

**NOTICE OF PUBLIC MEETING
PARKS AND RECREATION BOARD
MEETING**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **PARKS AND RECREATION BOARD**, and to the general public, that the **PARKS AND RECREATION BOARD** will hold a meeting open to the public on **Thursday, October 22, 2026, at 5:00 p.m.**

The Board may vote to convene an executive session on any item that is listed on this agenda for discussion or consultation with legal counsel to obtain legal advice in accordance with A.R.S. §38-431.03(A)(3).

OPTIONS TO ACCESS THIS MEETING

Watch meeting in-person at City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003

Call-in to listen to the live meeting. Dial 602-666-0783. Enter the meeting access code **2342 421 3417** then enter the Webinar password **PksMtg!** when prompted (7576841 from phones).

Observe: [Parks and Recreation Board Meeting Link- October 22, 2026](#)

REQUEST TO SPEAK

Each agenda item requires a separate sign-up form. If you wish to speak on multiple items, please submit a form for each one. Thank you for your understanding.

In-Person Requests to speak at a meeting:

Register in person at the front desk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003.

Individuals may arrive up to 1 hour prior to the start of the meeting to submit an in-person request to speak. Requests to speak on individual items will not be accepted after the meeting has been called to order.

Virtual Requests to speak at a meeting:

This process is exclusively for virtual speakers and does not apply to in-person attendees requesting to speak.

To speak virtually via Webex, please use this link:

[October 22, 2026 Request to Speak](#)

- Virtual speakers must register by: **October 21, 2026**

If you have any issues with the form or if you wish to submit a comment to the board, contact **Dalia Adams** at: dalia.adams@phoenix.gov

A complete packet of meeting materials will be posted 48 hours prior to the meeting at <https://www.phoenix.gov/parks>

The agenda for the meeting is as follows:

1.	CALL TO ORDER	Tony Moya, Chair
2.	CONSENT ITEM(S): Consent items will be provided to the Board in writing and are not intended for formal presentation . Consent items may be voted on collectively, unless a Board member requests that any item be voted on separately. The chairperson may direct staff to formally present any consent item. These items are for possible action.	
	a. Parks Board Minutes – September 24, 2026	Tannia Ruiz
	b. Request to Vend at City Parks	Tannia Ruiz
3.	INFORMATION AND DISCUSSION ITEMS(S): Information and discussion items will be presented verbally to the Parks Board and are for discussion only. No action will take place on these items at this meeting.	
	a. Annual Update on Phoenix Trail Heat Safety Program	Jarod Rogers
4.	DISCUSSION AND POSSIBLE ACTION: Discussion and Possible Action items are for information, discussion, and possible action.	
	a. Stetson Hills Trailhead Master Plan	Jarod Rogers
5.	CALL TO THE PUBLIC: Citizens are provided time to make statements to the Board. <i>(Those desiring to make a statement should have informed staff in advance of the meeting by following the instructions on this notice.)</i> We welcome citizen input; however, items brought to the Board's attention cannot be discussed unless they are listed as an agenda item. Action taken as a result of public comment will be limited to requesting staff to study the matter or rescheduling the matter for further consideration and/or decision at a later date.	
6.	BOARD CHAIRPERSON'S REPORT – The Chairperson will verbally present comments or requests to the Board without Board discussion.	Tony Moya, Chair
7.	BOARD COMMENTS/REQUESTS – The Chairperson will entertain Board member comments or requests without Board discussion.	Tony Moya, Chair
8.	DIRECTOR'S BRIEFING – Briefing items will be verbally presented to the Board by the Director or designee without Board discussion.	Martin Whitfield, Director
9.	ADJOURNMENT	Tony Moya, Chair

For further information or to request reasonable accommodation, please contact:

Dalia Adams at: dalia.adams@phoenix.gov or 602-495-0151 or TTY: 7-1-1.

October 22, 2026.

**CITY OF PHOENIX
PARKS AND RECREATION BOARD SUMMARY
MINUTES
September 24, 2026**

Virtual meeting hosted on Webex.
Parks Board meetings are recorded.

<u>Board Members Present</u> Tony Moya, Chair Emma Viera (Virtual) Aubrey Barnwell Rick Naimark Leon Thomas Jessica Fotinos <u>Board Members Absent</u> Sarah Porter	<u>Staff Present</u> Dustin Cammack Martin Whitfield Brandie I. Barrett Todd Shackelford Danielle Poveromo Regina Iversen Felicita Mendoza Michael Svetz Tannia Ruiz Cindy Peiz Jana Krcek Isaac Pina Sierra Hernandez	<u>Community Members</u> Jeremy Thacker Michael Norton (virtual) Dana Chappell (virtual) Judy Maltz Jerry Van Gasse Thomas Kresge Tim Sierakowski
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1. CALL TO ORDER

Chairman Moya called the meeting to order at 5:00 p.m. with Board members Thomas, Viera, Naimark, Barnwell and Fotinos in attendance.

2. INFORMATION ONLY

No formal presentation on these items. For information only.

2a. Code of Conduct Update

3. CONSENT ONLY

No formal presentation on these items. Consent and request for approval only.

3a. Parks and Recreation Board Summary Minutes – September 24, 2026

3b. Request to Enter into an Agreement for the Operation and Maintenance of Papago Archery Range

3c. South Mountain Communication Towers-Approval of California Internet L.P. DBA Geolinks Sub-license on the Vertical Bridge CC FM, LLC (CT51390)

3d. Request to Vend at City of Phoenix Parks

3e. American Indian Veteran's Memorial at Steele Indian School Park

Board member Naimark moved to approve consent items 3a through 3e, with Board member Thomas seconding the motion. The motion passed unanimously, 6-0.

