

**\*REVISED\***  
**NOTICE OF PUBLIC MEETING**  
**PHOENIX CITY COUNCIL**  
**PARKS, ARTS, TRANSPARENCY AND EDUCATION SUBCOMMITTEE**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **PHOENIX CITY COUNCIL PARKS, ARTS, TRANSPARENCY AND EDUCATION SUBCOMMITTEE** and to the general public, that the **PHOENIX CITY COUNCIL PARKS, ARTS, TRANSPARENCY AND EDUCATION SUBCOMMITTEE** will hold a meeting open to the public on **Wednesday, March 25, 2015 at 9:00 a.m. located at Phoenix City Hall, 1<sup>st</sup> 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.	<b>Call to Order</b>	Laura Pastor, Chair
2.	<b>Review and Approval of the February 25, 2015 Parks, Arts, Transparency and Education Subcommittee Meeting Minutes</b>	Page 5
<b>Item 3-5 are for Information Only. No presentation is planned; however staff will be available to answer questions.</b>		
3.	<b>Parks and Recreation Board Update</b>  This report provides the Parks, Arts, Transparency and Education Subcommittee with information on agenda items heard by the Parks and Recreation Board on February 26 and March 4, 2015, as well as tentative future agenda items.  <b>This item is for Information Only.</b>	James P. Burke, Parks and Recreation  Page 15
4.	<b>Head Start Monthly Report – January 2015</b>  This report provides the Parks, Arts, Transparency and Education Subcommittee, which serves as the City of Phoenix Head Start Governing Board, an updated summary on the financial and programmatic status of the program.  <b>This item is for Information Only.</b>	Moises Gallegos, Human Services  Page 17
5.	<b>Information on New Head Start Eligibility Guidelines</b>  The purpose of this report is to provide the Parks, Arts, Transparency and Education Subcommittee information on the Office of Head Start Final Rule on Head Start Eligibility.  <b>This item is for Information Only.</b>	Moises Gallegos, Human Services  Page 23

**Items 6 – 9 are for Consent Action. No presentation is planned; however staff will be available to answer questions.**

6.	<p><b>Phoenix Public Library’s Renewal of First Things First Phoenix North Regional Council Grant</b></p> <p>This report requests the Parks, Arts, Transparency and Education Subcommittee approve Phoenix Public Library’s application to First Things First Phoenix North Regional Council for an early literacy awareness and parent outreach grant.</p> <p><b>This item is for consent.</b></p>	<p>Rita Hamilton, Phoenix Public Library</p> <p>Page 25</p>
7.	<p><b>Approval to Apply for and Accept Head Start Funds and Contract Funds</b></p> <p>The purpose of this report is to request the Parks, Arts, Transparency and Education Subcommittee recommend City Council approval to apply for and accept Fiscal Year 2015 – 2016 Head Start program grant funds from the U.S. Department of Health and Human Services for up to a total of \$27,613,075 for the period of July 1, 2015 through June 30, 2016. Further, the Human Services Department requests approval to contract with Delegate Agencies to operate the Phoenix Head Start Program.</p> <p><b>This item is for consent.</b></p>	<p>Moises Gallegos, Human Services</p> <p>Page 27</p>
8.	<p><b>Approval to Replace Ocotillo Elementary School Playground Equipment and Playground Surfaces</b></p> <p>The purpose of this report is to request Parks, Arts, Transparency and Education Subcommittee, acting as the Head Start Governing Board, to approve the replacement of playground equipment and playground surfaces at Ocotillo Elementary School. The replacement will cost \$39,199 and will be paid with Head Start funds in the Washington Head Start Delegate Agency contract.</p> <p><b>This item is for consent.</b></p>	<p>Moises Gallegos, Human Services</p> <p>Page 33</p>

9.	<p><b>National Endowment for the Humanities Preservation Assistance Grant for Smaller Institutions</b></p> <p>This report requests that the Parks, Arts, Transparency and Education Subcommittee recommend authorization by City Council to apply for up to \$6,000 in a National Endowment for the Humanities Preservation Assistance Grant for Smaller Institutions. The funds will be used to conduct an assessment of the Phoenix Municipal Art Collection, beginning in January 2016.</p> <p><b>This item is for consent.</b></p>	<p>Gail Browne, Office of Arts and Culture</p> <p>Page 35</p>
<p><b>Item 10 is for information, discussion and possible action.</b></p>		
*10.	<p><b>Unified City Services Card/Municipal ID Cards</b></p> <p>The purpose of this report is to provide information on Unified City Services/Municipal ID concepts and to seek direction from the Parks, Arts, Transportation and Education Subcommittee and recommendation for City Council approval on moving forward to create a citywide policy for development and use of such a card. .</p> <p>*Report added.</p> <p><b>This item is for information, discussion and possible action.</b></p>	<p>Toni Maccarone, City Manager's Office</p> <p>Page 37</p>
<p><b>Items 11 and 12 are for information and discussion.</b></p>		
*11.	<p><b>America's Promise Alliance GradNation Summit</b></p> <p>This report provides the Parks, Arts, Transparency and Education Subcommittee with an update on the Reclaiming Youth Talent Summit scheduled for April 10, 2015.</p> <p>*Attachment added.</p> <p><b>This item is for information and discussion.</b></p>	<p>Tim Valencia, City Manager's Office</p> <p>Page 41</p>
12.	<p><b>Phoenix Public Library Named IMLS National Medal Finalist</b></p> <p>This report provides information to the Parks, Arts, Transparency and Education Subcommittee on Phoenix Public Library being named a Finalist for the Institute of Museum and Library Services (IMLS) 2015 National Medal.</p> <p><b>This item is for information and discussion.</b></p>	<p>Rita Hamilton, Phoenix Public Library</p> <p>Page 45</p>

13.	<b>Future Agenda Items:</b> This item is scheduled to give Subcommittee members an opportunity to mention possible topics for future Subcommittee agendas or to request City staff to follow-up on Subcommittee issues.	Laura Pastor, Chair
14.	<b>Call to the Public:</b> Consideration, discussion and comments from the public; those wishing to address the Subcommittee need not request permission in advance. Action taken as a result of 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.	Laura Pastor, Chair
15.	<b>Adjournment</b>	Laura Pastor, Chair

For further information, please call Rita Marko, Management Assistant, City Manager's Office, at 602-262-7684 or Genevieve Siri at 602-495-7320. 7-1-1 Friendly

**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 Rita Marko at 602-262-7684 or Genevieve Siri at 602-495-7320 as early as possible to coordinate needed arrangements. 7-1-1 Friendly

**Subcommittee Members**

Councilwoman Laura Pastor, Chair  
Councilman Michael Nowakowski

Vice Mayor Daniel Valenzuela  
Councilman Jim Waring

March 20, 2015

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

February 25, 2015

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

**City Council Members Present**

Chair Laura Pastor  
Vice Mayor Jim Waring  
Councilman Michael Nowakowski  
Councilman Daniel Valenzuela

**Staff Present**

Paul Blue  
Deanna Jonovich  
Lisa Takata  
Penny Parrella  
Ruben Alonzo  
Jim Burke  
Rita Hamilton  
Gail Browne  
Moises Gallegos  
Libby Bissa  
Patricia Nightingale  
Inger Erickson  
Ken Vonderscher  
Cynthia Aguilar  
Tim Valencia  
Judy Reno  
Ed Lebow  
Danielle Poveromo  
Genevieve Siri  
Corey Williams  
Gregg Bach  
Joe Diaz  
Lourdes Rodriguez  
Stephanie Mortensen  
Christine Klich-Corbin  
Marvin Palmer  
Margaret Shalley  
Yvonne Pastor

**Others Present**

Melanie McClintock  
Kraig Lyon  
Jo Marie McDonald  
Becky Santiago  
Louise Roman

## **1. CALL TO ORDER**

Chair Laura Pastor called the meeting to order at 9:08 a.m. with Vice Mayor Jim Waring and Councilman Michael Nowakowski present. Councilman Daniel Valenzuela joined the meeting at 9:11 a.m.

