

**NOTICE OF PUBLIC MEETING
PHOENIX CITY COUNCIL
PARKS AND ARTS SUBCOMMITTEE**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **PHOENIX CITY COUNCIL PARKS AND ARTS SUBCOMMITTEE** and to the general public, that the **PHOENIX CITY COUNCIL PARKS AND ARTS SUBCOMMITTEE** will hold a meeting open to the public on **Wednesday, October 23, 2013 at 10:00 a.m., located at Phoenix City Hall, 1st Floor Atrium, Assembly Rooms A, B, & C, 200 West Washington Street, Phoenix, Arizona.**

One or more Subcommittee members may participate via teleconference. The agenda for the meeting is as follows (items may be discussed in a different sequence than posted):

1.	Call to Order	Chair Simplot
2.	Approval of the September 25, 2013 Minutes. This item is for Action.	Subcommittee Page 3
Items 3-4 are for Information Only. No presentations are planned; however staff will be available to answer questions.		
3.	PARKS AND RECREATION BOARD UPDATE This report provides the Parks and Arts Subcommittee with information on agenda items heard by the Parks and Recreation Board on September 26, as well as tentative future agenda items. This item is for Information Only.	James P. Burke, Acting Parks and Recreation Director Page 11
4.	PHOENIX SONORAN PRESERVE APACHE WASH TRAILHEAD This report provides an update to the Parks and Arts Subcommittee on the Apache Wash Trailhead in the Phoenix Sonoran Preserve located at 1600 E. Sonoran Desert Drive. This item is for Information Only.	James P. Burke, Acting Parks and Recreation Director Page 15
5.	UPDATE ON 2006 BOND FUNDED CAPITAL CULTURAL PROJECTS This report provides an update to the Parks and Arts Subcommittee on the status of 2006 bond funded capital cultural projects for Arizona Opera, Ballet Arizona, Black Theatre Troupe, and the Phoenix Theatre. This item is for Information and Discussion.	Ginger Spencer, Special Assistant to the City Manager Page 17

6.	<p>SUSTAINABLE LANDSCAPE MANAGEMENT PARTNERSHIP WITH ARIZONA LANDSCAPE CONTRACTORS ASSOCIATION</p> <p>This report provides the Parks and Arts Subcommittee with information on the Parks and Recreation Department partnership with the Arizona Landscape Contractors Association and the Sustainable Landscape Management Program.</p> <p>This item is for Information and Discussion.</p>	<p>James P. Burke, Acting Parks and Recreation Director</p> <p>Page 19</p>
7.	<p>ATHLETIC FIELD ALLOCATION POLICY REVIEW</p> <p>This report provides an update to the Parks and Arts Subcommittee on review of the Athletic Field Allocation Policy.</p> <p>This item is for Information and Discussion.</p>	<p>James P. Burke, Acting Parks and Recreation Director</p> <p>Page 21</p>
8.	<p>ARIZONA ARTISTS AND CONTRACTORS INVOLVED IN THE PUBLIC ART PROGRAM</p> <p>This report provides information to the Parks and Arts Subcommittee on the involvement of Arizona artists and contractors in the City's Public Art Program.</p> <p>This item is for Information and Discussion.</p>	<p>Ginger Spencer, Special Assistant to the City Manager</p> <p>Page 23</p>
9.	<p>Call to the Public: Consideration, discussion, and concerns from the public. Those wishing to address the Subcommittee need not request permission in advance. Action taken as a result of the public comment will be limited to directing staff to study the matter or rescheduling the matter for further consideration and decision at a later date.</p>	<p>Chair Simplot</p>
10.	<p>Request for Future Agenda Items</p>	<p>Chair Simplot</p>
11.	<p>Adjournment</p>	<p>Chair Simplot</p>

For further information, please call Corey Williams, Management Assistant, City Manager's Office at 602-261-8875.

Persons paid to lobby on behalf of persons or organizations other than themselves shall register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-262-6811.

For reasonable accommodations, call Corey Williams at Voice/602-261-8875 or TTY/602-534-5500 as early as possible to coordinate needed arrangements.

