



Oracle Choice Neighborhood Transformation Plan Process

Choice Neighborhoods Planning & Action Grant
Community Stakeholder Meeting
Pima Community College – Amethyst Room
6:00pm – 7:30pm

- Introductions
 - HUD Representatives
 - HCD Staff
 - Grant Partners
- Choice Neighborhoods Background
- Vision for the Oracle Area
- Neighborhood Planning
- People Planning
- Housing Planning
- Visioning/Feedback from Stakeholders



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Choice Neighborhoods Planning & Action Grant Team

- HUD Representatives
 - Christina Mortensen, Neighborhood & Community Investment Specialist
 - Pamela Lawrence, Neighborhood & Community Investment Specialist
- City of Tucson
 - Paul Durham, Ward 3 Councilmember
 - Sarah Launius, Ward 3 Council Aide
 - Keith Gregory, HCD Deputy Director
 - Glenn Moyer, HCD Planning & Community Development Administrator
 - Alison Miller, HCD Lead Planner
 - Rebecca Ruopp, PDSD Principal Planner
 - Selene Tibbitts, HCD Public Housing Manager
 - Vanessa Gonzalez, HCD Project Coordinator
- Planning Partners
 - Dr. Mary Ellen Brown, ASU School of Social Work
 - Corky Poster, Poster Frost Mirto
 - Maria Masque, The Planning Center



Oracle Choice Neighborhood Transformation Plan Process

Why are we here?



Oracle Choice Neighborhood Transformation Plan Process



Choice Neighborhood Transformation Plan

General Information

Choice Neighborhood Land Grantee: City of Tucson

Target Assisted Housing Project: Tucson House

Target Neighborhood: Oracle

Choice Neighborhood Grant Amount: \$1,300,000



What is Choice Neighborhoods?



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Choice Neighborhoods

The Choice Neighborhoods program leverages significant public and private dollars to support locally driven strategies that address struggling neighborhoods with distressed public or HUD-assisted housing through a comprehensive approach to neighborhood transformation. Local leaders, residents, and stakeholders, such as public housing authorities, cities, schools, police, business owners, nonprofits, and private developers, come together to create and implement a plan that revitalizes distressed HUD housing and addresses the challenges in the surrounding neighborhood. The program helps communities transform neighborhoods by revitalizing severely distressed public and/or assisted housing and catalyzing critical improvements in the neighborhood, including vacant property, housing, businesses, services and schools.

Choice Neighborhoods is focused on three core goals:

- 1. Housing:** Replace distressed public and assisted housing with high-quality mixed-income housing that is well-managed and responsive to the needs of the surrounding neighborhood;
- 2. People:** Improve outcomes of households living in the target housing related to employment and income, health, and children's education; and
- 3. Neighborhood:** Create the conditions necessary for public and private reinvestment in distressed neighborhoods to offer the kinds of amenities and assets, including safety, good schools, and commercial activity, that are important to families' choices about their community.

To achieve these core goals, successful applicants have in place a comprehensive neighborhood revitalization strategy, or "Transformation Plan." This Transformation Plan is the guiding document for the revitalization of the public and/or assisted housing units, while simultaneously directing the transformation of the surrounding neighborhood and creating positive outcomes for families.



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Haven't we done this before?



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Previous Planning Activities:

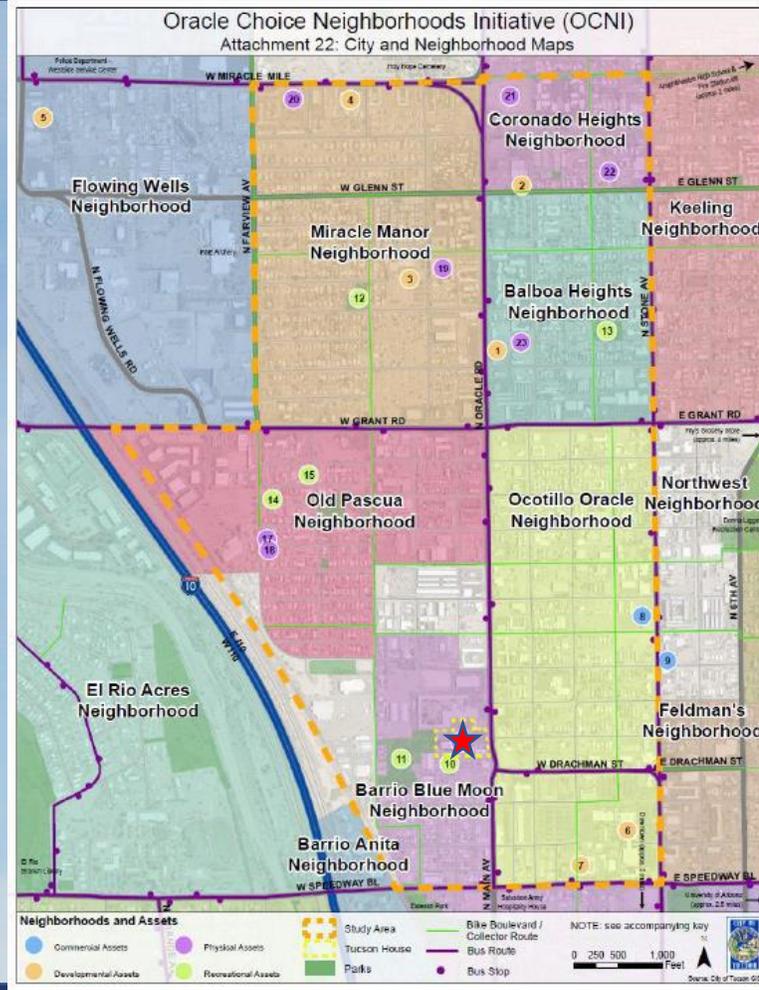
- Oracle Area Revitalization Project (OARP 2007)
- OCNI Area Conception Plan adopted by Mayor and Council 2011
- Association of Oracle Area Businesses (Gate Business Alliance)
- Choice Neighborhoods Planning Grant Applications
- Miracle Mile Historic District
- Rose Fellowship Urban Land Challenge
- Community Based Crime Reduction Grant

So why now?

The alignment of efforts with the CBCR Grant, Rose Fellowship, Historic District coupled with financial resources of the CN Planning Grant provide leverage and momentum to revitalize the Oracle area.



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Oracle Choice Neighborhood Area

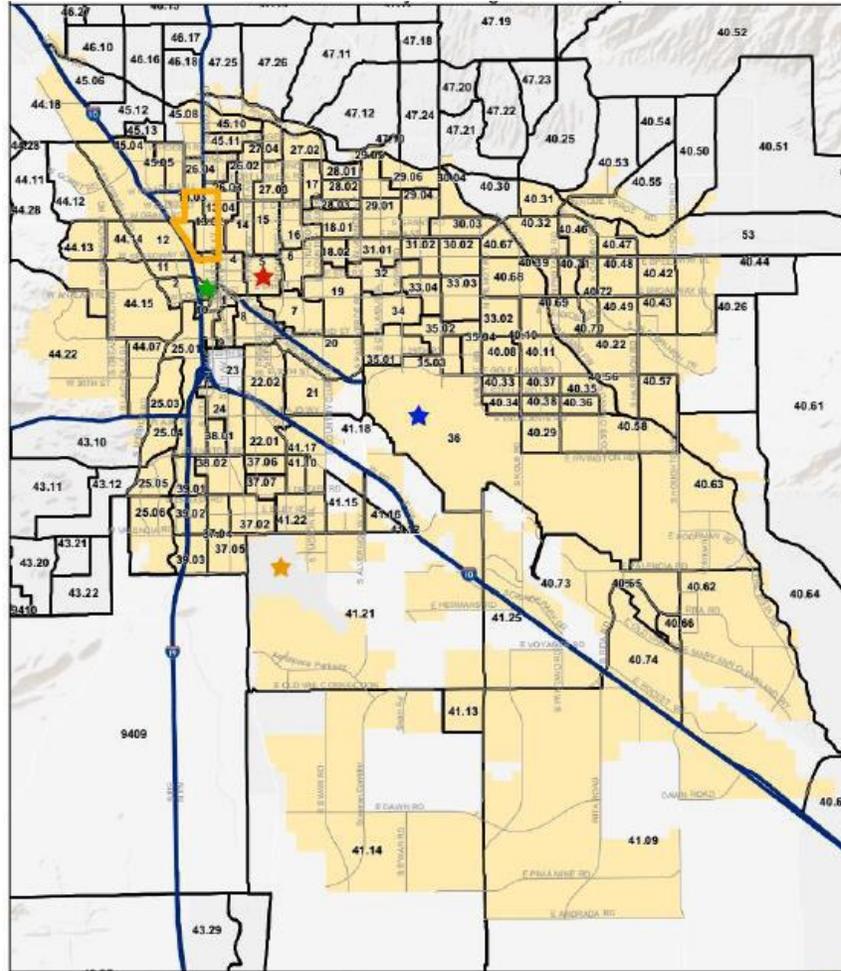
Neighborhoods:

- Balboa Heights
- Barrio Anita
- Barrio Blue Moon (Tucson House)★
- Coronado Heights
- Dunbar Springs
- Flowing Wells
- Feldman's
- Keeling
- Miracle Manor
- Pascua Yaqui Tribe Old Pueblo
- Sugar Hill
- West University



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Regional Context



Legend

-  City of Tucson Boundary
-  Study Area
-  Census Tracts
-  University of Arizona
-  Tucson International Airport
-  Davis-Monthan Air Force Base
-  Downtown





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Key Partners



- Amphitheater School District
- Arizona State University
- Art for All
- Chicanos Por La Causa
- Community Food Bank
- Cook Tucson
- Market
- Gospel Rescue Mission
- Habitat for Humanity
- La Frontera
- Neighborhood Associations
- Pascua Yaqui Tribe
- Pima Association of Governments
- Pima Community College
- Pima County Health Department
- Poster Frost Mirto
- Rose Center Fellowship
- St. Elizabeth Health Center
- The Planning Center
- Tucson Community Based Crime Reduction Initiative
- Tucson Historic Preservation
- **Tucson House Resident Council**
- Tucson Police Department
- United Way
- University of Arizona



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EXECUTIVE/STEERING COMMITTEE

Arizona State University, Chicanos Por La Causa, CoT Ward 3, CoT Mayor's Office, CoT Housing and Community Development, Miracle Manor Neighborhood Association, Pascua Yaqui Tribe – San Ignacio Council, Pima Community College, Pima County Health Department, Tucson House Resident Council, Tucson Police Department

Project Lead Collaboration

Nadia Roubicek, Project Coord.

Alison Miller, Lead Planner

Inclusionary Champion TBD

CBCR Partners

ACE Charter, Amphitheater School District, Chicanos Por La Causa, Ward 3, Gospel Rescue Mission, Miracle Manor Neighborhood Association, Nash Elementary, San Ignacio Council, Pima County Health Department, Tucson House, Tucson Fire Department, Tucson Police Department, University of Arizona

Choice Partners

Amphitheater School District, Art for All, ASU, Chicanos Por La Causa, Ward 3, Community Food Bank, Cook Kitchen/Tucson Market, Mayor's Office, Gospel Rescue Mission, La Frontera, Miracle Manor Neighborhood Association, Barrio Blue Moon, Pascua Yaqui Tribe, Pima Association of Governments, Pima Community College, Pima County Health Department, Poster Frost Mirto, St. Elizabeth's, The Planning Center, Tucson Historic Preservation, Tucson House, Tucson Police Department, United Way, UofA

Rose Task Force

Arizona ULI, ASU, CBRE, Chicanos Por La Causa, Ward 3, Community Food Bank, Mayor's Office, CoT Economic Incentives, CoT Planning and Development Services, El Rio, Gospel Rescue Mission, Habitat for Humanity, Housing and Community Development, La Frontera, Miracle Manor Neighborhood Association, Monterey Court, PAG, Pascua Yaqui Tribe, Pima Association of Governments, Pima Community College, Pima County Health Department, Pima County One Stop, St. Elizabeth's, TOP/Balboa Heights, Tucson Originals, Tucson Police Department, University of Arizona, Visit Tucson