## **2. REVIEW AND APPROVAL OF THE JANUARY 28, 2015, PARKS, ARTS, TRANSPARENCY AND EDUCATION SUBCOMMITTEE MEETING MINUTES**

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

## **3. APPROVAL OF HEAD START AND EARLY HEAD START ERSEA PLAN**

## **4. APPROVAL TO APPLY FOR ARIZONA DEPARTMENT OF ECONOMIC SECURITY FISCAL YEAR 2016 COMMUNITY ACTION PROGRAM FUNDING**

## **5. RETROACTIVE APPROVAL TO APPLY FOR OFFICE ON VIOLENCE AGAINST WOMEN (OVW) FISCAL YEAR 2015 JUSTICE FOR FAMILIES PROGRAM APPLICATION AND APPROVAL TO APPLY FOR OVW FISCAL YEAR 2015 ARREST GRANT APPLICATION**

## **6. ARTIST DESIGN AND CONSTRUCTION OVERSIGHT CONTRACT FOR THE ARTERIAL CANAL CROSSINGS AND TRAIL CONNECTIONS PUBLIC ART PROJECT**

## **7. ARIZONA COMMISSION ON THE ARTS FY 2015-2016 COMMUNITY INVESTMENT LEVEL VI GRANT APPLICATION**

## **8. SONORAN PRESERVE ACQUISITION – PRIORITY VARIANCE APPROVAL**

## **9. ESTABLISHING A FAMILY RESOURCE CENTER AT BURTON BARR CENTRAL LIBRARY**

Items 3 through 9 were for Consent. No presentations were planned; however staff was available to answer questions.

Councilman Nowakowski asked for the amount allocated for future years under Item 4.

Deputy City Manager Deanna Jonovich introduced herself and Human Services Director Moises Gallegos. Mr. Gallegos stated the item is the annual funding for the Arizona Department of Economic Security (ADES). He said the reason we have this item is they released a request for award and this is the funding that we get as a community action program. He added the \$7 million is expected to be flat for the following year, and though it does vary each year, we will find out more as we go through the year. He said around mid-year, ADES does a mid-year amendment.

Councilman Nowakowski stated he wanted to be sure we are not approving funding for one year and then staff would need to search for new funding the following year.

Vice Mayor Waring asked if the improvements would be safety-related for Item 6. Office of Arts and Culture Director Gail Browne confirmed there are safety elements in the project. She asked Public Art Program Director Ed Lebow to provide more detail.

Mr. Lebow stated the project is important for the City in that it would improve safety along the Grand Canal Corridor and hopefully set a model for how canal crossings can be installed along arterials.

Vice Mayor Waring asked if the project would improve the safety situation at current crossings. Mr. Lebow confirmed that statement.

Councilman Daniel Valenzuela joined the meeting at 9:11 a.m.

Councilman Nowakowski motioned to approve items 3 through 9. Councilman Valenzuela seconded the motion which passed 4:0.

## **10. PARKS AND RECREATION BOARD UPDATE**

### **11. HEAD START MONTHLY REPORT – DECEMBER 2014**

Items 10 and 11 were for Information only. No presentations were planned; however staff was available to answer questions.

Vice Mayor Waring briefly left the meeting at 9:13 a.m.

Under item 10, Councilman Nowakowski asked for an update on the RFP for Enchanted Island Concession Agreements. Parks and Recreation Director James Burke explained the Parks and Recreation Board approved to authorize staff to initiate a Request for Proposal (RFP) process to secure a qualified vendor to operate the three Enchanted Island Concessions: boating, pool and Enchanted Island concessions.

Councilman Nowakowski asked for the length and renewal terms of the current contract. Mr. Burke replied the original contract began in 1991 and was transferred to two different operators, with the current operators holding them for about 10 years. He added there was an opportunity for a mutually-agreed upon five-year extension, and said staff recommends issuing an RFP and does not recommend the five-year extension.

In response to Councilman Nowakowski's question, Mr. Burke explained that staff did not recommend the five-year extension because it has been so long since there had been a competitive bid. He added staff also believed Council wanted the City to move in the direction that enabled competition.

Councilman Nowakowski asked if safety was one of the concerns. Mr. Burke stated there were a number of factors for recommending an RFP such as the condition of the facility, the relationship with the operator, and the fact that it had been so long since the contract was competitively bid.

Councilman Nowakowski stated he received community calls about how the operator has provided many community events throughout the years. He said the site used to be in his district but is now in District 4. He asked if the RFP will include a component to do community outreach.

Mr. Burke confirmed the RFP will ask proposers to provide a business plan, which would include identifying proposed activities which would be weighted, and a

recommendation would be brought forward. He said the Parks and Recreation Board asked to be continually appraised throughout the RFP process.

Councilman Nowakowski asked about the RFP panel. Mr. Burke stated a panel had not yet been selected, but it would include staff from different departments and community members. The panel would make a recommendation to the Parks Board.

Councilman Nowakowski stated an annual Easter Egg Hunt event is scheduled in a few weeks at the site, and suggested staff outreach to the group for their input.

Chair Pastor stated she has concerns about the process and will speak to the Parks Board Chair. She said she understood that the RFP was approved by the Parks Board, and if the Board has concerns, the Parks Board would discuss them at their February 26 meeting.

Vice Mayor Waring returned to the meeting at 9:19 a.m.

Councilman Nowakowski asked if the process was a typical one whereby the City would not continue with a contract when an extension was available.

Mr. Burke stated there are a variety of contracts, some with renewals and some without. He said he does not believe there has been a similar situation that has arisen in the immediate past.

Kraig Lyon, operator of Enchanted Island Amusement Park, stated he believed the Parks Board was not given an opportunity to review the agreement. He added he submitted a request to renew over a year ago, which he said did not reach the Board.

Chair Pastor stated she understands there are discrepancies in the process, and would speak to the Chair of the Parks Board to see if the item can be added to the February 26 agenda.

Councilman Nowakowski asked if the Subcommittee could make a recommendation. Deputy City Manager Lisa Takata stated she did not know if there is a precedent, but the operator is able to apply for the RFP process. Ms. Takata stated it is customary to have a bid process restart if a long time had passed since a contract was bid. She added she believed the Board's intent was to welcome bids.

Chair Pastor stated discrepancies need to be looked at before we move ahead with the RFP, and she will make that her recommendation to the Parks Board Chair.

Ms. Takata stated staff can address her concerns after the meeting and a motion would not be necessary.

Councilman Nowakowski stated the City should be open about why a renewal was not selected and that proposers bank on a renewal when they invest in their business.



Ms. Takata stated the contract was last bid in 1991 and it seemed a rather long time ago. She said staff can look into the matter further and see what questions need to be answered.

Chair Pastor agreed that 25 years is a long time. She said in this contract, there is a five-year renewal, and another five years would make it a 25 year contract. She stated if we look at precedents or some history of other 25-year contracts with a renewal period available, they probably were not bid out through an RFP process right away, and there was probably a renewal. Chair Pastor asked staff to look into the matter.

Councilman Nowakowski stated he was informed an accident occurred that sparked this discussion and that is what raised his concerns.

Mr. Lyon acknowledged there was an incident where a customer cut a finger. He stated that the statements made so far have been incorrect.

Councilman Valenzuela stated he appreciated the concerns, that 25 years is a long time to have one vendor for any service, that competition is good, and that staff should be commended for being diligent and taking on fiduciary responsibility to provide the best possible service. He supported an open process. He stated the Subcommittee should get the information requested, and if staff's recommendation is to go out to bid, he stated that would be a positive.

Mr. Lyon shared that he took out a \$750,000 SBA loan to buy equipment for the park, and the note will be due June 1. He stated that he cannot participate in the RFP for that reason.

