, with one pedestrian traffic and one violence at 15th Avenue and the other pedestrian traffic at 7th Avenue. The remaining pedestrian violence occurred at 7th Street and Indian School Road, and the bicyclist was at 7th Street and Devonshire Avenue. Though one violence related victim was suspected of drinking, none of the five had positive blood alcohol tests.

One common thread was time of day. Sixty-five percent of incidents occurred between 3 p.m. and midnight, most of which were pedestrian traffic injuries. There was another pedestrian injury spike during morning rush hour (6 a.m. - 9 a.m.)

Alcohol is a frequent contributor to injury events. Of those tested, about 58% had a blood alcohol level above the legal limit. More than 65% of the individuals with violence related injuries had a blood alcohol level above the legal limit.

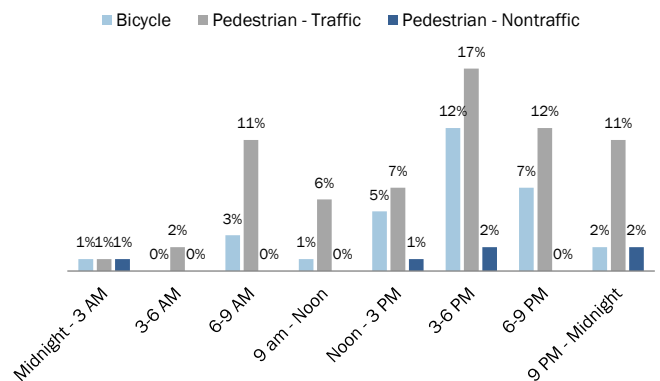
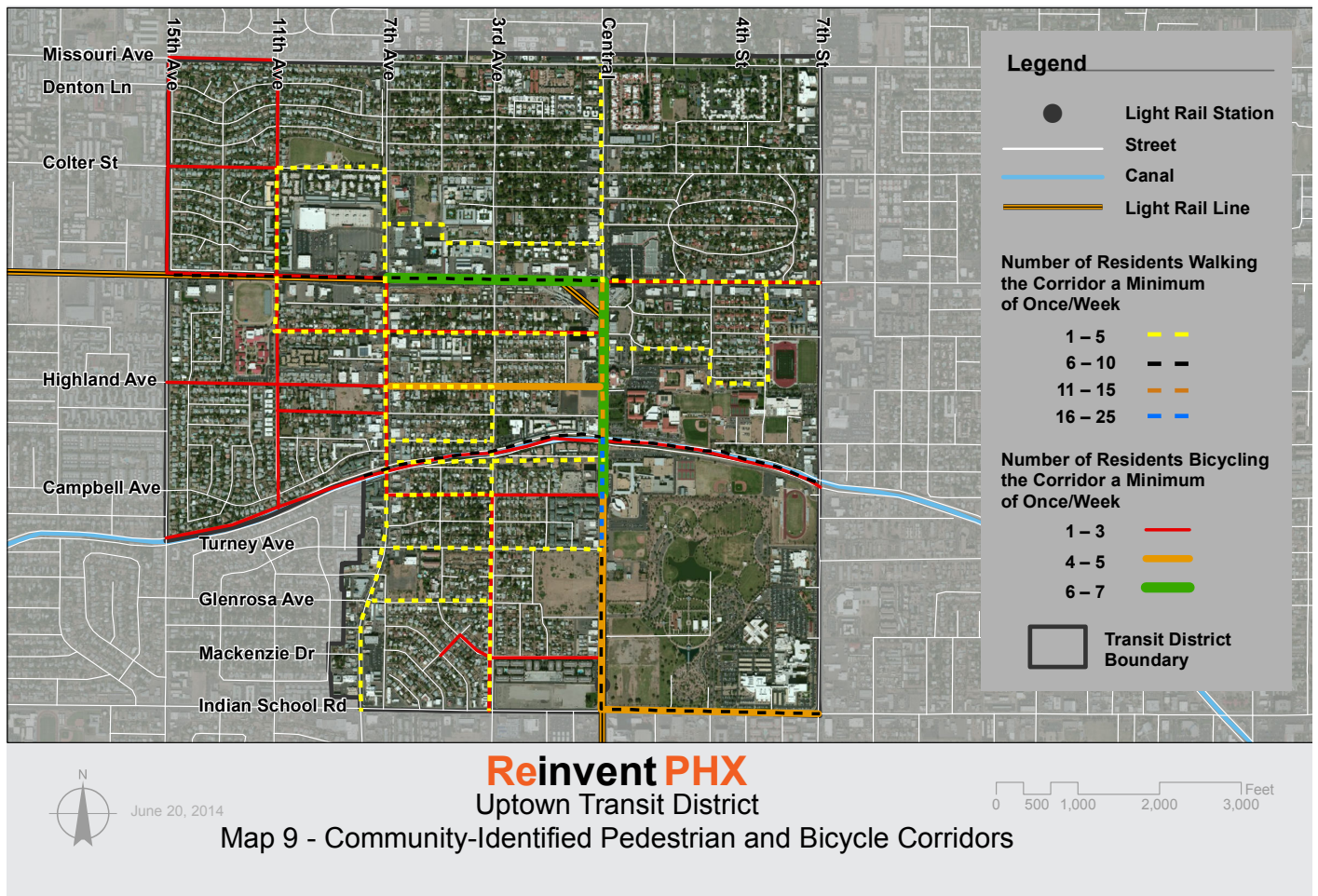


Figure 5. Times of injuries for pedestrians and bicyclists in Uptown

Almost half of all violence related injuries occurred during the afternoon. Source: Arizona Department of Transportation's Safety Data Mart; Arizona State Trauma Registry



More than 75% of bicyclists and 65% of pedestrians received violations. The most common violations were “not using the crosswalk” and “disregarding traffic signals.” Fifty percent of the collisions did not result in violations issued to a bicyclist or pedestrian. Because of data limitations, we cannot connect vehicular violations to these collisions.

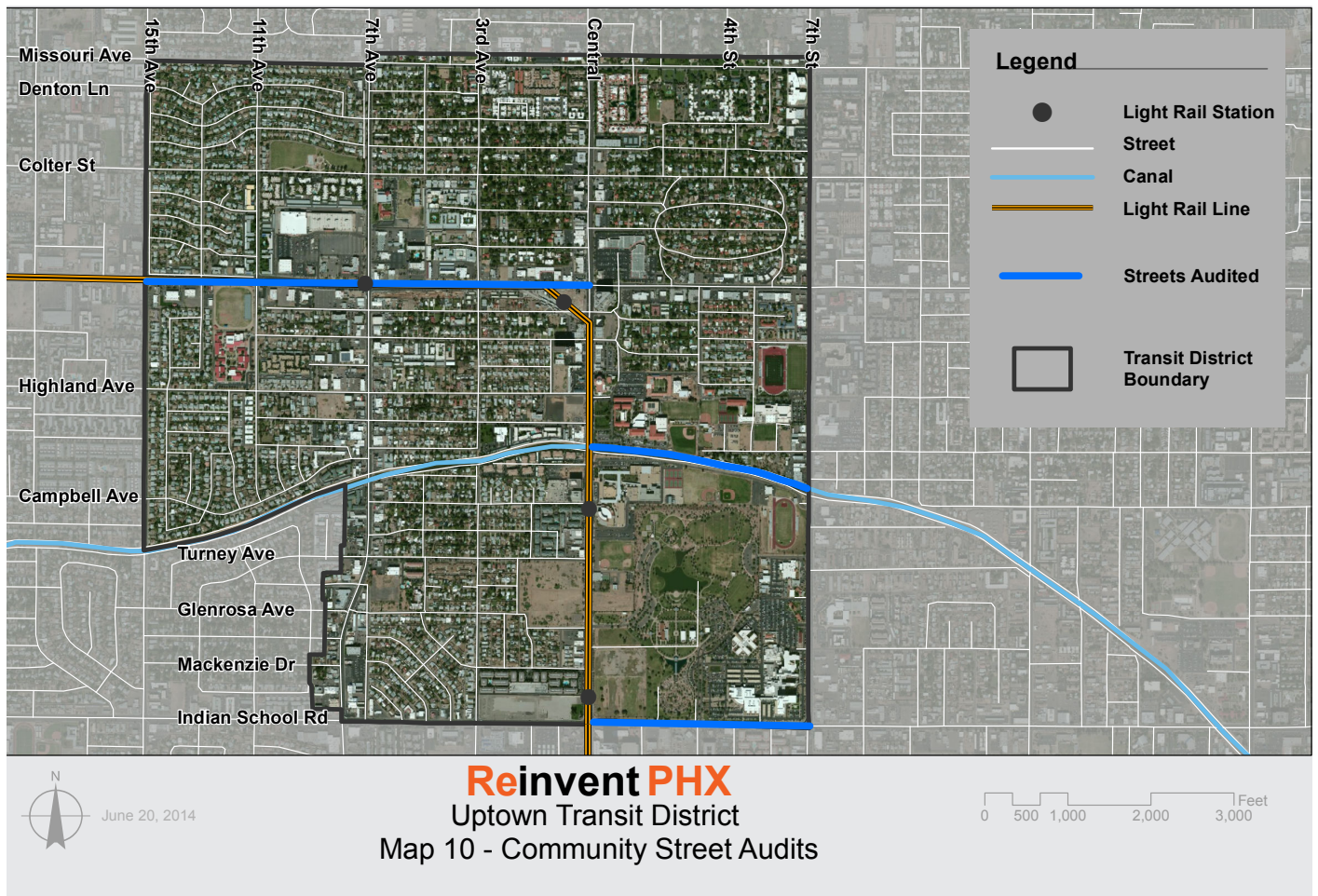
Based upon these walking patterns, three street segments were identified for residents to conduct street audits. (See Map 10.) For each segment, two residents volunteered to conduct audits.

Street Audits and Epidemiological Observations

Street Audits

Forty-seven workshop participants identified walking routes that are used during their regular routines. (See Map 9.) Streets identified with a green designation represent the most frequently traveled street segments, with orange and red streets representing lesser use. Grand Canal, Central Avenue, Camelback Road and Indian School Road were the most popular street segments for walking in the district.





Epidemiological Observations

Using injury data, two north-south streets and two east-west streets were selected for epidemiological field observation. The purpose of these observations was to identify factors that could contribute to injuries and collisions.

Identifying the “hot spots” or locations with numerous incidents is an important part of identifying specific locations for street safety improvements. Map 8 (Injuries and Fatalities) illustrates the locations of bicycle, pedestrian and violence-related collisions and injuries. “Hot spots” identified through data analysis and mapping included several areas of high risk.

The district’s hot spots are primarily located along 7th Avenue, which is responsible for 33% of all injuries in the district. The intersection with Camelback Road has 21 injuries in the data set, the most of any intersection in the district. Those injuries are mostly split between pedestrian traffic and violence injuries, with no bicyclists injured. The intersection of 7th Avenue with Indian School Road has an additional seven injuries and the rest of 7th Avenue in the district has 28 injuries, which are split between bicyclists and pedestrian traffic, save five pedestrians injured through violence.

The following section provides summary information gathered from these audits and the field observations. For more information about the results of these audits and the field observations, see the appendix.



Camelback Road, from 15th Avenue to 7th Street

Camelback Road is one of the most important streets in this district, as it carries a significant amount of bicycle and vehicular traffic, as well as the light rail from 15th to Central Avenues.

Nearly 60% of district injuries on Camelback Road happen between 15th Avenue and 7th Avenue. The 15th Avenue intersection is near a charter school that contributes motor vehicle and pedestrian traffic to the street. The buffer between the sidewalk and the road is narrow, as is the sidewalk, which cannot comfortably host two people walking side-by-side. Bicyclists were observed on the sidewalk, presumably due to the lack of bike lanes.

The intersection of Camelback Road and 7th Avenue is by far the most dangerous intersection in the district, accounting for 40% of pedestrian traffic and 60% of violence related injuries. Heavy foot traffic crosses 7th Avenue to catch one of six bus routes or the light rail. Observers witnessed pedestrians disregarding crosswalks and traffic signals, although some signals appeared too fast for safe crossing.

Many vehicles entered and exited Uptown Plaza (Central Avenue and Camelback Road) while observers noted a stroller and woman with a walker struggling to negotiate the nearby sidewalk on the north side of Camelback Road. The sidewalk is narrow, uneven and used by bicyclists.

