



Agenda City Council Policy Session

Tuesday, September 10, 2019

2:30 PM

phoenix.gov

CALL TO ORDER

COUNCIL INFORMATION AND FOLLOW-UP REQUESTS

This item is scheduled to give City Council members an opportunity to publicly request information or follow up on issues of interest to the community. If the information is available, staff will immediately provide it to the City Council member. No decisions will be made or action taken.

CONSENT ACTION

This item is scheduled to allow the City Council to act on the Mayor's recommendations on the Consent Agenda. There is no Consent Agenda for this meeting.

CALL FOR AN EXECUTIVE SESSION

A vote may be held to call an Executive Session.

REPORTS AND BUDGET UPDATES BY THE CITY MANAGER

This item is scheduled to allow the City Manager to provide brief informational reports on topics of interest to the City Council. The City Council may discuss these reports but no action will be taken.

INFORMATION AND DISCUSSION (ITEM 1a)

1a **Phoenix Public Library, Early Literacy Programs and Phoenix Families First Resource Centers with First Things First**

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Phoenix Public Library, a system of library locations comprised of central Phoenix's flagship, Burton Barr Central Library, and 16 branches is a cornerstone of early literacy resources for families in greater Phoenix. Every week, Phoenix Public Library provides a wide and deep range of programs that guide parents and caregivers in assisting children with

critical pre-literacy skills such as letter knowledge, print awareness, and developing a rich vocabulary and comprehension. City of Phoenix and First Things First (FTF) are long standing partners providing resources and services for families with children from birth to age 5.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Responsible Department

This item is submitted by Assistant City Managers Milton Dohoney, Jr. and Deanna Jonovich, the Phoenix Public Library and Phoenix Youth and Education Office.

DISCUSSION AND POSSIBLE ACTION (ITEM 1b)

1b Phoenix Public Library "All Fines Forgiven" Program

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Phoenix Public Library is a system of library locations comprised of central Phoenix's flagship, Burton Barr Central Library, and 16 branches, with a core mission of providing equitable services and access to reliable information to all customers. With the intent of encouraging more people to sign up for a library card, remove barriers to accessing library materials, and to bring back library users with blocked library accounts due to unpaid overdue fines, staff requests approval to waive all overdue fines and eliminate the practice of charging overdue fines on late-returned library materials.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Responsible Department

This item is submitted by Assistant City Manager Milton Dohoney, Jr. and the Phoenix Public Library.

INFORMATION AND DISCUSSION (ITEM 2)

2 Census 2020 - iCount 2020 Campaign Update

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This report provides the City Council an update on the Census 2020 - iCount 2020 Campaign with an overview of efforts at both the regional and local Phoenix level aimed at increasing awareness and participation in the upcoming 2020 Census.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Responsible Department

This item is submitted by Assistant City Manager Deanna Jonovich and the Office of Government Relations.

ADJOURN

For further information or for reasonable accommodations, please call the Management Intern, City Manager's Office, at 602-262-4449 or Relay 7-1-1 as early as possible to coordinate needed arrangements.

Si necesita traducción en español, por favor llame a la oficina del gerente de la Ciudad de Phoenix, 602-262-4449 tres días antes de la fecha de la junta.



Phoenix Public Library, Early Literacy Programs and Phoenix Families First Resource Centers with First Things First

Phoenix Public Library, a system of library locations comprised of central Phoenix's flagship, Burton Barr Central Library, and 16 branches is a cornerstone of early literacy resources for families in greater Phoenix. Every week, Phoenix Public Library provides a wide and deep range of programs that guide parents and caregivers in assisting children with critical pre-literacy skills such as letter knowledge, print awareness, and developing a rich vocabulary and comprehension. City of Phoenix and First Things First (FTF) are long standing partners providing resources and services for families with children from birth to age 5.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Summary

Early Literacy at Phoenix Public Library

For decades, early childhood research has demonstrated that for children to be ready for kindergarten, families need access to high quality early childhood development and health opportunities. City of Phoenix programs and services ensure parents have the tools necessary to engage in high quality open-ended conversations with their children to stimulate critical thinking and ultimately expanding their vocabulary. School readiness can be the first indicator for predicting a student's future success in school, college and career.