Councilman Nowakowski said Mr. Lyon is not at fault. He stated the Council 25 years ago should not have approved a 25-year term, but each situation is different. He stated that in the future, the City should keep its word on long-term contracts.

Mr. Lyon stated he agrees, and the original term was 10 years with a five-year extension, and that he just happened to be there for 25 years.

There were no questions on Item 11.

## **12. PARKS CIP REVIEW**

Mr. Burke provided a PowerPoint presentation which covered the following:

- Park System Overview
- Capital Improvement Projects (CIP) 2008-14
- Surveys, Studies and Inventories
- Project Delivery: Individual Amenities
- Project Delivery: Comprehensive Renovation
- Rebuild Our Parks
- Upcoming Projects FY 15/16-16/17

Councilman Valenzuela briefly left the meeting at 9:35 a.m.

At the CIP 2008-14 slide, Mr. Burke indicated the size of a circle graphic shown on the slide around each project which represents the relative dollars spent on each project. Vice Mayor Waring asked if even larger circles would indicate the building of a new park.

Mr. Burke stated that was not necessarily true, and that a larger circle might indicate a renovation or land acquisition. He stated the graphic in Vice Mayor Waring's district involved land acquisition.

Vice Mayor Waring asked for the cost to open a new park. Mr. Burke stated there is no single figure. He said \$6 million is the cost for the new 12-acre, fully-developed Dust Devil Park on 107<sup>th</sup> Avenue and Cameback. He stated the City will partner with the school next door to access their new community center, and will enter into an Intergovernmental Agreement to light the school's two ballfields. He summed up by saying the park will have a higher level of amenities than a typical park as a result of the partnership.

Vice Mayor Waring asked about the cost of restrooms in parks. Mr. Burke replied the cost is about \$250,000 for the building, and \$300,000 total with utilities and site work. Mr. Burke stated design elements are used to appropriately handle heavy public use.

Vice Mayor Waring spoke about the importance of having restrooms in parks and that he hears this request from residents. He acknowledged the concern about keeping them viable.

Councilman Valenzuela returned to the meeting at 9:39 a.m.

Mr. Burke replied that in the past 50 years, restrooms were put in large parks and it is something staff is working on re-addressing.

Vice Mayor Waring asked if the Parks improvements listed on the Upcoming Projects slide were ranked in order of prioritization.

Mr. Burke replied they were ranked as such for each amenity and project, and staff tried to look at the whole system. He added there are some projects that are not identified in the slide that will happen citywide such as the effort to re-lamp with LED lights.

Vice Mayor Waring stated constructing restrooms in parks without them take priority over restroom renovations.

Mr. Burke stated the program was designed for both renovations and new restrooms, but staff can refocus with this input.

Vice Mayor Waring stated he would like to see specifics on the plan when it's ready and a map with plans for his district. He supported security lighting and irrigation efficiencies as top priorities as well.

Mr. Burke stated that last year the City invested \$500,000 in irrigation efficiency, impacting 33 parks and saving \$500,000, which was available to reinvest in parks. He

added that amount represents ongoing savings each year, and staff continues to work on that effort.

Vice Mayor Waring briefly left the meeting at 9:49 a.m.

Councilman Nowakowski stated that he regularly hears from residents in his district about the need for more soccer and football fields. He noticed the ones at the West Side Sports Complex are packed. Mr. Burke confirmed fields are high on the community radar and they are used 100 percent, but staff has to allow time for mowing and maintenance. Mr. Burke spoke about long-term plans at 99<sup>th</sup> Ave and Lower Buckeye, Cesar Chavez Park, and possible future use of retention basins at the new 202 Freeway.

Councilman Valenzuela briefly left the meeting at 9:49 a.m.

Councilman Nowakowski thanked staff for the quality of services at the sports fields and trails.

Councilman Valenzuela returned to the meeting at 9:51 a.m.

### **13. ARTS AND CULTURE CIP REVIEW**

Ms. Brown and Mr. Lebow provided a PowerPoint presentation which covered the following:

- Cultural Facilities Major Projects Update
- Public Art Plan Projects Update
- 5-Year FY 2014-19 Public Art Plan
- Update: 5-Year FY 2014-19 Public Art Plan
- Recently Completed Projects
- Recently Approved Contracts
- Major Projects In Construction
- Major Projects In Design
- Major Upcoming Projects
- Encouraging Arizona Artists
- Who Builds Public Art?
- Analysis of Over 79 Public Art Projects
- Made in Arizona: Roosevelt Streetscape Public Art Project

Councilman Valenzuela briefly left the meeting at 9:58 a.m. and returned at 10 a.m. Vice Mayor Waring returned to the meeting at 9:59 a.m.

Councilman Nowakowski thanked staff for extending art and arts education to the rest of the city beyond downtown Phoenix. He liked the term “Made in Phoenix.”

Councilman Valenzuela thanked staff for their hard work and expressed his appreciation for art in so many City projects. He stated that Phoenix is a young city and people are looking for an identity for the city and are finding it in the art. He especially appreciated the 107<sup>th</sup> Avenue canal project.

Mr. Lebow stated there are great partners throughout the City and the community.

Chair Pastor asked what is needed for the Hispanic Cultural Center project to advance. Ms. Browne stated conversations need to continue, with a million dollars set aside which may not be enough to build a new building. She added staff hopes to have a public forum to have a conversation about what is needed and move from there.

Chair Pastor stated it looks like a public-private partnership will be needed. Ms. Browne affirmed her statement, given available funding.

Chair Pastor stated she appreciates staff's hard work.

#### **14. LAUNCH OF CAREER ONLINE HIGH SCHOOL**

City Librarian Rita Hamilton introduced the item. She and College Depot Director Judy Reno provided a PowerPoint presentation which covered the following:

- Identified Need
- Re-engagement Center
- Online High School for Adults
- Application Process
- Tuition Waivers
- Get Connected

Chair Pastor recommended everyone visit College Depot and review the information about online high school. She said there are scholarships and, as an educator, she encourages people to return to school.

Councilman Nowakowski thanked staff for the service, given the Phoenix dropout statistics. He suggested contacting students who have dropped out to recruit them for the program.

Ms. Reno stated staff is in discussion with Phoenix Union High School District. She said their dropout prevention specialists call students who have dropped out in order to maintain contact with them up to a certain age. Staff is proposing to enter into a Memorandum of Understanding to take over making those calls.

Councilman Nowakowski commended the expansion of College Depot to locations other than Burton Barr Central Library. He suggested working with afterschool programs in the arts. He stated if we can help a family's eldest child obtain a college education, there would be positive impacts for years.

Councilman Valenzuela stated there is a College Depot at the Palo Verde Branch. He thanked staff for thinking outside the box and asked everyone to visit hive @ Central Library. He asked about outreach and said he will send suggestions to staff. He asked if staff is working on increasing funding by looking at the private sector. He stated there are many organizations that might be willing to partner such as Grand Canyon University.

Ms. Reno stated outreach has been done with partner organizations especially to reach out to adult groups, including Phoenix Rescue Mission.

Ms. Hamilton stated staff is working with the Phoenix Library Foundation to identify other organizations that may be interested in helping with the program. The current funders were very interested. College Depot will be highlighted at the annual foundation dinner.

Ms. Reno stated the tuition is \$1,295 per student and there are currently funds available for 75 students, in reply to Councilman Nowakowski's questions.

## **15. OUT OF SCHOOL PROGRAM STANDARDS**

Deputy City Manager Paul Blue introduced the item. Youth and Education Manager Tim Valencia introduced special guest, Melanie McClintock, Executive Director of the Arizona Center for Afterschool Excellence. Ms. McClintock provided a brief overview of her organization.

Mr. Blue and Mr. Valencia provided a PowerPoint which covered the following:

- Background
- OST Quality Standards
- Recommendation

Vice Mayor Waring asked for a copy of the assessment tool. He said there appear to be several bulletpoints under each standard, and is concerned about how the standards would be measured. He said without the measurement tool, he is not willing to support the item. He asked if the programs run by the City at City facilities would be covered by the standards.