October 17, 2013

**CITY OF PHOENIX
CITY COUNCIL PARKS AND ARTS SUBCOMMITTEE MEETING
Summary Minutes**

September 25, 2013

Phoenix City Hall
200 West Washington St., 1st Floor
Assembly Rooms A, B, & C
Phoenix, AZ 85003

City Council Members Present

Councilman Tom Simplot, Chair
Vice Mayor Bill Gates (by telephone)
Councilman Michael Nowakowski

City Council Members Not Present

Councilman Sal DiCiccio

Staff Present

Ginger Spencer
Jim Burke
Penny Parrella
Deanna Jonovich
Moises Gallegos
Ann Wheat
Ed Lebow
Adora Lewis
Brandon Mahoney
Jon Brodsky
Danielle Poveromo
Tim Merritt
Dwight Walth
Corey Williams
Genevieve Siri
Scott Steventon

Others Present

Philip Weddle
Ken Schutz
Julie Wagoner
Jim Knaut
Paula Wright
Alexis Macklin
Nathan Wright
Danika Worthington
Manda Yakiwchuk
Elissa Hoagland Izmailyan
Candace Damon
Kris Floor
Dianne Barker

1. Call to Order

Chair Tom Simplot called the meeting to order at 10:08 A.M. with Councilman Michael Nowakowski present. Vice Mayor Bill Gates joined the meeting by telephone. Councilman Sal DiCiccio was not present.

2. Review and Approval of the June 12, 2013 Parks and Arts Subcommittee Meeting Minutes

Councilman Nowakowski motioned to approve the minutes. Vice Mayor Gates seconded the motion, which passed 3:0.

3. P.F. Chang Rock 'N' Roll Marathon

Councilman Nowakowski motioned to approve the minutes. Vice Mayor Gates seconded the motion, which passed 3:0.

4. Parks and Recreation Board Update.

5. Trail Naming After Former Mayor Skip Rimsza

6. Aging In Place Senior Services Model Initiative

Items 4, 5, and 6 were for information only. Although no presentation was planned, staff was available to answer questions. There were no questions.

7. Margaret T. Hance Park Master Plan Update

Acting Parks and Recreation Department Director Jim Burke introduced the item. He presented a PowerPoint presentation with Mr. Phil Weddle, lead designer. Mr. Weddle introduced his design team.

Mr. Weddle briefly described his team's past projects. He briefly outlined the four key programming elements: visioning, concept design, schematic design and a final master plan. Mr. Weddle briefly went over the series of stakeholder meetings that were held. He added there has been great turnout at the stakeholder meetings. He mentioned the community meeting would take place on September 25, 2013. He stated the team will summarize all the input received, and will return to the Parks and Recreation Board and the Subcommittee, and he briefly laid out next steps.

Chair Simplot asked if the team met with the Parsons Center for Health and Wellness. His team in the audience replied they met with the former executive director. Chair Simplot asked the design team to meet with the new executive director and their design team that is finishing their new facility. Mr. Weddle stated the team has reached out to the Parson's design team; they have offered to meet and discuss the Center's long-term plans which Mr. Weddle states they would like to integrate into the Master Plan.

Chair Simplot stated there is also community interest in establishing an AIDS Memorial, given the fact that the Parsons Center is adjacent to Hance Park. Chair Simplot stated he is hopeful that in the conversations, the Memorial can be a topic of discussion to see if there is an element that can be woven in.

Chair Simplot stated there have been requests to address the economic impact of the Hance Park redesign. He asked if it is too late in the process to include economic impact analysis. He asked if the cost of the study would change.

Mr. Burke explained the team is working with Parks and Recreation Department and Community and Economic Department staff to review the scope of services and fees for additional work related to economics of park planning and programming concepts. He stated staff would return with a recommendation.

Councilman Nowakowski stated the Park hosts a variety of events and parades that start at the Park. To ensure the team is in connection with all the groups that use the Park, he asked the team to meet with his staff to share information. Mr. Burke stated staff will setup the meeting.

Vice Mayor Gates stated we are moving in the right direction and he expressed his support.

Chair Simplot reminded everyone the grand opening of the Park will be on October 25, 2013.

8. Desert Botanical Garden's 75th Anniversary

Special Assistant to the City Manager Ginger Spencer introduced Director of Grant and Community Initiative's Dwight Walth, Desert Botanical Garden (DBG)'s Executive Director Ken Schutz, and DBG's Institutional Giving Manager Julie Wagoner.

Mr. Schutz showed a PowerPoint presentation that included the following items:

- Desert Terrace Gardens and Lewis Desert Portal
- Heritage Garden
- Horticulture Center
- New and Expanded Butterfly Pavilion
- Conservation Alliance
- Community Gardening
- Children/Family Garden Plan
- Permanent Endowment Funds
- Initiatives at a Glance

He spoke about the past 75 years and the vision for the next 75 years for the DBG. He thanked the City for the community arts support grant and the Subcommittee members for their representation of his district and the new dog park. He spoke about the launch and progress of the \$18 million Saguaro Initiative including the establishment of a \$9 million permanent endowment.

Councilman Nowakowski thanked the DBG for everything they are doing for the community.