Chairman Moya opened the floor for public comment.

Jeremy Thacker requested a review of the tower contracts, expressing concern that the City may be approving subleases at rates that are not financially beneficial. He believes the current agreements should be re-evaluated to ensure they meet safety standards and maximize potential revenue.

4. Information and Discussion Items

Information and discussion items are for discussion only. There is no action on these items.

4a. 2026 Summer Programming- Post Season Update

Deputy Danielle Poveromo presented a report on the 2026 PHXPlays Summer Camp, highlighting that the program provided a safe, affordable, and enriching experience for approximately 3,370 children ages six to 12 across 26 community centers over an eight- to ten-week period. With several sites operating at no cost and others offering low fees, the program remained the most affordable in the Valley and saw rising demand, with some centers filling within hours of registration. Consistent programming ensured high-quality activities such as field trips, swim days, structured rotations, talent shows, and an end-of-season carnival. Deputy Poveromo also emphasized the Teen Leadership Program, which engaged older youth in leadership development, community service, and camp support roles. Strong attendance, positive family feedback, and a continued focus on safety, inclusivity, and youth development underscored the program's essential role in supporting Phoenix families during the summer.

Aquatics Coordinator Regina Iversen presented on the 2026 Aquatics Season, noting that more than 300,000 visitors attended City pools, with most locations offering free swim for youth through the Kool Kids program and additional free-admission initiatives like "Summer Swim in D8." The Department provided over 12,000 swim lessons at full capacity, supported by donations that kept rates the lowest in the region and expanded access for high-risk age groups. Staffing efforts brought on 574 aquatics employees and included ongoing lifeguard training and leadership development programs to strengthen future management. Planning for the 2027 season is underway alongside major renovation projects funded through the GO Bond process, including upgrades at Maryvale and Harmon Pools and the conversion of several older pools into splash pads.

Chairman Moya opened the floor for public comment.

Jeremy Thacker requested clarification on 12,000 participants and eight lessons per participant.

Chairman Moya requested to go to the swim lesson slide.

Aquatics Coordinator Iversen explained to Chairman Moya that there were over 12,000 participants registered and that each session is eight thirty-minute classes within a two-week period.

Board Member Jessica Fotinos asked whether, given the high demand for swim lessons and lengthy waitlists, the Department has explored offering lessons during the off-season at

heated pools to increase access.

Director Martin Whitfield explained that the regional pool at Maryvale, currently part of the GO Bond project, will include a heated component that will allow staff to offer programming, including swim lessons, during the off-season.

Aquatics Coordinator Regina Iversen explained that while demand for swim lessons remains extremely high, staff works diligently each day to move participants off the waitlist. She noted that off-season lessons were offered last November, though staffing continues to be a challenge during non-summer months. To expand access, the Department added weekend swim lessons in August, allowing more families to participate.

4b. Parks Master Plan Level of Service

Special Projects Administrator Felicita Mendoza, who oversees the Master Plan project, introduced PROS Consulting representative Mike Svetz, who presented the latest findings and Level of Service analysis for the Parks Master Plan. He explained that the update outlines how the plan will guide the long-term growth and sustainability of Phoenix's park system by strengthening existing parks, improving facilities, and thoughtfully developing remaining parklands, while emphasizing water conservation, safety, equity, and inclusivity. Early assessments show strong public satisfaction but also highlight priorities such as maintenance, shade, restrooms, and safe, functional amenities. The Level of Service mapping helps illustrate how access varies across the city and informs decisions about where reinvestment, optimization, or expansion will have the greatest impact. These strategies, which focus on protecting what works, renewing aging assets, optimizing current resources, and expanding only where need aligns with long-term capacity, will shape future recommendations. With additional analysis underway and community meetings scheduled throughout fall 2026, the update was presented for information and discussion only.

Chairman Moya opened the floor for public comment.

Michael Norton stated that despite funding the 10-year parks master plan three years ago, the City has made minimal progress in identifying and improving park assets. He questioned why the process has taken so long.

Board Member Naimark asked whether the assessment applies only to flatland parks and facilities, noting that no comparable assessment appears to have been done for preserves. He added that, while new mountains cannot be created, land acquisition or improved access could be considered and asked how those needs would be incorporated.

Pros Consultant Svetz stated that the project scope focused exclusively on flatland parks, and a separate water conservation strategy was developed in parallel and integrated into the overall plan. These two elements formed the core of the effort, and the preserves were not included in the assessment.

Board Member Naimark stated that a comprehensive study of the preserve system, including access, improvements, and maintenance, would be a worthwhile city investment unless such a study already exists. He also asked how the completion of the master plan and public feedback process will align with planning for the upcoming bond program.

Pros Consultant Mike Svetz stated that the parks master plan is designed to align with future bond priorities and reinforce the current five-year CIP. He noted that the plan will guide staff as they prepare requests for future bond and CIP projects.

Board Member Naimark is this how staff will provide input to the bond committee.

Director Whitfield stated that the previous director prioritized developing flatland parks before moving on to preserve areas. He added that staff is already preparing for the 2028 GO Bond, with project recommendations due by November 2026 and aligned with mayor, council, and city management guidance.