East of Central Avenue, Camelback Road has no light rail, less foot traffic and fewer injuries. Pedestrians often crossed mid-block, sometimes waiting in the turn lane for traffic to clear.

	Camelback Road Street Audit Findings	Camelback Road Epidemiological Findings
Condition of bus and light rail stops?	NA	Light rail station lacks pedestrian access to nearby amenities
Types of reckless driving behaviors observed:	<p>Not stopping for pedestrians</p> <p>Speeding</p> <p>Running through yellow and red lights</p>	<p>Not stopping for pedestrians</p> <p>Speeding</p> <p>Speeding for yellow lights</p> <p>Right turns on red without stopping</p>
Sidewalks on both sides of street?	Yes	NA
Condition of sidewalks:	<p>Most of the sidewalk in good condition</p> <p>There is no buffer between the sidewalk and the street</p> <p>Sidewalks are wide enough for two side-by-side adults</p> <p>Less than 25% of the north sidewalk is shaded, but more than 75% of the south sidewalk is shaded</p>	<p>Buffer between sidewalk and street is narrow</p> <p>Sidewalks are narrow</p> <p>Sidewalks are trafficked by bicycles</p> <p>Sidewalks are uneven and difficult for mobility devices and walkers</p> <p>Uptown Plaza's entrance sign limits pedestrian and driver visibility</p>
Observations about the neighborhood:	<p>Some graffiti, vandalism and litter</p> <p>Heavy traffic</p> <p>Excessive noise</p> <p>Lack of eyes on the street</p> <p>Some evidence of threatening persons or behaviors</p> <p>Some undesirable odors</p> <p>About half the trash cans were overflowing</p>	<p>Heavy traffic</p> <p>Many midblock pedestrian crossings</p> <p>15th Avenue intersection has high pedestrian and vehicle traffic</p> <p>7th Avenue intersection has high pedestrian and vehicle traffic for connecting to buses and light rail</p> <p>High pedestrian and vehicle traffic from a nearby businesses</p>
Number of people seen:	Some people walking and bicyclists on the sidewalk and in the street	<p>Many pedestrians</p> <p>Bicyclists riding on the sidewalk</p>
Do you feel safe on this street?	Yes	NA



Indian School Road, from 7th Avenue to 7th Street

Indian School Road is the border between Midtown and Uptown. The intersection of Central Avenue and Indian School Road was also discussed in the Midtown report.

There were 32 injuries along Indian School Road in Uptown: seven bicycling, 19 pedestrian traffic, three pedestrian non-traffic and three violence related injuries to pedestrians. The 7th Avenue intersection the most dangerous with seven injuries.

Central Avenue and Indian School Road is a hub for both bus and light rail commuters. Crosswalks are

well marked, with flashing timers at all four corners giving pedestrians at least 45 seconds to cross. During observations, connecting bus and light rail passengers raced across the street midblock, sometimes waiting in the middle of the road. Drivers were speeding, running yellow lights and not slowing for right turns on red. In addition, motorists were observed turning left on red.

There is no shade and no buffers on Indian School Road. Residents felt that heavy traffic made for excessive noise and an unpleasant walking experience. “North side sidewalk was impeccable” commented one auditor, but the south side had many cracks and broken sections difficult for bicyclists, strollers and mobility devices.

	Indian School Road Street Audit Findings	Indian School Road Epidemiological Findings
Condition of bus and light rail stops?	Most in good condition	NA
Would you feel safe waiting for a bus or train?	Yes	NA
Types of reckless driving behaviors observed:	<p>A few drivers failed to stop for pedestrians</p> <p>Speeding</p> <p>Speeding for yellow lights</p> <p>Left turn on red</p> <p>Running red lights</p>	<p>Not stopping for pedestrians</p> <p>Speeding</p> <p>Speeding for yellow lights</p> <p>Right turns on red without stopping</p> <p>Left turn on red</p>
Sidewalks on both sides of street?	Yes	Yes
Condition of sidewalks:	<p>Most of the sidewalk in good condition</p> <p>No buffer between sidewalk and street, except for ½ a block on the north side</p> <p>Telephone and utility poles sometimes block the sidewalk</p> <p>Large cracks, bumps and holes in some areas</p> <p>Comfortable for two adults to walk side-by-side</p> <p>Less than 25% of the sidewalk is shaded</p>	<p>No buffers</p> <p>Cracks and broken sections difficult for strollers and mobility devices</p> <p>No shade</p>
Observations about the neighborhood:	<p>Some poor lighting</p> <p>A little graffiti</p> <p>Heavy traffic</p> <p>Some excessive noise</p> <p>Some lack of eyes on the street</p>	<p>Heavy traffic</p> <p>Excessive noise</p>
Number of people seen:	About 10 people walking; one bicyclist on sidewalk	<p>Many pedestrians</p> <p>Bicyclists riding on sidewalk</p>
Do you feel safe on this street?	Yes	NA



Central Avenue, from Camelback Road to Indian School Road

Central Avenue is in good condition, although additional “eyes on the street” would improve walkability in some areas. Sidewalks are relatively wide, but crossing is difficult because of the light rail tracks and the distances between crossings.

The light rail stop across from Central High School is highly trafficked, especially at the beginning and end of the school day. Students wait to cross Central Avenue between the school and the station, and some cross against the light. Because of the high teenage ridership, public safety at this station is especially important.

The Grand Canal is just north of Central High School, with Brophy College Preparatory, Xavier College Preparatory and St. Francis Xavier Elementary School to the north of the canal. Many students and significant vehicular traffic enter and exit these schools. Bicyclists are often riding on sidewalks, as there are no bike paths.

Central Avenue Epidemiological Findings

Condition of bus and light rail stops?	Good
Reckless behaviors?	Midblock crossings Crossing against the light
Sidewalks on both sides of street?	Yes
Condition of sidewalks:	Good Relatively wide Bicyclists often on sidewalks
Observations about the neighborhood:	Some areas lack eyes on the street High pedestrian and vehicle traffic from schools and Grand Canal
Number of people seen:	Many people use this area, particularly at the beginning and end of the school day



Grand Canal, from Central Avenue to 7th Street

The Grand Canal traverses roughly 1.5 miles through Uptown. Today the Salt River Project operates the Grand Canal and pedestrians and bicyclists utilize its banks for recreation (SRP, n.d.).

Workshop participants perceived the canal as dark and unfriendly, especially at night. Also, they mentioned cracks in the path and unpaved portions as negative aspects. For the canal to succeed as a community amenity, residents suggested several upgrades: better lighting and shade; inclusion of seating, water fountains and directories; additional programming; and the installation of police boxes. Participants also supported adding a bridge on the east side of Central Avenue similar to the one at 3rd Avenue. Nearly half (46%) of the Uptown residents live within a 5-minute walk of an entrance to the Grand Canal; 94% live within a 10-minute walk.

Grand Canal Audit Findings	
Condition of Canal?	Clean
Condition of Canal trail:	Dirt on both sides Walkway is in good condition Three to four adults can walk side-by-side on the path 25–75% of the path would be shaded with the sun overhead Less than 25% of the canal could be lit at night
Observations about the neighborhood:	Some poor lighting Some evidence of threatening persons or behaviors
Number of people seen:	Some walking and biking
Do you feel safe on this street?	Would feel safer with more lights



Public Transportation

Thirty percent of survey respondents reported using the light rail system, with only half as many using buses. Given that less than ##% of Uptown residents live within a 5-minute walk of a light rail station, this is not surprising. Among those who use public transportation, 23% use it to go grocery shopping.

Forty-nine percent of survey respondents reported using a car as their only form of transportation, whether their own or dependent on a neighbor or friend for a ride. Only 15% reported using bicycles as their main mode of transportation, but an encouraging 43% walked as their primary form of transportation.

Survey respondents shared concerns about public transportation in Uptown:

- Too hot;
- Inconvenient location of transportation stops;
- Inconvenient schedules;
- Length of transit time;
- Cost; and
- Lack of security and shade in and around stops.

Dealing with the Heat

Every year the urban areas in Phoenix experience extreme heat conditions. Ambient temperature can be as high as 120 ° F with a relative humidity of less than 20%. The excess of hardscape exacerbates the urban heat

island effect, where the nighttime temperature can stay above 90 ° F (Balling & Brazel, 1987; Klinenberg, 2002). High ambient temperatures are not conducive to overall health, particularly for vulnerable populations such as children and the elderly. The Centers for Disease Control and Prevention (2005) categorizes extreme heat as a public health issue.

Extreme heat decreases the quality of life and reduces productivity and efficiency (Fanger, 1970). Forty-five percent of Uptown residents reported summer heat as a limiting factor in walking or exercising outdoors. Unfortunately, heat-related reduction in quality of life plagues low-income families in particular, since they are unable to afford to live in neighborhoods with more trees and less pavement.

As a result of a particularly deadly heat wave in 2004, the city of Phoenix, the Maricopa Association of Governments and the faith-based and nonprofit communities developed the Heat Relief Network to reduce heat-related deaths (Successful Communities Online Toolkit, n.d.). This effort educates the public regarding the dangers of heat-related illnesses and provides hydration, refuge and wellness checks for susceptible populations—homeless, elderly and people with disabilities.

Tree canopies create a more comfortable outdoor environment. Neighborhoods with greater shade can experience upwards of 10 degrees lower outdoor ambient temperatures due to higher levels of evapotranspiration that result from greater vegetation concentrations.

To better understand thermal comfort in Uptown, a temperature analysis was performed on December 20, 2013, in two locations. Data loggers were installed at Indian School Road and 3rd Street as well as the Campbell Avenue light rail station on Central Avenue.

These sites correspond with areas of higher pedestrian traffic, as communicated by workshop participants. (See appendix for the full analysis.)

Both data logger stations recorded data with no identified errors and temperatures recorded at both locations revealed little difference. Both stations sat on concrete surfaces exposed to direct and indirect solar radiation for nine hours. The data logger station located at the light rail station also was exposed to rail traffic and moving people. (See Figure 7 for details of temperatures over the course of one day.)

Overall temperatures were very stable on both streets. Temperatures fluctuated from a low of 52 °F at 9:30 am on the south side of Indian School Road and 3rd Street to a high of 79 °F at 3:15 pm on North Central Avenue at the light rail station. Also at 3:15 pm, loggers recorded a high for Indian School Road of 69 °F on the north side. The largest temperature differences might be attributed to recordings made when the light rail was making a stop. Average temperature for the four locations was 56–58 °F. No significant or extreme temperatures were recorded in any location.

Temperatures in Uptown are relatively predictable. The lack of dispersed vegetation, high asphalt and concrete density, and lack of tree canopy and water contribute to high temperatures. Even minimal vegetation, such as grass, though unshaded, can lower temperatures by 10 °F. Temperatures on the same street can vary by as much as 25 °F depending on vegetation, traffic and heat-absorbing properties of surface materials. Clearly, vegetation can play an important role in making the environment cooler for residents.

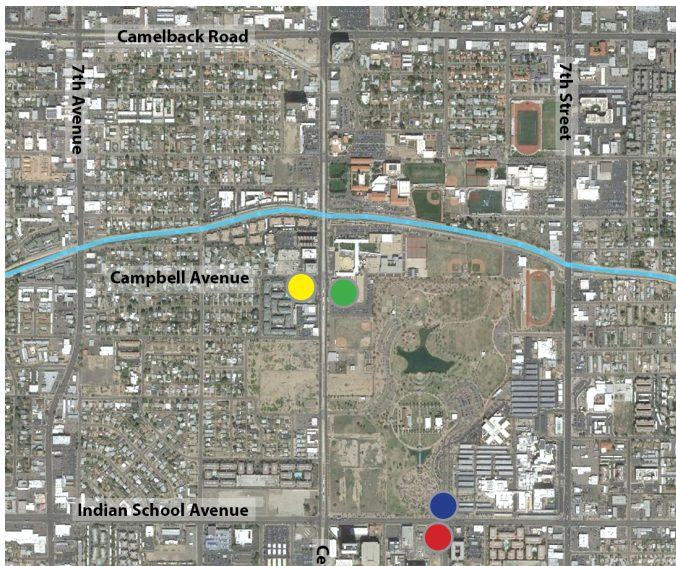


Figure 6. Locations of temperature analysis stations.