Vice Mayor Gates stated we are fortunate to have this treasure in our city. He expressed gratitude for the partnership with the City as it relates to the mountain preserves. He asked what the City can do to be more supportive.

Mr. Schutz stated they ask the City to keep doing what it is doing, and he expressed appreciation of the partnership.

Vice Mayor Gates thanked the staff for the Butterfly Exhibit which gave his family great memories.

Chair Simplot asked if any original Garden Club members have been found. Mr. Schutz stated there is someone who has been coming to the Garden for 45 years and still volunteers. He asked the Subcommittee to pass along news of anyone they may meet and they will feature a profile in their newsletter.

Chair Simplot asked if there was a chance to make the Chihuly exhibit permanent. Mr. Schutz stated Mr. Chihuly does not offer that and the market probably would not bear it. He thanked the City for extending bus service to the DBG's front gate, which has allowed for increased attendees especially during the Chihuly exhibit.

9. Design Contract for the Desert Sky Transit Center Public Art Project

Ms. Spencer introduced Public Art Program Director Ed Lebow. Mr. Lebow showed a PowerPoint presentation which included the following items:

- Site Location
- Artist's Past Projects
- Recommendation

Mr. Lebow stated on August 23, 2013, a five-person selection panel recommended five finalists from a pool of 102 applicants who responded to a national call to artists. He said on September 6, 2013, the panel interviewed five finalists before recommending that Mr. SuiKang Zhao be contracted for this project. He added the panel based its decision on Mr. Zhao's extensive work with community-based projects, the depth of his experience in working on transit and other public facilities, and his potential to work successfully with the design team and community to produce a project of exemplary quality. Mr. Lebow spoke about some of Mr. Zhao's prior projects and his involvement with the projects.

Councilman Nowakowski stated his office has been working with Desert Sky Mall since the loss of large retailers. He spoke about the revitalization of the mall into a gathering place including a Hispanic culture plaza theme. He noted across the street from the art piece is the Raul Castro School and the community and school have a predominantly Hispanic heritage. He stated he wants to ensure the artist is in touch with the environment and the culture of the area to keep consistent with the Mall's revitalization theme.

Mr. Lebow stated that one of the questions that came up during the process was how the artist would get involved with the community and that Mr. Zhao was by far the one who had the greatest track record of doing that well. Mr. Lebow stated the team will make Councilman Nowakowski's suggestions happen.

Chair Simplot asked if the Commission or staff have questions or comments for the artist with regard to relating to the community.

Mr. Lebow stated the questions at the subcommittee and panel level were addressed to working directly with the community to make sure what occurs in the area of design reflects the kind of energy mentioned by Councilman Nowakowski. He added this is part of a resurgence in Maryvale and that many people are involved which we expect will become part of the design process.

Chair Simplot asked if any Arizona artists applied. Mr. Lebow stated there were two in the final pool but that Mr. Zhao became the unanimous recommendation of the panel once interviews concluded due to his experience working with transit projects and flexibility in working with communities. He added Mr. Zhao has worked with communities all over the nation and Valley Metro's Light Rail.

Councilman Nowakowski asked who the two local finalists were. Mr. Lebow identified them.

Ms. Spencer stated staff worked with District 5 and panelist Katherine Bast of the community to provide a recommendation on the panel. She added Ms. Bast was very impressed with the artist. Ms. Spencer stated staff wanted to ensure the area is well-represented and has a voice. She added this is something new staff is doing with each of the public art projects, and that staff is working with the Council offices and community.

Councilman Nowakowski stated the project is in his district. Ms. Spencer stated she thought it crossed Districts 5 and 7, and staff will take the information into account. She thanked Councilman Nowakowski for the correction.

Chair Simplot stated he will look to Councilman Nowakowski for leadership on the issue, and asked him if he wanted to move forward or have an opportunity to provide more input.

Councilman Nowakowski stated he wanted to have more input from the district. He added hard work is being put into saving the mall and the re-theming of the mall has worked. He stated he would like to sit down with staff and share what they are doing and the key people in the area.

Councilman Nowakowski moved to continue the item. Vice Mayor Gates seconded the motion which passed 3:0.

10. Bridging Health and Human Services With National Services Initiative

Ms. Spencer introduced Human Services Department (HSD) Director Deanna Jonovich, Deputy HSD Director Moises Gallegos. Ms. Jonovich briefly introduced the item and two representatives from the Area Agency on Aging - Region One: Vice President Jim Knaut and Director of Volunteer Programs Paula Wright.