5. CALL TO THE PUBLIC

Dana Chappell explained that he is coordinating with staff to further develop a trail heat and safety proposal, which already has support from the Assistant Fire Chief. He noted that the initial concept has been shared and he hopes to continue working with staff to prepare a full proposal.

Judy Maltz expressed concerns that the Arcadian Square development would encroach on Cross Cut Canal Park and introduce unprecedented private residential access through public parkland. She urged the City to study pedestrian impacts and emphasized that public parks must not be handed over to private interests without exceptional justification.

Jerry Van Gasse objected to efforts to change Echo Canyon's long-standing 4:30 a.m. opening time, noting that hikers, rangers, and media have relied on it for years. He urged the City to formally restore the 4:30 a.m. opening time.

Chairman Moya asked Director Whitfield for clarification regarding the opening hours at Echo Canyon.

Director Whitfield clarified that the 2013 agreement with the Echo Canyon HOA specifies the gate must be open from sunrise to sunset.

Thomas Kresge stated that directing a gated community's traffic through Cross Cut Canal Park would disrupt a heavily used pedestrian and cycling path and compromise public safety. He urged the City to require the development to use its established access on Indian School Road instead of routing vehicles through the park.

Tim Sierakowski questioned past agreements with the Echo Canyon HOA. He criticized the City's handling of trail maintenance and planning. He argued that the current ten-year plan is outdated.

Jeremy Thacker noted that Echo Canyon's long-standing 4:30 a.m. opening time should not be overridden by citing a sunrise-to-sunset agreement and emphasized that only the board can formally change it. He also questioned why the master plan excludes golf course impacts despite their significant land and water use.

6. BOARD PERSON'S REPORT

Chairman Moya announced the fall and Halloween events happening in October and he also

gave a farewell to Rick Naimark, since this was his last Parks and Recreation Board Meeting.

7. BOARD MEMBER COMMENTS

No comments or requests.

8. DIRECTOR'S UPDATE

Assistant Director Todd Shackelford highlighted the 25th-anniversary 9/11 ceremony at Steele Indian School Park, which featured city leaders, a ceremonial bell ringing, honor guards, the Phoenix Boys Choir, and a panel discussion with Arizona Task Force One and local youth. He also announced the start of the downtown special event season, noting that Ballet Arizona's Ballet Under the Stars will be held at Steele Indian School Park on September 26 with an expected audience of about 2,000 people.

Assistant Director Brandie I. Barrett reported that on September 14 the Monarch Month pollinator planting at City Hall drew strong participation and media attention, with Mayor Kate Gallego helping plant milkweed to support endangered monarch butterflies. She also highlighted the August 22 grand opening of upgraded sports courts and amenities at Pierce Park, thanking staff and partners for delivering a successful community event.

Director Whitfield reported that the Phoenix Suns and Phoenix Mercury Foundation honored Diana Taurasi by renovating three community basketball courts and held a ribbon-cutting at Harmon Park on August 14, 2026, with more than 60 attendees. He also highlighted South Mountain Community Center's 50th anniversary celebration, where about 200 community members gathered to honor the center's history, partnerships, and ongoing impact.

9. ADJOURNMENT

Chairman Moya adjourned the meeting at 6:24 p.m.



To: Parks and Recreation Board

Date: October 24, 2026

From: Martin Whitfield, Director

Subject: REQUEST TO VEND AT CITY PARKS

This report requests Parks and Recreation Board (Board) approval to allow event production, marketing, community outreach, and vending for the events referenced in this report. It also seeks authorization for the Parks and Recreation Director to negotiate and execute the associated event agreements and related documents.

BACKGROUND

Phoenix parks are reserved throughout the year for various events. Event coordinators or community partners produce many events, with the Parks and Recreation Department sponsoring a few public events. Some events are free to the public, while others require a registration fee. Entry fees are occasionally imposed on vendors who sell food and/or products. Producers who rent City parks and facilities are required to follow all City guidelines, including obtaining all applicable permits and licenses.

Vending, a typical component of events in parks, can consist of selling admission, food and beverages, T-shirts, or other concessions for fundraising purposes. Per Phoenix City Charter and Phoenix City Code 24-40, the Board must approve commercial sales and vending in public parks. Each year, the Parks and Recreation Department brings the Board an annual report requesting approval of all known requests for vending in parks; however, staff also receive requests for vending throughout the year, such as the requests below, and brings them to the Board for approval.

DISCUSSION

Steve Nash Foundation Community Event, December 4, 2026 Encanto Park, 2605 N. 15th Ave.

The Steve Nash Foundation will host a community focused fundraising event at Encanto Park on December 4, 2026, featuring food vending, foundation branded merchandise and swag available for purchase, and opportunities for attendees to contribute through donations. The foundation supports children and families by providing resources, programming, and services that promote health, development, and overall well-being. This event will offer the community a chance to support these initiatives while enjoying a welcoming gathering in a park setting.

NBA All-Star Weekend Festival, February 18–20, 2027 Margaret T. Hance Park 67 W. Culver St.

The Phoenix All Star Host Committee will present a multi-day All Star Weekend Festival at Margaret T. Hance Park from February 18 to 20, 2027, coinciding with NBA All Star Weekend in Phoenix. The festival will complement the All-Star Game at Mortgage Matchup Center by offering a free outdoor

celebration featuring live music, entertainment, partner activations, interactive exhibits, giveaways, and a wide variety of food and beverage options. Additional fan-focused activities and interactive experiences will take place throughout downtown Phoenix, including programming at Civic Space Park. Designed to bring residents, visitors, families, and sports fans together, the festival is expected to attract approximately 20,000 attendees and will activate the park with continuous programming that enhances the vibrancy of the downtown area. Organizers anticipate large crowds and plan for extended park hours until 11:30 p.m., with all guests exiting by midnight to ensure a safe conclusion each night.