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Project Lead Collaboration

Neighborhood Transformation Team

People Transformation Team

Housing Transformation Team

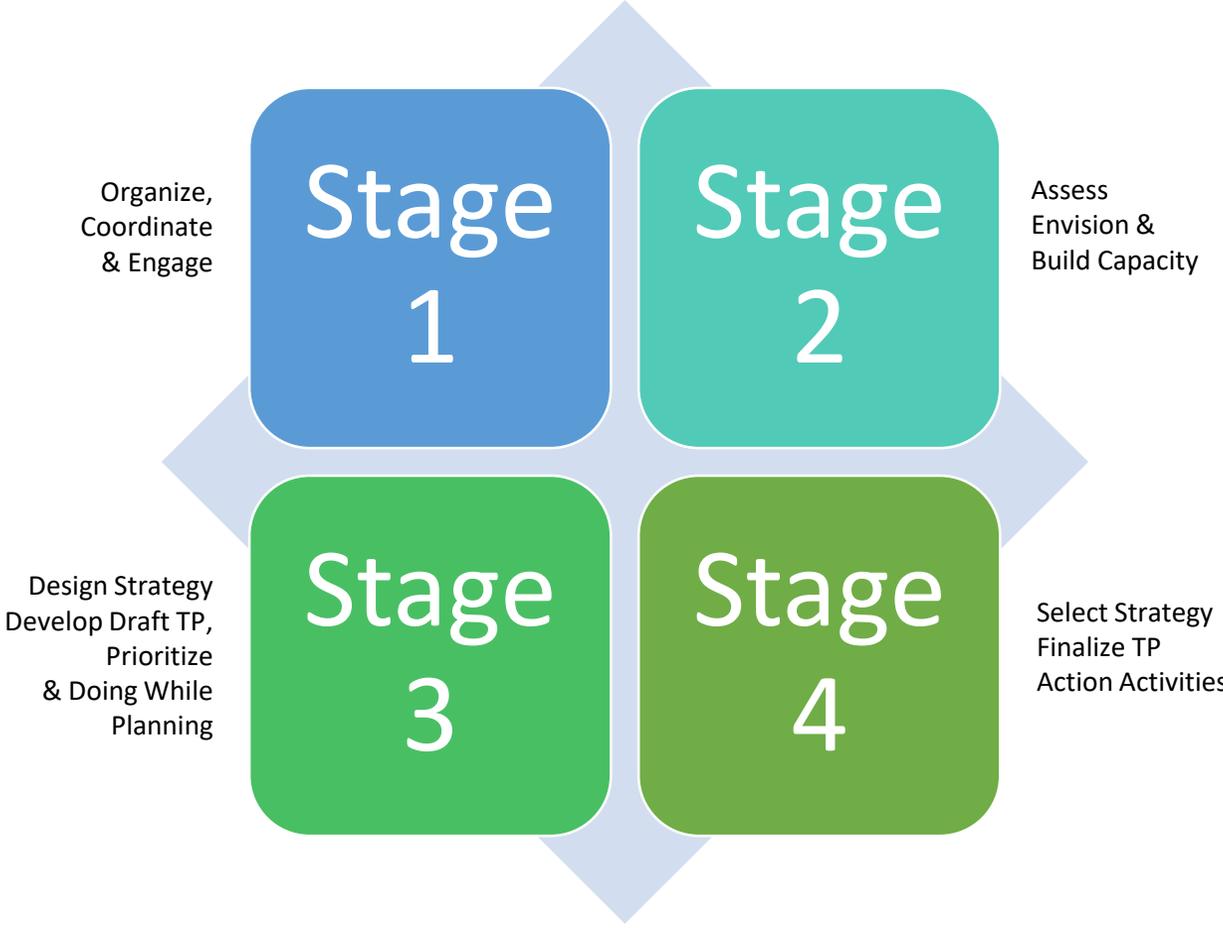
• **Key Partners:** Poster Frost Mirto (Lead), ASU & Planning Center (Co-Leads); Tucson Community-Based Crime Reduction, Tucson House Resident Council, Neighborhood Associations, Pascua Yaqui Tribe, Pima Association of Governements, Tucson Historic Preservation, Amphitheater School District, United Way, Chicanos por la Causa, Habitat for Humanity, Tucson House Council, St Elizabeth Health Center, Community Food Bank, Art for All, Cook Tucson Market, U of A School of Planning and Landscape Architecture, Tucson Police Department, Rose Center

