

Agenda

Economic Development and Housing Subcommittee

Meeting Location:
City Council Chambers
200 W. Jefferson St.
Phoenix, Arizona 85003

Wednesday, February 14, 2024

10:00 AM

City Council Chambers

OPTIONS TO ACCESS THIS MEETING

Virtual Request to speak at a meeting:

- **Register online** by visiting the City Council Meetings page on phoenix.gov **at least 2 hours prior to the start of this meeting.** Then, click on this link at the time of the meeting and join the Webex to speak:

<https://phoenixcitycouncil.webex.com/phoenixcitycouncil/onstage/g.php?MTID=eda0fc1714069d4d408b8cb1f94a334e8>

- **Register via telephone** at 602-262-6001 **at least 2 hours prior to the start of this meeting.** noting the item number. Then, use the Call-in phone number and Meeting ID listed below at the time of the meeting to call-in and speak.

In-Person Requests to speak at a meeting:

- Register in person at a kiosk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003. Arrive **1 hour prior to the start of this meeting.** Depending on seating availability, residents will attend and speak from the Upper Chambers, Lower Chambers or City Hall location.

- Individuals should arrive early, 1 hour prior to the start of the meeting to submit an in-person request to speak before the item is called. After the item is called, requests to speak for that item will not be accepted.

At the time of the meeting:

- **Watch** the meeting live streamed on phoenix.gov or Phoenix Channel 11 on Cox Cable, or using the Webex link provided above.

- **Call-in** to listen to the meeting. Dial 602-666-0783 and Enter Meeting ID 2558 684 3311# (for English) or 2554 958 8085# (for Spanish). Press # again when prompted for attendee ID.

- **Watch** the meeting in-person from the Upper Chambers, Lower Chambers or City Hall depending on seating availability.

Para nuestros residentes de habla hispana:

- **Para registrarse para hablar en español**, llame al 602-262-6001 **al menos 2 horas antes del inicio de esta reunión** e indique el número del tema. El día de la reunión, llame al 602-666-0783 e ingrese el número de identificación de la reunión 2554 958 8085#. El intérprete le indicará cuando sea su turno de hablar.

- **Para solamente escuchar la reunión en español**, llame a este mismo número el día de la reunión 602-666-0783; ingrese el número de identificación de la reunión 2554 958 8085#. Se proporciona interpretación simultánea para nuestros residentes durante todas las reuniones.

- **Para asistir a la reunión en persona**, vaya a las Cámaras del Concejo Municipal de Phoenix ubicadas en 200 W. Jefferson Street, Phoenix, AZ 85003. Llegue 1 hora antes del comienzo de la reunión. Si desea hablar, regístrese electrónicamente en uno de los quioscos, antes de que comience el tema. Una vez que se comience a discutir el tema, no se aceptarán nuevas solicitudes para hablar. Dependiendo de cuantos asientos haya disponibles, usted podría ser sentado en la parte superior de las cámaras, en el piso de abajo de las cámaras, o en el edificio municipal.

CALL TO ORDER

000 CALL TO THE PUBLIC

MINUTES OF MEETINGS

1 Minutes of the Economic Development and Housing Subcommittee Meeting Page 10

This item transmits the minutes of the Economic Development and Housing Subcommittee Meeting on Jan. 10, 2024, for review, correction or approval by the Economic Development and Housing Subcommittee.

THIS ITEM IS FOR POSSIBLE ACTION.

Responsible Department

This item is submitted by Deputy City Manager John Chan and the City Manager's Office.

CONSENT ACTION (ITEMS 2-6)

2 National Endowment for the Arts Grants for Arts Projects Page 16

This report requests the Economic Development and Housing Subcommittee to recommend to the City Council to request authorization for the City Manager, or his designee, to apply for, accept, and, if awarded, enter into an agreement for up to \$150,000 in National Endowment for the Arts (NEA) for Arts Projects (Local Arts Agency) funding. The grant funds would be used by the Phoenix Office of Arts and Culture in Fiscal Year (FY) 2024-25 to continue the City's Artists to Work program. Further, authorize the City Treasurer to accept and the City

Controller to disburse the funds for purposes of this ordinance.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Deputy City Manager Inger Erickson and the Office of Arts and Culture.

3 Artist Contract for Lone Mountain Park Public Art Project

Page 17

This report requests the Economic Development and Housing Subcommittee recommend City Council approval to enter into a contract, and amendments as necessary, with WOWHAUS for an amount not to exceed \$450,000 to design, fabricate and install public art at Lone Mountain Park.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Deputy City Manager Inger Erickson and the Phoenix Arts and Culture Department.

4 Request Approval of the Head Start Birth to Five 2024-25 ERSEA Plan Updates

Page 19

Request the Economic Development and Housing Subcommittee, which serves as the City of Phoenix Head Start Birth to Five Governing Board, to approve revisions to the Head Start Birth to Five Eligibility, Recruitment, Selection, Enrollment, and Attendance (ERSEA) Plan.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Deputy City Manager Gina Montes and the Human Services Department.

5 **Authorization to Annually Apply for Five Year (2024-2029) Head Start Birth to Five Grant, Accept 2024-2029 Head Start Birth to Five Funds and Enter into or Extend Contracts** **Page 36**

This report requests the Economic Development and Housing Subcommittee, as the designated City of Phoenix Head Start Birth to Five Governing Board, recommend City Council approval to authorize the Human Services Department to an annually apply for Five-Year (2024-2029) Head Start Birth to Five Grant for approximately \$266,718,621 over the life of the grants, (b) accept 2024-2029 Head Start Birth to Five Funds for up to a total of \$266,718,621 annually, (c) enter into or extend contracts with Head Start and Early Head Start Education Service Providers and (d) amend contracts to move one time monies to the Head Start and Early Head Start Education Service Providers for necessary health and safety items, provide direct and administrative services to Head Start families or enter into or amend collaborative contracts or other related agreements required for Head Start services. All additional funding to the Head Start and Early Head Start Education Service Providers will be approved by the Head Start Governing Board prior to contract amendment.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Deputy City Manager Gina Montes and the Human Services Department.

6 **Choice Neighborhoods Planning Grant for Marcos de Niza Public Housing Community** **Page 38**

Request the Economic Development and Housing Subcommittee recommend City Council approval to submit a Choice Neighborhoods Planning Grant application for up to \$500,000 or the maximum award to the U.S. Department of Housing and Urban Development (HUD) for the Marcos de Niza Public Housing community planning effort. If the grant is awarded, further authorization is requested to accept and disburse the grant and any partner leverage funds, enter into agreements, and to take any and all actions necessary to implement the grant.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Deputy City Manager Gina Montes and the Housing Department.

INFORMATION ONLY (ITEMS 7-9)

7 Housing Department Capital Improvement Program Update

Page 41

This report provides the Economic Development and Housing Subcommittee with an update on the Housing Department's Five-Year Capital Improvement Program (CIP) planned for 2024-29. There is no impact to the General Fund.

THIS ITEM IS FOR INFORMATION ONLY.

Responsible Department

This item is submitted by Deputy City Manager Gina Montes and the Housing Department.

8 Head Start Birth to Five Monthly Report - December 2023

Page 44

This report provides the Economic Development and Housing Subcommittee, which serves as the City of Phoenix Head Start Birth to Five Governing Board, with an updated summary of the Head Start Birth to Five Program's financial and programmatic status.

THIS ITEM IS FOR INFORMATION ONLY.

Responsible Department

This item is submitted by Deputy City Manager Gina Montes and the Human Services Department.

9 **Office of Innovation Access to Chilled Drinking Water Pilot Update**

Page 50

This report provides the Economic Development and Housing Subcommittee with an update on the Office of Innovation's Chilled Drinking Water in Public Spaces Pilot initiative.

THIS ITEM IS FOR INFORMATION ONLY.

Responsible Department

This item is submitted by Deputy City Manager John Chan and the Office of Innovation.

INFORMATION AND DISCUSSION (ITEMS 10-11)

10 **2024 NCAA Men's Final Four Update**

Page 52

This report provides the Economic Development and Housing Subcommittee with an update on planning and coordination efforts in preparation for hosting the 2024 National Collegiate Athletic Association (NCAA) Men's Basketball Final Four including information on official Final Four events to be held in the city and the greater Phoenix region.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Responsible Department

This item is submitted by Deputy City Manager John Chan and the Phoenix Convention Center Department.

11 **Phoenix Convention Center Booking Update**

Page 54

This report provides an update to the Economic Development and Housing Subcommittee on booking activities at the Phoenix Convention Center.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Responsible Department

This item is submitted by Deputy City Manager John Chan and the Phoenix Convention Center Department.

DISCUSSION AND POSSIBLE ACTION (ITEM 12)

**12 Entertainment District Consulting Services Contract Award -
RFP-CED23-EDCS**

Page 56

Request the Economic Development and Housing Subcommittee recommend City Council authorization to contract with HR&A Advisors, Inc. for consulting services to assist in the identification, establishment, and activation of an entertainment district. The aggregate value of the contract will not exceed \$529,000.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Responsible Department

This item is submitted by Deputy City Manager John Chan and the Community and Economic Development Department.

CALL TO THE PUBLIC

FUTURE AGENDA ITEMS

ADJOURN

For further information or reasonable accommodations, please call the City Council Meeting Request line at 602-262-6001. 7-1-1 Friendly.

Persons paid to lobby on behalf of persons or organizations other than themselves must 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 602-534-0490.

Members:

Councilman Kevin Robinson, Chair
Councilwoman Yassamin Ansari
Councilwoman Kesha Hodge Washington
Vice Mayor Debra Stark

Report

Agenda Date: 2/14/2024, Item No. 1

Minutes of the Economic Development and Housing Subcommittee Meeting

This item transmits the minutes of the Economic Development and Housing Subcommittee Meeting on Jan. 10, 2024, for review, correction or approval by the Economic Development and Housing Subcommittee.

THIS ITEM IS FOR POSSIBLE ACTION.

The minutes are included for review as **Attachment A**.

Responsible Department

This item is submitted by Deputy City Manager John Chan and the City Manager's Office.

Attachment A

**Phoenix City Council
Economic Development and Housing (EDH) Subcommittee
Summary Minutes
Wednesday, Jan. 10, 2024**

City Council Chambers
200 W. Jefferson St.
Phoenix, Ariz.

Subcommittee Members Present

Chairman Kevin Robinson, Chair
Vice Mayor Debra Stark
Councilwoman Yassamin Ansari
Councilwoman Kesha Hodge Washington

Subcommittee Members Absent

CALL TO ORDER

Chairman Robinson called the Economic Development and Housing Subcommittee to order at 10:01 a.m. with Vice Mayor Debra Stark, Councilwoman Yassamin Ansari and Councilwoman Kesha Hodge Washington present.