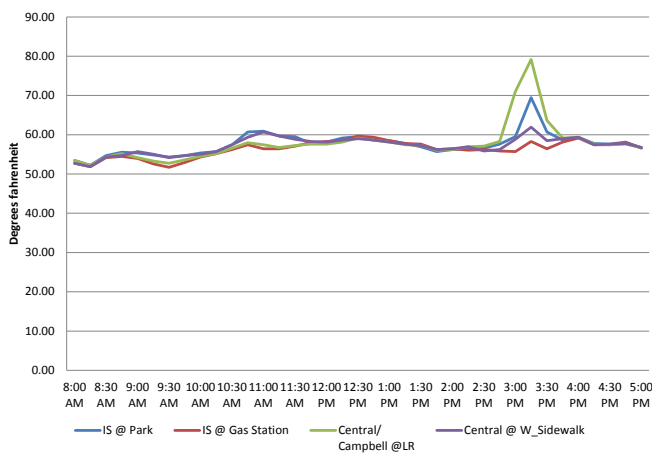


Figure 7. Temperatures variations over a day on several streets in the Uptown district.



Health Strategy Report

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Healthy Food Strategies

Goal: All Uptown residents have access to healthy food.

Measure/Target Indicator	Baseline	Target
Percent of residents who live within a 5-minute walk of a healthy food outlet	22%**	90%
Percent of residents within a 15-minute transit ride of a full-service supermarket	TBD	TBD

**To be determined.*

***This figure increases to 32% when the community garden at Central Avenue and Indian School Road is included.*

Although most of the Uptown district has adequate access to healthy food retailers, the district’s southeast corner borders a low supermarket access area as defined by The Reinvestment Fund. This area does not have a supermarket or a corner grocery store. Only one community-based food resource was identified—a large community garden located at Central Avenue and Indian School Road.

The district has two WIC vendors—both supermarkets. Nine percent of district residents live within a 5-minute walk of these retailers. An additional supermarket and corner grocery store are located in Uptown, but they do not accept WIC.

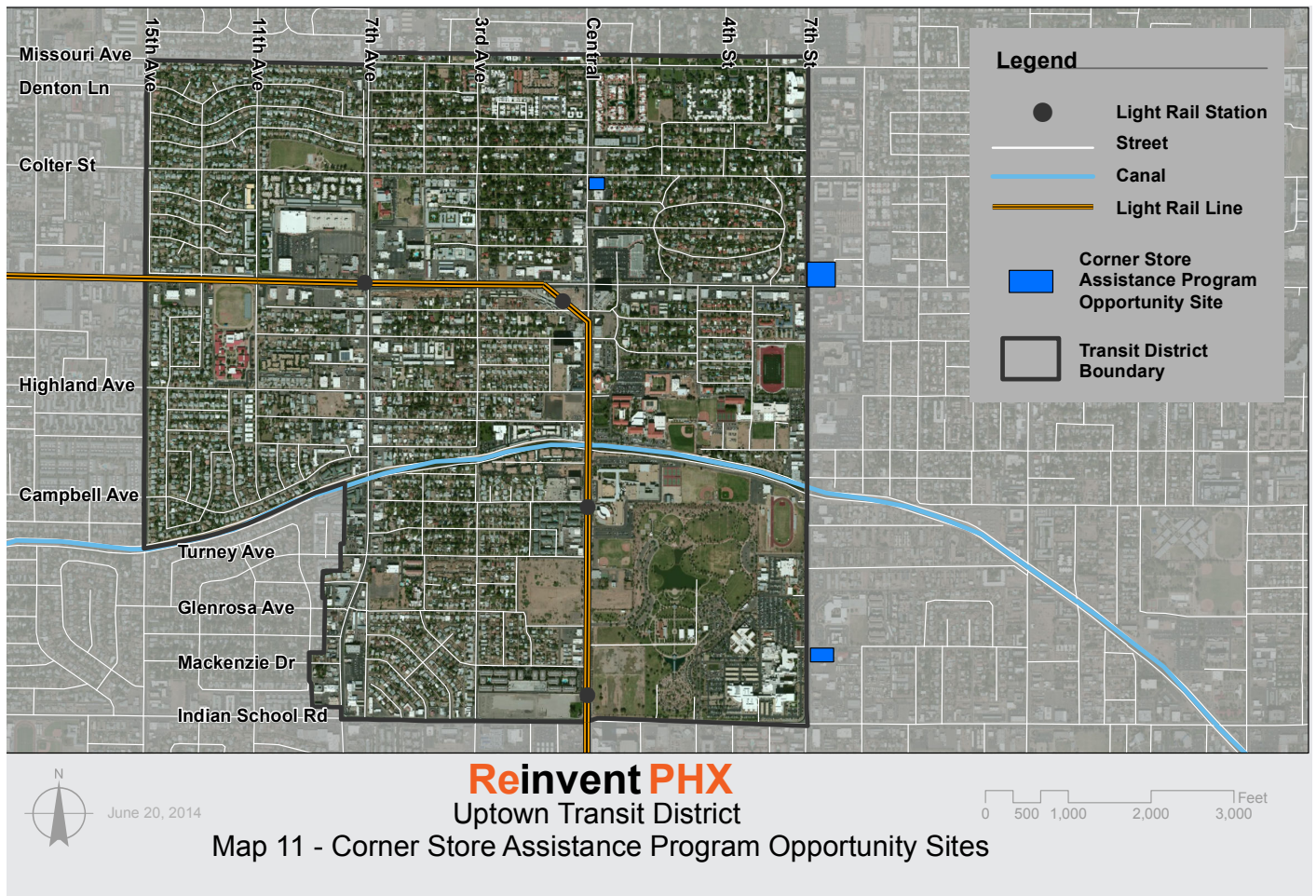
Strategy One: Strengthen the existing retail food environment

Uptown has existing retail outlets that could be modified to meet district resident needs. By expanding healthy retail options or WIC coverage of existing retailers, those who live within a 5-minute walk of a healthy food retailer can increase from 9% to 22%.

Corner Stores and Convenience Stores

Uptown has several convenience stores—including Walgreens (7th Street and Camelback Road) and DJ’s Convenience Store (7th Street and Devonshire)—that have a limited amount of healthy food available.

Small modifications, such as increasing the selection of nutritious food, in these existing stores can positively impact the overall health of a neighborhood by making healthy food products more available. Some of these retailers may be unaware of the value of stocking healthy



food options. Others may need to purchase additional equipment, expand their store footprint or obtain additional training on handling fresh produce.

Other communities have launched financing and marketing programs to promote the conversion of convenience stores into corner stores that provide a wider array of healthy offerings. Low-interest loans, technical assistance on handling produce, community organizing to identify preferred produce offerings, food tastings, cooking demonstrations and additional signage are examples of incentives. Baldwin Park, CA, Louisville, KY, and Seattle are among the cities that have launched successful programs to increase healthy offerings at corner stores.^{iv} The CDC supports this strategy in reducing obesity (Kettel Khan, et al., 2009).

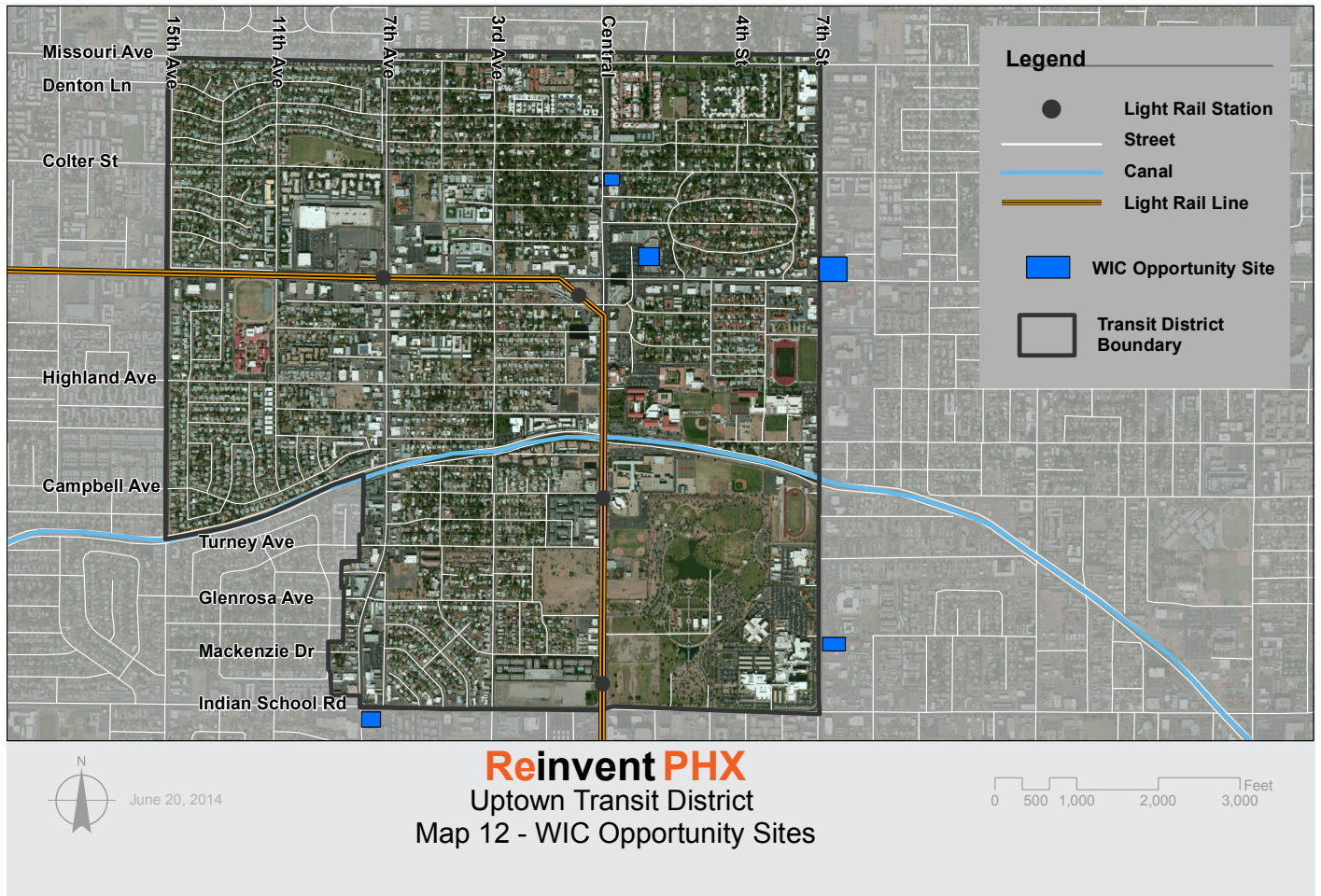
The Walgreens corporate arm has committed to adding additional space for fresh food in at least 1,000 of its stores nationwide (Walgreens, 2011). Efforts should be made to include the Uptown Walgreens in this targeted group.

Map 11 depicts the current Uptown stores that should be targeted for this type of program.

WIC Vendors

WIC is an impactful food assistance program that should be used to strengthen the existing retail food environment in Uptown. WIC provides assistance to low-income pregnant or breastfeeding women or families with young children to purchase healthy food, such as milk, fresh fruits and vegetables. Stores that currently accept WIC should be supported to expand healthy food options through programs like the one described previously, and existing healthy food retailers should be encouraged to join this program and other federal food assistance programs.

Currently, three stores in Uptown accept WIC. To increase healthy options for all residents, other food retailers should be recruited to participate in the WIC program. Two such opportunities include the Fresh & Easy Neighborhood Market (7th Avenue and Indian School Road) and AJ's Fine Foods Store (Central Avenue and Camelback Road).



Tools to Implement Strategy One

A brief description of each tool appears at the end of the *Healthy Food Strategies* section.

- Community Reinvestment Act
- Healthy Food Financing Initiative
- New Markets Tax Credit Program
- Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

Map 12 depicts the current Uptown stores that should be recruited to participate in the WIC program.

Recommended Policies

1. Develop a Corner Store Assistance Program to encourage existing convenience stores to seek funding for offering healthier options. As a condition of this program, require participating corner stores to accept WIC and other food assistance programs like the federal Supplemental Nutrition Assistance Program (SNAP).
2. Partner with entities that receive New Markets Tax Credits to fund equipment upgrades for existing food retailers. Encourage these entities to target existing Uptown retailers. Require participating corner stores to accept WIC and other food assistance programs like SNAP.
3. Partner with the Arizona Department of Health Services to improve the selection of healthy food offered at the existing WIC vendors in Uptown.