Mr. Valencia stated the City is meeting all the standards and this item officially adopts the standards. He said certain departments are doing different pieces of the standards within City programs, and the standards are supposed to be flexible and adaptable.

Vice Mayor Waring requested a briefing on the item. He would also like to see how staff is measuring how healthy lifestyles and behaviors are promoted.

Chair Pastor stated that the City is already meeting standards in City programs.

Ms. McClintock stated they are trying to have the standards adopted statewide.

Chair Pastor stated she thinks certain departments are already doing pieces of these standards. The City is now looking at all departments that have activities to standardize all their standards throughout all programs. Right now, the City is piloting it in the after-school program.

Mr. Valencia stated that the standards are meant to standardize across the board and create a common language. There are pieces within programs that the quality standard may not fit, but they're meant to be flexible.

Mr. Blue stated we do not currently have a commonality in how we want to treat out of school time programs that the City is engaged in. We're trying to adopt standards that allow us to design programs, and all our programs are designed to fit this. Not every standard is applicable to every program but we need to start somewhere.

Mr. Blue continued that staff will brief Vice Mayor Waring. He said the goal is to create a framework for success for how the City can best deliver the standards, and focus on education in programs that create the greatest opportunity to supplement what happens in the school, but within a flexible regime that allows the City to meet the goals of these programs.

Councilman Nowakowski thanked staff for creating a culture of quality standards for the after school programs.

Councilman Nowakowski motioned to approve the item. Councilman Valenzuela seconded the motion. The item passed 3:1.

#### **16. REQUEST FOR FUTURE AGENDA ITEMS**

Chair Pastor congratulated Ms. Takata on her 27 years of service and retirement. Councilman Valenzuela thanked Ms. Takata for everything she has done for the City and for inspiring everyone to be a better leader.

Chair Pastor noted that staff is working on Councilman Nowakowski's request for an item on the budget to be on the agenda.

#### **17. ADJOURNMENT**

Chair Pastor adjourned the meeting at 10:40 a.m.

Respectfully Submitted,

Genevieve Siri  
Management Assistant II  
Budget and Research Department

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**CITY COUNCIL REPORT**

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TO: Deanna Jonovich  
Deputy City Manager

FROM: James P. Burke  
Parks and Recreation Director

SUBJECT: PARKS AND RECREATION BOARD UPDATE

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This report provides the Parks, Arts, Transparency and Education Subcommittee with information on agenda items heard by the Parks and Recreation Board on February 26 and March 4, 2015, as well as tentative future agenda items.

**Agenda Items Heard on February 26, 2015**

**CIP Update** – An update on FY 2015/16 Capital Improvement Program projects for the Parks and Recreation Department.

**Undeveloped Park Properties Update** – A preliminary staff analysis on the potential sale of undeveloped park parcels was provided.

**KASW - TV license transfer to Nextstar Broadcasting** – The Board approved transfer of South Mountain Tower Site Telecommunication License from KASW – TV to Nextstar Broadcasting.

**Capstar Radio Operating Company license transfers to Vertical Bridge** – The Board approved transfer of two South Mountain Tower Site Telecommunication Licenses from Capstar Radio Operating Company to Vertical Bridge.

**Riviera Broadcasting License at South Mountain Tower Site** – The Board approved a new transmission antenna on an existing tower at the South Mountain Tower Site for Riviera Broadcasting.

**Requests to Vend at Cashman Park** – The Board approved vending at new events taking place at Cashman Park in conjunction with Desert Ridge Community Association.

**Cashman Park Pilot Farmers Market Update** – An update on the first two farmer’s market events at Cashman Park was provided.

**Ak-Chin Pavilion Update** – An update was provided on the Ak-Chin Pavilion and task force recommendations.

## **Agenda Items Heard on March 4, 2015 – Special Meeting**

**Encanto Park Concession Contracts** – The Board approved authorization for a one-year extension of the current Enchanted Island Concession Contracts and to enter into negotiations for the remaining four years of a five-year renewal period expiring June 1, 2020, with no renewal options with explicit understanding the Parks and Recreation Department return to the Board to issue an RFP within six months if the department determines negotiations are not achievable.

## **Agenda items tentatively scheduled to be heard in the next three months, March to May, 2015, include:**

**Parks and Recreation Department Budget Update** – Provides an update on FY 2014/15 Parks and Recreation Department Budget.

**Capital Improvement Program Project (CIP) Selection Process** – Provides an overview of the process staff utilizes for CIP project selection.

**Enchanted Island Monthly Update** – Provides monthly update of contract negotiations with Enchanted Island concessionaire for contract extensions.

**Ak-Chin Pavilion Financial Considerations** – Provides an update on the budget of Ak-Chin Pavilion improvements that resulted from task force recommendations.

**Moon Valley Water Line Project** – Provides information on the Development Agreement between the City of Phoenix, the Moon Valley Country Club and the Lookout Mountain Golf Course to provide a long-term non-potable water source for the golf courses.

**Pickleball Program Update** – Provides an overview of Department pickleball programs.

**Tobacco Free at El Oso Park** – Students from Trevor Brown High School recommend the Board consider a pilot tobacco-free initiative at El Oso Park.

**Undeveloped Park Properties Update** – Provides information on how undeveloped park sites were selected for potential sale.

## **RECOMMENDATION**

This item is for information only. Staff will be available to answer questions regarding these items.



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## CITY COUNCIL REPORT

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TO: Deanna Jonovich  
Deputy City Manager

FROM: Moises Gallegos  
Human Services Director

SUBJECT: HEAD START MONTHLY REPORT – JANUARY 2015

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This report provides the Parks, Arts, Transparency and Education Subcommittee, which serves as the City of Phoenix Head Start Governing Board, an updated summary on the financial and programmatic status of the program.

### THE ISSUE

The Improving Head Start for School Readiness Act of 2007 requires each Head Start Grantee share information with the Governing Board and Policy Council about program planning, policies, and operations on a monthly basis. To comply with the Act, the Head Start program provides a monthly report on the following Head Start areas:

- Fiscal Expenditures
- Medical/Dental Exams
- School Attendance
- Enrollment Reports
- Ongoing Monitoring
- Program Information Summaries

**Fiscal Expenditures:** A report, which includes all expenditures to the City of Phoenix Head Start grant, is prepared and presented to the Governing Board and Policy Council for information each month. Attachment A shows year-to-date expenditures for the Fiscal Year 2014 – 2015. The report includes a breakdown for each delegate agency, the policy council and staff support. Expenditures are tracked on a year-to-date basis including the percent expended for the fiscal year.

**School Attendance in Head Start:** Monthly information on school attendance is tracked by the Human Services Department, Education Division. The annual target for attendance set by the Office of Head Start (OHS) is 85 percent. Year-to-date attendance is 89 percent.

**Medical/Dental Exams:** Head Start regulations require all children to have complete medical and dental exams each year. Through the end of January 6,254 of the target 6,400 exams, or 98 percent, were complete.

### **Monitoring Report:**

Third quarter ongoing monitoring started the week of January 19 with Roosevelt Head Start. The monitors focused on child health and safety, child mental health and disability services. The monitoring reports indicate the agency needs to work toward aligning children's Individual Education Plan (IEP) goals with classroom activities, individualizing for all children, and ensuring their staff are trained on and familiar with

their health policies. At Washington Head Start, the monitors focused on child mental health, disability services, program management and Eligibility, Recruitment, Selection, Enrollment and Attendance (ERSEA). This agency was found to be in compliance in all areas with the exception of one classroom which is experiencing difficulty aligning children's IEP goals to classroom activities. Technical assistance will be provided to both agencies in areas of noncompliance through direct coaching with classroom staff and assistance from the Health Specialist to train staff on health policies. Random health and safety observations were conducted at all delegate agencies in January. Significant improvement was observed at all agencies. The monitors are continuing to conduct follow up visits to ensure corrections and repairs are completed in a timely manner.