• **Key Partners:** ASU (Lead), Poster Frost Mirto & Planning Center (Co-Leads); Tucson House Resident Council, Neighborhood Associations, Pima Community College, Amphitheater School District, United Way, La Frontera, Chicanos por la Causa, Gospel Rescue Mission, Pima Health Department, Art for All, Literacy Connects, Youth Violence Prevention Coalition, Tucson Cook Market, U of A Public Health, U of A Sociology, Habitat for Humanity, Tucson Police Department, Rose Center

Key Partners: Poster Frost Mirto (Lead), Planning Center & ASU (Co-Leads); Tucson House Resident Council, Neighborhood Associations, Habitat for Humanity, Chicanos por la Causa, La Frontera, Pascua Yaqui Tribe, Gospel Rescue Mission, City of Tucson Department of Housing and Community Development, Rose Center



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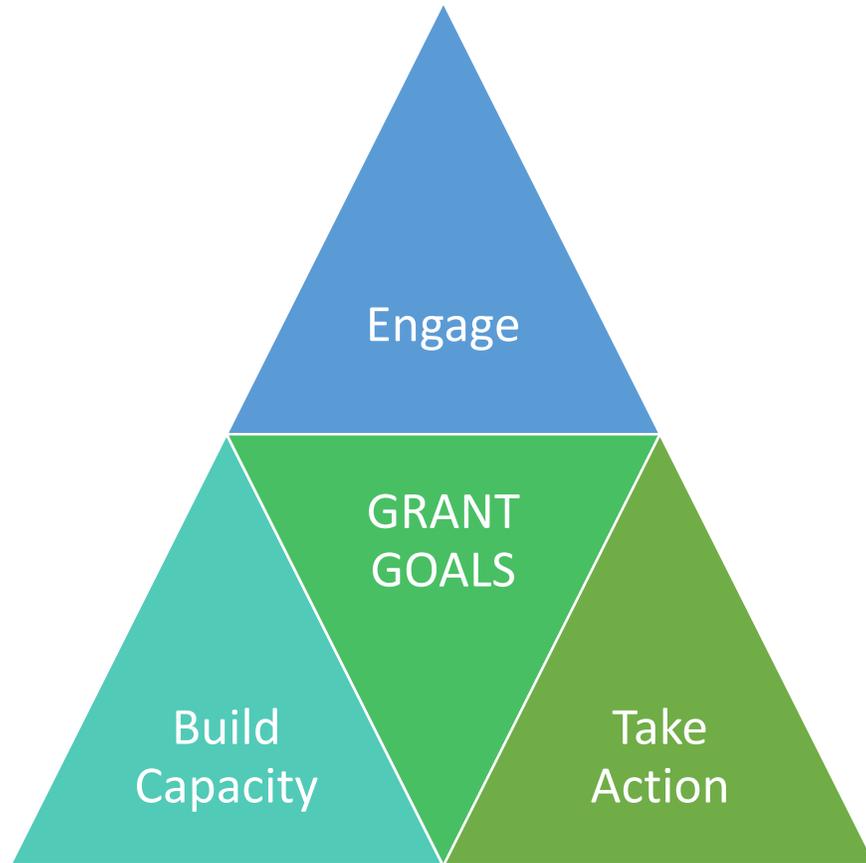
Oracle Choice Planning Process

The Oracle Choice planning process for includes four primary stages:

1. Organization, Coordination and Engagement
2. Community Assessment, Visioning and Capacity Building
3. Strategy Design, Development, Prioritization, and “Doing while Planning”
4. Strategy Selection and Transformation Plan finalization, leading to “Action Activities.”