Strategy Two: Create new healthy food outlets in the Uptown district

New healthy food options can assume different forms, from community-based gardening initiatives to the development of a supermarket. Regardless of how this is accomplished, the goal is the same: to increase the quantity of affordable healthy food available within the district.

Community Gardens

In recent years, Phoenix has taken successful steps to support community gardens. In 2012, the City adopted a community garden policy that has clear requirements, including property maintenance.^v Phoenix also has excellent examples of community gardens in low-income neighborhoods that face many of the same issues as Uptown. Maryvale on the Move, a multi-year project funded by the Robert Wood Johnson Foundation, has been successful in establishing gardens in Maryvale. Tigermountain Foundation in South Phoenix has started community gardens along with job training for landscapers. Produce from Tigermountain's gardens is distributed among residents and food banks. In partnership with residents of the Grant Park neighborhood, Phoenix Revitalization Corporation developed a community garden that has been successful in providing culturally-appropriate produce for low-income residents.

Although few Uptown residents (11%) expressed an interest in participating in community gardening, there is a growing interest among the broader population. Having a dedicated place for gardening is important for many residents; 83% of survey respondents said they did not have a space for a garden at their home or growing food where they live is not permitted. There are vacant parcels available throughout the district that could potentially be used on a temporary basis for community gardens.

In addition, the owners of multi-family developments could be contacted regarding the potential to set aside an area in their property so that residents could access it for growing their own food. Having a dedicated place for gardening is important for many residents.

In addition to access to land, water can be cost prohibitive for some residents or for larger scale urban agriculture. The water meter hookup fee, monthly sewer fee and the ongoing cost of water from the city of Phoenix can limit opportunities to establish community gardens.

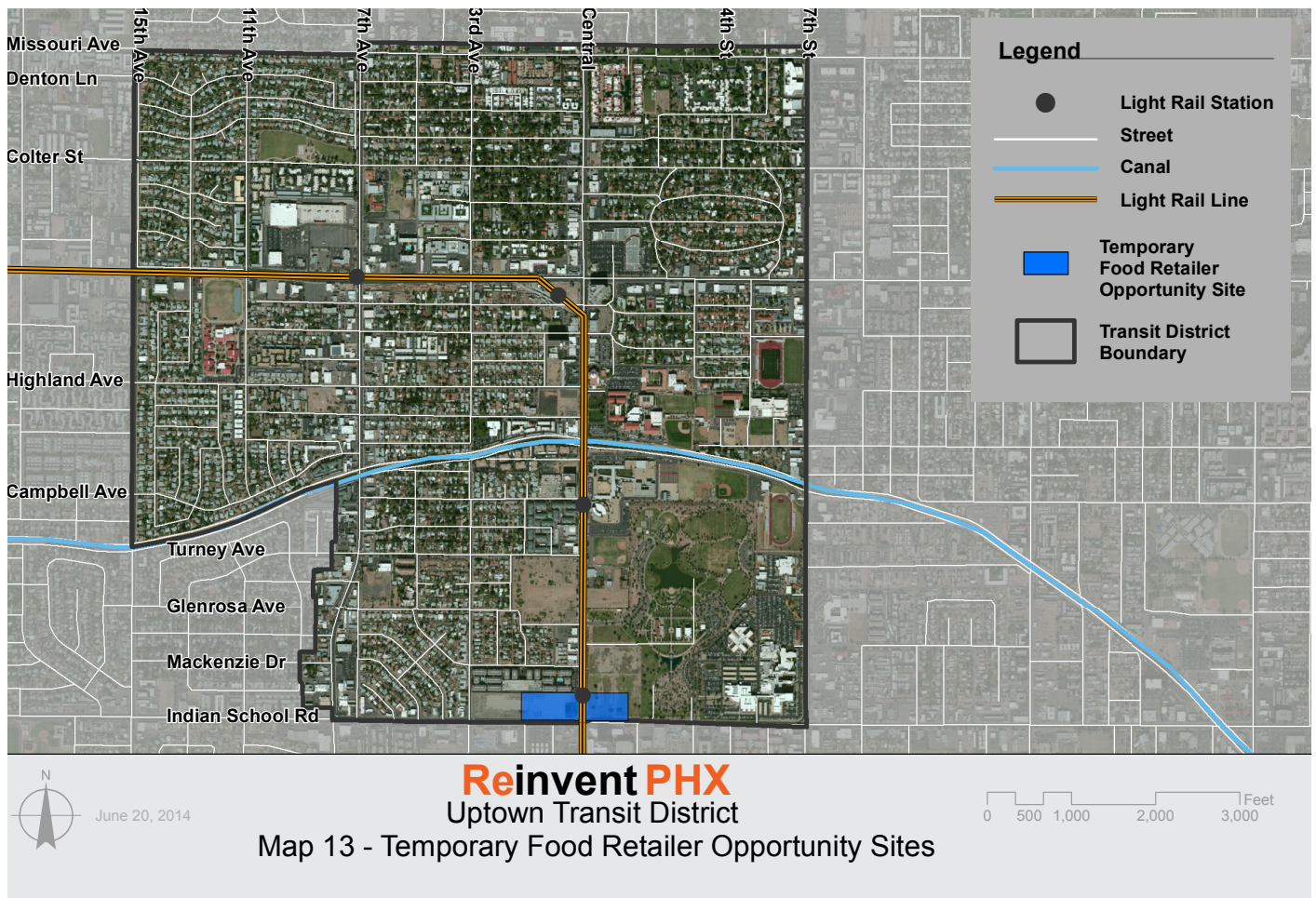
The other Phoenix examples of successful community gardening have two other commonalities that should be taken into account in Uptown. First, there is a strong lead organization that is trusted by area residents. This organization typically has a strong focus on overall health and wellness. Second, while a backbone organization manages the garden, residents provide the vision and execution. Successful community gardens are resident-driven.

Temporary Food Retailers

Temporary food retailers can take a number of different forms, such as mobile grocery stores, fresh produce stands, community supported agriculture drop-off sites and farmers' markets. By providing a space for healthy food retailers to sell within the community on a regular basis, residents could reduce or completely replace trips by car to the supermarket and decrease their dependence on unhealthy food sold at convenience stores or the fast food restaurants that are common in their community.

There are numerous opportunities throughout Uptown for temporary food retailers to locate—on the street, in parking lots or on vacant parcels—to provide unique access to residents within an area of low access to healthy food retailers, including:

- Residential Neighborhoods. There are low-density, single family neighborhoods throughout Uptown that provide the opportunities for mobile food retailers. These retailers could locate on the street (requires a street vending license) or on a vacant parcel (requires a temporary permit). They would be required to offer a range of healthy foods in exchange for the opportunity to sell directly to residents.
- Parking Lots. Temporary food retailers operating in parking lots could serve district residents as well as employees in the area.
- Vacant Sites. Although there are currently no farmers' markets in Uptown, there are potential sites where a farmers' market could be located, including:
 - Northwest corner of Central Avenue and Indian School Road. Currently vacant, development could include a farmers' market. Adjacent to a light rail station, this site could benefit residents as well as commuters.



Reinvent PHX
 Uptown Transit District
 Map 13 - Temporary Food Retailer Opportunity Sites

- Northeast corner of Central and Indian School Road. This site is leased by the city of Phoenix and a portion of the site is dedicated to community gardens. A farmers' market could be an accessory use to the community gardens allowing for quick sale of produce grown on-site.
- Underutilized Building. The old dining hall at the former Phoenix Indian School facility is one of three existing buildings on the Steele Indian School Park site that have been renovated over the past few years. The Arizona American Indian Tourism Association envisioned the dining hall building as a museum and cultural center, a place to share Indian heritage and history. Housing a permanent farmers' market at this existing building could facilitate a place for showcasing and selling Native American art and jewelry while providing an additional healthy food source for residents in this area.

Map 13 shows potential sites for temporary healthy food retailers.

Mobile Retailers and Grocery Stores

Chicago, Chattanooga, TN, and Madison, WI, have successfully supported mobile grocery stores—renovated school or city buses with shelves and display cases instead of seats.^{vi} In Washington, DC, Arcadia's Mobile Market sells locally-grown produce in a converted school bus.^{vii} Seattle's Stockbox is a temporary grocery store located in a shipping container.^{viii} These efforts have a goal of improving access to healthy food in communities with few options. They are often spearheaded by nonprofit or community-based organizations and rely on grants for ongoing financial support. In keeping with the goal of increasing access to healthy food, many of these ventures accept federal food assistance programs like WIC, and price their food at levels comparable to—or sometimes lower than—conventional supermarkets.

The Discovery Triangle Development Corporation launched a mobile grocery store—Fresh Express.^{ix} In addition to fresh produce, the Fresh Express bus provides other health and wellness resources, including health screenings. The Discovery Triangle Development Corporation includes areas of western Tempe and southeastern Phoenix.



Discussions with mobile retailers in Phoenix suggest that current zoning and permitting requirements do not pose barriers to their business. However, proactive city policies could actually encourage mobile healthy food retailers in communities with few healthy food opportunities or in areas around light rail stations. New York City's Green Carts Initiative has a goal of issuing 1,000 additional mobile vending permits for vendors that only sell fresh produce and operate in a lower-income area.^x These Green Carts have priority on the vendor permit waiting list. The Kansas City Department of Parks and Recreation provides a 50% discount on permits if half of the food meets nutritional standards.^{xi}

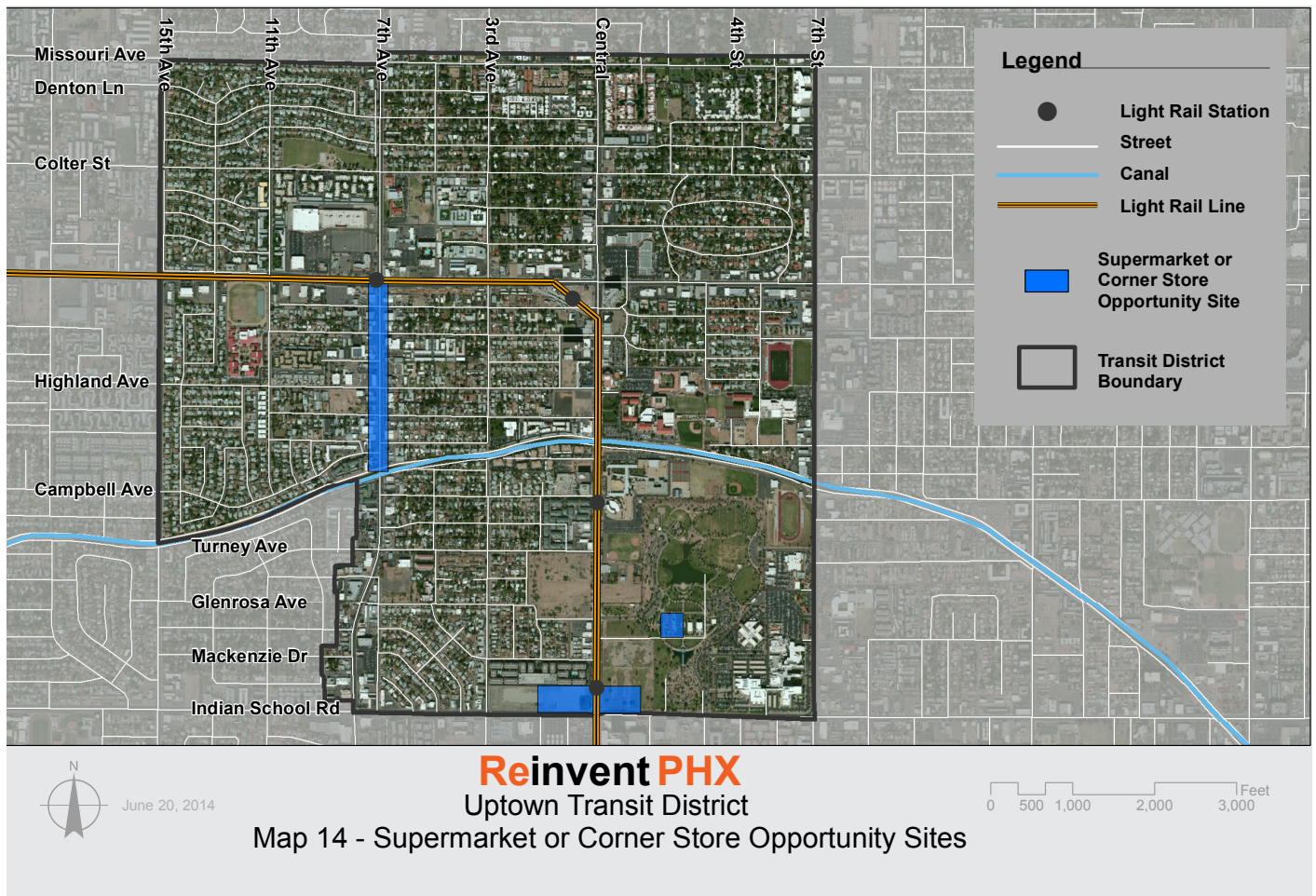
Farmers' Markets

A group of community stakeholders, including SLHI, worked with the city of Phoenix Planning and Development Department and developed a reasonable and clear zoning policy for farmers' markets. This policy has been incorporated by City staff into the Phoenix *Zoning Information Guide*.