Councilwoman Yassamin Ansari joined the meeting virtually at 10:01 am.

CALL TO THE PUBLIC

None.

MINUTES OF MEETINGS

1. Minutes of the Economic Development and Housing Subcommittee Meeting

Vice Mayor Stark made a motion to approve the minutes of the Nov. 8, 2023, Economic Development and Housing Subcommittee meeting. Councilwoman Hodge Washington seconded the motion which passed unanimously, 4-0.

CONSENT ACTION (ITEMS 2-5)

Items 2-5 were for consent action. No presentations were planned, but City staff was available to answer questions.

2. Amend Contract 147086 the West Fillmore Redevelopment and Purchase Agreement with High Street Fillmore, LLC. and High Street Fillmore Phase 2, LLC.
Consent only. No Councilmember requested additional information.

3. Head Start Birth to Five Program Purchase of Capital Equipment Over \$5,000
Consent only. No Councilmember requested additional information.

4. Substantial Amendment to the 2020-24 Consolidated Plan's 2022-23 Annual Action Plan

Consent only. No Councilmember requested additional information.

5. 2025-2029 Consolidated Plan Kick-Off and Request to Issue RFP

Consent only. No Councilmember requested additional information.

Vice Mayor Stark made a motion to approve Consent Items 2 through 5. Councilwoman Hodge Washington seconded the motion which passed unanimously, 4-0.

INFORMATION ONLY (ITEMS 6-8)

6. Head Start Birth to Five Monthly Report – Nov.

Information only. No Councilmember requested additional information.

7. Head Start Birth to Five Full Enrollment Quarterly Update

Information only. No Councilmember requested additional information.

8. Naloxone Quarterly Update

Information only. No Councilmember requested additional information.

DISCUSSION AND POSSIBLE ACTION (ITEM 13)

Item 13 was heard out of order as requested by Chairman Robinson.

13. Three-Year Membership with the Global Chamber

Community and Economic Development Director Christine Mackay presented on the item.

Councilwoman Hodge Washington made a motion to approve the item. Vice Mayor Stark seconded the motion which passed unanimously, 4-0.

INFORMATION AND DISCUSSION (ITEMS 9-12)

9. College Depot at Phoenix Public Library – Scholarship Expo 2024

City Librarian Rita Hamilton and Special Projects Administrator Judy Reno presented on the item.

Ms. Reno mentioned the Scholarship Expo 2024 event on Feb. 1, 2024, from 4:30 to 6:30 p.m. at Burton Barr Central Library.

Vice Mayor Stark expressed support for College Depot Program at Phoenix Public Library.

Councilwoman Hodge Washington asked what the catalyst was for the 38.8% increase in serving individuals.

Ms. Reno answered the library has been able to provide a laptop and hotspot lending program through a grant from the Department of Education. She then shares the positive impact of the Graduate Ready Independent Tenacious Program and data sharing agreement with Phoenix Union High School District to provide an advisory session to students.

10. Head Start Birth to Five Program 2022-2023 School Readiness Outcomes and Program Information Report

Interim Human Services Director Nichole Ayoola and Human Services Deputy Director Patricia Kirkland presented on the item.

Chairman Robinson asked how fatherhood involvement at 44% compared to other programs.

Ms. Kirkland answered the program has higher involvement compared to other programs in Arizona.

11. Office of Innovation City Manager's Performance Dashboard Update

Office of Innovation Director Michael Hammett presented on the item.

Vice Mayor Stark requested information on turnaround time for affordable housing projects from the Planning and Development and Community and Economic Development departments.

Mr. Hammett responded the Office of Innovation is currently meeting with directors of all departments and functions to look at current metrics and advancements to address the concerns.

Chairman Robinson requested clarification on Police Department 911 calls answered within 15 minutes.

Councilwoman Hodge Washington clarified that the dashboard lists the metric as 911 calls answered within 15 seconds, not 15 minutes. She then asked how often updates are made to different department metrics.

Mr. Hammett thanked Councilwoman Hodge Washington for the clarification. Mr. Hammett stated the metric is 911 calls answered within 15 seconds, not 15 minutes. He also added the dashboard is updated monthly noting there are lag times in terms of gathering data.

Councilwoman Hodge Washington asked what accounts for the lag time in getting the data.

Mr. Hammett responded lag time can be a result of processing within the City department and sometimes a third party is responsible for collecting data.

Vice Mayor Stark asked to look at metrics on street maintenance and landscaping.

Mr. Hammett shared the Streets Department Maintenance Dashboard which could be an additional link to the City Manager's Performance Dashboard.

Vice Mayor Stark requested the Office of Innovation visit with Council Offices on City Manager's Performance Dashboard Update.

12. Private Property Cleanup Pilot Update

Neighborhood Services Director Spencer Self, Neighborhood Services Deputy Director Yvette Roeder and Special Projects Administrator Lisa Huggins presented on the item.

Vice Mayor Stark requested Neighborhood Services Department staff meet with Planning and Development Department staff to review relaxing of temporary fencing on zoning text amendments.

Councilwoman Hodge Washington asked if there is an increase in complaints in other areas of the City after cleanup has been conducted in designated areas.

Mr. Spencer responded individuals are not necessarily impacted in the immediate area after cleanup of an individual property has been conducted.

Councilwoman Hodge Washington asked if activity continues to grow in the Watkins Road cleanup area.

Mr. Spencer answered the area ebbs and flows from a wide variety of factors.

Ms. Huggins added having the flexibility of the Cleanup Pilot program allows staff to quickly respond.

Councilwoman Hodge Washington asked if there were any individual cases or individual property owner to be highlighted or share feedback.

Ms. Huggins stated there have been a couple residential cases and reiterated the flexibility of the Cleanup Pilot Program has been a success for residential and commercial properties.

Councilwoman Ansari expressed support for the pilot program.

CALL TO THE PUBLIC

None.

FUTURE AGENDA ITEMS

None.

ADJOURNMENT

Chairman Robinson adjourned the meeting at 11:12 a.m.

Respectfully submitted,

Johnathan Gates
Management Fellow

DRAFT

Report

Agenda Date: 2/14/2024, Item No. 2

National Endowment for the Arts Grants for Arts Projects

This report requests the Economic Development and Housing Subcommittee to recommend to the City Council to request authorization for the City Manager, or his designee, to apply for, accept, and, if awarded, enter into an agreement for up to \$150,000 in National Endowment for the Arts (NEA) for Arts Projects (Local Arts Agency) funding. The grant funds would be used by the Phoenix Office of Arts and Culture in Fiscal Year (FY) 2024-25 to continue the City's Artists to Work program. Further, authorize the City Treasurer to accept and the City Controller to disburse the funds for purposes of this ordinance.

THIS ITEM IS FOR CONSENT ACTION.

Summary

The NEA Grants for Arts Project (Local Arts Agency) program is a flexible funding category developed to recognize and assist the cultural programming and achievements of the nation's local arts agencies. The Office of Arts and Culture is the designated local arts agency for the City of Phoenix.

If awarded, the grant funds will be used to continue the Artists to Work Program in FY 2024-25. The American Rescue Plan Act initially funded this program, and funds expire in December 2024. The NEA funds will enable the department to provide grant funds to individual artists to support creating and presenting original, new, or in-process artistic work by practicing Phoenix artists. These artists will receive professional development and mentorship to build partnerships and project sustainability after the grant period.

Financial Impact

The NEA Grants for Arts Projects (Local Arts Agency) program requires a one-to-one match by applicants. The Office of Arts and Culture's FY 2024-25 General Fund appropriation will be used to match the grant award.

Responsible Department

This item is submitted by Deputy City Manager Inger Erickson and the Office of Arts and Culture.

Report

Agenda Date: 2/14/2024, Item No. 3

Artist Contract for Lone Mountain Park Public Art Project

This report requests the Economic Development and Housing Subcommittee recommend City Council approval to enter into a contract, and amendments as necessary, with WOWHAUS for an amount not to exceed \$450,000 to design, fabricate and install public art at Lone Mountain Park.

THIS ITEM IS FOR CONSENT ACTION.

Summary

The FY 2023-28 Public Art Plan includes funding for artwork to be located at Lone Mountain Park, currently 39.5 acres of undeveloped land at 56th Street and Montgomery Road in District 2. The Lone Mountain Park updated master plan was approved by the City of Phoenix Parks and Recreation Board in September 2023. The project, including integrated public art elements, is expected to be completed in 2025.

A selection panel reviewed applicants from the Pre-Qualified Artist Roster for City Parks which was established in May 2023. The recommended artist team of Ene Osteraas-Constable and Scott Constable (WOWHAUS) was chosen for their previous collaborations with public parks and experience with innovative, interactive, and functional artworks. WOWHAUS will work with the project design team, the Parks and Recreation Department, and the nearby community to identify the best locations for the integration of artwork within the park infrastructure.

The selection panel included Mary Beth Bannon, Arts Educator and District 2 resident; Jeff Lothner, Associate Principal Landscape Architect, Dig Studio; and Tony Salinas, Recreation Supervisor, City of Phoenix Parks & Recreation Department. WOWHAUS will be responsible for community outreach, design development, structural engineering, fabrication and installation of the artwork. Should WOWHAUS be unable to fulfill their contractual obligations, the panel recommends Dixie Friend Gay as the alternate artist for this project.

Financial Impact

The proposed \$450,000 budget will cover all costs related to the design, fabrication, and installation of the artwork. Funding for this project was included in the FY2023-28

Public Art Plan approved by City Council on July 3, 2023. Funds are available in the department's Capital Improvement Budget using Percent-for-Art funds.

Concurrence/Previous Council Action

The Phoenix Arts and Culture Commission reviewed and recommended this item for approval on Jan. 9, 2024, by a vote of 10-0.

Responsible Department

This item is submitted by Deputy City Manager Inger Erickson and the Phoenix Arts and Culture Department.

Report

Agenda Date: 2/14/2024, Item No. 4

Request Approval of the Head Start Birth to Five 2024-25 ERSEA Plan Updates

Request the Economic Development and Housing Subcommittee, which serves as the City of Phoenix Head Start Birth to Five Governing Board, to approve revisions to the Head Start Birth to Five Eligibility, Recruitment, Selection, Enrollment, and Attendance (ERSEA) Plan.

THIS ITEM IS FOR CONSENT ACTION.