Neighborhood notifications will be required for the All-Star Weekend Festival at Margaret T. Hance Park as part of event planning. Because the anticipated attendance exceeds 3,000 people, park policy requires notifying residents, businesses, places of worship, and schools that may be affected by parking impacts and noise related to the event. These notifications must be distributed within a minimum one-mile radius or as determined by the Parks and Recreation Department.

NBA All-Star Weekend Festival, February 18–21, 2027
Heritage Square & Science Park, 113 N. 6th Street

Organizers will host the All-Star Weekend at Heritage Square & Science Park from February 19 to 21, 2027, creating a community focused activation centered on health, wellness, and public engagement through activities such as a community walk, wellness demonstrations, and a press event that brings partners, families, and visitors together. Intended to offer an accessible and inclusive environment where attendees can enjoy meaningful interaction during All Star Weekend, with food and merchandise available in an alcohol-free setting to support a family-friendly atmosphere. By activating Heritage Square & Science Park, the event will highlight the park's role as a historical space that encourages growth, community engagement, and welcoming area for participation.

All-Star Weekend Community Hub, February 19–21, 2027
Civic Space Park, 424 N. Central Ave.

Organizers will host the All-Star Weekend Community Hub at Civic Space Park from February 19 to 21, 2027, creating a community focused activation centered on health, wellness, and public engagement through activities such as a community walk, wellness demonstrations, and a press event that brings partners, families, and visitors together. The Community Hub is intended to offer an accessible and inclusive environment where attendees can enjoy meaningful interaction during All Star Weekend, with food and merchandise available in an alcohol-free setting to support a family-friendly atmosphere. By activating Civic Space Park, the event will highlight the park's role as a vibrant urban space that encourages physical activity, community connection, and broad public participation.

NBA All-Star Block Party, February 19, 2027
Encanto Park Sports Complex 2605 N. 15th Ave.

The NBA All-Star Block Party will take place on February 19, 2027, at the Encanto Park Basketball Courts, bringing residents, visitors, and basketball fans together for a lively sports themed celebration during All-Star Weekend. The event will feature food vending, entertainment, and opportunities for attendees to engage with partners and interactive activities in a vibrant outdoor setting, creating an energetic community experience for all who participate.

Neighborhood Art Fair, December 5, 2026
Country Club Ova, 826 E. Windsor Ave.

Organizers propose holding the Neighborhood Art Fair at Country Club Oval on December 5, 2026, to showcase local artists by providing space for tents, tables, and booths where artwork and handmade goods can be displayed and sold. The event will also feature food trucks, live band music, and yard-style recreational activities to create an inviting, family-friendly environment. The Art Fair aims to

strengthen neighborhood engagement by elevating local creativity, encouraging residents and visitors to meet artists, support small vendors, and enjoy entertainment in a relaxed outdoor setting. Requested areas include the Basketball Courts and potentially the volleyball area to best accommodate artist booths and activity spaces.

**3rd Annual Lowrider Car Show hosted by the Authentic Car Club, November 14, 2026
Aguila Park, 7858 S. 35th Avenue**

The 3rd Annual Lowrider Car Show is scheduled for Saturday, November 14, 2026, at Aguila Park, from 9:00 AM to 5:00 PM with setup beginning at 8:00 AM. The event anticipates around 500 participants and will take place in the south parking lot near the skate park and community center. It will feature lowrider car displays, a DJ with amplified sound, vendor booths offering food, drinks, desserts, and merchandise, as well as car show registration and vendor fees. Organizers will provide their own tables and chairs, set up tents and booths, and have secured an alcohol permit. The family-friendly event will be promoted through social media and flyers, and organizers note a strong record of past successful, clean, and issue-free events.

As with all requests to vend, event organizers for these events will be required to follow all City guidelines and meet the requirements for sales, including any required insurance, permits, and licenses.

RECOMMENDATION

Staff recommends Board approval to allow event production, marketing, community outreach, and vending related to the events mentioned in this report. It also seeks authorization for the Parks and Recreation Director to negotiate and execute the associated event agreement and related documents.

Prepared by: Tannia Ruiz, Management II
Approved by: Martin Whitfield, Director



To: Parks and Recreation Board

Date: October 22, 2026

From: Martin Whitfield, Director

Subject: ANNUAL UPDATE ON PHOENIX TRAIL HEAT SAFETY PROGRAM

This report provides an annual update on the Phoenix Trail Heat Safety Program. No changes to the program are recommended at this time.

BACKGROUND

In 2021, the Parks and Recreation Board (Board) established the Phoenix Trail Heat Safety Program (THSP) to promote safe trail use during periods of extreme heat. As summer temperatures in Phoenix have continued to rise, the program has evolved to better protect the public and first responders.

The program includes the Camelback Mountain Trails, Piestewa Peak Summit Trail and its connecting routes, as well as the Holbert, Mormon, and Hau'pal Loop Trails at South Mountain. Access to the National Trail from the Pima Canyon Trailhead is also restricted during National Weather Service (NWS) Extreme Heat Warnings.