To ensure that farmers' markets are affordable to families with lower incomes, the U.S. Department of Agriculture sponsored a grant program that subsidized the purchase of equipment necessary to accept WIC and other food assistance programs like SNAP.^{xii} This equipment is often expensive, resulting in few vendors at farmers' markets accepting this type of payment. The Arizona Department of Health Services received funding under this federal grant. While it is unclear if this program will continue, it provides a model that could be adopted in communities with little access to healthy food.

Supermarkets and Corner Stores

Limited access to healthy food outlets, coupled with easy access to convenience stores and fast food restaurants, is associated with high rates of obesity and other diet-related chronic diseases. The Reinvestment Fund, a national leader in community development finance and understanding issues around access to healthy food retailers, estimates that district residents collectively spent about \$25.2 million at supermarkets in 2011



(The Reinvestment Fund, 2011). Because of the limited options in Uptown, most of this was spent outside the district.

Ultimately, residents want an additional supermarket with reasonable prices that carry an array of items that can meet nearly all of their dietary needs and located within a 5- or 10-minute walk of their home. (See Map 14 for recommended sites for future supermarkets or corner stores.) Residents realize this is a long-term vision that may take years to accomplish.

The following sites are identified as opportunities for future development of a supermarket or corner store:

- Central Avenue and Indian School Road. The northwest corner of this intersection is vacant, zoned commercial and has significant potential for a major development project including service retail, offices and residential dwelling units. A supermarket has been identified as a potential component of future development. There is a light rail stop located adjacent to this site.

- 7th Avenue, between the Grand Canal and Camelback Road. This area is underserved in terms of access to healthy food. Residents of the neighborhoods in the area expressed the need for a corner grocery store. There are several vacant buildings and underutilized properties along 7th Avenue that could be reused for this purpose.

Bringing healthy retail food options to communities like Uptown can be a means for economic and community development. For example, organizations like UpLift Solutions view supermarkets as a community asset and hub. Through workforce training programs located on-site, supermarkets can provide needed jobs for residents within their community, up to 200 full- and part-time positions (PolicyLink, n.d.). Supermarkets also can have in-store amenities, like free community meeting rooms, health clinics, affordable financial services (such as checking accounts), and healthy eating and financial literacy classes. All of these services and amenities would be welcome in Uptown.

However, the development process in urbanized and underserved areas can be complicated, especially financing. Developers often cite lower incomes of area residents and higher development and operating costs as factors that make these projects complex. Several states have special programs to attract and launch supermarkets in communities like Uptown. These programs are often funded through state or philanthropic funding or a mix of sources. For in-fill development, many communities rely on tax incentives to attract a supermarket, most notably tax increment financing, a tool that is not available in Arizona. Any supermarket attracted to communities like Uptown will need to use a blend of private and public funds from a variety of sources and incentives provided by the state or community.

Pennsylvania's Fresh Food Financing Initiative has helped develop supermarkets and other fresh food outlets in 78 underserved urban and rural areas, creating or retaining 4,860 jobs while increasing access to healthy food for nearly 500,000 residents (PolicyLink & The Food Trust, 2010). This Initiative was initially funded with \$30 million of state funding, but was able to attract an additional \$120 million in low-interest financing from private sources. The California FreshWorks fund is a public-private partnership loan fund that raised \$264 million to invest in bringing supermarkets and other forms of healthy food retailers to underserved communities, of which approximately \$45 million is from private investors including Dignity Health.^{xiii} The CDC (n.d.) highlights various financing policies that have been initiated to strengthen financing options for healthy food retailers.

Cities can also provide incentives to attract supermarkets to a particular area. These incentives can take many forms, including: flexibility with zoning and development regulations; waiving fees, such as permit and impact; discounted city-owned land; site preparation assistance; property tax abatement; and investment in transportation infrastructure, such as street or sidewalk improvements.^{xiv}

Recommended Policies

1. Develop the necessary partnerships to promote community gardening in Uptown, including partners to provide gardening technical assistance, tools and necessary land.
2. In collaboration with partners and PHX Renews, develop a streamlined process to identify and use city-owned land for community gardens or urban agriculture.

3. Encourage urban agriculture by considering incentives such as a special water rate category, removal of sewer fees and reduced water meter hookup fees for urban agriculture water users.
4. Encourage urban agriculture by considering incentives such as a special water rate category, removal of sewer fees and reduced water meter hookup fees for urban agriculture water users.
5. Establish a program to allow the use of designated areas in city parks for community gardens.
6. Develop incentives to encourage temporary healthy food retailers in Uptown. Prioritize the use of vacant lots for this purpose. Reduce fees and application waiting time to target these areas. Partner with the existing Renew PHX initiative.
7. As farmers' markets open in Uptown, work with Arizona Department of Health Services and the Maricopa County Department of Health to purchase equipment that allows these markets to accept WIC and other food assistance programs.
8. Develop public-private partnerships using the tools listed for this strategy to attract a new supermarket in the Uptown district. As a condition of the partnership, require the new supermarket to accept WIC and other food assistance programs including SNAP.

Tools to Implement Strategy Two

A brief description of each tool appears at the end of the *Healthy Food Strategies* section.

- Community Development Block Grant
- Community Food Projects Competitive Grants Program
- Community Reinvestment Act
- Farmers Market Promotion Program
- Healthy Food Financing Initiative
- New Markets Tax Credit Program

Tools for Implementation of Food Strategies

Community Food Projects Competitive Grants Program

Community Food Projects are designed to increase food security by bringing the whole food system together to assess strengths, establish linkages and create systems that improve the self-reliance of community members over their food needs. Projects funded by this grant include expanding access to healthy and local foods in a low-income, high-unemployment area by employing teens to develop community gardens and market their produce; establishing a county-wide operation of community kitchens for micro-enterprise development with low-income participation and leadership; and improving access to healthy foods through a variety of methods, including supermarket development, promoting local produce, a community kitchen and educational programs.

Community Reinvestment Act

The federal Community Reinvestment Act (CRA) encourages banks to invest in lower income communities. The Act requires financial institutions, like banks and credit unions, to provide loans in communities where they have branches. Before CRA, many banks would provide checking and saving services, but not loans, in lower income communities or communities of color. CRA requires financial institutions to proactively assess community needs and develop financial products for communities where it has branches. Partly due to CRA requirements, banks are now more active in providing financing for the development or expansion of businesses in low-income communities, often with favorable rates.

Farmers Market Promotion Program

The Farmers Market Promotions Program offers grants to help improve and expand domestic farmers' markets, roadside stands, community-supported agriculture programs, agritourism activities and other direct

producer-to-consumer market opportunities. Agricultural cooperatives, producer networks, producer associations, local governments, nonprofit organizations, public benefit corporations, economic development corporations, regional farmers' market authorities and tribal governments are among those eligible to apply.

Healthy Food Financing Initiative

The Healthy Food Financing Initiative can help finance new or improve existing stores that sell healthy food. The Initiative is a set of federal programs that support projects to increase access to healthy, affordable food in communities that currently lack these options. Federal grants, loans and tax credits provide incentives to expand the availability of nutritious food, including developing and equipping small retailers and corner stores.

New Markets Tax Credit

The New Markets Tax Credit program can assist certain community development organizations in developing community assets like healthy food retailers in lower income communities. It is a federal program that focuses on attracting business and real estate investment into lower income neighborhoods and communities. In exchange for a federal tax credit, individuals or corporations make an investment in a community-based organization that has a primary mission of serving the community and has accountability to area residents. As of 2012, Phoenix has six community development entities.

WIC Program

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is a program administered by the Arizona Department of Health Services that provides vouchers to purchase certain healthy foods, such as milk, whole wheat bread, eggs, fresh fruits and vegetables. WIC assistance targets low-income pregnant, postpartum and breastfeeding women, infants and children up to age five. Not all food retailers accept WIC vouchers. Retailers that accept WIC must agree to carry a certain variety of healthy food.

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Recreation Strategies

Goal: All Uptown residents will have access to recreation spaces.

Measure/Target Indicator	Baseline	Target
Percent of residents who live within a 5-minute walk of a park and/or free recreation facility	31%	70%
Percent of residents who report using the local park regularly	TBD	TBD

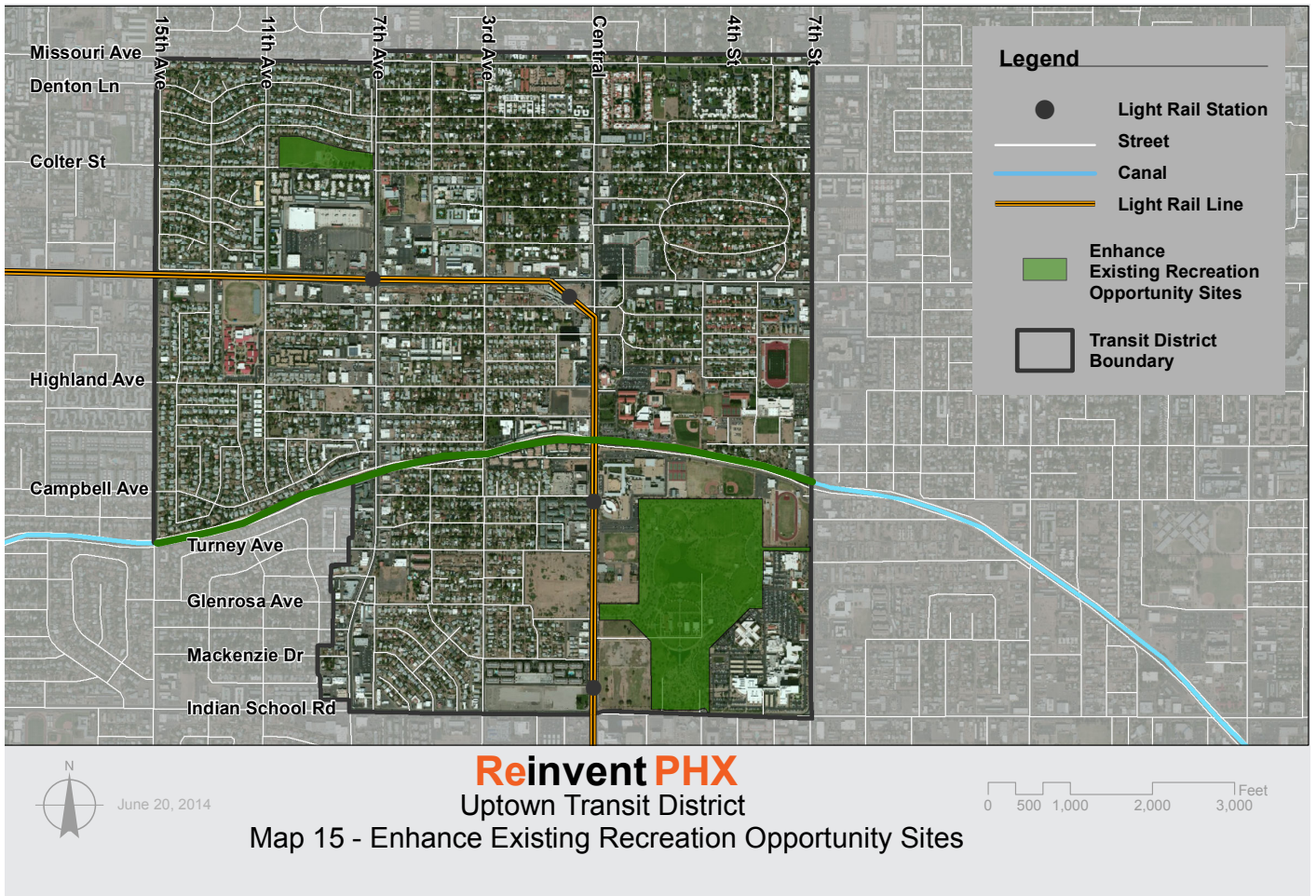
**To be determined.*

Residents conducted audits of Colter Park, classified as a neighborhood park, and Steele Indian School Park, classified as a district park. The audits found that the quality of the park equipment is generally in good condition. A third park, Tawa Park, a small neighborhood park, was not audited. In addition, residents have access to the Grand Canal which includes multi-use trails for pedestrians and bicyclists. The Grand Canal was audited as a component of the transportation network.