Summary

The Head Start Birth to Five program is required to develop and implement a written plan defining the program's practices and procedures for children's eligibility, recruitment, selection, enrollment, and attendance. As the Governing Board for the Head Start Birth to Five program, the Economic Development and Housing Subcommittee is requested to approve the revised ERSEA Plan (**Attachment A**).

The Office of Head Start requires ERSEA plans to include specifics for determining eligibility, how eligible children are recruited, establishing a viable wait list, selecting children most in need, how children will be enrolled, and tracking children's attendance. These requirements ensure that the selection of enrollees is made fairly and systematically. The selection criteria ensures that children most in need are selected first. The ERSEA Plan includes the Head Start Birth to Five program's process for alignment with other federal programs, such as the McKinney-Vento Homeless Assistance Act and the Individuals with Disabilities Education Act.

Annually, Head Start Birth to Five staff and the Head Start Birth to Five Policy Council review and update the ERSEA Plan based on program and community needs and Head Start regulations. The two updates for the 2024-2025 ERSEA plan are Head Start regulations that are now part of the federal monitoring process. The first update is to provide ineligible families with community resources for childcare and preschool. The second is to conduct a new intake for any child who withdraws from the program and wants to re-enroll. All updates are highlighted in yellow; see **Attachment A**.

Contract Term

This is the first year of a five-year contract. The contract term is from July 1, 2024, to

June 30, 2025. This request does not change the term of the contract.

Financial Impact

The grant is funded by the U.S. Department of Health and Human Services, Administration of Children, Youth and Families. There is no impact to the General Fund.

Concurrence/Previous Council Action

The item is scheduled to be reviewed by the Head Start Birth to Five Policy Council on Feb. 12, 2024.

Responsible Department

This item is submitted by Deputy City Manager Gina Montes and the Human Services Department.

Attachment A

**Human Services Department
Education Division**



City of Phoenix

HEAD START
BIRTH TO FIVE PROGRAM

ERSEA Plan

**(Eligibility, Recruitment, Selection, Enrollment, and
Attendance)**

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Goals of the ERSEA Plan

The Goals of the City of Phoenix Head Start Birth to Five ERSEA Plan are:

- To specify the City of Phoenix Head Start Birth to Five Program's eligibility, recruitment, selection, enrollment, and attendance procedures.
- To identify the roles and responsibilities of the City of Phoenix Head Start Birth to Five Program, Education Service Providers, and Child Care Partners.
- To maintain a 20% waitlist of eligible children beyond enrollment.
- To ensure that efforts are made to inform and recruit potential enrollees identified as the most in need.
- Ensure that decisions regarding the selection of enrollees are made systematically and fairly based on the Selection Criteria.
- To abide by the McKinney-Vento Homeless Assistance Act as it applies to the City of Phoenix Head Start Birth to Five Programs.
- To provide the least restrictive environment placement option for children served under the Individuals with Disabilities Education Act (IDEA).

The City of Phoenix Head Start Birth to Five Selection Criteria and ERSEA Plan will be approved annually by the Policy Council and Governing Board. Approval will occur before the beginning of the intake process. However, the identification and recruitment of families is a continual effort.

Age Eligibility

Preschool children must be three or four years old before the date used to determine eligibility for the public school in the community in which the City of Phoenix Head Start classroom is located (in Phoenix, that date is generally either August 31 or September 1, depending on the school district's kindergarten acceptance date). Children under three and pregnant women are eligible for the infant-toddler programs. Children with disabilities requiring special education or related services (as determined by the Individual Education Plan) should be considered age-eligible for the City of Phoenix Head Start preschool programs as of their third birthday. Three-year-old classrooms are available based on local needs.

Serving a Birth to Five Continuum

Three-year-old children transitioning from an infant/toddler placement from another Head Start grantee (the City of Phoenix Early Head Start Program, Chicanos Por La Causa Early Head Start, Child Crisis Arizona Early Head Start, Urban Strategies Early Head Start, and Southwest Human Development Early Head Start) will be given priority consideration for acceptance into City of Phoenix Head Start preschool programs. The Birth to Five Selection Criteria supports the purpose and intent of this practice.

Eligible three and four-year-old children transitioning from other Head Start grantees will be given priority based on available space to ensure continuity of services. Eligibility

will not need to be reestablished if the transfer happens during a school year for preschool or a fiscal year for Early Head Start.

The City of Phoenix Head Start Birth to Three service options prioritize younger children, at-risk pregnant women, teen parents, and children with disabilities, as outlined in the Selection Criteria (Appendix A).

Income Eligibility

HSPPS [1302.12](#)

The City of Phoenix Head Start Birth to Five Program serves children from families with at-risk backgrounds.

Income based on family size is the key component in determining eligibility. The Federal Poverty Guidelines calculations directly depend on the number of family members. To implement the regulations regarding income, the City of Phoenix Head Start Birth to Five Program will use the definitions of "family" and "income" found in the eligibility regulations 45 C.F.R., [1305.2](#) of the Head Start Program Performance Standards (HSPPS).

In determining the size of a family, the following definition must be used. Family means *"all persons in the same household who are supported by the child's parent(s)' or guardian(s)' income; and are related to the child's parent(s) or guardian(s) by blood, marriage, or adoption; or are the child's authorized caregiver or legally responsible party."*

Income means *"gross cash income and includes earned income, military income (including pay and allowances), veteran's benefits, Social Security benefits, unemployment compensation, child support income, and public assistance benefits."*

The relevant time period must be considered to identify the family's income accurately. [Relevant time period](#) means a.) the 12 months preceding the month in which the application is submitted or b.) during the calendar year preceding the calendar year in which the application was submitted, whichever more accurately reflects the family's needs at the time of the application.

Families are considered income-eligible if their annual income is at or below 100% of the Federal Poverty Guidelines.

A family whose income exceeds 100% of the Federal Poverty Guidelines is considered over-income. The Head Start Program Performance Standards allow Grantees to enroll up to 35% of the funded enrollment with children whose families are over-income and demonstrate a need for services based on the Selection Criteria.

At least 65% of enrolled children must live in families with a total annual income (before taxes) at or below 100% of the Federal Poverty Guidelines issued by the U.S. Department of Health and Human Services. Of the remaining 35%, 25% may be

children whose family's income is between 100.1% and 130% of the Federal Poverty Guidelines. The remaining 10% can be children whose family's income exceeds 130% of the guidelines.

Children with identified disabilities (under IDEA) whose family's income is above 130% of the Federal Poverty Guidelines will be selected based on the percentage over income and need as demonstrated in the Selection Criteria.

Categorically Eligible

A child living in one or more of the following situations would constitute automatic or categorical eligibility.

Families Experiencing Homelessness

- Age-eligible children experiencing homelessness as defined by the McKinney-Vento Homeless Assistance Act and the Office of Head Start.

Verification can be provided in one of the following.

- Homeless service provider
- School personnel
- Another service agency attesting the child is homeless
- Self-declaration from the parent
- Information gathered during the intake
- Other documentation to establish homelessness

Children in Foster Care

- The foster parent must provide a *Notice to Provider* from the Department of Child Safety or Tribal Entity (Kinship is not considered automatically eligible).

Public Assistance

A person included in the household receives one of the following.

- Temporary Assistance for Needy Families (TANF)
- Supplemental Security Income (SSI)
- Supplemental Nutrition Assistance Program (SNAP)

Documentation includes an award letter, electronic benefits card, or other eligibility documentation.

Income Verification Process

The City of Phoenix Head Start Birth to Five Program utilizes and maintains accurate income eligibility information. Staff must review and ensure the documentation represents a relevant period of the family's income. Staff signature on the Eligibility Verification Form is proof of verification. All income documentation is uploaded into Child Plus. Supervisors must review and approve all income eligibility documents.

Verification of the current financial status can exist on any of the following documents:

- W-2 Forms
- Individual Tax Form 1040
- Pay stubs
- Supplemental Nutrition Assistance Program Eligibility (SNAP) eligibility letter
- Supplemental Security Income decision letters
- Written statements of income from employer(s)
- Self-employed parents may use the Self-Declaration of income.
- Unemployment verification
- Foster Care Reimbursement
- Child Support Award Letters
- College scholarships, grants, fellowships, and teaching internships. (as defined by Income 1305.2)

Income is verified upon entry into any of the City of Phoenix Head Start Programs and then again in the following situations.

- A child who is transitioning from the City of Phoenix Early Head Start to Head Start
- A child who will attend a Head Start preschool classroom for a third year

Recruitment Process

HSPPS [1302.13](#)

Although recruitment and outreach are conducted throughout the year, more targeted recruitment and outreach efforts will begin in February to ensure full enrollment at the beginning of the school year. Recruitment and outreach efforts are the responsibility of all staff within the City of Phoenix Head Start Birth to Five Program, Education Service Providers, and Child Care Partners. Before the beginning of the enrollment year, Education Service Providers and Caseworker IIIs will create and establish a written Recruitment Plan, taking into account each Education Service Provider's unique and individual needs based on their local community.

The process for making families aware of the City of Phoenix Head Start Birth to Five opportunities includes cyclical and routine advertising and community outreach in collaboration with the designated City of Phoenix Public Information Officer, Education Service Providers, and Child Care Partners. Pre-registration forms are completed throughout the year via the website, telephone, and during community outreach events.

Recruitment Assistance Sources

The City of Phoenix Head Start Birth to Five Program will collaborate with partners to recruit and identify families. Examples of partnerships include but are not limited to:

- Phoenix Human Services Department-Community Services Division
- Local Homeless Shelters
- Head Start Parents

- Arizona Early Intervention Program (AzEIP)
- Division of Developmental Disabilities (DDD)
- Other organizations serving children from Birth to Five with disabilities
- Arizona Health Care Cost Containment System (AHCCCS)
- Local Child Find Efforts
- Agencies serving low-income families and children
- Arizona Department of Economic Security
- Local Education Agencies (LEA)
- Women, Infants, and Children Food and Nutrition Services (WIC) Offices
- Department of Child Service (DCS)
- City of Phoenix Housing Department

Recruitment of Children with Special Needs

The City of Phoenix Head Start Birth to Five Program provides the least restrictive environment for children identified under IDEA. Preference will be given to children who receive services under IDEA and are income-eligible. Considerable effort and coordination are required to identify children with disabilities who may benefit from the City of Phoenix Early Head Start services.

For preschool-aged children, each Education Service Provider will work collaboratively with key staff within the local school district/s to identify children in self-contained preschool placements who may benefit from a less restrictive environment. Some children may be identified for placement in Head Start, as determined by the Individualized Educational Plan (IEP) team. When considering a City of Phoenix Head Start Birth to Five placement, a Head Start representative will be an active team member.