Mr. Gallegos stated the federal Centers for Medicare and Medicaid, the Administration for Families and Children and the Corporation for National and Community Service approached the Office of Community Services to create a Senior Corps and VISTA project to link uninsured Americans to health care in four states including Arizona.

He added the selection was based on the number of uninsured individuals and high population centers, such as Maricopa County. He continued that a total of eight community action agencies, two in each state, were identified by the State's Community Action Associations. He said in Arizona, HSD and Mesa CAN-A New Leaf were recommended as partners in this project by the Arizona Community Action Association. He added HSD will team with the Area Agency on Aging to educate and enroll uninsured individuals and families in the Health Insurance Marketplace.

Ms. Jonovich and Mr. Gallegos presented a PowerPoint presentation which covered the following items:

- Bridging Health and Human Services
- Coverage Expansion
- Senior Corps Demonstration Project
- Uninsured In AZ by County and Cities
- Medicaid Expansion
- The Marketplace
- Other Local Partners

Ms. Jonovich stated staff is excited about the potential partnerships and is seeking Subcommittee guidance to move forward.

Chair Simplot stated there has been a request to move the item forward without a Subcommittee vote, which the Subcommittee will accommodate. He stated the information was good and a lot of private sector communities are engaged. He stated the item is important and is the law. He added it is important not to drop the ball as we move forward in this critical open enrollment period.

Councilman Nowakowski stated he would like to meet with staff to receive more information about the two community action agencies and their role in educating the community. Councilman Nowakowski added there are mixed messages out there. He asked staff to confirm the effort does not cost the City any funds and the two full-time staff are grant funded. Ms. Jonovich affirmed his statement. Councilman Nowakowski suggested targeting libraries, senior centers, community centers, and affordable housing units and partners. Ms. Jonovich confirmed Councilman Nowakowski's statement that enrollment begins October 1, 2013, and ends March 31, 2014.

Mr. Gallegos confirmed Councilman Nowakowski's statement that small businesses with a threshold of 50 employees received a year extension. Councilman Nowakowski stated he would like to get more information.

Mr. Gallegos responded to Councilman Nowakowski's suggestion by stating one of the great things about the partnership is that we will have an opportunity to put resources to the best place.

Vice Mayor Gates also requested a briefing on what the City employees' and City facilities' roles will be on the project.

11. Call to the Public

There were no comments.

12. Request for Future Agenda Items

A list was provided. Councilman Nowakowski requested a future presentation on the sports field allocation policy. Vice Mayor Gates requested an update on the bike paths and safety issues along the SR51 freeway that is in his and Councilman Waring's districts.

13. Adjournment

Chair Simplot adjourned the meeting at 11:00 a.m.

Respectfully submitted,

Genevieve Siri
Management Assistant II
Budget and Research Department

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CITY COUNCIL REPORT

TO: Ed Zuercher
Acting City Manager

FROM: James P. Burke
Acting Parks and Recreation
Director

SUBJECT: PARKS AND RECREATION BOARD UPDATE

This report provides the Parks and Arts Subcommittee with information on agenda items heard by the Parks and Recreation Board on September 26, as well as tentative future agenda items.

Agenda Items Heard on September 26, 2013:

Sizzling Safe Summer Campaign 2013 Sponsored By Phoenix Revitalization Corporation – the Parks and Recreation Board was provided an update on the Phoenix Revitalization Corporation on their sponsorship of the 2013 Sizzling Safe Summer Campaign that reached approximately 1,500 children and adults by providing community pool parties.

Request Authorization for Petsmart Sponsorship and Naming Rights of Eight Dog Parks – The Parks and Recreation Board approved to allow Parks and Recreation Department to enter into an agreement with Petsmart Corporate for sponsorship of multiple dog parks.

Downtown Park Facilities 2013 - 2014 Events – The Parks and Recreation Board approved the 2013 – 2014 event schedule within the Central Downtown Parks: Hance Park, Heritage Square Park and Civic Space Park.

APS-Electrical Pole Replacements in the Phoenix Mountain Preserve – The Parks and Recreation Board was provided an informational report on the APS-Electrical Pole Replacements in the Phoenix Mountain Preserve.

Irrigation Efficiencies – The Parks and Recreation Board was provided an informational update on the Parks and Recreation Department’s irrigation efficiencies.

Transfer of Telecommunication Site Licenses – The Parks and Recreation Board approved the transfer of three telecommunication licenses, operated by Sandusky Radio located on South Mountain, to Hubbard Radio Phoenix, LLC.

GAIN Events Request to Vend – The Parks and Recreation Board approved for the Acting Parks and Recreation Director to approve vending at city-sponsored G.A.I.N. (Getting Arizonans Involved in Neighborhoods) events held in parks, citywide, throughout the month of October, 2013.