**Enrollment Reports:** OHS requires programs to submit the total number of funded slots and children enrolled in the program on the last school day of each month. Attachment C indicates the program was fully enrolled at 3,390 children.

### **Program Updates:**

Wilson Parent Training: On January 27, the Head Start Caseworker at Wilson conducted a parent training, "Reaching Family Success," from the Opening Doors Curriculum. The activity was "Actions Speak Louder than Words" and its purpose was for parents to reflect on the significance of positive discipline. There were approximately 15 parents in attendance and they shared their personal experiences with one another.

Ready, Set, Kindergarten! Program: On January 28, Marilyn Feliciano of the Phoenix Public Library presented "Ready, Set, Kindergarten!" a 45-minute seminar about preparing children for kindergarten to Deer Valley Head Start program parents. Thirteen parents attended two sessions, one in English and one in Spanish. Parents learned five techniques to assist children in a successful transition to kindergarten: talk, sing, read, write and play. At the end of the session, parents received a folder with information on Preschool Milestones, a Home Literacy Environment Checklist, a guide to language Development for parents and a coupon for a free book from the public library.

# Attachment A

2014 – 15 Head Start Financial Summary Fund 1643  
 Planned level of Expenditures 58%  
 For the Month Ending January 31, 2015

Fund Center	Program	FTE	Revised Budget 2015	FY15 YEAR-TO-DATE Expenditures	FY15 YEAR-TO-DATE % Spent
8940050001	HS Administration	9	1,795,119	945,471	53%
8940050004	HS T&TA	-	149,873	53,708	36%
8940050012	HS Policy Council	-	18,792	9,268	49%
8940050015	HS Mental Health	5	521,444	286,427	55%
8940050016	HS Casework Support	65	4,962,597	2,847,989	57%
8940050017	HS Classroom Support	14	1,466,611	867,236	59%
	<b>Total City of Phoenix</b>	<b>93</b>	<b>8,914,436</b>	<b>5,010,099</b>	<b>56%</b>
8940051001	Alhambra	-	2,223,330	986,296	44%
8940051003	Booker T Washington	-	1,386,605	755,171	54%
8940051005	Washington	-	2,671,646	1,061,359	40%
8940051006	Deer Valley	-	886,816	262,189	30%
8940051008	Murphy	-	834,229	45,603	5%
8940051010	Greater Phoenix Urban League	-	3,772,018	2,054,399	54%
8940051011	Roosevelt	-	1,976,430	0	0%
8940051013	Wilson	-	758,684	213,615	28%
8940051116	Fowler	-	828,085	239,229	29%
	<b>Total Delegates</b>	<b>-</b>	<b>15,337,843</b>	<b>5,617,861</b>	<b>37%</b>
8940505021	Early Head Start Operations Support	44	3,279,852	1,745,929	53%
8940505024	Early Head Start T&TA	-	80,944	14,457	18%
	<b>Total Early Head Start</b>	<b>44</b>	<b>3,360,796</b>	<b>1,760,386</b>	<b>52%</b>
	<b>Grand Total</b>	<b>137</b>	<b>27,613,075</b>	<b>12,388,346</b>	<b>45%</b>

Delegate Agency data is one month behind due to the billing process, with the exception of Booker T. Washington and Greater Phoenix Urban League. Staff is working with Roosevelt and Murphy to obtain current invoices.

## Attachment B

### Percentage of School Attendance

**Target: 85%**

**YTD Percent: 89%**

**Goal:**

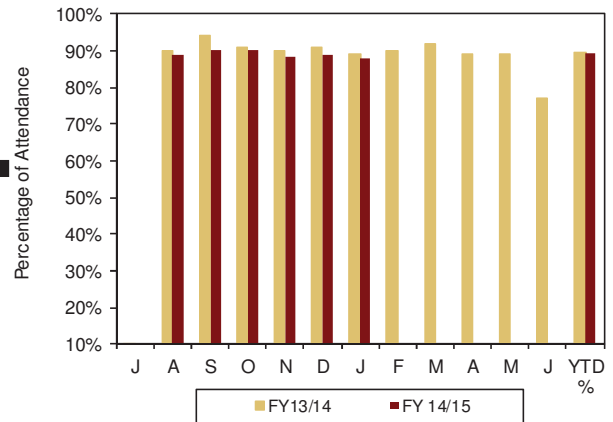
Increase attendance of Head Start kids

**Target:**

85% of children will attend each day

**Significance:**

Attendance is a key factor in being able to get kids ready to attend kindergarten.



### Medical and Dental Exams Completed

**Target: 6,400 exams**

**YTD Exams: 6,254**

**Goal:**

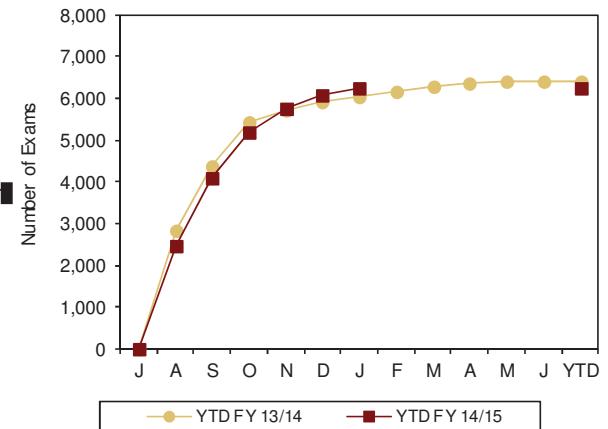
Ensure Head Start kids receive necessary medical and dental exams

**Target:**

6,400 exams

**Significance:**

Head Start kids are required to have medical and dental exams as part of Head Start regulations.



<b>City of Phoenix Head Start Enrollment</b>
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<u>Month</u>	<u>Enrolled</u>	<u>Funded</u>	<u>Status</u>
July 2014	300 <sup>1</sup>	3,390	9%
August 2014	3,299 <sup>2</sup>	3,390	97%
September 2014	3,390	3,390	100%
October 2014	3,390	3,390	100%
November 2014	3,390	3,390	100%
December 2014	3,390	3,390	100%
January 2015	3,390	3,390	100%
February 2015			
March 2015			
April 2015			
May 2015			
June 2015			

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## CITY COUNCIL REPORT

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TO: Deanna Jonovich  
Deputy City Manager

FROM: Moises Gallegos  
Human Services Director

SUBJECT: INFORMATION ON NEW HEAD START ELIGIBILITY GUIDELINES

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The purpose of this report is to provide the Parks, Arts, Transparency and Education Subcommittee information on the Office of Head Start Final Rule on Head Start Eligibility.

### THE ISSUE

The Final Rule on Head Start Eligibility was published in the Federal Register on February 10, 2015, with an effective date of March 12, 2015.

The final rule amends two sections of the Head Start eligibility regulations within the Head Start Performance Standards, Section 1305. The first amendment incorporates changes to eligibility made in the 2007 Head Start reauthorization. The second improves program integrity by strengthening procedures for determining eligibility.

### OTHER INFORMATION

The Office of Head Start revised Head Start Performance Standards, Section 1305 to provide clear instructions on how to determine if families are either income or categorically eligible for Head Start services. The types of documents programs may accept from families to prove their eligibility are described, as well as how to verify those documents. The rule provides clarity on how to verify eligibility, but does not change eligibility requirements. The most significant changes include the following:

- A new definition to determine if a child is homeless and the type of verification which can be utilized.
- Foster care documentation is clarified.
- Phone interviews are now allowed when completing eligibility determination.
- Documents required to be included in the eligibility determination file are specified and grantees are required to maintain the file for at least one year after the child stops attending Head Start.