Education Service Providers will also work with local school districts to participate in a collaborative Child Find process to identify, place, and serve three to five-year-old children with disabilities.

All Recruitment Plans will include outreach that intentionally markets to community agencies that serve children with disabilities. Children may participate in dual programs.

An Education Service Provider, which is also a local education agency, must develop written documentation of the district's policies and procedures for placement of students with I.E.P.s and assurance of the 10% mandate.

Non-profit Education Service Providers will collaborate with the local school district to create a formalized agreement, such as a Memorandum of Understanding (MOU), to outline specific responsibilities for ensuring the 10% mandate.

Enrollment in other therapy services or programs is not a basis for exclusion in a City of Phoenix Head Start Birth to Five Program.

Intake Process

Conducting intakes in person is best practice; however, other meetings may occur based on the family's situation or in the event of a pandemic.

- The caseworker may conduct a home visit
- The intake occurs in an agreed-upon public space
- The intake takes place over the phone or virtual platform

The intake processes for first-year families will include the following:

- Scheduling of intake appointments
- Short screening via phone
- Verification of family's income
- Proof of the child's age
- Verification of address
- Determination of eligibility

City of Phoenix Head Start Birth to Five staff will complete the following at the intake in Child Plus:

- Application
- Health/Medical History
- Nutrition screening
- Immunizations
- Family Outcomes Pre-Assessment
- Verification of Eligibility (must be signed by the caseworker who conducted the intake)
- Grant or Deny
- Selection Criteria
- Verification of Address

A review of medical requirements and immunization status will include the following:

- Explanation of health requirements and resources provided, as needed
- Distribution of physical exam form
- Distribution of dental exam form
- Review of immunization status and distribution information on immunization fairs
- Distribution of special health and nutrition forms (SAM – Special Meal Modification Form, Asthma Information Referral, or Medical Information Referral) to gather information from the child's health care provider regarding health or nutrition accommodations or medication children may need in school or childcare.

A family will not be denied an intake if unable to verify the child's age (i.e., birth certificate, passport, or baptism records). The caseworker will assist the family in obtaining appropriate documents.

Approved address verification documents include the following within the last 30 days.

- Lease agreements or mortgage statements
- Utility bills – water, electric, gas, cable, or internet

- Federal Documents –
 - Supplemental Security Income (SSI),
 - Social Security Administration letter
 - Tax Returns, or
- State of Arizona Documents –
 - Arizona Health Care Cost Containment System (AHCCCS) determination letters
 - Arizona Department of Economic Security (DES) letters
 - Supplemental Nutrition Assistance Program Eligibility(SNAP)determination letters
- City of Phoenix Property Tax Statement
- Shared residency verification/letter accompanied by a current utility bill or rental agreement

The family will sign all documents electronically if the intake is conducted via phone or virtually.

Serving Multiple Children in the Same Family

When multiple age-eligible children are in the home, an intake will be completed for the family by the same caseworker. Families who have children enrolled in multiple service options will have one caseworker as their point of contact; all caseworkers will support the family (i.e., if the family is enrolled in the Early Head Start Home-Based program, it is more than likely that the Caseworker would be the point of contact due to the weekly visits with the family).

The point of contact will communicate their role to the family and describe the support they will be given throughout the program year. The point of contact and other caseworkers involved with the family will have regularly scheduled staffing to stay updated on their assigned family's status and progress. A summary of these meetings will be documented in Child Plus.

Selection Process

HSPPS [1302.14](#)

The City of Phoenix Head Start Birth to Five Program has formal written processes for selecting families with a Selection Criterion that considers income, age, disabilities, and needs identified by the community assessment and families with at-risk backgrounds.

The approved City of Phoenix Head Start Birth to Five Selection Criteria will be uploaded into Child Plus upon the Governing Board's approval.

The City of Phoenix Head Start Birth to Five staff will begin selecting second-year preschool children for enrollment during February and March; selection for birth to three is ongoing throughout the year. City of Phoenix Head Start Birth to Five staff will begin selecting first-year children into the program starting in March. Education Service

Providers will have access to a list of children who have been accepted into the program but may not be placed in a classroom.

Eligible children will be approved in ChildPlus and placed on the waitlist or in a classroom. **Children who are found ineligible will be provided with referrals and resources for other agencies and supports.**

Caseworker IIIs will place a child on the waitlist when:

- Before the school year starts, the child's Selection Criteria are less than 5 points.
- The school year is in progress, and there are no available openings

Caseworker IIIs will place a child in a classroom when;

- Before the school year starts, the child's Selection Criteria are 5 points or higher.
- The child is re-enrolling for a second year
- The school year is in progress, and there are available openings.

Caseworker IIIs and Education Service Providers will collaborate on the child's final placement before contacting the family.

A waitlist that ranks children based on the Selection Criteria will be maintained throughout the year in Child Plus, available to both the Education Service Provider and the caseworker. This list will be used to ensure eligible children enter the program as vacancies occur. As vacancies occur during the school year, the Education Service Providers and Caseworkers will collaboratively identify and notify families to fill the vacancies.

No child will be denied placement in a City of Phoenix Head Start preschool classroom due to any chronic health condition or not being toilet trained.

Notification of Enrollment

All families completing an intake in the City of Phoenix Head Start Birth to Five Programs are notified of their enrollment status in writing, text, or telephone. All eligible families will be placed either on a class list or a waiting list.

Enrollment

The enrollment date is the first date the child attends school for center-based programs or the first home visit or service for home-based programs. Enrollment is documented in Child Plus by the City of Phoenix Head Start Birth to Five caseworkers.

Each child enrolled in the City of Phoenix Head Start Birth to Five Program must be allowed to remain in the Program until a natural transition, as defined in 45 C.F.R., Eligibility Duration of the HSPPS; an exception to this would be if the family moves out of the service area.

Enrollment for More Than One Year

An income-eligible child who participates in a City of Phoenix Head Start preschool program remains income-eligible through the end of the succeeding enrollment year. Children enrolled in a City of Phoenix Head Start infant-toddler program remain income-eligible while participating in the program up to their third birthday. If a child turns three during the school year, the toddler program will provide services, if appropriate and available, for that child until a City of Phoenix Head Start preschool option becomes available.

Children enrolled in the preschool option will be considered eligible until kindergarten entry eligible, except in extenuating circumstances where the Head Start program may choose not to enroll a child when there are compelling reasons for the child not to remain in Head Start.

Re-enrollment

A child who has been withdrawn from the program and would like to re-enroll must complete a new intake to determine eligibility for the program. The child will then be placed in a classroom or on the waitlist depending on classroom availability and the child's selection criteria score.

Alternative Placement/Drop Policy

Once a child is enrolled and concerns arise regarding the child's individual needs, a multi-disciplinary team meeting must occur to discuss the concerns and related services available. The child's parent/guardian will be invited to participate in this meeting and be a critical part of the multi-disciplinary team. This pertains to all City of Phoenix Head Start children, not just children with disabilities. No child will arbitrarily be withdrawn from the City of Phoenix Head Start Birth to Five Program.

No child shall be withdrawn from the program based solely on a parent/guardian's lack of participation in the program or failure to meet its requirements.

It is the responsibility of all City of Phoenix Head Start Birth to Five staff, Education Service Providers, and Child Care Partners to inform parents of the impact attendance has on a child's educational experience and work with those parents whose children have chronic absenteeism. Withdrawing children from the program based on chronic absenteeism will only be done to remain in compliance with 45 C.F.R., 1302.15(a) *"Funded enrollment. A program must maintain its funded enrollment level and fill any vacancy as soon as possible. A program **must fill any vacancy within 30 days**".* Parents/guardians will be notified if the child is dropped from the program by phone, text, email, mail, or home visit. The Caseworker shall be notified of the child's withdrawal and document the appropriate withdrawal date in Child Plus.

In the Home-Based program, a family who misses two consecutive appointments without contacting the caseworker may be withdrawn from the program. Attendance

letters will be sent to families identifying the number of missed appointments before withdrawal from the program. The parent/guardian may be informed by phone, text, or letter that they have been withdrawn. The withdrawal date is the last date of contact with the family.

Transfer Process

Enrolled children transferring from and to another City of Phoenix Head Start Birth to Five Program will be enrolled if a slot is available to ensure a continuation of services. The child will be placed at the top of the waiting list if a slot is unavailable. If the family is willing to keep the child enrolled in the original Education Service Provider, permission from both directors must be obtained by the current Caseworker III. The Caseworker III will ensure a family's new address is updated in ChildPlus, and verification documents will be uploaded under the Enrollment tab. The current Caseworker III will communicate the transfer via email to the receiving Caseworker III. The receiving Caseworker III is responsible for placing the child in an age-appropriate classroom in ChildPlus and communicating the status with the family. To ensure additional information is being transferred and completed (DECA, Developmental Screener, etc.), the receiving Caseworker III will notify the Education Service Provider and the Behavioral Support Content Specialist of the transfer. Once the transfer is complete and the child is enrolled, the receiving caseworker will schedule a staffing with both transfer sides to discuss the family's case.

City of Phoenix Early Head Start children may transfer from one program option to another when family employment circumstances change. The home-based program is available for non-working parents/guardians, and the childcare partnership option is available for full-time working parents or students enrolled in school.

Enrollment Lists

Enrollment lists are developed for each program option. Based on the service area, children are placed on class lists in the center-based option or on caseloads in the Home-Based program. In the center-based preschool option, children are placed in classrooms as close as possible to their homeschool. Efforts will be made to maintain a 20% waitlist. Once filled, the remainder of the children seeking placement in that location will be placed on a waitlist. When a vacancy occurs, children from the waitlist are considered based on needs determined by the Selection Criteria.

Attendance and Absenteeism

Promoting and tracking attendance is a strong focus in the City of Phoenix Birth to Five Program, supported in the school readiness plan and strategic plan goals. Attendance is taken daily and entered into the ChildPlus system within the first hour of class beginning. If a child is absent and the parent/guardian has not notified the program within the first hour of class, the program will reach out to the family to ensure the child's

safety. Attendance is monitored weekly by the caseworker through ChildPlus reports, and the classroom sign-in log. Monitoring of attendance will identify consecutive absences or patterns of absenteeism to address with the family. After three consecutive absences, the teacher will generate a referral to the caseworker. Collaboration and communication between the classroom teacher and the caseworker are vital to support families in promoting regular attendance. To reduce the number of chronically absent children, the City of Phoenix Birth to Five Program will work collaboratively with Education Service Providers to provide attendance incentive programs. If a caseworker identifies a child with two or more absences in one month, the family is contacted to determine the reason for the absences. Depending on the situation, a student success plan may be developed to help the parent overcome the barriers to getting the child to school on time and regularly. Any attendance follow-up will be entered into ChildPlus under the attendance tab. Casework staff monitor the child's attendance and continue to work with the parent to ensure successful attendance. If a caseworker creates a student success plan and attempts to reengage the family, but the child stops attending the program, the slot will be considered vacant.