Exposure to words, language and learning to read at the earliest age possible sets a foundation for the most successful life journey. Research has shown that children entering school with strong early literacy skills have a better potential to be reading on grade-level by third grade. Children with strong reading skills developed before and during the early elementary school grades have a higher likelihood of earning a high school diploma. Achieving a high school diploma lays the groundwork for readiness for post-secondary education and enhanced job and career potential. Communities with a strong potential employee pool have stronger economies.

Phoenix Public Library's early literacy programs offered at all 17 locations, every week include:

- **Babytime with Sign** gives babies and caregivers an introduction to baby sign language and offers a wonderful way in which to grow babies' communication skills and language development as well as improves child/parent communication.
- **Storytime** programs are designed to help infants, toddlers and preschoolers build vocabulary, problem solving and critical thinking skills.
- **Kindergarten Bootcamp**, an interactive 7-week series that gives parents and caregivers the tools to help prepare their children for social, academic and classroom skills needed for school success.
- **Tools for School**, children three to five years old attend with their favorite grownup (s) and learn basics like letters, numbers, shapes and colors as well as working on social and emotional skills all children need for school.
- **Sit, Stay, Read**, in which emerging readers can practice and boost their reading confidence by reading to kid-loving and judgement free therapy dogs.
- **LENA Start**, an interactive ten-week workshop for parents of infants to help build and provide techniques to improve the quantity and quality of parent-child conversations. The workshop uses LENA System™ technology to monitor the home language environment of the parents.
- **Summer Reading Program**, every summer, Phoenix Public Library kicks off its annual Summer Reading Program on June 1. Continuing through Aug. 1, SRP encourages all participants to read at least 20 minutes a day and is comprised of an online interactive program, featuring avatars, digital badges, and educational games for children that were developed in partnership with the Arizona Department of Education. Research demonstrates that children who read during out-of-school time, after school and during summer vacation perform better on reading assessments. Voluntary reading during summer vacation is particularly important to stem or reverse summer reading loss.

Phoenix Families First Resource Centers

Phoenix Families First Resource Centers increase families' access to concrete support and services in times of need; improve knowledge of parenting and child development; foster parental resilience; successfully connect families to supports in the community; and promote social and emotional competence in children. The new resource centers play a crucial role in a continuum of programs and services reaching children ages 0-5 and their families and caregivers. In partnership with libraries, community centers and

other neighborhood locations, the centers provide a one-stop shop where parents can learn more about early brain development, participate in classes and workshops to expand their knowledge and confidence as their child's first teacher, and learn more about other programs that can help support their child's health and learning.

The family resource centers serve as safe, accessible family-community hubs and provide flexible, family-focused, and culturally responsive information, resources, and services covering a wide range of topics. Staff are available to help families access these resources and services and offer referrals to programs designed to meet their diverse needs.

These centers are part of Read On Phoenix's School Readiness framework to increase coordination with early literacy programs, identify gaps in programming, and build on existing infrastructures and strategies that positively impact grade level reading in Phoenix. School Readiness is defined broadly as the preparedness of young children to successfully enter school and continue thereafter in developing skills and knowledge for future success.

This partnership with the City of Phoenix has allowed FTF to grow the number of Family Resource Centers in Maricopa County to 37 - including 16 locations within the Phoenix city limits. Last year, in the city of Phoenix alone, 14,600 caregivers attended family resource center workshops, more than 22,000 referrals were provided to families for other support services, and early childhood information and resources were provided to more than 43,000 caregivers. FTF is making an annual investment of approximately \$1.2 million dollars through the city of Phoenix in early literacy and childhood programming, as part of a total \$31 million annual community investment, to bring families and caregivers resources on topics such as early brain development, importance of early literacy, and to provide overall early childhood development.