With the new rule, the Office of Head Start adds instructions to programs to train staff and governing bodies on the new eligibility requirements and the legal consequences for committing fraud. It also requires programs to take action against staff that intentionally enroll ineligible children.

Phoenix Head Start is already positioned to implement the new final rule. Staff receives annual eligibility training prior to starting intakes for the next program year. Each intake

is reviewed by a supervisor to ensure accuracy of the determination. In addition, the City of Phoenix has several administrative regulations and procedures in place to address fraud committed by an employee. This includes Administrative Regulation 1.2, the Integrity Line, and the Personnel Rules.

### RECOMMENDATION

This report is for information only.



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**CITY COUNCIL REPORT**

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TO: Deanna Jonovich  
Deputy City Manager

FROM: Rita Hamilton  
City Librarian

SUBJECT: PHOENIX PUBLIC LIBRARY'S RENEWAL OF FIRST THINGS FIRST  
PHOENIX NORTH REGIONAL COUNCIL GRANT

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This report requests the Parks, Arts, Transparency and Education (PATE) Subcommittee approve Phoenix Public Library's application to First Things First Phoenix North Regional Council for an early literacy awareness and parent outreach grant.

THE ISSUE

Phoenix Public Library has been the recipient of annual grant funding from First Things First Phoenix North Regional Council since 2009. This Council has awarded the Library in excess of \$1,800,000 over the last six years for early literacy outreach to children birth to five and their caregivers. In December, the First Things First Council voted to continue funding this strategy in the amount of \$375,000 for FY 2015-16. It is expected that a formal request for proposal will be issued March 2 and be due by the end of April.

OTHER INFORMATION

Through these grants, the Library dramatically increased the number of storytimes, workshops for parents and caregivers, and outreach to the community. In FY 2013-14, the Early Literacy Outreach Team provided more than 3,300 workshops and events serving more than 30,000 adult caregivers at locations including Deer Valley Community Center, the School for the Blind, Vista Colina Family Shelter, low-income Section 8 apartment complexes and numerous elementary schools.

Workshops for parents and caregivers focus on strategies to help children get ready to read by kindergarten. When visiting neighborhood events and organizations, library staff presents parents with a coupon that can be redeemed at the library for a free children's book, encouraging families to visit the library and begin building a book collection at home. Last year, staff distributed 6,500 books.

School children have four years to master reading (from kindergarten through third grade). Children entering kindergarten need critical pre-literacy skills such as letter knowledge, print awareness, a rich vocabulary, and comprehension. In fourth grade, the paradigm shifts from *learning to read* to *reading to learn*. Yet, only 27 percent of Arizona fourth graders scored at or above a proficient reading assessment level on the National Assessment of Educational Progress (NAEP) in 2013.

## RECOMMENDATION

Staff requests the PATE Subcommittee approve Phoenix Public Library's application to First Things First Phoenix North Regional Council for an early literacy awareness and parent outreach grant.

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**CITY COUNCIL REPORT**

TO: Deanna Jonovich  
Deputy City Manager

FROM: Moises Gallegos  
Human Services Director

SUBJECT: APPROVAL TO APPLY FOR AND ACCEPT HEAD START FUNDS AND CONTRACT FUNDS

The purpose of this report is to request the Parks, Arts, Transparency and Education (PATE) Subcommittee recommend City Council approval to apply for and accept Fiscal Year 2015 – 2016 Head Start program grant funds from the U.S. Department of Health and Human Services (DHHS) for up to a total of \$27,613,075 for the period of July 1, 2015 through June 30, 2016.

Further, the Human Services Department (HSD) requests approval to contract with Delegate Agencies to operate the Phoenix Head Start Program.

THE ISSUE

The Phoenix Head Start program currently provides comprehensive education and social services to 3,090 Head Start and 300 Early Head Start low-income children and families. Many services are provided through contractors designated by the Office of Head Start as Delegate Agencies.

Grantees are required to submit a full application once every five years, with a new budget and updated program information submitted annually. The grantee must conduct a comprehensive community assessment to prepare for the full application. The community assessment is also updated annually. The results of the assessment must be used to guide the program approach in five key areas. The City of Phoenix is required to submit the full application for 2015 – 2016. This is a non-competitive grant due to DHHS Region IX by March 31, 2015.

OTHER INFORMATION

HSD requests authorization to apply for and accept funding from DHHS for up to a total of \$27,613,075. The grant period is July 1, 2015 through June 30, 2016. The funding is designated as follows:

<b>Program Area</b>	<b>Funding</b>	<b>Funded Enrollment</b>
Head Start Program Operations	\$24,013,209	3,090
Head Start Training and Technical Assistance	\$239,070	
Early Head Start Program Operations	\$3,279,852	300
Early Head Start Training and Technical Assistance	\$80,944	
<b>TOTAL</b>	<b>\$27,613,075</b>	<b>3,390</b>

The results of the updated community assessment were used to make revisions in the following five areas:

- **Determine the program’s philosophy and long-range and short-range objectives** – The goals and objectives for 2014 – 2019 are shown in Attachment A. This is a new five year strategic plan developed with input from City staff, Delegate Agencies, Policy Council, and community partners.
- **Determine the type of services and program option or options to be provided** – Phoenix Head Start will continue to provide center-based services, part-day sessions. Head Start is only able to serve approximately 25 percent of eligible children. The center-based program meets the needs of most families. Early Head Start will continue to provide home-based services. Early Head Start is only able to serve approximately 2 percent of eligible children. The home-based model offers the greatest impact due to the intensive work with parents.
- **Determine the recruitment area of the program** – Phoenix will continue to recruit children from all areas within the service boundaries. Each Delegate Agency has an established service and recruitment area. No changes have been made to the recruitment area.
- **Determine the locations of centers** – In 2015 – 2016, no changes to the locations of centers is anticipated.
- **Set the criteria that defines the types of children and families that are given priority for recruitment and selection** – The Early Head Start Selection Criteria is included in Attachment B. Each Delegate Agency’s governing board and policy committee will approve the criteria for its own area.

The Human Services Department also seeks approval to enter into contracts with the following delegate agencies, for up to the specified amounts, in order to operate the Head Start program from July 1, 2015 through June 30, 2016. Total contract amounts include the base amount for personnel and operations costs, and the training and technical assistance (T&TA) amount to support training and technical assistance for staff and parents to maintain high quality services and programs.

<b>DELEGATE AGENCY</b>	<b>BASE</b>	<b>T&amp;TA</b>	<b>TOTAL</b>
Alhambra Elementary School District	\$2,299,200	\$21,500	\$2,320,700
Booker T. Washington Child Development Center	1,209,404	10,700	1,220,104
Deer Valley Unified School District	826,678	8,200	834,878
Fowler School District	980,000	10,000	990,000
Greater Phoenix Urban League	3,666,200	21,384	3,687,584
Murphy School District No. 21	680,000	12,600	692,600
Roosevelt School District No. 66	1,982,400	13,250	1,995,650
Washington Elementary School District	2,763,600	0	2,763,600
Wilson School District No. 7	669,736	13,000	682,736
Subtotal – Delegate Agency Contracts	\$15,077,218	\$110,634	\$15,187,852

The remainder of the Head Start grant award (\$12,425,223) will be utilized by HSD to provide direct services to Head Start and Early Head Start children and families and pay for administrative expenses.

### RECOMMENDATION

The Human Services Department requests the PATE Subcommittee recommend City Council approval to apply for and accept 2015 – 2016 Fiscal Year Head Start program grant funds from the U.S. Department of Health and Human Services (DHHS) for up to a total of \$27,613,075 for the period of July 1, 2015 through June 30, 2016. Further, the HSD requests approval to contract with Delegate Agencies to operate the Phoenix Head Start Program.

### CONCURRENCE

The Head Start Policy Council approved this item on March 9, 2015.

Attachments

**City of Phoenix Education Division  
2014 – 2019 Strategic Plan**

**Mission**

To develop a foundation of knowledge, skills and life-long learning by building strength and well-being with families, children and communities.