Vacancy Policy

All vacancies must be filled from the prioritized waitlist within thirty (30) calendar days from the last day the child attended, which aligns with 45 C.F.R. 1302.15(a). *"A program must maintain its funded enrollment level and fill any vacancy as soon as possible. A program must fill any vacancy within 30 days."*

A home-based option slot shall be considered vacant after the last contact between the assigned caseworker and the family.

A center-based slot shall be considered vacant the day after the child's last day of attendance.

The caseworker must be informed of a newly enrolled child on the child's first day of attendance to ensure the child is enrolled in Child Plus and screening deadlines are established.

Appendix A

City of Phoenix Head Start Birth to Five 2023-2024 Selection Criteria

A.G.E. Birth to 3			
1.	0 – 11 months		3
2.	12- 23 months		2
3.	24 – 36 months		1
PARENTAL/CCDF STATUS (EHS CCP only)			
4.	Has a CCDF Subsidy		2
5.	Qualified for CCDF (on DES waitlist)		1
DISABILITIES			
6.	Child born premature (before 36 weeks) EHS ONLY		2
7.	Has a current IFSP/IEP		2
8.	Child with documented referral or diagnosis of developmental delay		1
9.	Child receiving therapy from a private agency		1
10.	Parent/Guardian and/or sibling with documented disability		1
PARENTAL STATUS			
11.	Child in Foster Care		2
12.	Kinship – relative/guardian is caring for the child		2
13.	Teen parent at the time of registration (18 years old or younger)		2
14.	Teen parent at the time of child's birth (18 years old or younger)		1
15.	Parenting single		1
16.	Parent education level 8 th grade or less		1
OTHER FACTORS			
17.	Transition from EHS/HS to HS		2
18.	Continuity of Care- Siblings in EHS/HS		1
19.	Refugee		2
20.	TANF/SSI/SNAP		1
21.	Three or more children under the age of 5 living in the home.		1
CRISIS			
22.	Any member in the home who:	Is currently abusing substances (drugs or alcohol)	2
23.		Is currently incarcerated or has been at some point since the child was born	2
24.		Has a mental health diagnosis or receiving mental health treatment	2
25.	History of D.C.S. involvement		2
26.	History of domestic violence within the last six years		2
27.	Family separated due to crisis		2
28.	Family Experiencing Homelessness		3
TOTAL POINTS			

DESCRIPTION	
1.– 3.	Higher points for younger children allowing families to remain in the program for up to three years.
4.– 5.	Child Care and Development Fund Subsidies – participation in EHS Child Care Partner classrooms
6.	Children born prematurely have a higher likelihood of experiencing developmental delays.
7.	The child has an official Individualized Family Service Plan (IFSP, 0 – 3) or an Individualized Education Plan (IEP, 3 – 5). The parent must be able to provide a copy.
8.	The child has a referral for an evaluation with a government/private agency, local school district, or appointment with a developmental pediatrician. The child has a diagnosis of developmental delay by a government/private agency, local school district, or developmental pediatrician and is either in the process of obtaining an IFSP/IEP or does not require special education services at this time for identified diagnosis.
9.	The child is currently receiving therapy services through a private agency, and the parent is able to provide documentation.
10.	The parent/guardian or the child's sibling has a documented disability (i.e., physical, sensory, cognitive, or social/emotional – does not include mental or medical disabilities).
11.	The child is placed with a foster family, in a group home, or DCS (Department of Child Services) shelter.
12.	The child is living with a relative – D.C.S. may or may not be involved.
13.	The parent is currently 18 years old or younger during registration.
14.	The parent was 18 years old or younger when the child was born.
15.	The parent/guardian is the only adult in the home caring for the child/children.
16.	One or both parents/guardians attended school up to the 8 th grade or less and did not attend high school.
17.	The child participated in another EHS/HS program (i.e., it does not matter where they participated).
18.	The family has children in both EHS and HS, including children enrolled in another grantee's Early Head Start program.
19.	A family who has or is experiencing resettlement in the United States through a resettlement organization.
20.	The family (EHS/HS household) is receiving TANF (Temporary Assistance for Needy Families) or SNAP (Supplemental Nutritional Assistance Program). Anyone in the EHS/HS household who is receiving S.S.I. (Supplemental Security Income).
21.	It does not need to be children included in the household currently living in the home.
22.	Anyone living in the home who uses illegal drugs, abusing prescription drugs, and/or abusing alcohol per parent/guardian completing intake.
23.	Anyone living in the home who has been in prison for an extended period and/or jailed for short periods may or may not be reintegrated into the home but impacts the child's life.
24.	Anyone living in the home who is currently under a doctor's care has atypical behavior due to a diagnosed disorder and/or has been identified as having a disorder that may impact the child(ren).
25.	The parent or guardian had or currently has an open case, and/or children have been removed from the home, including before the child's birth.
26.	May include sexual, physical, and/or emotional abuse involving parent(s) or guardian(s) of the child(ren).
27.	Includes the following: divorce, separation, deportation, and death.
28.	Identify if the family is in temporary housing or if their current housing situation is permanent. <i>McKinney-Vento definition of homeless – "children and youths who are sharing the housing of other persons due to loss of housing, economic hardship, or a similar reason; are living in a motel, hotel, trailer park (in a tent or other type of substandard housing), camping grounds due to lack of adequate alternative accommodations; are living in emergency or transitional shelters."</i>



Report

Agenda Date: 2/14/2024, Item No. 5

Authorization to Annually Apply for Five Year (2024-2029) Head Start Birth to Five Grant, Accept 2024-2029 Head Start Birth to Five Funds and Enter into or Extend Contracts

This report requests the Economic Development and Housing Subcommittee, as the designated City of Phoenix Head Start Birth to Five Governing Board, recommend City Council approval to authorize the Human Services Department to annually apply for Five-Year (2024-2029) Head Start Birth to Five Grant for approximately \$266,718,621 over the life of the grants, (b) accept 2024-2029 Head Start Birth to Five Funds for up to a total of \$266,718,621 annually, (c) enter into or extend contracts with Head Start and Early Head Start Education Service Providers and (d) amend contracts to move one time monies to the Head Start and Early Head Start Education Service Providers for necessary health and safety items, provide direct and administrative services to Head Start families or enter into or amend collaborative contracts or other related agreements required for Head Start services. All additional funding to the Head Start and Early Head Start Education Service Providers will be approved by the Head Start Governing Board prior to contract amendment.

THIS ITEM IS FOR CONSENT ACTION.

Summary

The City of Phoenix Head Start program provides comprehensive education and social services through two service delivery models: Early Head Start (0-3 years) and Head Start (3-5 years). There are currently 488 slots for families with infants and toddlers in Early Head Start, and 2,963 preschool slots available for children in Head Start.

The current Education Service Providers are:

Early Head Start

- Cactus Kids
- Immanuel Care for Children
- Out of This World Childcare

Head Start

- Alhambra Elementary School District

- Booker T. Washington Child Development Center
- Deer Valley Unified School District
- Fowler Elementary School District
- Greater Phoenix Urban League
- Washington Elementary School District

On Oct. 13, 2023, a solicitation was issued to procure Education Service Providers to provide services for children birth to age five for the next five year grant cycle (2024-2029). Proposals are currently under evaluation with the goal of entering into contract beginning July 1, 2024. Based on the results of the evaluation process, current contracts could be extended for up to one year if consensus cannot be reached.

Contract Term

If awarded, the City of Phoenix, as the Grantee, will enter into the first year of a new five-year grant for the Head Start Birth to Five Program Education Service Providers. The contract term for the first year is July 1, 2024, to June 30, 2025.

Financial Impact

The estimated grant funding for the first year of \$48,269,349 includes \$39,024,555 for Head Start and \$9,244,794 for Early Head Start. It reflects an anticipated 1.77 percent Cost of Living Adjustment. An annual refunding application will be required in subsequent years of the five-year grant.

There are no General Funds required to operate the City of Phoenix Head Start Program.

Concurrence/Previous Council Action

The item is scheduled to be reviewed by the Head Start Birth to Five Policy Council on Feb. 12, 2024.

Public Outreach

The Head Start Birth to Five Program has provided the public with information about this award through the Policy Council open meetings, meetings with Education Service Providers, and through the five-year solicitation that was released Oct. 13, 2023. Information regarding annual budgets is available on the Head Start Birth to Five Program's website.

Responsible Department

This item is submitted by Deputy City Manager Gina Montes and the Human Services Department.

Report

Agenda Date: 2/14/2024, Item No. 6

Choice Neighborhoods Planning Grant for Marcos de Niza Public Housing Community

Request the Economic Development and Housing Subcommittee recommend City Council approval to submit a Choice Neighborhoods Planning Grant application for up to \$500,000 or the maximum award to the U.S. Department of Housing and Urban Development (HUD) for the Marcos de Niza Public Housing community planning effort. If the grant is awarded, further authorization is requested to accept and disburse the grant and any partner leverage funds, enter into agreements, and to take any and all actions necessary to implement the grant.

THIS ITEM IS FOR CONSENT ACTION.

Summary

The objective of the HUD Choice Neighborhoods program is to support locally driven solutions for transforming neighborhoods using place-based strategies to address the interconnected challenges of distressed housing, low education attainment, poor health, crime, and lack of capital. Choice Neighborhoods Planning Grant funds would be utilized over a 24-month grant period to create a comprehensive neighborhood transformation plan with extensive input from the community. The transformation plan would be structured around the three core elements of the Choice Neighborhoods program (Housing, Neighborhood, and People) and would serve as the community's vision for housing redevelopment, neighborhood revitalization and supportive services.

A planning process with residents and stakeholders would develop strategies to replace existing public housing in the Marcos de Niza community with mixed-income housing, improve educational outcomes for youth and families, and encourage public and private reinvestment to increase economic and housing stability. The goal of the community planning process is to create a resident and community-driven transformation plan that would meet the criteria to apply for a Choice Neighborhoods Implementation Grant in the future.

The Housing Department has successfully applied for and received three HUD Choice Neighborhoods Grants: \$1.5 million for Planning and Action, \$30 million for Implementation, and \$10 million for supplemental implementation to redevelop 577

public housing units as well as revitalize the surrounding neighborhood and provide supportive services in the Edison-Eastlake Community (EEC), located approximately 3.5 miles east of the Marcos de Niza site.