Key elements of THSP include:

- Trails are closed from 8 a.m. to 5 p.m. on days when the National Weather Service issues an Extreme Heat Warning.
- Public notifications are shared through press releases, onsite signage, online updates, social media, and distributed to local hotels and resorts as part of the "Take a Hike. Do It Right." campaign.
- Park Rangers manage parking lot closures where applicable, maintain a presence at busy trailheads, and educate visitors on heat safety.

The Department continues to emphasize trail safety through the "Take a Hike. Do It Right." campaign, which provides consistent messaging at trailheads, online, and through community and media outreach. Collaboration with local resorts helps raise awareness among visitors who may be unfamiliar with Phoenix's extreme heat conditions.

DISCUSSION

This report provides an update on the Phoenix Trails and Heat Safety Program, including recent data related to extreme heat and mountain rescues.

Between May 1 and September 30, 2026, the National Weather Service issued 47 Extreme Heat Warning days. During this same period, Phoenix recorded 128 days with temperatures of 100°F or higher, including 39 days that exceeded 110°F (Attachment A).

Extreme heat continues to pose significant challenges for the public and first responders during mountain rescues. The data below summarizes the number of rescues reported between 2021 and 2026 for Camelback Mountain, Piestewa Peak, and South Mountain (Attachment B).

- 2021: 59 rescues
- 2022: 48 rescues
- 2023: 40 rescues
- 2024: 48 rescues
- 2025: 61 rescues
- 2026: 52 rescues

A notable change in 2025 was the adjustment of trail restrictions to begin one hour earlier, at 8 a.m. Data indicates a shift in rescue activity, with fewer incidents occurring during early morning hours compared to summer 2024 (Attachment C). The data shows several instances of multiple rescues occurring on the same mountain shift during days when temperatures exceeded 100°F. The data also shows that overall trail use continues to decline as temperatures rise (Attachment D).

At the March 2025 Board meeting, staff discussed additional steps to expand hiker safety efforts as part of the Phoenix Trail Heat Safety Program. Since that time, several initiatives have been implemented or are currently underway to enhance communication, improve trail information, and strengthen on-site safety measures. The following summarizes progress on these initiatives:

1. Electronic Message Boards and Gates

An electronic message board and gate were recently installed at the Piestewa Peak Trailhead. This technology allows staff to share real-time safety messages with hikers, which can be updated remotely as conditions change. Echo Canyon Trailhead already uses similar technology for safety and closure notifications. Beginning in November, new safety messaging will begin to display on the screens reminding hikers of key hiker safety tips. The design phase to add the same technology at eight additional trailheads was recently completed, with installation expected to be completed in 2027.

2. Ice Machines

In June 2025, the Parks and Recreation Department partnered with the Fire Department and the Office of Heat Response and Mitigation to install lifesaving ice machines at key trailheads. The ice is used to rapidly cool individuals suffering from heat-related illnesses and has already played an important role in several rescues this summer. Ice machines have been placed at Echo Canyon, Piestewa Peak, and Holbert trailheads where power is available. In 2027, an additional ice machine will be added at Pima Canyon Trailhead in South Mountain Park / Preserve. In 2028, an ice machine will also be added during the North Mountain Park renovations.

3. Trail Map Updates

The Department issued an RFP in September 2026 for design services to update both mobile and print maps with trail information including difficulty ratings, helping hikers make better informed trail choices.

4. Park Steward Volunteers

The Department continues to collaborate with Park Steward volunteers and the Office of Heat Response and Mitigation's Community Emergency Response Team to provide weekend trailhead outreach and water distribution during the hottest months of the year (Attachment E). As part of the collaboration, 246 volunteers spent 896 volunteer hours distributing the following to 19,600+ hikers from May-September 2026:

- a. 17,382 water bottles
- b. 9,361 electrolytes
- c. 679 cooling towels

5. **“Take a Hike. Do It Right.” Campaign and Technology Enhancements**

The Department will run a hiking safety advertisement in the Arizona Office of Tourism magazine this winter. In addition, the Department is also partnering with the Public Information Office to contract with a consultant to evaluate the effectiveness of the “Take A Hike. Do It Right.” campaign and identify potential improvements and methods to increase awareness for the hiking public. The Department is also exploring technology-based solutions, such as real-time closure updates, to further improve hiker safety and communication efforts.

The Phoenix Trail Heat Safety Program continues to adapt to rising temperatures and ongoing safety challenges. Through collaboration, education, and technology, the Department remains committed to reducing heat-related incidents and protecting both hikers and first responders.