First Things First Phoenix Families First Resource Centers provide critical services at four City of Phoenix locations: Burton Barr Central Library (1221 N. Central Ave.), Cesar Chavez Library (3635 W. Baseline Road); Parks and Recreation Department: Goelet A. Buef Community Center (3435 W. Pinnacle Peak Road); and Housing Department: AeroTerra Housing Community (700 N. 18th St.).

Financial Impact

First Things First invests approximately \$1.2 million annually in the City of Phoenix's early literacy and childhood programming.

Responsible Department

This item is submitted by Assistant City Managers Milton Dohoney, Jr. and Deanna Jonovich, the Phoenix Public Library and Phoenix Youth and Education Office.



Phoenix Public Library "All Fines Forgiven" Program

Phoenix Public Library is a system of library locations comprised of central Phoenix's flagship, Burton Barr Central Library, and 16 branches, with a core mission of providing equitable services and access to reliable information to all customers. With the intent of encouraging more people to sign up for a library card, remove barriers to accessing library materials, and to bring back library users with blocked library accounts due to unpaid overdue fines, staff requests approval to waive all overdue fines and eliminate the practice of charging overdue fines on late-returned library materials.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Summary

Phoenix Public Library (PPL) is dedicated to being responsive and relevant to the community, and to looking for ways to push the boundaries of what a public library can be while still delivering traditional library services. The essence of Phoenix Public Library is to ensure that knowledge and technology are available to everyone, not just to those who can afford their own. Lower income households and communities are less likely to have access to books in the home, and have a higher risk of lower early literacy skill levels.

Recent studies have shown that those experiencing higher financial uncertainty are disproportionately affected by overdue fines, which often results in borrowing privileges being revoked. Blocking access to reading material goes against the grain of Phoenix Public Library's principle to make library materials and services more accessible to those that need it most. Phoenix Public Library maintains 1,037,169 (*as of Aug. 20, 2019) library customer accounts; 103,975 (10%) of these accounts are blocked due to overdue fines (accounts are blocked when \$25 or more is owed). Below is a breakdown of each Phoenix Public Library locations' number of blocked accounts due to overdue fines:

- Acacia Library (750 E. Townley Ave.) -- 12%
- Agave Library (23550 N. 36th Ave.) -- 5%
- Burton Barr Central Library (1221 N. Central Ave.) -- 12%
- Century Library (1750 E. Highland Ave.) -- 8%

- Cesar Chavez Library (3635 W. Baseline Road) -- 11%
- Cholla Library (10050 Metro Parkway E.) -- 12%
- Desert Broom Library (29710 N. Cave Creek Road) -- 3%
- Desert Sage Library (7602 W. Encanto Blvd.) -- 11%
- Harmon Library (1325 S. 5th Ave.) -- 15%
- Ironwood Library (4333 E. Chandler Blvd.) -- 5%
- Juniper Library (1825 W. Union Hills Drive) -- 9%
- Mesquite Library (4525 E. Paradise Village Parkway N.) -- 5%
- Ocotillo Library (102 W. Southern Ave.) -- 14%
- Palo Verde Library (4402 N. 51st Ave.) -- 14%
- Saguaro Library (2808 N. 46th St.) -- 10%
- South Mountain Community Library (7050 S. 24th St.) -- 9%
- Yucca Library (5648 N. 15th Ave.) -- 13%

Fine forgiveness programs have been implemented in a number of library systems across the country (Maricopa County Library District, San Jose Public Library, Dallas Public Library, Denver Public Library, Salt Lake City Public Library, Nashville Public Library, Columbus Metropolitan Library in Ohio, Enoch Pratt Free Library in Baltimore, Austin Public Library, Miami-Dade Public Library, DC Public Library, for example) and the systems have seen an increase in return rates of materials and customers after eliminating overdue fines.