This Choice Neighborhoods Planning Grant effort will focus on the Marcos de Niza public and affordable housing community and the surrounding neighborhood. Marcos de Niza is located at 305 W. Pima Road and has a total of 374 units (281 Public Housing and 93 Project Based Voucher) in 124 buildings on 30.5 acres (Site). Major cross streets are West Buckeye Road and South Central Avenue, with the site bounded by South 1st Avenue to the east, West Yavapai Street to the north, and West Mojave Street to the south. The Site is immediately adjacent to Harmon Park as well as Lowell Elementary School. Marcos de Niza, originally constructed in 1942, will require long-term development planning and is positioned close to downtown, with many family-oriented amenities nearby. It is also located within walking distance of a new station along the South Central Light Rail Extension.

The Housing Department will apply for a Choice Neighborhoods Planning Grant as soon as HUD's 2024 Notice of Funding Opportunity is released, which is anticipated this Spring. After completion of the community planning effort, the resulting Transformation Plan will qualify for application to the Choice Neighborhoods Implementation Grant program. The Housing Department anticipates to apply in 2026 or 2027. The Housing Department will return to the Subcommittee with updates from the planning effort and to seek approval for the anticipated Implementation Grant application. The Housing Department has initiated the application planning process by engaging a planning coordination consulting team, which was approved by City Council on Dec. 13, 2023. This team will assist the Housing Department to complete the grant application, create community engagement strategies, assess needs, and conduct the planning process.

Financial Impact

There is no impact to the General Fund. The Choice Neighborhoods Planning Grant is a federally funded program.

Concurrence/Previous Council Action

On Dec. 13, 2023, via Ordinance S-50414, City Council approved entering into a contract with The Liou Choice, LLC, to provide planning and coordination services in connection with the development of a neighborhood revitalization plan and preparation of a Choice Neighborhoods Planning Grant application for the Marcos de Niza community.

Location

305 W. Pima Road and surrounding neighborhood
Council District: 8

Responsible Department

This item is submitted by Deputy City Manager Gina Montes and the Housing Department.

Report

Agenda Date: 2/14/2024, Item No. 7

Housing Department Capital Improvement Program Update

This report provides the Economic Development and Housing Subcommittee with an update on the Housing Department's Five-Year Capital Improvement Program (CIP) planned for 2024-29. There is no impact to the General Fund.

THIS ITEM IS FOR INFORMATION ONLY.

Summary

Each year, the Housing Department updates its Five-Year CIP in coordination with planned redevelopment programs and feedback from the Public Housing Resident Advisory Board, the Affordable Housing Development Community, and other stakeholders. The primary sources of funds for the next five years are the 2023 General Obligation (GO) Bonds, U.S. Department of Housing and Urban Development's (HUD) Choice Neighborhoods Grant funds, HUD HOME Investment Partnership Program - American Rescue Plan Act (HOME - ARP) Grant Fund, HUD HOME Investment Partnership Program (HOME) Grant funds, HUD Public Housing Capital Fund Program (CFP), Housing Department Affordable Housing fund and Senior Housing Improvement funds. Federal funding is dedicated for specific qualifying projects. The total amount of funding for the next five years is \$144,895,776. See **Attachment A** for details.

The 2023 GO Bond program, passed by voters November 2023, is dedicated for two distinct projects to create and preserve homes as supported by the Housing Phoenix Plan (HPP). The preservation of affordable housing units will support capital improvements for City-owned properties, while the creation of affordable housing units will serve to bridge the gap and complete the city's development commitment in the Edison-Eastlake community.

The HUD Choice Neighborhoods (CN) Grant funds are designed to support locally driven solutions for transforming distressed neighborhoods, using place-based strategies to address the interconnected challenges for poor quality housing, access to quality educational programs, poor health, high crime and lack of capital. The CN funds support the on-going demolition of 577 units of obsolete public housing and development of more than 1,000 units of affordable mixed-income housing in the

Edison-Eastlake community.

The HUD HOME - ARP grant was awarded as one-time fund in 2021 to help communities address homelessness and qualifying populations by producing or preserving affordable housing, tenant-based rental assistance supportive services, and/or purchase and development of non-congregate shelter.

HOME funds are received from HUD through a formula grant each year for a variety of housing activities based on local needs to serve low- and very low-income families. The Housing Department uses these funds to help private sector developers bridge the gap in financing affordable housing projects in Phoenix. The Housing Department issued a Call for Interest (CFI) to award HOME funds to private developers seeking gap financing for construction costs. Awards for the projected HOME funds will be made via annual CFI processes. Generally, awards of up to \$1-2 million per project are made and the number of awards is dependent on the amount of the annual allocation from HUD.

The Housing Department receives capital funds from HUD for the development, modernization, and financing of public housing developments and improvements. CFP is based on a formula distribution for use in public housing communities. These funds will be used for public housing Rental Assistance Demonstration (RAD) projects and public housing modernization, including both rehabilitation and redevelopment of multifamily properties and senior communities.

The Housing Department Affordable Housing fund is used for its affordable housing portfolio and is subject to fund availability.

The Senior Housing Improvement funds are used for the Sunnyslope Manor and Fillmore Gardens senior properties and subject to fund availability.

Financial Impact

There is no impact to the General Fund. All capital projects are funded via 2023 GO Bonds, federal monies or through the department's Affordable Housing fund.

Responsible Department

This item is submitted by Deputy City Manager Gina Montes and the Housing Department.

Attachment A

Fund Sources	FY2024-25	FY2025-26	FY2026-27	FY2027-28	FY2028-29	Total
2023 GO BOND Program	18,834,042	22,578,841	12,541,262	-	-	53,954,145
Choice Neighborhoods	13,600,000	138,590	400,000	300,000	500,000	14,938,590
HOME - ARP	11,000,000	2,209,649	-	-	-	13,209,649
HOME Program	10,834,346	6,415,871	10,000,000	11,813,334	4,000,000	43,063,551
Capital Fund Program (CFP)	5,438,431	2,430,000	2,000,000	1,750,000	500,000	12,118,431
Affordable Housing Funds	2,484,000	1,675,410	749,000	703,000	-	5,611,410
Senior Housing Improvements	1,000,000	1,000,000	-	-	-	2,000,000
Grand Total	63,190,819	36,448,361	25,690,262	14,566,334	5,000,000	144,895,776

Report

Agenda Date: 2/14/2024, Item No. 8

Head Start Birth to Five Monthly Report - December 2023

This report provides the Economic Development and Housing Subcommittee, which serves as the City of Phoenix Head Start Birth to Five Governing Board, with an updated summary of the Head Start Birth to Five Program's financial and programmatic status.

THIS ITEM IS FOR INFORMATION ONLY.

Summary

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

- Fiscal expenditures;
- Enrollment reports;
- School attendance;
- Medical/dental exams; and
- Program information summaries.

Fiscal Expenditures

Attachment A shows year-to-date expenditures for the Fiscal Year 2023-24. The report includes a breakdown of each Education Service Provider, Child Care Partnership, Policy Council and the administrative support budget.

Enrollment Reports

The Office of Head Start requires programs to report the total number of children enrolled on the last day of each month. At the end of December, overall enrollment was 2,099 out of 3,451 available slots.

At the end of December, the Education Service Providers enrollment was 1,867 slots filled out of 2,963. Based on the current number of teachers, the program can serve approximately 70 more children. Staff is actively working with providers to address this gap through the Full Enrollment Initiative.

Early Head Start ended the month of December with 212 slots filled out of 488. The Home-Based program, which provides year-round, in-person home visitation, filled 64 slots out of 300, which is at capacity based on the current number of home visitors. The Child Care Partnership program provides full-day, year-round services and has 148 slots filled out of 188. The Child Care Partners can serve up to 40 more children. However, Cactus Kids Preschool has yet to be able to fill teacher vacancies, leaving eight classrooms without children. While infant rooms have availability, vacancies continue to remain due to a lack of available classroom space for two-year-olds who remain on the wait list.

Education Service Providers and Child Care Partners continue to proactive efforts to recruit classroom staff through social media, job search websites, and collaboration with colleges.

School Attendance

The annual target for attendance set by the Office of Head Start is 85 percent.

Attachment B indicates the year-to-date average attendance through the end of December. Head Start Preschool was 53 percent, and the Child Care Partnership program was 65 percent. Under-enrollment impacts attendance, as it is calculated on funded enrollment, not actual enrollment.

Medical/Dental Exams

Head Start regulations require all children to have medical and dental exams annually. At the end of December, 1,998 medical and 1,903 dental exams were completed, totaling 3,901 exams, as illustrated in **Attachment C**.

Program Information Summaries

Please see **Attachment D**.

Responsible Department

This item is submitted by Deputy City Manager Gina Montes and the Human Services Department.

Attachment A

Fiscal Expenditures
Yr 5 FY 23 Head Start Financial Summary Grant 890189
Planned level of Expenditures
For the Month of December 2023

Fund Center	Program	FTE	Revised Budget 2023-2024	FY24 YEAR-TO- DATE Expenditures Federal Fund	FY24 YEAR-TO- DATE Expenditures General Purpose Fund	FY24 Remaining Balance	FY24 YEAR-TO-DATE % Spent
8940050001	HS Administration	12	\$ 6,604,626.53	\$ 2,204,139.34		\$ 4,400,487.19	33%
8940050004	HS T&TA	-	\$ 325,611.00	\$ 381,907.62		\$ (56,296.62)	117%
8940050012	HS Policy Council	-	\$ 40,259.00	28,309		\$ 11,949.71	70%
8940050015	HS Mental Health	4	\$ 434,056.33	290,996		\$ 143,059.87	67%
8940050016	HS Casework Support	67	\$ 5,441,447.38	3,123,412		\$ 2,318,035.23	57%
8940050017	HS Classroom Support	16	\$ 1,566,566.00	\$ 908,179.34		\$ 658,386.66	58%
Total City of Phoenix		99	\$ 14,412,566	\$ 6,936,944	\$ -	\$ 7,475,622	48%
8940051001	Alhambra	-	\$ 3,848,912	\$ 905,636		\$ 2,943,276	23.5%
8940051003	Booker T Washington	-	\$ 5,441,877	\$ 2,137,963		\$ 3,303,914	39%
8940051005	Washington	-	\$ 4,847,259	\$ 1,242,789		\$ 3,604,470	26%
8940051006	Deer Valley	-	\$ 1,120,032	\$ 456,145		\$ 663,887	41%
	Greater Phoenix Urban						
8940051010	League	-	\$ 8,068,636	\$ 3,214,972		\$ 4,853,664	40%
8940051116	Fowler	-	\$ 978,675	\$ 250,139		\$ 728,536	26%
Total Education Service Providers		-	\$ 24,305,391	\$ 8,207,644	\$ -	\$ 16,097,747	34%
	Early Head Start						
8940505021	Operations Support	54	\$ 8,242,500	\$ 5,164,461		\$ 3,078,039	63%
8940505024	Early Head Start T&TA	-	\$ 161,858	\$ 74,592		\$ 87,266	46%
Total Early Head Start		54	\$ 8,404,358	\$ 5,239,052		\$ 3,165,306	62%
Subtotal			\$ 47,122,315	\$ 20,383,640		\$ 26,738,675	43%
Grand Total		153	47,122,315	20,383,640	0	26,738,675	43%