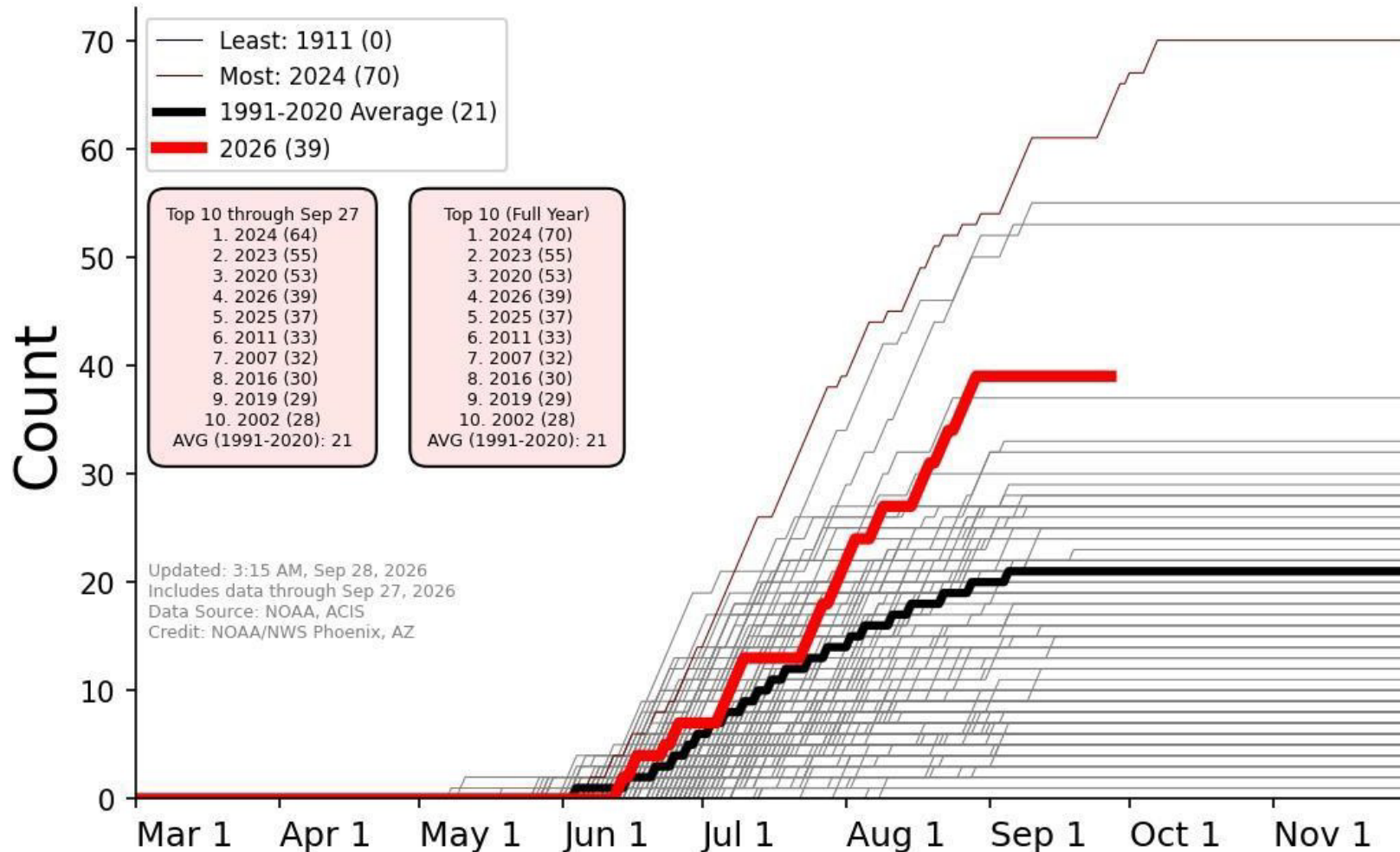
RECOMMENDATION

This report is for information only.

Prepared by: Jarod Rogers, Deputy Parks and Recreation Director
Mark Gonzales, Assistant Fire Chief

Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director

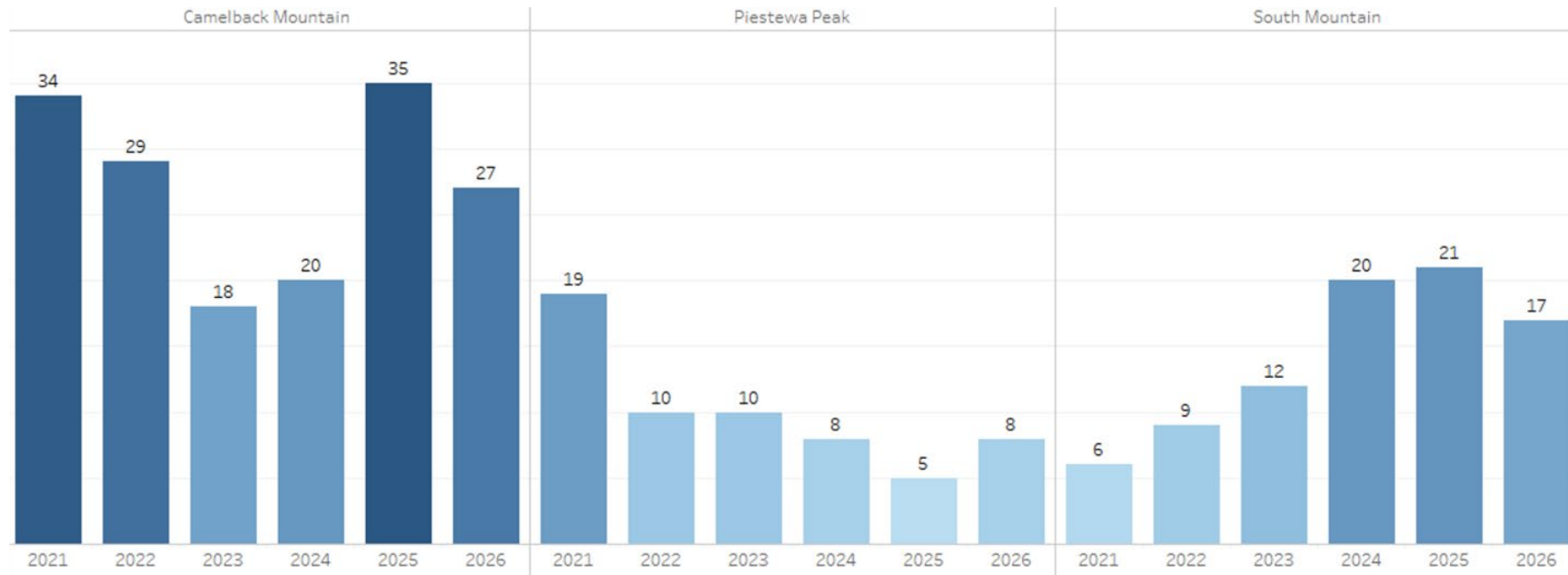
Days with Maximum Temperatures 110°F+ in Phoenix, AZ