Desert Ridge Community Association Approval to Vend – The Parks and Recreation Board approved to allow the Desert Ridge Community Association to vend at Cashman Park on November 1, 2013

Items tentatively scheduled to be heard in the next three months, October to December 2013 include:

Sonoran Preserve Committee New Members to Subcommittee – Requests approval to appoint two new members to the Phoenix Sonoran Preserves and Mountain Parks/Preserves Committee.

Transfer of Communication Site License – Requests approval to transfer of telecommunication license, located at South Mountain Tower Site, from Una Vez Mas, LP to AZTECA International Corporation

El Reposo Park Request to Vend – Requests approval to allow the South Mountain/Laveen Village's Festival, Inc. to have vendors in the park at their annual Community Fair and Kids Zone at El Reposo Park, November 2, 2013.

Partnership between Tovrea Castle and Arizona State Parks – Requests direction from the Parks and Recreation Board regarding a partnership between the Arizona State Parks and Tovrea Castle.

Sustainable Landscape Maintenance w/AZ Landscape Contractor Association – Provide an informational report to the Parks and Recreation Board on the Arizona Landscape Contractor Association's Sustainable Landscape Management program which is designed to create cost efficient and attractive sustainable landscapes that reduce maintenance and water use and allow landscapes to retain the original design intent.

Parks and Recreation Department Nonprofit Agreements Annual Report – Provide an update regarding nonprofit agreements within the Parks and Recreation Department.

Echo Canyon Update – Provide an update on the progress made during the reconstruction of the parking and trailhead.

Dog Park Policy – Provide a review and update on the current dog park policy.

My Phoenix My Park Volunteer Program Update – Provide an informational report on the My Phoenix My Park Volunteer Program.

Spring Training Overview – Provide an update on the 2013 Cactus League Spring Training wrap-up and update on baseball stadiums.

Section 507 Tab A – Design Review Guidelines (Sonoran Preserve Edge Treatment) Case – Provide an update on the administrative changes the Planning and Development Department will make to the Edge Treatment Guidelines.

Quarterly Shuttered Facilities Update – Provide an update on shuttered facility partnerships with non-profits.

RECOMMENDATION

This item is for information only.

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CITY COUNCIL REPORT

TO: Lisa Takata
Deputy City Manager

FROM: James P. Burke
Acting Parks and Recreation
Director

SUBJECT: PHOENIX SONORAN PRESERVE APACHE WASH TRAILHEAD

This report provides an update to the Parks and Arts (PAS) Subcommittee on the Apache Wash Trailhead in the Phoenix Sonoran Preserve located at 1600 E. Sonoran Desert Drive.

THE ISSUE

The Apache Wash Trailhead will be dedicated on November 9, 2013 and will be the latest amenity in the Phoenix Sonoran Preserve. The Phoenix Sonoran Preserve, now over 9,400 acres, is generally located between Interstate 17 to the west, Cave Creek Road to the east, Carefree Highway to the north, and Jomax Road to the south.

DISCUSSION

The Apache Wash Trailhead is situated along the newly opened Sonoran Desert Drive near the 16th Street alignment. The new trailhead connects to over 18-miles of trails and the recently completed five-mile long Skip Rimsza Paseo, which recently received the Arizona Forward Award of Merit in September, 2013. The trailhead is situated in upland Sonoran Desert vegetation, which is home to an abundance of wildlife. The new trailhead offers over 200 parking spaces, equestrian trailer parking, shade ramadas, and a restroom facility. Due to its remote location, the trailhead is off the grid and relies on solar power for lighting at the entry gate, ramada restroom and the automatic gate and self-locking restrooms. This \$2.4 million project was funded through Parks Impact Fees.

RECOMMENDATION

This report is for information only.

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CITY COUNCIL REPORT

TO: Ed Zuercher
Acting City Manager

FROM: Ginger Spencer
Special Assistant to the City
Manager

SUBJECT: UPDATE ON 2006 BOND FUNDED CAPITAL CULTURAL PROJECTS

This report is to update the Parks and Arts Subcommittee on the status of 2006 bond funded capital cultural projects for Arizona Opera, Ballet Arizona, Black Theatre Troupe, and the Phoenix Theatre.

BACKGROUND

In 2006, voters approved 11 cultural facility projects totaling approximately \$58.3 million. Among these projects were new construction of facilities for the Arizona Opera, Ballet Arizona, Black Theatre Troupe, and Phoenix Theatre. These non-profit organizations were involved in all aspects of project management, including architect and construction manager selection, the design process, decisions regarding land acquisition (where applicable), and fundraising additional private funds to augment the construction budget and/or to provide for furnishings, fixtures, and equipment for the new facilities.