Attachment B

Percentage of Preschool Attendance		
Target: 85%	YTD Percent:	53%

Goal:

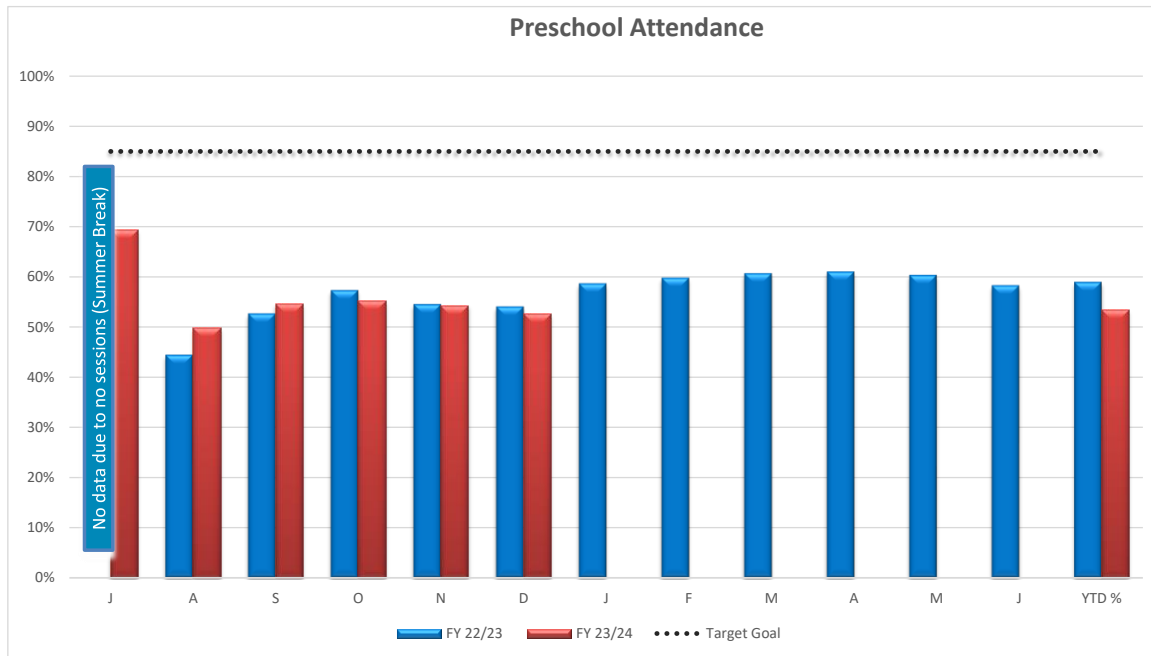
Increase attendance of Head Start Birth to Five children.

Target:

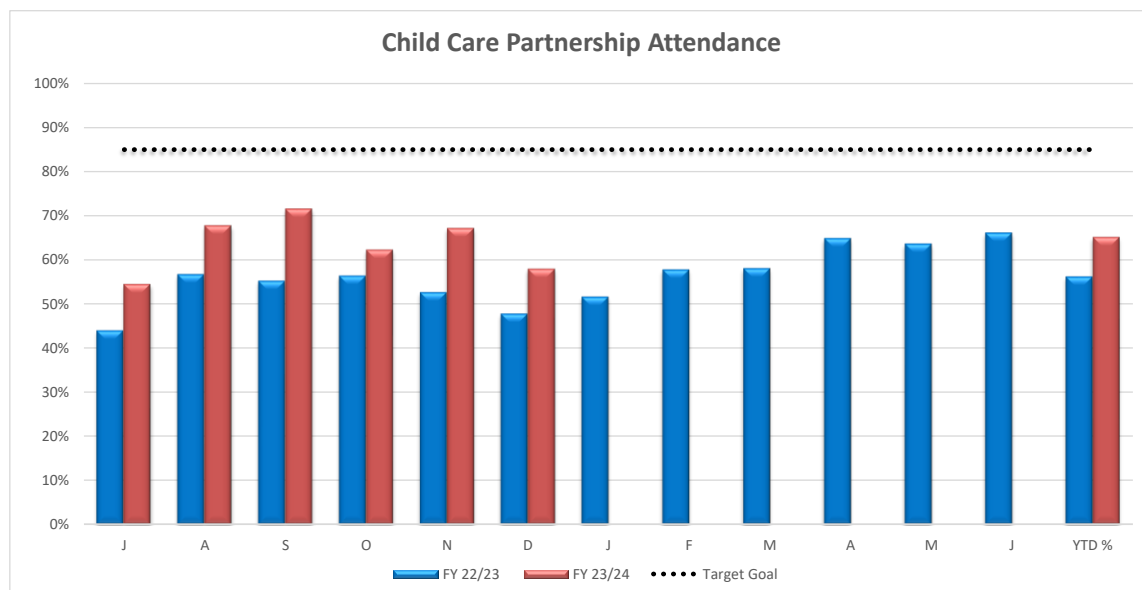
85% of children will attend each day.

Significance:

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



Percentage of Child Care Partnership Attendance		
Target: 85%	YTD Percent:	65%



Attachment C

Head Start Birth to Five Medical Exams Completed

Target: 3,451 exams

FY 23-24 Medical Exams: 1,998

Goal:

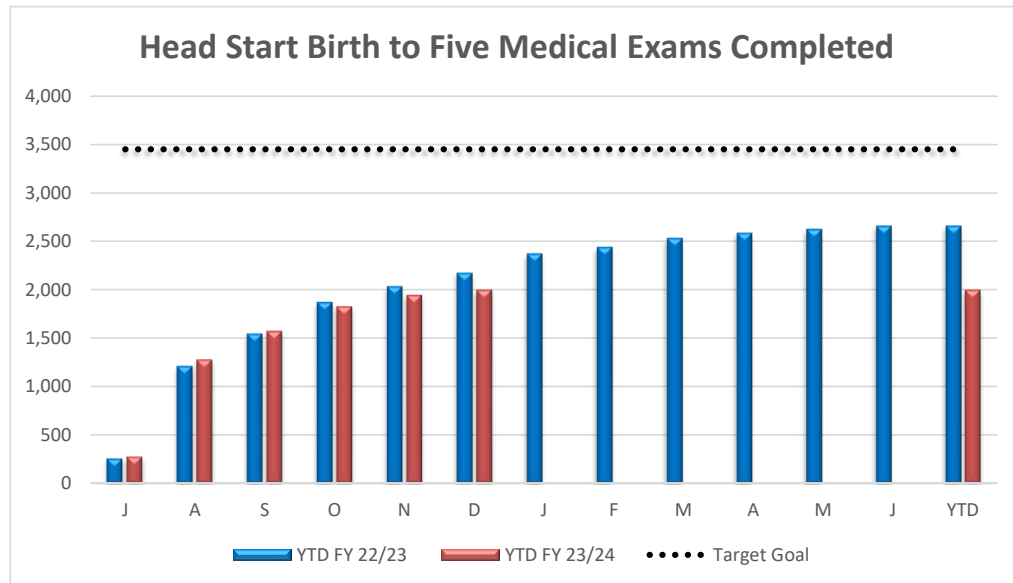
Ensure Head Start Birth to Five children receive necessary medical and dental exams.

Target:

3,451 Medical Exams and 3,451 Dental Exams

Significance:

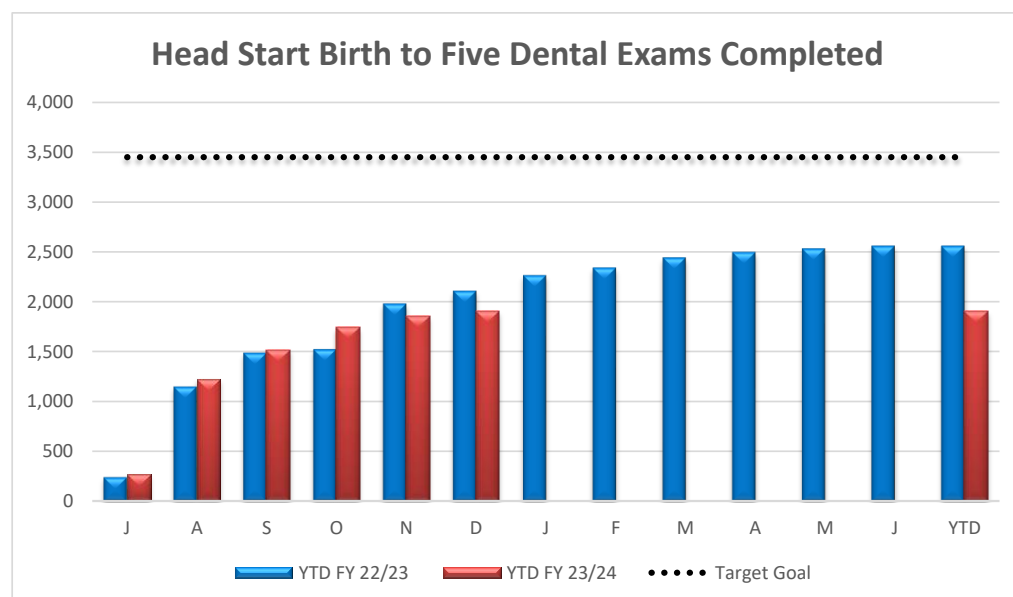
Head Start Birth to Five children are required to have medical and dental exams as part of the Head Start regulations.



Head Start Birth to Five Dental Exams Completed

Target: 3,451 exams

FY 23-24 Exams: 1,903



Attachment D

Program Information Summaries

Head Start Parent Training

On December 5, a Head Start Birth to Five Behavior Support Specialist conducted a stress management session for 22 parents at the Alhambra Preschool Academy in the Alhambra Elementary School District. The specialist guided discussions on the sources and symptoms of stress, the link between thoughts, feelings, and behaviors, and the importance of self-care. Staff provided the parents with specific strategies for stress reduction. Each table contained stress-reducing materials such as stress balls, bubbles, mandala coloring books, and Play-Doh.