The public park infrastructure within the district and in the surrounding neighborhoods, provides a solid base from which to promote activity and health among residents. While the base is strong, there is a need for additional recreation facilities within the Uptown district.

Strategy One: Enhance existing recreation facilities within the Uptown district

The three parks in the Uptown district provide a variety of recreation opportunities for the residents. In general, the parks are in good condition. (See Map 15.) There are two critical issues that relate to the provision of additional infrastructure to make the parks more comfortable and safer for users. The first infrastructure improvement includes more shade, more seating and gathering places, and the provision of drinking fountains at key locations in each park. The second infrastructure improvement relates to safety for the users, including better lighting and the elimination of areas in the parks that may not be visible to other park users. There is a specific issue applicable to Steele Indian School Park regarding difficulty for pedestrians and bicyclists to access the park.



Standard Investments at All Parks

Standard investments, such as additional shade and drinking fountains, should be added to Steele Indian School and Colter Parks and, where applicable, Tawa Park. Researchers have found that the presence of amenities like drinking fountains and shade are associated with higher park usage (Rung, Mowen, Broyles, & Gustat, 2011). Investments should include:

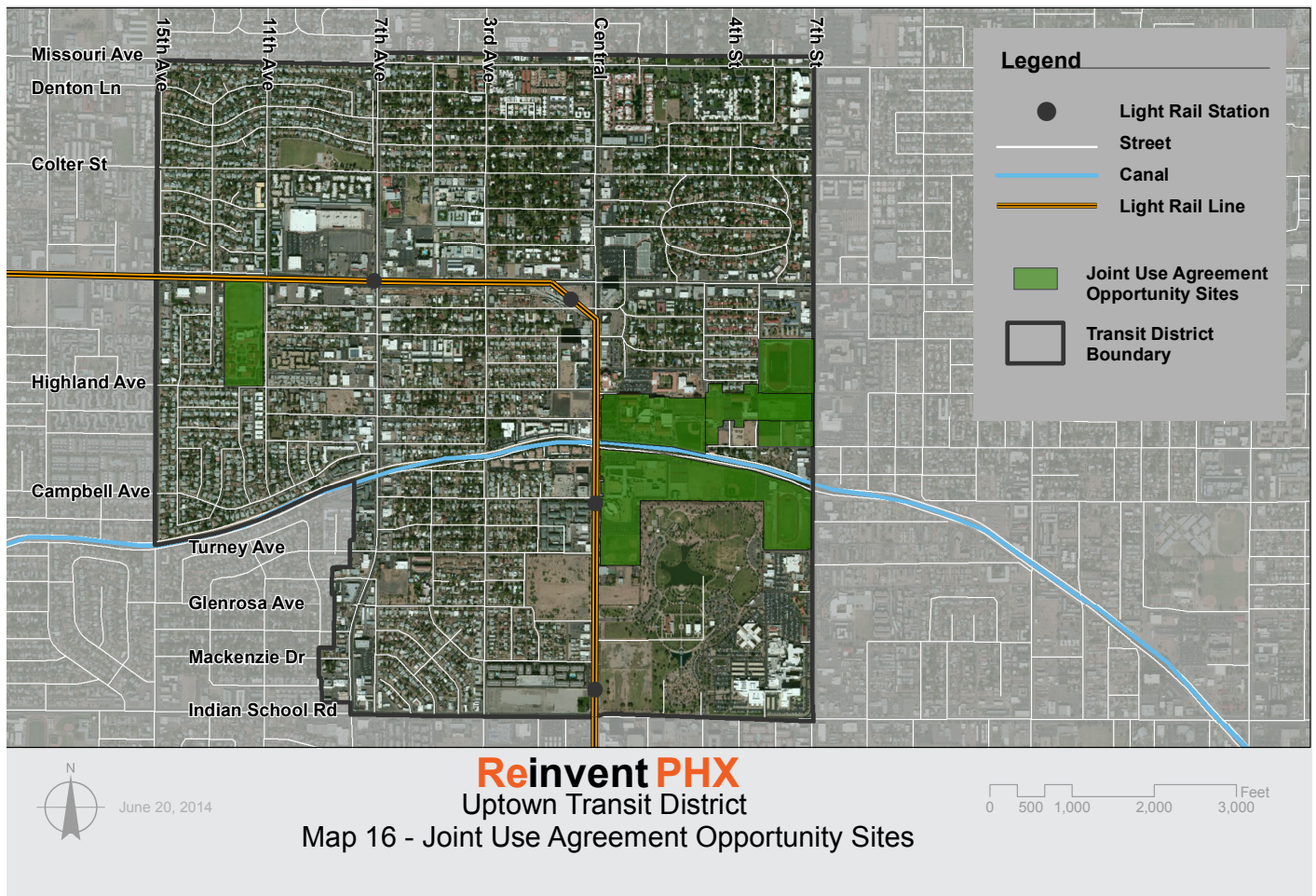
- Additional drinking fountains, with a focus on areas near physical activity equipment and areas where residents gather and socialize.
- Additional seating areas, with shade and drinking fountains, providing opportunities for residents to gather and socialize.
- Additional shade throughout the parks, focusing on shading play equipment, walkways and seating areas.

- Additional safety infrastructure such as brighter lighting, concentrating on areas near play equipment, walkways and seating areas with tables.
- Improved on-site signage at the park as well as signage at key locations to direct people to the parks. This is particularly important for Steele Indian School Park.

Tool to Implement Strategy One

A brief description of each tool appears at the end of the *Recreation Strategies* section.

- Community Development Block Grant



To increase awareness of the parks in Uptown, the city of Phoenix should outreach to the broader Uptown district. A recent study of 50 Los Angeles parks found that a small increase in a park’s marketing budget, combined with input from a local park advisory board, resulted in a slight increase (12%) in park usage (Cohen, et al., 2013). More signs and reminders in areas outside Colter Park could help attract new visitors.

Recommended Policies

1. Implement standard investments at Colter and Tawa Parks. These investments should include additional shade, drinking fountains and better lighting to increase the sense of security.
2. Engage the Reinvent PHX Steering Committee to identify additional means of marketing and resident engagement for Steele Indian School Park in order to increase usage by Uptown residents.
3. Work with the residents in adjacent neighborhoods to raise awareness of Colter and Tawa parks to encourage and increase use of those facilities for neighborhood gatherings and activities.

Strategy Two: Create additional recreation facilities and opportunities for physical activity within the Uptown district

While Uptown residents have more than twice the parkland per person as the average Phoenix resident, the Grand Canal and its connection to several schools and Steele Indian School Park provides an opportunity to create a regional recreation destination.

Convert Existing School Playgrounds into Public Parks

The school playgrounds and recreational facilities are a valuable asset that are under-utilized outside of school hours. A funding strategy, such as a joint use agreement, would provide consistent and replicable funding to keep these recreation options open after school, weekends and during the summer. Map 16 indicates potential joint use agreement sites.



Central High School, Xavier Preparatory High School and Brophy College Preparatory School are located along the Grand Canal, just north of Steele Indian School Park. These three schools, located centrally within the district, have well designed, existing recreational facilities. By establishing a joint use agreement with each of the schools, a large recreation district is created, with tennis courts, baseball and football fields, as well as running tracks. Because of the Grand Canal, these facilities are well-connected to each other and with the larger Canal pathway system. While Steele Indian School Park is not directly connected to the Grand Canal, it is adjacent to Central High School, providing a close connection.

Tools to Implement Strategy Two

A brief description of each tool appears at the end of the *Recreation Strategies* section.

- Joint Use Agreement



Osborn Middle School is another option to expand recreation opportunities in Uptown.

Joint use agreements have been used successfully in Tucson between the Tucson Unified School District and the Parks and Recreation Department. This agreement allows 12 school playgrounds and recreation facilities to remain open after school and during the summers.^{xv} During the school year, the school district is responsible for maintenance costs, while the City assumes these responsibilities during the summer months. The average cost to the City is \$4,000 per school.

Recommended Policy

1. Identify opportunities to provide recreational facilities in conjunction with existing institutions such as the Osborn Middle School, Central High School, Xavier College Preparatory High School and Brophy College Preparatory School.

Strategy Three: Improve and enhance the physical environment to encourage residents to walk or bicycle in the Uptown district

Recreation and street infrastructure are closely linked on several fronts. With well-designed streets, residents would walk or bike to recreation facilities or a neighborhood park. The street itself can be a platform for recreation or active transportation by foot or bike. Moreover, walking and biking on neighborhood streets are simple and inexpensive ways to stay physically active.

Much like the successful Safe Routes to School concept, Safe Routes to Recreation would increase safety infrastructure along key pedestrian and cyclist routes to recreation facilities. The addition or maintenance of sidewalks, bike lanes, crosswalks, drinking fountains, shade and lighting along these key routes would encourage walking and biking to these destinations.

Recommended Policies

1. Ensure that the Safe Routes to Recreation design elements are applied to a 10-minute walking radius around Colter, Tawa and Steele Indian School Parks.
2. Provide infrastructure improvements along the Grand Canal such as amenities for pedestrians and bicyclists and safety infrastructure such as lighting and improvements at intersections with major streets.

Tools for Implementation of Recreation Strategies

Community Development Block Grant

This program can be used to fund park amenities, playgrounds, neighborhood streetscapes, landscaping and other physical improvements in a neighborhood. Eligible applicants include neighborhood associations or other nonprofit organizations in partnership with a city of Phoenix department.

Joint Use Agreement

A joint use agreement is a formal agreement between a school and a city or county that outlines the terms and conditions for the public use of the school's facilities, such as playgrounds, gymnasiums and libraries during after-school hours, weekends and breaks. Joint use agreements address school district concerns regarding cost and liability while simultaneously addressing the need for increased access to safe recreation for community residents.

Surface Transportation Program—Transportation Alternatives

This program is a street funding opportunity that helps expand transportation choices and enhance transportation through transportation enhancement activities, including pedestrian and bicycle infrastructure and safety programs, landscaping beautification, historic preservation and environmental mitigation.

Tools to Implement Strategy Three

A brief description of each tool appears at the end of the *Recreation Strategies* section.

- Community Development Block Grant
- Surface Transportation Program

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Safe Streets and Public Places Strategies

Goal: All residents will have a sense of personal security and feel safe walking or biking in their neighborhood.