**Vision**

Children, families, and communities are engaged and connected to ensure school readiness for all children

**Values**

The following values guide our decision making and program delivery as it applies to children, families, communities and staff of Early Head Start and Head Start. We value:

- *the unique strengths of families and children*
- *partnerships with families and communities*
- *work that demonstrates our respect for each child, family, community and employee*
- *a learning environment that is inclusive and developmentally appropriate to the strengths and needs of children and families*
- *diversity as a communitywide strength*

**Program Impacts**

Children will develop and sustain a lifelong desire to learn.

Families will be actively involved in their child's school life throughout their child's education.

Families will increase their personal and financial assets in order to provide a strong, healthy, and stable home environment and further develop their connections to resources in the community.

The Program will function as a community of learners, providing a supportive and encouraging environment.

The Community will provide a safe and healthy, economically viable environment to raise families.

Goal #1: Phoenix will provide a unified birth to five early childhood program that provides quality comprehensive services to the community.

- Objective #1: By June 30, 2018, collaborate with community partners to maximize quality services for children birth to five years to ensure families have multiple program options to best meet their needs.
- Objective #2: By June 30, 2017, align Early Head Start and Head Start to better facilitate seamless services to the family as indicated by parent and staff surveys.

Goal #2: Phoenix will enhance child and family outcomes through effective family engagement and services.

- Objective #1: By June 30, 2017, increase male involvement in all aspects of the program to ensure 75% of male participants progress on family assessment tool and family partnership agreements.
- Objective #2: By June 30, 2017, strengthen family services to ensure 75% of families progress on family assessment tool and family partnership agreements.

Goal #3: To develop and maintain the highest skilled, most qualified workforce

- Objective #1: By June 30, 2016, provide a comprehensive professional development program at all levels of the organization to ensure all staff improve competencies by .5 points as evidenced by CLASS, HOVRS, and caseworker competency rubric.

**City of Phoenix Early Head Start  
2015– 2016 Selection Criteria**

<b>INCOME</b>	<b>SCORE</b>
Income Eligible – 0 – 25% FPL	10
Income Eligible – 26 – 50% FPL	8
Income Eligible – 51 – 75% FPL	6
Income Eligible – 76 – 100 % FPL	4
Over Income	0
<b>AGE</b>	
Pregnant Women (high risk)	10
0 – 12 months	10
12- 23 months	8
24 – 36 months	6
<b>DISABILITIES</b>	
Child born premature (before 36 weeks)	10
Has a current IFSP	10
Child with documented referral or diagnosis	8
No IFSP – Receiving therapy from private agency	6
Parent concerned about child’s development and/or behavior	4
Had disability evaluation - DNQ	0
<b>PARENTAL STATUS</b>	
Foster Child	10
Teen Parent at time of registration	10
Parent/Guardian has Mental Health diagnosis	8
Legal Guardian	8
Adopted Child	6
Parent Incarcerated	6
Pregnant Women	4
Single parent	4
<b>OTHER FACTORS</b>	
Homeless/Shelter	10
Refugee family	10
TANF/SSI	8
Crisis: CPS/Drug/Alcohol/Domestic Violence	8
Parent education below 8 <sup>th</sup> grade	6
Three children under the age of five	4
Parent in School/Training	4
Transfer from other EHS program	0
<b>TOTAL POINTS</b>	



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## CITY COUNCIL REPORT

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TO: Deanna Jonovich  
Deputy City Manager

FROM: Moises Gallegos  
Human Services Director

SUBJECT: APPROVAL TO REPLACE OCOTILLO ELEMENTARY SCHOOL  
PLAYGROUND EQUIPMENT AND PLAYGROUND SURFACES

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The purpose of this report is to request Parks, Arts, Transparency and Education (PATE) Subcommittee, acting as the Head Start Governing Board, to approve the replacement of playground equipment and playground surfaces at Ocotillo Elementary School. The replacement will cost \$39,199 and will be paid with Head Start funds in the Washington Head Start Delegate Agency contract.

### THE ISSUE

The Head Start Program provides comprehensive child development and family services to low-income families with children ages three to five years old. This includes outdoor activities that require age-appropriate playground structures which meet health and safety licensing requirements.

Federal fiscal regulations require written approval for equipment purchases over \$25,000 from the Office of Head Start prior to expending funds. Approval of the Policy Council and Governing Board is also required.

### OTHER INFORMATION

Washington Head Start requested replacement of the playground equipment and playground surfaces at Ocotillo Elementary School, 3225 W. Ocotillo, in Washington Elementary School District. The playground is approximately 20 years old and in need of repair. The structures cannot be repaired as replacement parts are no longer available.

Washington Head Start has funding available in their Head Start contract to pay for the new playground equipment and playground surfaces. No additional funding will be needed.

The Policy Council approved this item on March 9, 2015.

### RECOMMENDATION

Staff requests the PATE Subcommittee, acting as the Head Start Governing Board, approve replacement of playground equipment and playground surfaces at Ocotillo

Elementary School. The replacement will cost \$39,199 and will be paid with Head Start funds in the Washington Head Start Delegate Agency contract.

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## CITY COUNCIL REPORT

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TO: Rick Naimark  
Deputy City Manager

FROM: Gail Browne  
Arts and Culture Executive Director

SUBJECT: NATIONAL ENDOWMENT FOR THE HUMANITIES PRESERVATION  
ASSISTANCE GRANT FOR SMALLER INSTITUTIONS

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This report requests that the Parks, Arts, Transparency and Education (PATE) Subcommittee recommend authorization by City Council to apply for up to \$6,000 in a National Endowment for the Humanities (NEH) Preservation Assistance Grant for Smaller Institutions. The funds will be used to conduct an assessment of the Phoenix Municipal Art Collection, beginning in January 2016.

### THE ISSUE

The NEH grant will support the hiring of a conservator to conduct an assessment of the more than 1,000 works in the Municipal Art Collection (also known as the Portable Works Collection). The grant will provide recommendations for a long-range plan to conserve works in the collection. The conservator will be selected through a Request for Qualifications (RFQ) process as determined by the City of Phoenix Purchasing Department. No matching funds are required.

The Arts and Culture Commission will review this item on March 18, 2015.

### OTHER INFORMATION

The Phoenix Public Art Program oversees more than 170 major site-specific public art projects and 1,000 works in the City's historic Municipal Art Collection, which dates to 1915. These are integrated into and displayed in a wide range of City facilities and spaces. Given the recent declines in General Fund revenues available for maintenance, it is essential to develop new strategies and partnerships to maintain, store, conserve and provide public access to the artworks.

### RECOMMENDATION

This report requests that the PATE Subcommittee recommend authorization by City Council to apply for up to \$6,000 in a NEH Preservation Assistance Grant for Smaller Institutions.

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## CITY COUNCIL REPORT

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TO: Ed Zuercher  
City Manager

FROM: Toni Maccarone  
Special Assistant to City Manager

SUBJECT: UNIFIED CITY SERVICES/MUNICIPAL ID CARDS

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The purpose of this report is to provide information on Unified City Services/Municipal ID concepts and to seek direction from the Parks, Arts, Transportation and Education Subcommittee and recommendation for City Council approval on moving forward to create a citywide policy for development and use of such a card.

### **THE ISSUE**

At the request of Chairwoman Laura Pastor, City staff has begun to research the possibility of creating a Unified City Services Card. Additionally, City staff has met with the OnePHX Coalition, which also is working to create a Municipal ID card for residents to use for identification purposes and which could be part of a unified services card system for access to City services such as libraries, parks, senior centers, and transit, as well as discounts at arts and cultural facilities.

### **OTHER INFORMATION**

Many cities in the United States have Unified City Services and/or Municipal ID cards. Some of the cities manage the implementation of the card program, while other cities have outsourced the program. Examples of a few of the cities are below:

#### **New Haven, Connecticut**

The city introduced the Elm City Resident Card in 2007 and it serves as a library card and a debit card. The card may also be used at the city's Recycling Center, and the cardholder is given residential rates for using the public beach and golf course.