The City entered into 25-year operating agreements with each of the non-profits, and each organization agreed to provide services to underserved Phoenix residents over the course of the agreement in an amount roughly equal to the dollar amount of bond funds invested in the project. The nonprofit user groups are responsible for the day-to-day maintenance costs associated with the new building. The City is responsible for long-term capital replacement costs of major systems and infrastructure.

Completion of these signature projects substantially concludes the 2006 bond investment in cultural capital projects.

OTHER INFORMATION

Arizona Opera

In June 2011, the City purchased property and an existing building at 1636 North Central Avenue. The existing building was renovated to house Arizona Opera's administrative offices, production facilities, a box office and an education annex. A rehearsal hall was also constructed on-site that allows for the Opera to rehearse productions presented at Phoenix Symphony Hall, and to use as a black box space to present smaller productions. The total cost of construction was \$6.05 million, including bond funds, private funds raised by the Arizona Opera, Community and Economic Development Department funds, and Energize Phoenix grant funds.

Ballet Arizona

In December 2011, the City purchased property and an existing warehouse building at 2835 East Washington Street. The 40,000 square foot warehouse was renovated to include space for Ballet Arizona's administrative offices, production facilities, the School of Ballet Arizona, a 299-seat performance black box, seven (7) professional dance studios, a box office, and warehouse storage for sets and props. The total cost of construction was \$8.16 million and included bond funds, private funds raised by Ballet Arizona, and Energize Phoenix grant funds.

Black Theatre Troupe Helen K. Mason Performing Arts Center

In October 2010, the City purchased property and an existing building at 1333 East Washington Street. The existing document storage warehouse was renovated to include space for Black Theatre Troupe's administrative offices, production facilities, a 145-seat theatre that will serve as the performance home, a black box rehearsal/performance space, and box office. The total cost of construction was \$2.3 million

Phoenix Theatre

The east end of the Civic Space courtyard is the location of the newest performance space at Phoenix Theatre. The 235-seat flexible black box includes a grand lobby that connects the new performance space and existing main stage, a donor lounge, technical support areas, and a new, relocated box office. The total cost of the project was \$13.35 million and included bond funds and private funds raised by Phoenix Theatre.

RECOMMENDATION

This report is for information only.

CITY COUNCIL REPORT

TO: Ed Zuercher
Acting City Manager

FROM: James P. Burke
Acting Parks and Recreation
Director

SUBJECT: SUSTAINABLE LANDSCAPE MANAGEMENT PARTNERSHIP WITH
ARIZONA LANDSCAPE CONTRACTORS ASSOCIATION

This report provides the Parks and Arts Subcommittee with information on the Parks and Recreation Department partnership with the Arizona Landscape Contractors Association and the Sustainable Landscape Management Program.

ISSUE

In 2010, the Parks and Recreation Department completed the Tree and Shade Master Plan for the City of Phoenix. This document provides a roadmap to a more livable and sustainable city through education, preservation, and creating sustainable and maintainable infrastructure. As part of this effort, the department reached out to the Arizona Landscape Contractors Association (ALCA) and other organizations to leverage public and staff educational efforts in order to learn best practices, increase efficiencies, reduce costs and create more sustainable landscapes.

DISCUSSION

The ALCA is a statewide organization that provides education and government representation resulting in the enhanced professionalism of members and the public's perception of landscape contractors and the green industry. In 2011, staff began working with ALCA to create a partnership and deliver Sustainable Landscape Management training to Parks and Recreation Department staff. Sustainable Landscape Management principles are important to create healthier and more vibrant landscapes that require less irrigation and pruning, generate less green debris, and reduce the cost of overall landscape maintenance. The training encompasses sustainable practices in planting compositions and details, pruning, turf, irrigation, soils, fertilizers, and pesticides. A major advantage of incorporating these practices include the reduction of pruned plant material and hauling to landfills. This reduction is a central tenant of the Reimagine Phoenix Campaign. Incorporating Sustainable Landscape Management principles allow staff to increase effectiveness and efficiencies of existing landscape operations for parks and in street landscaping.

RECOMMENDATION

This report is for information and discussion.

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CITY COUNCIL REPORT

TO: Ed Zuercher
Acting City Manager

FROM: James P. Burke
Acting Parks and Recreation
Director

SUBJECT: ATHLETIC FIELD ALLOCATION POLICY REVIEW

This report provides an update to the Parks and Arts Subcommittee on review of the Athletic Field Allocation Policy.