Measure/Target Indicator	Baseline	Target
Five percent annual reduction in the rate of injuries and fatalities among bicyclists ^{xvi}	%	*%
Ten percent annual reduction in the rate of injuries and fatalities among pedestrians ^{xvii}	%	*%
Percent of residents who report walking or biking as a means of transportation or recreation	TBD	TBD
Percent of residents who report feeling safe while walking or biking in their neighborhood	TBD	TBD

**To be determined.*

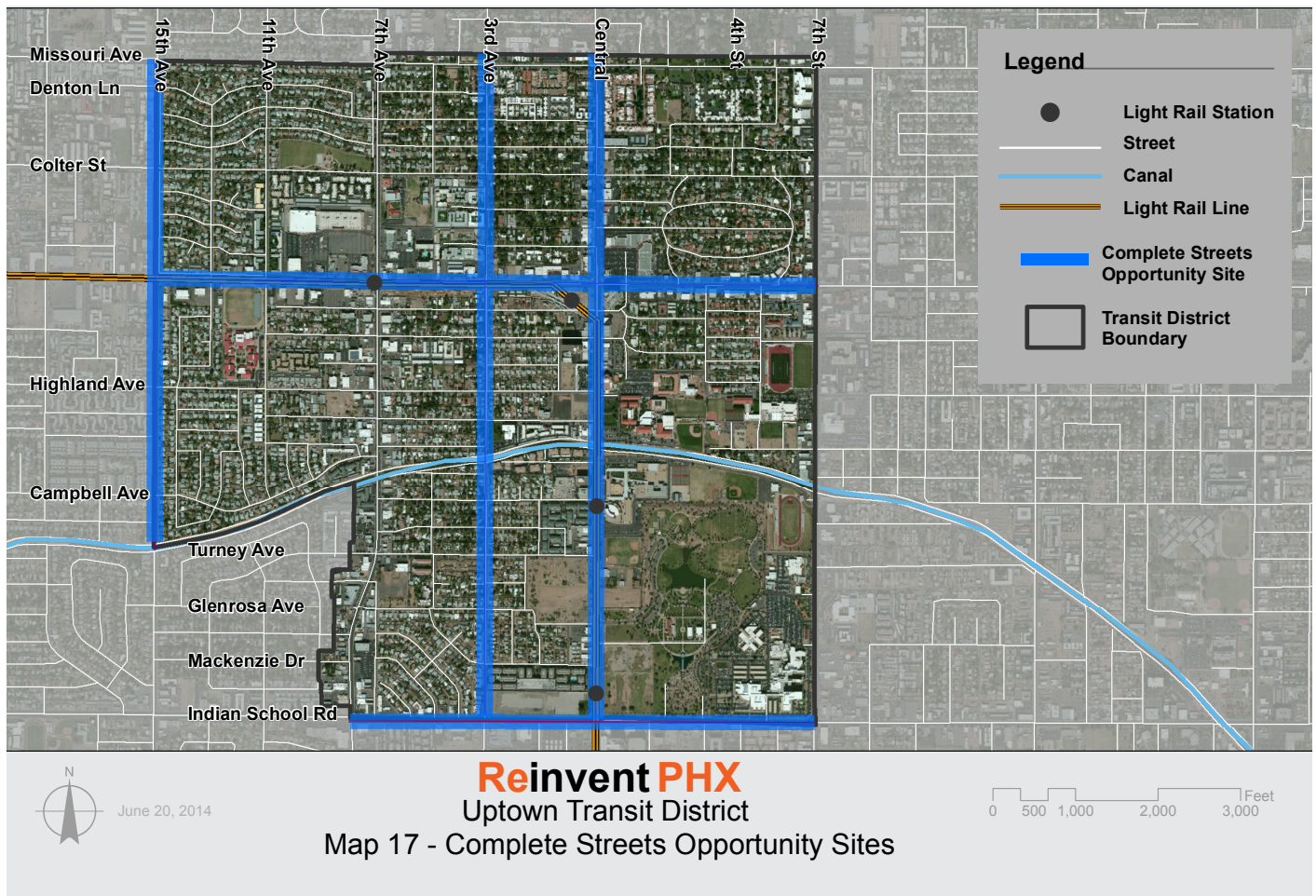
The streets and public places in Uptown should be improved if they are to connect residents to health assets or serve as a health asset to the community. While some residents voiced personal safety concerns, the physical infrastructure itself does not always support or encourage an active lifestyle. Vacant properties contribute to an environment of unease in public places. Pedestrians and cyclists experience speeding traffic along a number of critical pedestrian and bicyclist routes. Sidewalks along these critical corridors are often in poor condition, in addition to lacking shade or the appropriate Americans with Disabilities Act (ADA) improvements to accommodate those with strollers or wheelchairs.

Strategy One: Implement infrastructure improvements to create safe streets and public places in Uptown

Residents, street audits, field observations and injury data reveal specific street segments and intersections that are unsafe and would benefit from a technical evaluation and the addition of remedial upgrades. This poor infrastructure negatively impacts the health of residents by discouraging physical activity, compromising their safety and inhibiting the use of community assets that can support healthy lifestyle, such as parks, libraries and access to healthy food retailers.

Implement Complete Streets Design Elements on Key Corridors

The north/south streets (Central Avenue, 7th, 11th and 15th Avenues, and 7th Street) and the east/west streets (Indian School Road, Camelback Road and Missouri Avenue) are vital transportation corridors within the district as well as connecting the district to the broader



community. These streets have the potential to create safe pedestrian and bicyclist connectivity. Investments should be targeted to establish safe, convenient, accessible and comfortable multimodal transportation corridors that connect neighborhoods to health assets. This holistic view of public streets is called Complete Streets, as this concept is inclusive of everyone who uses streets, regardless of mode.

Map 17 depicts the streets that are suited for Complete Streets design elements, which include shade, bike lanes and safer areas for pedestrians to cross the street. These streets were often identified by residents as key corridors; often it is these same corridors where pedestrians and cyclists are injured.

Invest in Safety and Accessibility Retrofits throughout the District

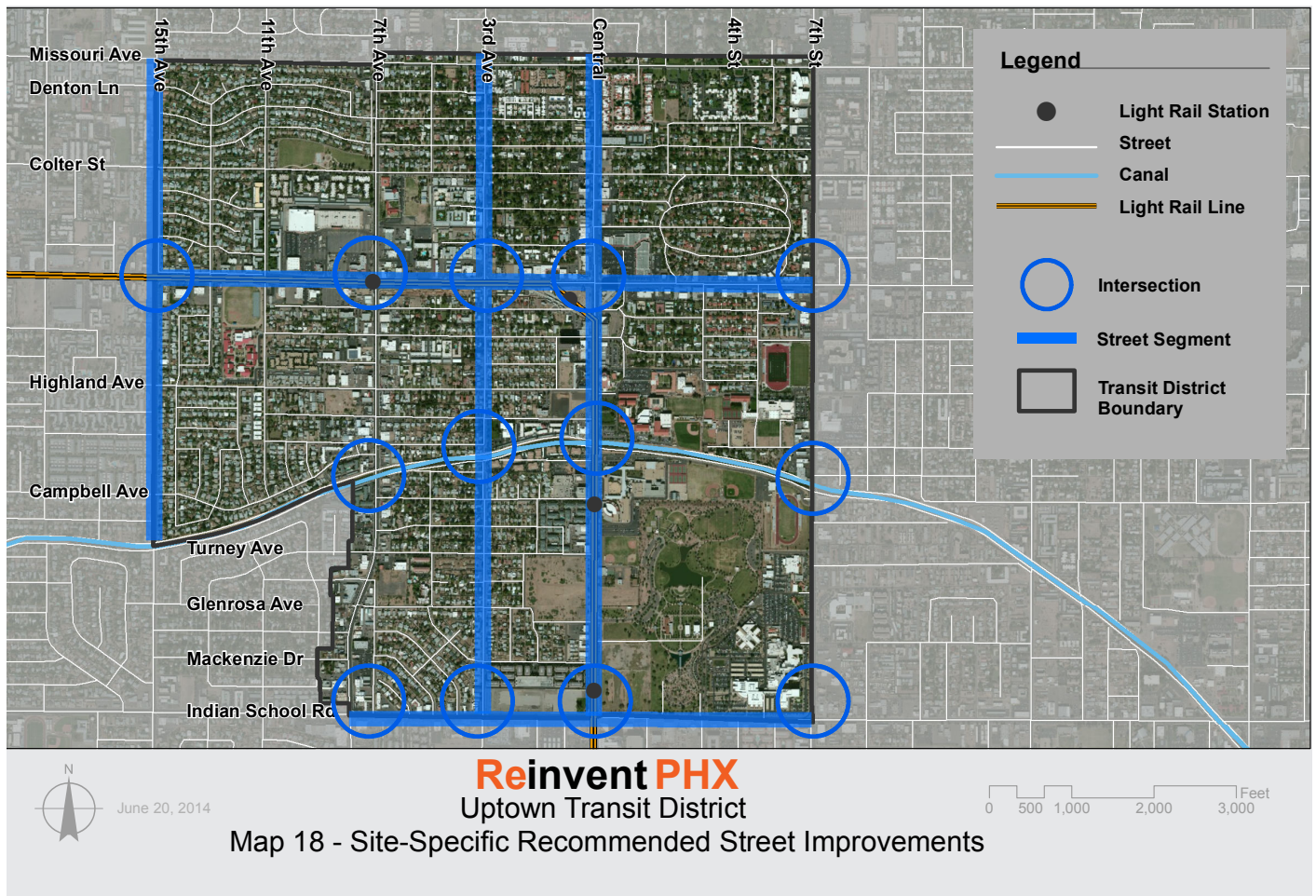
In addition to introducing Complete Streets design concepts to key corridors, other targeted investments should be made to increase access to community assets and increase safety for those who walk or bike, as well as increase accessibility to those who face mobility

challenges. These sites were identified by workshop participants, analysis of injury data, street audits and epidemiological field observations. (Sites are identified in the table below and on Map 18.)

Improve Shade and Lighting

Like much of Phoenix, Uptown lacks sufficient shade, particularly in areas where residents walk, bike, wait for transit or exercise. Residents agree that their community needs more shade. As a community of frequent walkers, residents do not have structures or trees that shade frequently-traveled routes. When maintaining or upgrading the City infrastructure, the addition of shade elements should be incorporated.

While a number of existing resources promote planting and caring for trees, residents may be unaware of those resources. Additionally residents with a tight budget may be unable to afford the additional cost of regular watering—a necessity in Phoenix. One example of a volunteer group that supports urban trees is TreePeople.^{xviii} In addition to general education and tree planting events, volunteers provide care for trees, including watering



and maintenance. The Phoenix Shade and Tree Master Plan provides more examples of how other cities have supported and expanded their urban forests.^{xix}

When asked about street lighting, residents regularly identified the lack of lighting as a major issue. Adding more lighting, in addition to ensuring that existing lighting is well-maintained, should be a priority throughout the district.

Tools to Implement Strategy One

A brief description of each tool is at the end of the *Safe Streets and Public Spaces* section.

- Capital Improvement Program
- Community Development Block Grant
- New Freedom Program
- Partnership for a Healthier America

Recommended Policies

1. Prioritize the key corridors for Complete Streets upgrades, ensuring they are convenient, accessible, comfortable and safe for pedestrians, bicyclists and transit users. (See Map 17 for locations.)
2. In addition to the common design elements of Complete Streets, invest in safety and accessibility retrofits in the following areas: (See Map 18 for locations.)
3. Ensure that the Safe Routes to School design elements are applied to a 10-minute walking radius around Osborn Middle School, St. Francis Xavier Elementary School, Xavier College Preparatory, Brophy College Preparatory and Central High School.
4. Match residents with existing no- and low-cost tree resources, including those sponsored by the City, Arizona Public Service Company and Salt River Project. Develop partnerships to assist low-income residents with ongoing maintenance and watering assistance.