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The Planning Grant Goals

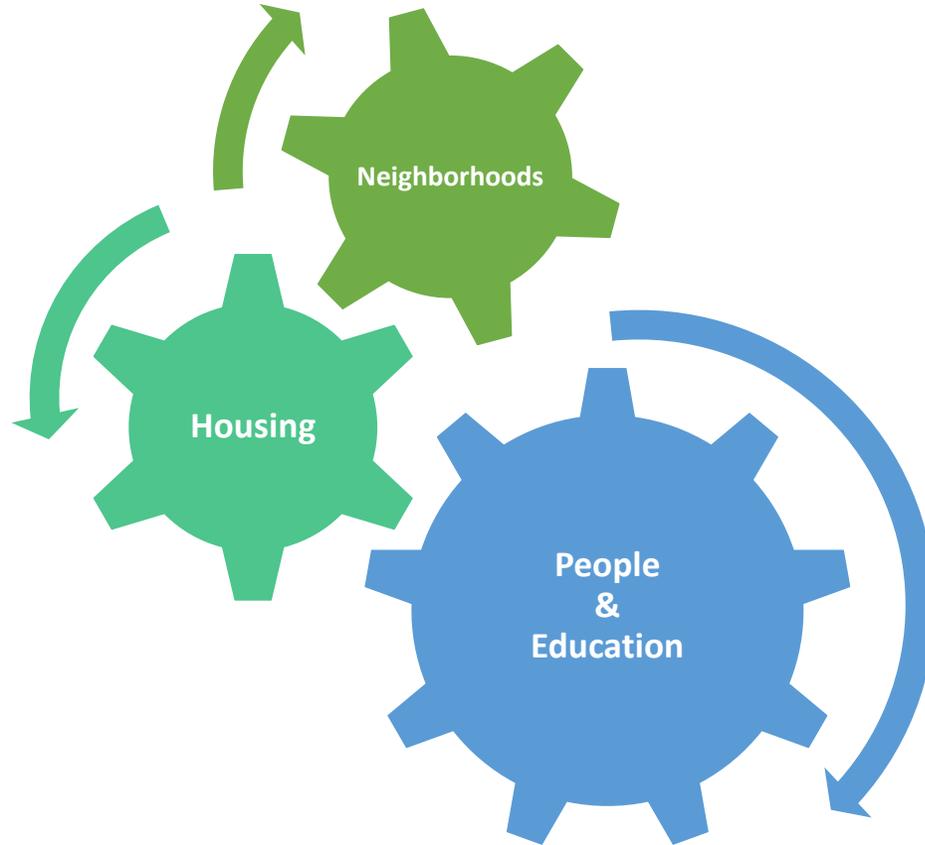
The Oracle Choice planning grant goals:

1. To build capacity and create a strong network of residents and partners capable of leading their community through the change process;
2. Engage residents and partners through Transformation Teams to create a comprehensive, cohesive vision of change; and
3. Take action for positive change in the community through activities in the outcome areas of Housing, People, and Neighborhood, responsive to community needs and building on existing assets.
4. Prepare to submit a Choice Neighborhoods Implementation Grant Application



Oracle Choice Neighborhood Transformation Plan Process

Transformation Teams



HOUSING TRANSFORMATION TEAM

- **Lead Firm:** Poster Frost Mirto
- **Team Lead:** Corky Poster

NEIGHBORHOODS TRANSFORMATION TEAM

- **Lead Firms:** Poster Frost Mirto and The Planning Center
- **Team Leads:** Corky Poster and Maria Masque

PEOPLE & EDUCATION TRANSFORMATION TEAM

- **Lead Entity:** Arizona State University
- **Team Lead:** Mary Ellen Brown, PhD



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Doing While Planning Activities:



Selected Activities First 24 Months

Four primary projects identified in the 2011 Oracle Area Project (OARP) initiative were discussed with committed partners during the Rose Center Fellowship stakeholder meetings in February 2018. The selected projects will address needs and opportunities in four key areas:

- Education, Capacity Building, and Workforce Readiness
- Food Security
- Community Pride/Community Identity
- Neighborhood Enhancements for Accessibility



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How can I be involved?



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Your level of participation is up to you!

You can - - -

- Participate in community meetings like this one
- Volunteer to serve on a committee
- Participate in community events
- Talk to your neighbors and local businesses
- Provide feedback concerning community needs and priorities of investment
- Complete and return surveys

You can help right now!

Rebecca Ruopp will explain how!