"All Fines Forgiven" will waive all existing overdue fines and remove the practice of applying overdue fines (\$.10 per day for children's materials/\$.20 per day for all other physical materials) to items returned late. Phoenix Public Library will maintain the current practice of sending notifications of checked out items due: 3 days prior to due date, 3 days after item is due, 10 days after item is due, and 28 days after item is due. Customers will not be allowed to keep materials indefinitely, will continue to be responsible for returning borrowed items, and will be billed for replacement fees should items not be returned after 50 days.

On Aug. 28, 2019, the Phoenix Public Library Advisory Board unanimously approved Phoenix Public Library waiving all overdue fines and eliminating the practice of charging a daily overdue fine on late-returned materials.

Financial Impact

Implementing "All Fines Forgiven" will have minimal financial impact on Phoenix Public Library. Less than 1% (approximately \$200,000 per year) of the budget comes from collecting overdue fines. For the past five years, revenue from overdue fines has significantly decreased due to an "auto-renew" of materials feature and the increase in use of electronic materials which are automatically returned. Since July 1, 2013,

Phoenix Public Library has maintained an Intergovernmental Agreement with Maricopa County Library Division (MCLD). The agreement allows PPL to participate and benefit from the MCLD Library Assistance Program. Funded by the Maricopa County Library District Tax, the program assists library systems in Maricopa County by providing revenue for library services. MCLD is providing an increase in the revenue share for library systems in Maricopa County implementing no overdue fines programs. Phoenix Public Library's proposed "All Fines Forgiven" program will provide PPL an additional \$170,000 in FY 2019-2020.

Responsible Department

This item is submitted by Assistant City Manager Milton Dohoney, Jr. and the Phoenix Public Library.



Census 2020 - iCount 2020 Campaign Update

This report provides the City Council an update on the Census 2020 - iCount 2020 Campaign with an overview of efforts at both the regional and local Phoenix level aimed at increasing awareness and participation in the upcoming 2020 Census.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Summary

The U.S. Constitution mandates a complete enumeration of every individual living in the U.S. every 10 years. The enumeration process provides for a once-in-a-decade snapshot of the City's population, which serves to determine federal representation and the allocation of federal funds to local and state governments. Federal funding implications to the State of Arizona and the City of Phoenix are significant. Funding across 55 federal programs to the State represents an allocation of over \$20 billion annually. To the City of Phoenix, federal funding and State shared revenue is approximately \$866 million a year, which supports many vital programs and services.

Recognizing the importance of ensuring a complete and accurate count, 2020 Census outreach efforts are occurring both at the regional and local levels.

Census Regional Cooperation

The regional effort is led by the Maricopa Association of Governments (MAG). Through a strategic, regional approach, the iCount 2020 campaign aims to highlight how every individual has the ability to impact the future of the region through their participation in the 2020 Census. The creative implementation of a lower case "i" not only stresses the importance of individual participation, but also showcases the first ever online, digital census. In expanding the messaging of iCount 2020, the regional tagline of the campaign, "iCount for..." also provides flexibility and customization allowing each municipality the ability to augment messaging based on local priorities and need. To further expand regional efforts, in May 2019, MAG established a regional census committee tasked with directional oversight of regional marketing elements, as well as providing a platform for each city to showcase their implementation of the iCount 2020 campaign.

As planning efforts of the iCount 2020 campaign continue, the latest regional milestone is the launch of the *iCount2020.info* website. The website boasts informative sections, which include *Why You Count*, *Committed to Your Privacy*, *FAQs*, *Get Counted* and *Get Notified*. The website is also mobile friendly, fully functional in English and Spanish and integrates social media interactions, helping to reach a wider audience. In reaching a wider audience, it is important to note that the iCount 2020 campaign is creating awareness beyond Maricopa County. Recently, Coconino County partnered with the region in using the "iCount for" tagline and iCount 2020 logo to expand reach into the State's northern border.