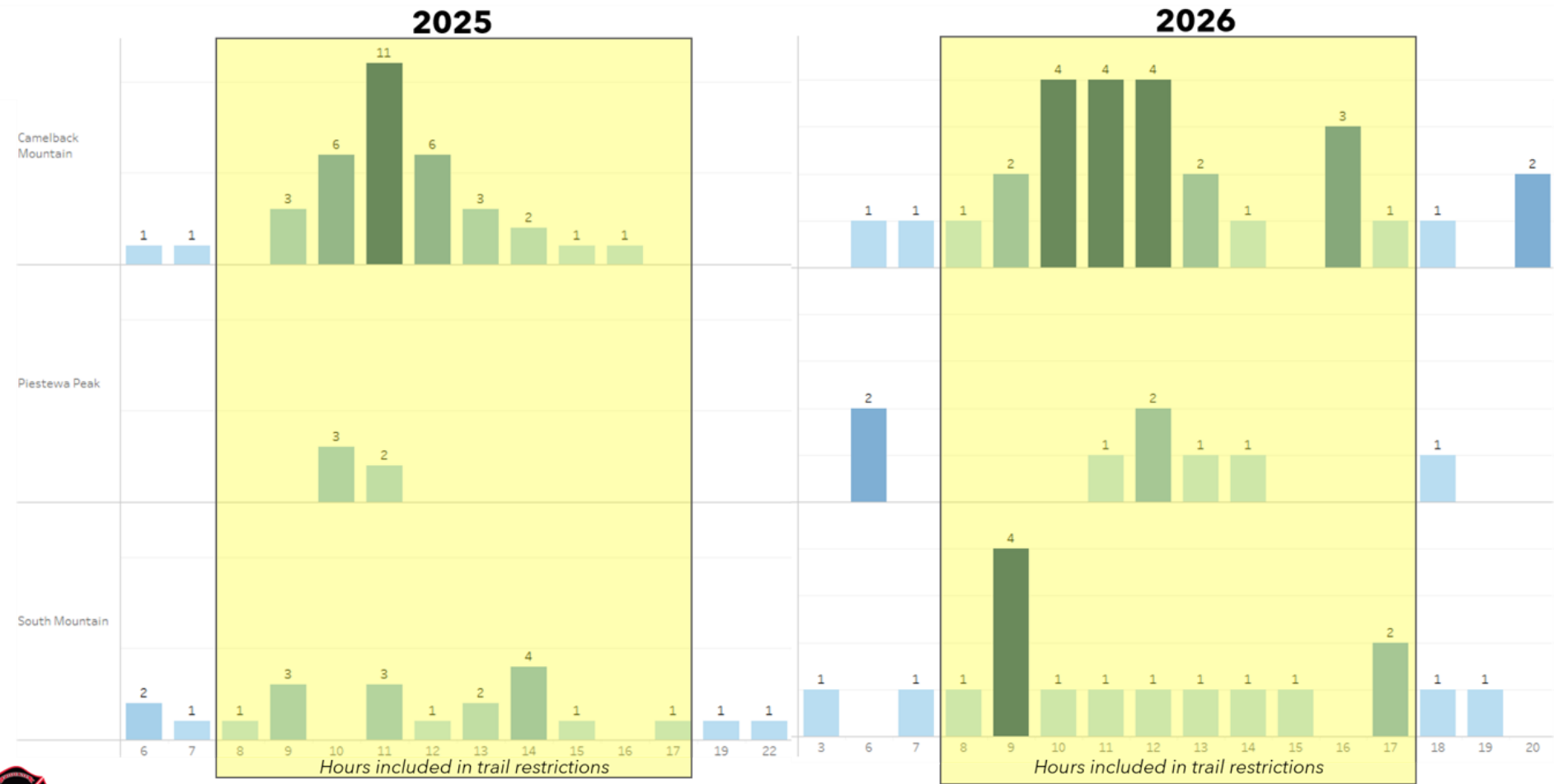
Attachment B

Patient Count by Year (2021-2026)