THE ISSUE

The current Athletic Field Allocation policy was approved by the Parks and Recreation Board and implemented in 2008 after multiple meetings with stakeholders, work study sessions with Parks and Recreation Board members and review with City Council Subcommittee members. Field use throughout the department previously had been allocated by geographic division. The new allocation process allocates fields citywide and addresses the increased demand for field space which has exceeded availability. Currently there are 140 sports fields in the inventory.

The City of Phoenix Parks and Recreation Department believes in the importance of providing recreation services that improve the quality of life and responds to the leisure needs and interests of all segments of the community. The Department recognizes field space for all groups; city programs, schools, non-profit organizations, private and commercial groups, as they all assist in providing recreational opportunities to meet community needs. Activities that receive allocations include: soccer, football, baseball, softball, lacrosse, rugby, field and obedience club, society for creative anachronism, kickball, and cricket.

OTHER INFORMATION

The field allocation policy has improved consistency through the standardization of forms, establishing allocation dates, and consistent application processes. Additionally, athletic field information is available on the city's website in both English and Spanish.

The revised allocation process has accommodated more user groups, as well as a variety of sports and recreational activities throughout the city. This fall season there are 185 organizations with nearly 3,000 teams with 43,500 participants. Monday through Thursday from 6:00 to 8:00 p.m. is the most popular requested time.

Staff uses the following protocol to effectively and consistently manage the allocation process:

1. First priority is given to City-sponsored programs, operational and maintenance needs, general public usage, and contractual obligations.
2. An organization must represent a MINIMUM of four same sport resident teams to be eligible for consideration for an athletic field allocation.
3. Residency requirement of at least 70 percent of team members be residents of Phoenix.
4. Allocations are made citywide as opposed to geographically.
5. Allocation requests are accepted twice annually in March and August. For Fall and Spring seasons.

Nominal Fees were implemented for all users.

Fees schedule:

Youth two hour block: \$8 resident and \$12 non-resident
Adult two hour block: \$30 resident and \$45 non-resident

Additionally, a number of field management tools were implemented.

1. Scheduled maintenance and downtime for fields.
2. Limits on the number of teams per field, per allocation.

Staff evaluates a number of criteria to determine allocations. These criteria include the number of requests received; past allocations to the organization; compliance to stipulations of use, including Parks and Recreation Board policy 2.6 Code of Conduct; park rules; no shows; and misuse of the resource. This revised system provides ample lead time for organizations to find additional fields from other sources if required to meet their needs.

RECOMMENDATION

This report provides an update to the Parks and Arts Subcommittee on review of the Athletic Field Allocation Policy.

CITY COUNCIL REPORT

TO: Ed Zuercher
Acting City Manager

FROM: Ginger Spencer
Special Assistant to the City Manager

SUBJECT: ARIZONA ARTISTS AND CONTRACTORS INVOLVED IN THE PUBLIC
ART PROGRAM

This report provides information to the Parks and Arts Subcommittee on the involvement of Arizona artists and contractors in the City's Public Art Program.

THE ISSUE

The Phoenix Office of Arts and Culture is committed to encouraging and supporting Arizona artists and businesses through Public Art Program projects. This commitment began in 1986, when the Phoenix City Council enacted the percent-for-art ordinance. Since then, the City's Public Art Program has created more than 185 major works, enhancing the design of City buildings, public spaces and infrastructure, and broadening public access to the best available artistic talent and ideas.

Annual Involvement of Arizona Artists

The Phoenix Arts and Culture Commission has a goal of involving Arizona artists/designers in at least 55 percent of the City's public art projects. The Fiscal Year (FY) 2013-18 Public Art Project Plan is expected to exceed that percentage. Of the plan's 51 projects that are expected to require contracting professional services from artists, designers and contractors, at least 29 (57 percent) are expected to involve Arizona artists or teams with Arizona design professionals. Nine projects involve long-range planning and other initiatives, and are not expected to involve commissioning artists and designers.