Intersection or Street Segment	Safety Concern	Recommended Investment	Specifics
Camelback Road	<p>High volume of traffic. Pedestrian/vehicle conflicts where transit users are transferring between transit modes.</p> <p>High number of injuries.</p>	<p>Safe sidewalks.</p> <p>Traffic calming</p> <p>Safe bike lanes</p> <p>Safe intersections</p> <p>Additional pedestrian safety infrastructure.</p>	<p>Pedestrian & Bicycle infrastructure improvements – Redesign as a Complete Street.</p>
Intersection of Camelback Road and: <ul style="list-style-type: none"> • 15th Avenue • 7th Avenue • 3rd Avenue • Central Avenue • 7th Street 	<p>High volume of traffic.</p> <p>Unsafe pedestrian and bicycle environments.</p> <p>Pedestrian/vehicle conflicts where transit users are transferring between transit modes.</p> <p>Lack of bike lanes.</p>	<p>Safe sidewalks.</p> <p>Safe bike lanes.</p> <p>Gathering places.</p> <p>Reduction of pedestrian/vehicle conflicts.</p> <p>Additional bicycle infrastructure</p> <p>Public transit rider infrastructure</p>	<p>Pedestrian & Bicycle infrastructure improvements – Redesign as a Complete Street.</p>
Intersection of 7th Avenue and: <ul style="list-style-type: none"> • Grand Canal • Indian School Road 	<p>High volume of traffic.</p> <p>Unsafe pedestrian and bicycle environments.</p> <p>Lack of a safe street crossing at the Grand Canal.</p> <p>Lack of bike lanes.</p>	<p>Safe sidewalks.</p> <p>Safe bike lanes.</p> <p>Gathering places.</p> <p>Reduction of pedestrian/vehicle conflicts.</p> <p>Safe intersection infrastructure</p>	<p>Pedestrian & Bicycle infrastructure improvements – Redesign as a Complete Street.</p>
Central Avenue	<p>Lack of dedicated bike lane forces bicyclists to use the sidewalk, resulting in pedestrian/bicycle conflicts</p>	<p>Safe bike lanes.</p> <p>Gathering places.</p>	<p>Pedestrian & Bicycle infrastructure improvements – Redesign as a Complete Street.</p>
Intersection of Central Avenue and Grand Canal	<p>Lack of a safe pedestrian and bicyclist crossing.</p> <p>Lack of intersection safety infrastructure for users of the Grand Canal Trail</p>	<p>Additional safe intersection infrastructure</p>	<p>Pedestrian & Bicycle infrastructure improvements – Redesign as a Complete Street.</p> <p>Pedestrian activated signal – HAWK light.</p>

Intersection or Street Segment	Safety Concern	Recommended Investment	Specifics
3 rd Avenue	Lack of pedestrian and bicycle safety	Safe sidewalks. Extend safe bike lanes north of Campbell.	
Intersection of 3 rd Avenue and Grand Canal	Pedestrian and bicycle injuries have occurred at this location	Pedestrian safety infrastructure. Lighting HAWK light	
Intersection of 3 rd Avenue and Indian School Road	Addressed in Midtown Strategy Report		
15 th Avenue	Lack of pedestrian safety	Pedestrian safety infrastructure Lighting	

Strategy Two: Implement programs that support safe streets and public places in Uptown

A lack of community cohesion and the presence of vacant lots and abandoned buildings create additional barriers for walking and biking in this community.

Community Organizing and Engagement

One step in creating a safer and more cohesive community—and implementing many of the strategies in this document—is providing an organized outlet for residents to identify community concerns and advocate for change at the neighborhood level, such as neighborhood associations. These resident-led groups are often incubators for actions like Block Watch programs or walking groups that increase community safety and improve community and individual health. They also provide a platform for residents to collectively advocate for change in their community and seek city funding for community development projects through Block Watch grants.

Residents in some neighborhoods of the Uptown district rely on neighborhood associations as a means for policy change and advocacy. The city of Phoenix has an existing

infrastructure through which to engage neighborhood groups—the Neighborhood Services Department (NSD). NSD has staff that act as a liaison between neighborhood groups and the city government. NSD also has education programs, like Neighborhood College and the Good Neighbor Program, that can increase the ability of residents to identify and carry through with solutions to community-identified challenges.

Tools to Implement Strategy Two

A brief description of each tool is at the end of the *Safe Streets and Public Spaces* section.

- Community Development Block Grant
- Hospital Community Benefit Requirement
- Neighborhood Association
- Partnership for a Healthier America



While the Uptown district has some strong neighborhood associations, residents of other areas in Uptown are not well represented. NSD should assist with creating a new neighborhood association or assist existing neighborhood associations to better engage these residents.

At a national level, the Robert Wood Johnson Foundation’s Healthy Kids, Healthy Communities initiative focuses on changing public policy to reduce childhood obesity through local advocacy efforts. The Foundation’s grantees have documented many of their strategies to advocate for change in the built environment, including access to healthy food and parks.^{xx} These strategies can be helpful to Uptown residents.

Activate Vacant Properties

The abundance of vacant buildings and land contributes to criminal activities and detracts from the appearance of the district. Vacant buildings are not maintained and vacant parcels are frequently covered with weeds and garbage. Vacant buildings, if not secure, can become sites for illegal activities, exacerbating safety problems

and perceptions. In 2012, the city of Phoenix initiated PHX Renews, which brings temporary public uses to vacant land. When coupled with the lack of healthy food and recreation space, PHX Renews could address several of the community’s most pressing problems by using these sites for the purposes of increasing access to healthy food and recreation. Strategies for pop-up parks and agriculture or gardening are discussed in the previous sections.

Uptown Injury Reduction Coalition

St. Joseph’s Hospital and Medical Center is a Level I trauma center located approximately one mile south of the Uptown district at Thomas Road and 3rd Avenue. In order to maintain this status, trauma centers must respond to and develop interventions around injuries that are treated on a regular basis. Through street audits, field observations and injury analysis completed for the Existing Conditions Report, there is a more comprehensive understanding of the types of traffic-related injuries that occur in Uptown.

Developing a district-level coalition—built around responding to place-based injury data—can lead to appropriate and preventative responses to ongoing injury problems. Activities that could be supported include distribution of bicycle safety equipment, pedestrian safety education and organizing walking clubs. When paired with environmental changes to the streets, this coalition could be a powerful mechanism for targeted public education efforts.

Recommended Policies

1. Work with residents in neighborhoods without a neighborhood association to form a new neighborhood association.
2. Use the PHX Renews Initiative to activate vacant lots within the Uptown district for uses such as community gardens, pop-up parks and other types of public places.
3. Create a coalition of residents, law enforcement, fire department, the Street Transportation Department and St. Joseph’s Hospital & Medical Center to develop strategies to reduce traffic-related injuries.

Strategy Three: Increase the quality, access and safety for transit users in Uptown

Many Uptown residents rely on the bus and light rail systems as a means of transportation. Rider infrastructure should be improved throughout the district. When a bus shelter is provided, the shade is inadequate during hot months. The bus shelters are often poorly maintained and some are without necessary upgrades to meet ADA standards. Some stops have little more than a Valley Metro sign. Shade, seating, lighting and better maintenance are needed at all bus stops.

Tools to Implement Strategy Three

A brief description of each tool is at the end of the *Safe Streets and Public Spaces* section.

- Capital Improvement Program
- Community Development Block Grant

New York City places a priority in getting transit riders safely from the street environment to the transit-rider environment in order to make using the transit system easier and more convenient. Its Safe Routes to Transit program focuses on improving safety and relieving congestion at transit stops as well as improving sidewalks, crosswalks and the overall walking environment around transit stops.^{xxi}

Recommended Policies

1. Develop and execute a Safe Routes to Transit program.
2. Design a bus shelter that provides adequate shade, seating and an information kiosk that provides riders with bus schedule information.
3. Work with the Uptown Steering Committee and neighborhood representatives to address ADA issues throughout the district to enhance access to bus shelters as well as encourage residents to use public transit.

Tools to Implement Safe Streets and Public places

Capital Improvement Program

The Phoenix Capital Improvement Program (CIP) provides a roadmap for the expenditure of city funds to construct public infrastructure, such as streets improvements, land acquisition to expand the park system and the construction of new police stations. The CIP prioritizes projects and outlines potential funding sources for five-year time increments and is updated on an annual basis. The Program goes through a public hearing process where residents can weigh in on various priorities.

Community Development Block Grant (CDBG)

CDBG grants can be used to fund park amenities, playgrounds, neighborhood streetscaping, landscaping and other physical improvements in a neighborhood. Eligible applicants include neighborhood associations or other nonprofit organizations in partnership with a city of Phoenix department.

Partnership for a Healthier America

This project is a partnership with the Blue Cross Blue Shield Association and provides funding to get kids and communities out and active by creating Play Streets—roads closed to traffic and open to the community to encourage physical activity.

Neighborhood Association

The City of Providence, RI, (n.d.) describes a neighborhood association as “a group of residents who meet regularly to accomplish specific goals in their neighborhood. The association may include homeowners, renters, business owners, school faculty or staff, church officials and members of nonprofit organizations. Depending on the goals of the group, meetings may be held twice a year, once a quarter or every month. Neighborhood associations help identify challenges and concerns, support change and improvement efforts, help resolve conflicts, provide volunteers for community initiatives, represent the neighborhood as a whole to elected officials and find resources to make the neighborhood a better place to live. Before forming a neighborhood association, it is important to define or understand the goals of the proposed neighborhood association.” In other Phoenix neighborhoods, the Neighborhood Services Department has been instrumental in starting or strengthening neighborhood associations, especially when a proactive staff person is assigned.

Hospital Community Benefit Requirement

All non-profit hospitals must dedicate funding to address the health needs of the communities they serve. In order to retain a nonprofit status, these hospitals must understand the health needs of area residents and develop a plan for meeting these needs. Depending on the needs of the community it serves, a nonprofit hospital can fund prevention or education programs, like nutrition and exercise classes or a farmers’ market. Some hospitals have chosen to make investments in community development and broad programs, like affordable housing and job training.

New Freedom Program

This federal program seeks to reduce barriers to transportation and expand the transportation options available to those with disabilities, beyond ADA requirements.

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Endnotes

- i. Categories of stores are based upon site visits by the health team. The definitions of the types of stores are drawn from *Examining the Impact of Food Deserts on Publix Health in Detroit* (Mari Gallagher Research & Consulting Group, 2007).
- ii. The methodology used to identify restaurants, including fast food and “sit down” restaurants, included a Google search, followed by a windshield survey. Like much of the food environment, this is a snapshot in time meant to provide context rather than exact details about the restaurants.
- iii. In cases where the Phoenix Police Department was called or collisions resulted in a significant injury, data appears in one of two sources—the Arizona Department of Transportation’s Safety Data Mart or the Arizona Department of Health Services State Trauma Registry.
- iv. For more information about these programs, go to <http://www.healthykidshealthycommunities.org/node/675>.
- v. The city of Phoenix’s Community Garden Policy Guidelines can be found at: http://phoenix.gov/webcms/groups/internet/@inter/@dept/@dspd/documents/web_content/pdd_pz_pdf_00348.pdf.
- vi. More information about programs in these communities, go to <http://www.freshmoves.org/>, <http://chattanoogamobilemarket.org/>, and <http://www.marketonwheels.com/index.html> respectively.
- vii. Information can be found at <http://arcadiafood.org/programs/mobile-market>.
- viii. Information can be found at <http://stockboxgrocers.com/about/>.
- ix. Information on the Discovery Triangle and Fresh Express can be found at <http://www.discoverytriangle.org/fresh-express/>.
- x. More information on the Green Cart Initiative can be found at: <http://www.nyc.gov/html/doh/html/diseases/green-carts.shtml>.
- xi. The policy can be found at <http://www.kcmo.org/idc/groups/parksandrec/documents/parksrecreation/012710.pdf>.
- xii. More information about this program can be found at <http://content.govdelivery.com/bulletins/gd/USDAO-78ddc5>.
- xiii. More information about this program can be found at <http://www.cafreshworks.com/Index.html>.
- xiv. A brief description of development incentives can be found at <http://www.policylink.org/site/c.lkIXLbMNJrE/b.7677419/k.C869/Policy.htm>.
- xv. Information can be found at http://kaboom.org/docs/documents/pdf/playmatters/Play_Matters_Tucson.pdf.
- xvi. Injury and fatality rates were calculated by computing an average annual number of injuries and fatalities based on the available years of data from the sources—three years for City Collision data and five years for the Arizona State Trauma Registry data. The rate was calculated as follows: (Average number of injuries and fatalities)/(Total population for district) x 10,000
- xvii. Injury and fatality rates were calculated by computing an average annual number of injuries and fatalities based on the available years of data from the sources—three years for City Collision data and five years for the Arizona State Trauma Registry data. The rate was calculated as follows: (Average number of injuries and fatalities)/(Total population for district) x 10,000
- xviii. Information on TreePeople can be found at <http://www.treepeople.org/>.

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- xix. The City of Phoenix Tree and Shade Master Plan is at http://phoenix.gov/webcms/groups/internet/@inter/@dept/@parks/documents/web_content/071957.pdf.
- xx. An advocacy resource guide for grantees can be found at http://www.healthykidshealthycommunities.org/sites/default/files/ALBD%20Advocacy%20Resource%20Guide%20May%202010-updated%20Aug%202010_0.pdf.
- xxi. For more information about Safe Routes to Transit, go to <http://www.nyc.gov/html/dot/html/pedestrians/safertstransit.shtml>.

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Appendix 1: Issue Brief on Built Environment and Health

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Appendix 2: Community Workshop Report

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Appendix 3: Streets Report

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Appendix 4: Community Outreach Report

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Appendix 5: Street and Park Audits

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Appendix 6: Additional Maps