



Agenda

City Council Policy Session

Tuesday, April 13, 2021

2:30 PM

phoenix.gov

OPTIONS TO ACCESS THIS MEETING

Request to speak at a meeting:

- **Register online** by visiting the City Council Meetings page on phoenix.gov **at least 1 hour 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=ee5d5c9aee46228473112439d78676258>

- **Register via telephone** at 602-262-6001 **at least 1 hour 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.

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 126 537 1869# (for English) or 126 521 2899# (for Spanish). Press # again when prompted for attendee ID.

Para nuestros residentes de habla hispana:

- **Para registrarse para hablar en español**, llame al 602-262-6001 **al menos 1 hora 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 126 521 2899 #. 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 126 521 2899 #). Se proporciona interpretación simultánea para nuestros residentes durante todas las reuniones.

CALL TO ORDER**COUNCIL INFORMATION AND FOLLOW-UP REQUESTS**

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

During this time, the council will recognize and thank outgoing Vice Mayor Thelda Williams and Councilman Michael Nowakowski for their years of service to the community.

CONSENT ACTION

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

CALL FOR AN EXECUTIVE SESSION

A vote may be held to call an Executive Session for a future date.

REPORTS AND BUDGET UPDATES BY THE CITY MANAGER

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

ORDINANCES, RESOLUTIONS, AND FORMAL ACTION (ITEM 1)

Roll Call

1 Cesar Chavez Ceremonial Street Signage

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Request City Council approval to install ceremonial street name signage recognizing Cesar Chavez along Baseline Road at signalized intersections across City of Phoenix limits.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the Street Transportation Department.

INFORMATION AND DISCUSSION (ITEM 2)**2 Maricopa Association of Governments Regional Homelessness Planning Efforts**

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This report provides Council the efforts underway to strengthen the regional response to homelessness, focusing on the efforts undertaken by Maricopa Association of Governments (MAG). In addition, MAG staff will provide a report of the work underway, to receive feedback from Phoenix City Council on priorities, and to discuss the most viable regional actions that will move people from homelessness to stability.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.**Responsible Department**

This item is submitted by City Manager Ed Zuercher and the Office of Government Relations.

ADJOURN

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

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



Cesar Chavez Ceremonial Street Signage

Request City Council approval to install ceremonial street name signage recognizing Cesar Chavez along Baseline Road at signalized intersections across City of Phoenix limits.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Summary

In celebration and remembrance of Cesar Chavez, the Street Transportation Department received a request to install Ceremonial Street Name signs in his honor along Baseline Road from 75th Avenue to 48th Street.

Biographical Information

Cesar Chavez was a Mexican-American labor leader and civil rights activist who dedicated his life's work to what he called "la causa" (the cause): the struggle of farm workers in the United States to improve their working and living conditions through organizing and negotiating contracts with their employers. Committed to the tactics of nonviolent resistance that were also practiced by Mahatma Gandhi and Martin Luther King, Jr., Chavez founded the National Farm Workers Association (later the United Farm Workers of America) and won important victories to improve working conditions and raise pay for farm workers in the late 1960s and 1970s.

Cesario Estrada Chavez was born on March 31, 1927, in Yuma, Ariz. In the late 1930s, after losing their homestead to foreclosure, he and his family joined more than 300,000 people who moved to California during the Great Depression and became migrant farm workers. Before he was able to enter high school, Cesar began working in the fields full time. This experience laid the foundation for his work to support farm workers. In 1946, Chavez joined the U.S. Navy and served in a segregated unit for two years. After his service, he returned to farm work.

In 1952, Chavez was working in a lumberyard when he became the grassroots organizer for the Community Service Organization (CSO), a Latino civil rights group. Over the next decade, Chavez worked to register new voters and fight racial and economic discrimination, rising to become the CSO's National Director. Chavez

resigned from the CSO in 1962 after other members refused to support his efforts to form a labor union for farm workers. That same year, he used his life's savings to found the National Farm Workers Association (NFWA). Using non-violent strikes and boycotts, Chavez fought for better wages and working conditions.

In September 1965, the NFWA launched a strike against California's grape growers alongside the Agricultural Workers Organizing Committee (AWOC), a Filipino-American labor group. The strike lasted five years and expanded into a nationwide boycott of California grapes. The boycott drew widespread support, thanks to the highly visible campaign headed by Chavez, who led a 340-mile march from Delano to Sacramento in 1966 and undertook a well-publicized 25-day hunger strike in 1968. The grape strike and boycott ended in 1970, with the farm workers reaching a collective bargaining agreement with major grape growers that increased the workers' pay and gave them the right to unionize. The NFWA and AWOC merged in 1966 to form the United Farm Workers Organizing Committee, which in 1971 became the United Farm Workers (UFW).

Throughout the 1970s, Chavez continued leading the union's efforts to win labor contracts for farm workers across the agricultural industry, employing the same nonviolent techniques of strikes and boycotts. In 1972, he went on a second hunger strike to protest an Arizona law banning farm workers from organizing and protesting. That year, a group of Arizona union farm workers marched to the state capitol to protest a law enacted to prohibit migrant workers from boycotting, striking, and collective bargaining. Chavez joined the rally and made Santa Rita Hall near 11th Street and Hadley Street his base of operations. It was there that he spent 24 days fasting in protest. Today, Santa Rita Hall is owned by Chicanos Por La Causa and is used for special community events as well as during the month of March to celebrate Chavez' birthday. Thanks to the UFW's efforts, California passed the landmark Agricultural Labor Relations Act in 1975, giving all farm workers the right to unionize and negotiate for better wages and working conditions. In the mid-1980s, Chavez focused the UFW's efforts on a campaign to highlight the dangers of pesticides for farm workers and their children. In 1988, at the age of 61, he underwent his third hunger strike, which lasted for 36 days.