More than 60 percent of the more than 185 public art projects commissioned since 1986 have involved Arizona artists and designers. Significant recent projects by Arizona artists include:

- Fire Training Academy Entrance Sculpture by Tyson Snow
- Lift Station #53 at Las Palmaritas Security Cornice by coLAB (Maria and Matt Salenger)
- Matthew Henson/HOPE VI Garden Fences by John Randall Nelson/Joe Willie Smith
- PHX Sky Train Terminal 4 Connector Bridge Glass Murals by Daniel Mayer
- PHX Sky Train 44th St. Pedestrian Bridge Terrazzo by Daniel Martin Diaz
- PHX Sky Train 44th St. Station Platform Terrazzo by Fausto Fernandez
- PHX Sky Train Terminal 4 Station Platform Terrazzo by Daniel Mayer
- PHX Sky Train East Economy Lot Station Terrazzo by Anne Coe

- Happy Valley and 27th Avenue/Baseline Road Park and Ride Shade by Mary Lucking

Investment in Arizona Construction Workers

Phoenix public art employs a wide range of Arizona contractors, builders, fabricators and construction professionals. Of the approximately \$31 million the City has invested in more than 75 public art projects in the past eight years, approximately \$26 million (84 percent) has gone to Arizona artist/contractors and project management. This investment has supported more than 1,300 Arizona design and construction jobs, including architects, landscape architects, civil and structural engineers, masons, carpenters, electricians, painters, truckers, cement workers, terrazzo specialists and a wide range of steel workers and fabricators. These numbers reflect the fact that even when artists from outside Arizona win competitions to design City public art projects, they often rely on Arizona contractors and suppliers to build them.

Artist Selection

Artists are selected for public art projects through an open, competitive process by selection panels that include art specialists, City staff and the community. This open competition has produced many award-winning City projects. The honors include numerous Arizona Forward (formally Valley Forward) Environmental Excellence Crescordia Awards, one Arizona Forward President's Award, the 2013 Job of the Year Award from the National Terrazzo and Mosaic Association, and other national and regional awards for innovative transportation design, urban planning, public art, landscape architecture and engineering.

Development of Arizona Public Artist Pool

Phoenix's innovative public art projects and opportunities have helped to diversify and deepen the talent pool of public artists in Arizona. Several Arizona artists who began their public art careers with City of Phoenix projects now compete for projects nationally. The Phoenix Office of Arts and Culture undertakes initiatives to provide Arizona artists with information about public art opportunities here and around the nation. The Public Art Program is partnering this year with the Arizona Commission on the Arts to offer the webinar series "Creative Placemaking and Public Art" free to Valley artists and the public. Presented by the Americans for the Arts Public Art Network, the series is a step-by-step educational program for artists, community planners and other design professionals on planning and implementing community-based public art projects. Additional Arizona outreach efforts include:

Temporary Public Art Projects

To expand opportunities for Arizona artists, the Phoenix Public Art Program has implemented temporary public art projects, such as the Artist's Initiative Series and the 7th Avenue Streetscape Public Art Projects. These projects enable Arizona artists to reach new audiences and create larger projects than their studio and gallery spaces might otherwise permit. Temporary projects allow artists to become familiar with the requirements of public art projects, and provide important career development opportunities.

New Projects for New Artists

The Public Art Program has developed projects enabling studio artists with little or no previous public art experience to be involved in the design of major public buildings and spaces. The award-winning terrazzo floors and glass murals integrated into the PHX SkyTrain stations and connector bridges exemplify the success of this effort. The Arizona artists involved in these projects had never created works on the scale of the Sky Train stations and bridges. Office of Arts and Culture's public art staff guided their involvement throughout the complex projects.

Outreach to Arizona Students, Artists and Design Organizations

In addition to working directly with artists to create successful large-scale public projects, public art staff also conducts extensive outreach to encourage Arizona artists to participate in the public art process. Staff members lead classes and workshops for students involved in college and university art programs. The Office of Arts and Culture also sponsors the "Art Works, Culture Connects" series of public talks by specialists about public art and urban design.

Staff also makes regular presentations about public art to community, artist, architect, design and other cultural organizations and university programs. Staff has given talks about public art, and served on panels for a wide range of groups, including the Arizona Commission on the Arts, Arizona Society of Landscape Architects, Women in Design, Arizona State University's Herberger Institute for Design and the Arts, Valley Leadership, the Phoenix Community Alliance and many others.

Outreach was made to more than 1,700 individuals in FY2012-2013 through in-person contacts.

Web Outreach

In addition to offering workshops and talks, Public Art staff continues to expand public access to information about public art through its website and listserve. The free electronic listserve now reaches more than 3,200 subscribers with information about public art opportunities in Phoenix and other cities. Many subscribers are based in Arizona.

Studio and Gallery Visits

Public art staff regularly visits galleries and artist studios in Phoenix and elsewhere in the Valley, providing support and technical assistance with the application procedure for public art commission opportunities and detailed information about the Public Art Program.

Pre-Submission Meetings

For each new public art commission opportunity, Public Art Program staff conducts a pre-submission meeting for Arizona artists. Pre-submission meetings provide an opportunity for artists to learn more about each project, ask questions of the project management staff and receive technical assistance with the application process.

RECOMMENDATION

This report is for information only.