Social Emotional Institute

On December 13 and 14, the Head Start Birth to Five Behavior Support team held the annual institute at Desert Willow Conference Center for more than 400 classroom staff, caseworkers, and directors focused on supporting children's social and emotional development. Experts from Conscious Discipline provided trends and strategies for classroom management and child and adult self-regulation. Conscious Discipline's foundation is to help classroom staff teach children safety, how to have connections with others and use problem-solving techniques to reduce stress.

Health Services Advisory Committee

On December 14, the Head Start Birth to Five Program, in collaboration with the City of Phoenix Office of Public Health, held the first Health Advisory Committee meeting at City Hall. The committee will meet monthly to identify health issues, assist, and help establish policies to improve the health of Phoenix residents. More than 30 professionals from the local health community attended, representing vision, mental health, and physical health.

December Community Events

During December, Head Start Birth to Five staff participated in five community events to inform the public about the program and recruit children. The events were held at the Goelet Beuf Community Center in District 1, the Heart of Isaac in Isaac Elementary School District in District 4, the Shaw Butte Neighborhood Alliance Open House in District 3, the Desert West Community Center District 7, and the Maryvale Community Center in District 5. Head Start Birth to Five staff provided more than 1,000 families with information about Head Start services and helped more than 50 families complete pre-registration forms.

Report

Agenda Date: 2/14/2024, Item No. 9

Office of Innovation Access to Chilled Drinking Water Pilot Update

This report provides the Economic Development and Housing Subcommittee with an update on the Office of Innovation's Chilled Drinking Water in Public Spaces Pilot initiative.

THIS ITEM IS FOR INFORMATION ONLY.

Summary

As the City of Phoenix works to address and foster resilience to rising temperatures and a growing urban population, it is important to consider amenities to support the well-being of residents and the growth and livability of our city. The Office of Innovation is completing phase one of a pilot initiative to expand equitable access to free, chilled drinking water in Downtown Phoenix. The data-driven pilot, which includes community surveying, evaluations, prototyping and testing of new and modified drinking water systems, will serve as a model to expand access in multimodal, pedestrian-friendly, high-density areas of the City.

The first two water stations for the pilot project, which incorporates bottle fillers and heat-mitigation technologies, were installed in front of City Hall, in the Marvin A. Andrews Plaza, and across Washington Street, in the Cesar Chavez Plaza. Design components of the new systems include an internal chiller, heat-mitigation materials and design, a purge valve to circulate water inside the units, vandalism-resistant materials, and more.

On Jan. 24, 2024, Innovation staff hosted a media event in Cesar Chavez Plaza with the Mayor's Office and Council District 7 to unveil the installation of the first two drinking water systems, which was attended by ABC15, KJZZ radio, AZFamily, Fox 10 and Telemundo. Approximately 40 staff members and external partners were in attendance. Downtown Phoenix Inc. is a partner in the project, providing education, outreach and cleaning through the Ambassador and Clean + Green programs. The Water Services and Public Works departments were key partners for this phase of the pilot project.

A data-driven approach is informing this pilot project at every state, including the creation of an ArcGIS mapping tool that combines various datasets, including land-surface temperature data, proximity to public transit stations, existing drinking fountain data, vulnerability index data, among others. In fall of 2023, Innovation staff and the City's Management Fellows surveyed more than 110 community members and 75 businesses in the downtown pilot area. Eighty-two percent of residents surveyed stated the most important feature of a drinking water system is that it is clean and well maintained. Fifty-five percent identified areas in and around public buildings as ideal locations for the systems, 38 percent in and around public gathering spaces, 41 percent near transit hubs and 35 percent near public transit stops. Sixty-seven percent of businesses surveyed stated that there are not enough water stations in downtown.

Innovation also gathered input and ideas from more than 100 participants of the InnovatePHX Challenge at Venture Cafe Phoenix, powered by the Center for Entrepreneurial Innovation and founding sponsor City of Phoenix Community and Economic Development Department. Additional heat mitigation materials will be tested and evaluated at the water system locations during the summer months. Staff will conduct evaluations of the current systems, including ambient and surface temperature data and resident feedback, to make necessary modifications and inform the project moving forward. Additionally, staff is assessing five additional locations in the downtown core for the next phase of the project.

This pilot project was developed in collaboration with Bloomberg Associates, the pro-bono consulting arm of Bloomberg Philanthropies, which works with cities around the world.

Location

The first phase of the pilot project focuses on Downtown Phoenix

Responsible Department

This item is submitted by Deputy City Manager John Chan and the Office of Innovation.

Report

Agenda Date: 2/14/2024, Item No. 10

2024 NCAA Men's Final Four Update

This report provides the Economic Development and Housing Subcommittee with an update on planning and coordination efforts in preparation for hosting the 2024 National Collegiate Athletic Association (NCAA) Men's Basketball Final Four including information on official Final Four events to be held in the city and the greater Phoenix region.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Summary

In July 2018, Phoenix was selected to host the 2024 NCAA Men's Final Four. This will be the second time the Phoenix region will host the NCAA Men's Final Four, previously hosting in 2017. The 2017 Final Four generated an economic impact of \$324.5 million for the region and brought more than 56,000 visitors to our destination.

While State Farm Stadium in Glendale will be the site of the semi-final and championship games, many of the official fan-related activities and events will be focused in downtown Phoenix over multiple days. The Phoenix Convention Center will host both the Final Four Fan Fest and the National Association of Basketball Coaches annual convention. Margaret T. Hance Park will be the site of the March Madness Music Festival.

Additionally, Eastlake Park have been selected as the NCAA's Legacy Restoration project. Refurbishment of the indoor and outdoor basketball courts is being planned and coordinated with the Parks and Recreation Department. The legacy project is anticipated to be completed by Final Four Week in late March 2024.

Staff from multiple City departments are working in partnership with the NCAA and the Phoenix Local Organizing Committee to plan a championship weekend of fan-related activities including the fan festival, three days of free concerts and a basketball dribble event for youth.

Responsible Department

This item is submitted by Deputy City Manager John Chan and the Phoenix Convention Center Department.

Report

Agenda Date: 2/14/2024, Item No. 11

Phoenix Convention Center Booking Update

This report provides an update to the Economic Development and Housing Subcommittee on booking activities at the Phoenix Convention Center.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Summary

Calendar year 2023 served as confirmation that the Phoenix Convention Center & Venues (PCC) has returned to pre-pandemic levels of citywide convention activity. In the five years prior to the COVID-19 coronavirus outbreak, the PCC hosted an average of 67 citywide conventions per year. These conventions welcomed an annual average of 245,000 attendees and 312,000 hotel room nights. This activity generated an estimated \$1.7 billion of direct spending from 2015 through 2019. As a result of the pandemic, restrictions were implemented for large gatherings across the country impacting the ability of meeting planners and associations to hold conventions and trade shows. Activity at the PCC was adversely impacted significantly as all performance metrics were diminished by as much as 72 percent in 2020 and 55 percent in 2021. Since that time, the PCC sales team along with Visit Phoenix have been working aggressively to market and contract citywide convention business impacted by the pandemic.

Beginning in 2022 and continuing through 2023, the PCC has recovered by hosting an average of 65 citywide conventions. The 294,374 attendees in 2023 marks the highest number of convention delegates since the PCC's first year after completion of the expansion in 2009. Momentum is expected to continue as the projected convention hotel room nights over the next eight years are 14 percent ahead of pace. The attendee numbers for 2024 are projected to surpass 2023. Lead volume continues to be high with an increase in corporate and association interest in Phoenix as a destination.

January 2024 brought more than 40,000 visitors to the PCC. Groups included the Society for Critical Care Medicine, the 2024 Kawasaki Dealer Meeting, and Golf Course Superintendents Association of America's Annual Conference and Trade Show, who held their event in Phoenix for the first time since 1987. Groups such as the

American Heart Association, International Franchise Association and the Society for Mining Metallurgy and Exploration will each bring more than 4,000 attendees to the PCC in the first quarter of the year. The PCC is projected to welcome more than 300,000 attendees and 340,000 hotel room nights in 2024, surpassing the pre-pandemic five-year average, further validating strong market demand for Phoenix as a destination.

Responsible Department

This item is submitted by Deputy City Manager John Chan and the Phoenix Convention Center Department.

Report

Agenda Date: 2/14/2024, Item No. 12

Entertainment District Consulting Services Contract Award - RFP-CED23-EDCS

Request the Economic Development and Housing Subcommittee recommend City Council authorization to contract with HR&A Advisors, Inc. for consulting services to assist in the identification, establishment, and activation of an entertainment district. The aggregate value of the contract will not exceed \$529,000.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Summary

In 2019, Conventions, Sports & Leisure International completed a market study on behalf of the Phoenix Convention Center (PCC). The study included an analysis of the PCC's strategic advantages along with recommendations to enhance the PCC market capture through near and long-term space and site planning, convention hotel development, and destination enhancements. In 2022, an update to the study was completed to incorporate the effects and changes of COVID-19 pandemic had on the industry. A key finding and recommendation of both the 2019 study and the 2022 update was the creation of an entertainment district, generally surrounding PCC. An entertainment district would provide conventioners, visitors, and residents a walkable, vibrant, safe and a navigable area that could include hospitality amenities such as a density of restaurants, bars, attractions, street performers, public art, significant lighting and landscaping, scooter docks and electric vehicle shuttles.

In September 2023, staff issued a solicitation for consulting services to assist in the identification, establishment, and activation of an entertainment district. The scope of work will include:

- Project Management
- Viability Study
- Public Engagement and Visioning
- Market and Feasibility Analysis Report, including:
- District Boundary Map
- Implementation Plan
- Future growth opportunity analysis
- Governance Analysis and Strategic Recommendations

Contract Term

The term of the contract is for one year, with two one-year renewal options.

Procurement Information

RFP-CED23-EDCS, Entertainment Consulting Services, was issued on Sept. 19, 2023, and conducted in accordance with Administrative Regulation 3.10. Five proposals were received; all of which were deemed responsive. Staff recommends the proposal offered by HR&A Advisors, Inc. as the most responsive and responsible proposal.

Financial Impact

The aggregate value of the contract shall not exceed \$529,000. There is no impact to the General Fund. Funds are available in the Downtown Community Reinvestment Fund.

Location

Council Districts: 7 & 8

Responsible Department

This item is submitted by Deputy City Manager John Chan and the Community and Economic Development Department.