Chavez died in his sleep on April 23, 1993, at the age of 66. The following year, President Bill Clinton awarded him a posthumous Presidential Medal of Freedom, the nation's highest civilian honor.

This biographical information was based on a compilation of sources, including the Cesar Chavez Foundation, Barriozona Magazine, and Cesar Chavez biographies.

The blue ceremonial signs will read "Cesar Chavez Boulevard" (**Attachment A**) and will be placed on the mast arms at the following 23 intersections along Baseline Road:

- 67th, 59th, 57th, 55th, 51st, 47th, 43rd, 41st, 39th, 35th, 27th, 19th, 7th and Central Avenues;
- Jesse Owens Parkway; and
- 7th, 16th, 20th, 24th, 32nd, 40th, 46th and 48th Streets.

Financial Impact

The cost per intersection is approximately \$800 (including fabrication and installation). The total estimated cost for the signs at all 23 intersections is \$17,200. The fabrication and installation of the ceremonial signs will be completed by Street Transportation Sign Shop staff, and the internal City costs of the ceremonial signs and funding is available in the District 7 Council Office budget.

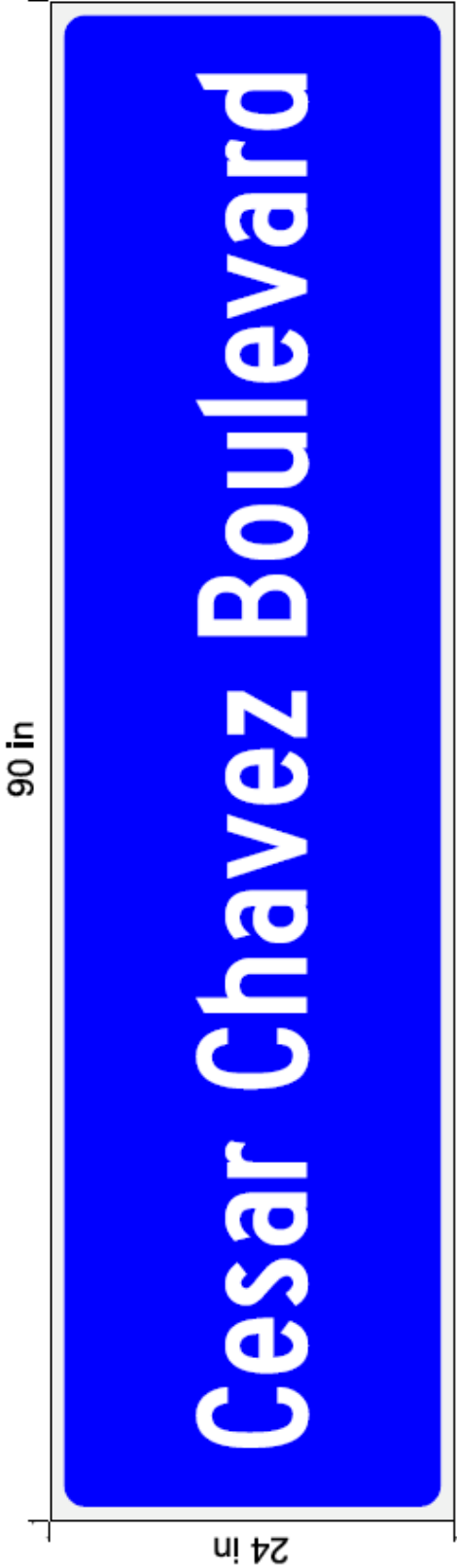
Location

Baseline Road from 75th Avenue to 48th Street
Council Districts: 6, 7 and 8

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the Street Transportation Department.

Attachment A





Maricopa Association of Governments Regional Homelessness Planning Efforts

This report provides Council the efforts underway to strengthen the regional response to homelessness, focusing on the efforts undertaken by Maricopa Association of Governments (MAG). In addition, MAG staff will provide a report of the work underway, to receive feedback from Phoenix City Council on priorities, and to discuss the most viable regional actions that will move people from homelessness to stability.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Summary

The focus of the current efforts at MAG is to develop regional strategies that will reduce the number of people experiencing homelessness, make homeless assistance programs available in more communities throughout the entire region, and strengthen the safety net for all people. Significant research and outreach are underway to inform these efforts.

To date, more than 1,000 people from a variety of sectors have shared their perspectives and priorities on this work. Research has resulted in the development of a local inventory of strategies, analysis of national best practices, and a variety of studies aimed at better understanding the various elements impacting homelessness, including the financial commitment made now by municipalities, the role of law enforcement, and existing considerations to address when implementing new programs.

All of these efforts are driving toward the development of a regional portfolio of strategies that will be offered for approval in May 2021. These strategies will address action steps in the areas of housing, shelter, services, prevention/diversion, and coordination. An implementation plan will be offered for approval in August 2021.

Both documents will be offered for approval to the Maricopa Regional Continuum of Care Board, the MAG Management Committee, and the MAG Regional Council. In addition to these groups, this work is supported by the Regional Collaborative on Homelessness, a partnership among ASU Action Nexus on Homelessness, Arizona Housing Coalition, MAG, Maricopa County, Valley of the Sun United Way, and Vitalyst

Health Foundation.

Responsible Department

This item is submitted by City Manager Ed Zuercher and the Office of Government Relations.