Since early 2014, New Haven has issued 12,000 cards. The cost is \$11 for adults and \$5 for children under the age of 17. The city's Office of Vital Statistics administers the program and is responsible for confirming both identity and residency for each applicant. Initial program costs in 2007 were approximately \$300,000, and New Haven is projected to spend \$52,000 on the program in 2014-15.

#### **San Francisco, California**

In 2007, the San Francisco Board of Supervisors voted to issue municipal ID cards to residents of San Francisco, and the SF City ID was launched in 2009. The SF City ID Card provides discounts at San Francisco attractions, functions as a public library card,

qualifies the cardholder for medical services at city-run clinics, and lists an emergency contact and information about the cardholder's medical conditions or allergies.

As of November 2013, the city had issued more than 19,000 cards. The cost is \$15 for adults and \$5 for children, seniors and low-income individuals. The City of San Francisco administers and funds the program through the Office of the County Clerk. Initial set-up costs were approximately \$800,000 and annual operating costs are about \$200,000.

### **Oakland, California**

The Oakland City ID card was adopted by the Oakland City Council in June 2009. After more research about costs and conducting a feasibility study, the City Council approved the final portion of the program in October 2012, and the first cards were issued in February 2013.

The City Administrator's Office oversees the contract with SF Global, a banking provider that administers the program. Staff time spent on meetings and other time related to the program is billed to SF Global. The City also received a \$20,000 grant from One Pacific Bank to hire a lawyer to consult on legal questions related to the program.

As of March 2014, more than 4,300 cards had been issued. The card is \$15 for adults and \$10 for youth and seniors. There are additional costs for depositing money in the debit account and for withdrawing funds.

### **Los Angeles, California**

In November 2012, the Los Angeles City Council voted to solicit proposals for a municipal identification card, modeled after the Oakland card. The LA City Service Card would serve three functions: a photo ID with the cardholder's name, address, date of birth and other biometrics; be linked to public programs, such as the City's transit and library systems; and have a debit or prepaid debit feature.

A Request for Proposals (RFP) was issued in March 2013 with a May deadline. There has been no update since the RFP was issued.

### **New York, New York**

In February 2014, New York City Mayor Bill de Blasio announced a plan to create the IDNYC program, the largest municipal identification card program in the nation. Launched in January 2015, the card is administered by the New York City Human Resources Administration, and residents age 14 and older can apply for the card. The card provides access to various city services and grants admission to City buildings. All New York City residents who apply for the card during the first year of the program will receive the card for free.

Mayor de Blasio budgeted \$8.4 million for the program in 2014-15, and the program is expected to cost \$5.6 million annually.

## **RECOMMENDATION**

In order to move forward on a Unified City Services/Municipal ID card concept, staff seeks direction from the Parks, Arts, Transparency and Education Subcommittee and recommendation for City Council approval for staff to identify technology requirements, such as the various software platforms used throughout the City, and security and compatibility requirements, and develop proposed implementation policies and standards, such as who will be eligible for the card, what the card can be used for, how the information will be stored, shared and protected, and other factors.

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**CITY COUNCIL REPORT**

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TO: Deanna Jonovich  
Deputy City Manager

FROM: Tim Valencia  
Youth And Education Manager

SUBJECT: AMERICA'S PROMISE ALLIANCE GRADNATION SUMMIT

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This report provides the Parks, Arts, Transparency and Education Subcommittee with an update on the Reclaiming Youth Talent Summit scheduled for April 10, 2015.

THE ISSUE

America's Promise Alliance launched the Community GradNation Summit Series in 2013 with the goal to host 100 summits across the country through 2016. The summits accelerate the GradNation Campaign's goal of a 90 percent high school graduation rate by 2020.

Degree Phoenix, a partnership between the City of Phoenix, Phoenix Union High School District, and Maricopa County Community College District, received funds from America's Promise Alliance to conduct a summit to convene business and community leaders. The summit will begin the discussion around empowering more young people to graduate from high school on time, prepare for college and to discover careers through mentorship, internships, and leadership development.

Phoenix Mayor Greg Stanton, Maricopa Community Colleges Chancellor Dr. Rufus Gasper and Phoenix Union High School District Superintendent Dr. Kent Scribner are hosting the summit at the Heard Museum, 2301 North Central Avenue. The goal of the summit is to identify and leverage the unique strengths of local educational institutions, employers, community groups, and government to increase high school graduation and college completion rates in Phoenix. The summit is being moderated by Kim Covington, former 12News anchor, and includes speakers from the U.S. Department of Education, Arizona Board of Regents, and Starbucks. (More detail in attachment A.)

OTHER INFORMATION

Degree Phoenix is funded through the Lumina Foundation, and has the goal to develop system strategies to boost college graduation rates among youth by improving coordination between colleges, schools and cities. This partnership engages youth and their families at different points along the educational pipeline with the goal to increase the number of students receiving post-secondary credentials over a six-year period by 20 percent.

## RECOMMENDATION

This item is for information and discussion.

# RECLAIMING YOUTH TALENT PHOENIX EDUCATION SUMMIT

Heard Museum  
2301 N. Central Ave.

APRIL  
10th  
2015

You're  
Invited

*Please join –*

Phoenix Mayor Greg Stanton,  
Dr. Rufus Glasper and  
Dr. Kent Scribner  
in this effort to  
*RECLAIM YOUTH TALENT*  
in Phoenix.

11 A.M.  
to  
2:30  
P.M.

– *With special presentations by –*  
AZ Board of Regents President  
Eileen Klein  
and keynote address by  
Blair Taylor,  
Starbucks Chief Community Officer.



Presented by 

For more information please contact Minerva Pargas at 602-223-4052  
or e-mail: [minerva.pargas@phoenixcollege.edu](mailto:minerva.pargas@phoenixcollege.edu)

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## CITY COUNCIL REPORT

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TO: Deanna Jonovich  
Deputy City Manager

FROM: Rita Hamilton  
City Librarian

SUBJECT: PHOENIX PUBLIC LIBRARY NAMED IMLS NATIONAL MEDAL FINALIST

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This report provides information to the Parks, Arts, Transparency and Education Subcommittee on Phoenix Public Library being named a Finalist for the Institute of Museum and Library Services (IMLS) 2015 National Medal.

### THE ISSUE

IMLS is a federal agency the mission of which is to “inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement.” Each year, IMLS honors select museums and libraries with the prestigious Institute of Museum and Library Service National Medal. The National Medal is the highest honor a museum or library can receive. Phoenix Public Library is proud to announce it has been named as one of 30 finalists to be considered for a 2015 National Medal Award. The 30 finalists were chosen from more than 150 nominations.

Phoenix Public Library’s status as a National Medal finalist recognizes the contributions of its exceptional programs and services including hive @ central - a discovery space for business entrepreneurs; College Depot - a free, full-service college access center; Kids Café – a partnership with St. Mary’s Food Bank which provides meals and literacy activities to more than 450 hungry children and teenagers per week; and MACH 1 – a space for makers, artists, crafters and hackers.

Out of the 30 finalists, 10 National Medal Winners will be chosen.

### OTHER INFORMATION

The community publicly championing the Library will factor into IMLS’s award decision. Phoenix Public Library is encouraging members of the community to:

- Go to: <https://www.facebook.com/USIMLS> and select “Like”
- Post your story about how Phoenix Public Library (be sure to specifically identify Phoenix Public Library) has positively impacted your life.
- Include the Hash Tag” **#NationalMedal** in your story
- If possible, include a photo
- IMLS has scheduled March25 to broadcast Phoenix Public Library through their social media platforms. Go to <https://www.facebook.com/USIMLS> and “like” and “share” Phoenix Public Library-related postings.

## RECOMMENDATION

This report is for information and discussion.