Phoenix Campaign - Community First

The regional campaign provides an integral foundation to census outreach efforts. However, understanding the diverse population of the City of Phoenix is necessary in establishing a successful campaign. In Phoenix, 20 percent of its population is foreign-born and over half of the population is non-white. In addition, 37 percent of Phoenix's population speaks a language other than English. Given the demographic data and nuances of the 2020 Census, a goal of the City of Phoenix campaign is to work with all communities in an effort to build trust, create awareness/education, and ultimately, encourage everyone living in Phoenix to participate in the 2020 Census. This reality demonstrated that Phoenix's efforts, to be successful, would require targeted outreach beyond mainstream, traditional mediums.

In augmenting messaging to traditionally undercounted communities, Phoenix 2020 Census outreach efforts integrate a grassroots, community first perspective aimed at working with community leaders and trusted voices in motivating individuals to participate in the 2020 Census. Phoenix grassroots efforts seek to provide additional and targeted public information through non-traditional means to highlight the impact and importance of census participation. In refining regional messaging Phoenix identified the need to develop and conduct focus groups. Focus group segmentation included individuals from diverse backgrounds including populations that have been traditionally underrepresented in previous decennial census. Community representation included Lesbian, Gay, Bisexual, Transgender and Queer or Questioning (LGBTQ), African American, Latino/Hispanic undocumented, Deferred Action for Childhood Arrivals (DACA) families, refugees and Middle Eastern, homeless, disability, seniors, students, and families with children under the age of five. In total, 150 individuals expressed interest to participate in the focus groups with ultimately, 79 individuals participating in one of the focus groups or workshop. Input from these individuals helps to ensure the campaign messaging and information is inclusive, promotes diversity, is equally representative and is respectful and considerate to the many nuances of different Phoenix-area populations. The research efforts have proved to be exceptionally timely and informative in working with the community to first build

trust, which is key to creating awareness and education in encouraging all households to feel comfortable and participate in the 2020 Census.

In ensuring a complete and accurate count in an increasingly diverse and growing population, Phoenix recognized that new options to complete the 2020 Census could create confusion for participation. In 2020, the census completion options will allow individuals to complete the form online, by telephone and by mail. The new survey completion methods present both opportunities and challenges. In addressing such opportunities and challenges, the City of Phoenix is implementing a multifaceted approach to public information and engagement.

Phoenix, through an array of interdepartmental support, explored the idea of a public-private partnership to developing innovative and nimble means of outreaching to the community through the use of mobile census vehicles. The purpose of the mobile census vehicles is to highlight a collaboration among the public and private sector to provide information and technology to bridge the potential of a digital and/or response divide and increase participation. This innovative grassroots effort is the first known census public-private partnership in the nation. To announce this partnership, the City of Phoenix is organizing a press event scheduled for Sept. 12 at 9:30 a.m., outside of the Orpheum Theatre. The announcement of the partnership coincides with the Phoenix Hispanic Network, Hispanic Heritage Month celebration, which is the first outreach event for the census mobile vehicles.

Another campaign of Phoenix 2020 Census is targeted to increasing awareness to parents and families of children under the age of five. In the 2010 Census more than 10 percent of Arizona children in this age group were missed. In Phoenix, 48 percent of children five and under live in an undercounted census tract. Nationally, Phoenix ranks number six for the most children five and under living in an undercounted census tract. Given this information, it became relevant that ensuring a complete count within this demographic was necessary and important. To this effect, Phoenix is launching the "*My First Census*" campaign. The campaign intends to count children who will be counted for the first time in 2020 and be the city's largest digital photo album of the next generation and will serve as a visual countdown to Census Day, April 1, 2020.

In conclusion, the 2020 Census is fast approaching, and Phoenix, in partnership with the region, is preparing to launch a creative, innovative and informative campaign that is inclusive and sensitive to the rich diversity of the Phoenix population. The ultimate goal is to inform and educate the public on the impact of participating in the census and to motivate the community to complete their census form come March 2020.

Concurrence/Previous Council Action

This item was previously presented to the Phoenix Complete Count Committee on Aug. 29, 2019, and the 2020 Census Ad Hoc Committee on Sept. 5, 2019.

Responsible Department

This item is submitted by Assistant City Manager Deanna Jonovich and the Office of Government Relations.