May 1 – September 30

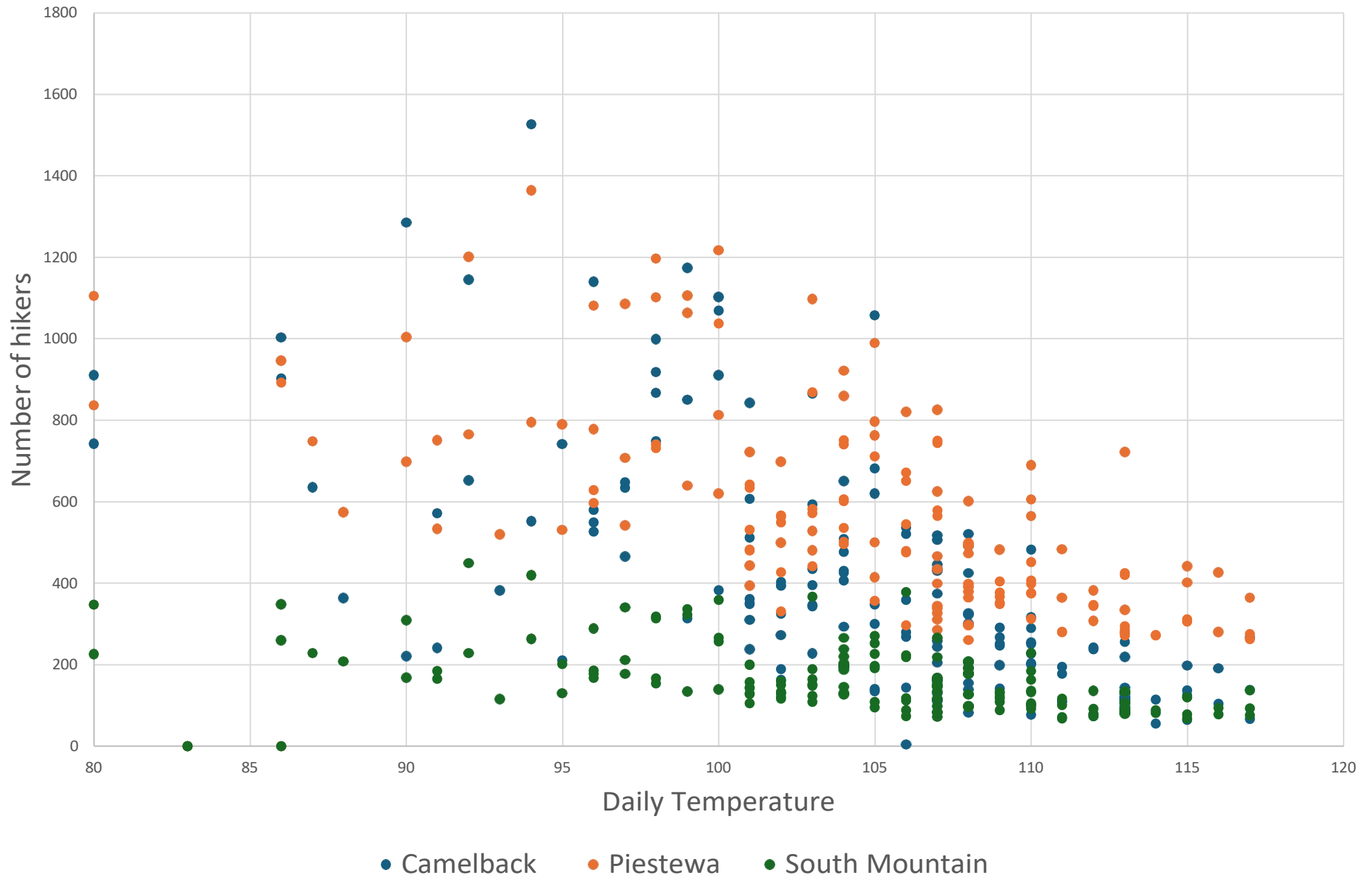


Mountain Rescues by Hour



Mountain Rescues (patient count) by Hour (2025 / 2026)
May 1 – September 30

Number of Hikers vs Daily Temperature



TRAILHEAD HEAT RELIEF OUTREACH



ABOUT THE PROGRAM

From May through September, the City of Phoenix led the Take a Hike. Do it Right. campaign to promote safe hiking practices and prevent heat-related illnesses and trail rescues during the hottest months of the year.

Every weekend, dedicated Park Stewards and members of the Community Emergency Response Team (CERT) volunteered at Piestewa Peak, Echo Canyon, North Mountain, and Pima Canyon hiking trails. Their mission: to educate hikers on heat safety, hydration, trail preparedness, and emergency awareness.



OVERVIEW

Total Shifts

131

Total Volunteers

246

Total Volunteer Hours

896

Total Hiker Engagements

19,600+



SUPPLIES DISTRIBUTED

Water Bottles

17,382

Cooling Towels

679

Electrolytes

9,361

PARTNERS



SUMMER 2026



To: Parks and Recreation Board Date: October 22, 2026

From: Martin Whitfield, Director

Subject: STETSON HILLS TRAILHEAD MASTER PLAN

This report requests Parks and Recreation Board (Board) approval of the Stetson Hills Trailhead Master Plan.

BACKGROUND

Phoenix has owned an approximately 10-acre undeveloped park parcel (COP Park Site) at the northeast corner of Stetson Hills Loop and Hackamore since 1999. The southern portion of the site is generally flat, with the terrain gradually sloping upward toward the north. The property remains vacant and contains typical Sonoran Desert vegetation, including Palo Verde trees and creosote.

Although close to the Deem Hills Recreation Area, the undeveloped parcel was not directly adjacent to it until November 2025, when the City purchased connecting land. Deem Hills Recreation Area has been part of the City of Phoenix Parks and Recreation Department since 1981, when the Bureau of Land Management patented 640 acres to the City through the Recreation and Public Purposes Act. The recreation area expanded to more than 850 acres by 2004, and in 2018 the City Council formally designated Deem Hills Recreation Area as a Mountain Preserve. Deem Hills Recreation Area has over 15 miles of mountain trails and is served by two trailheads with parking: the 35th Ave Trailhead (12 spaces) and Deem Hills Park (shared parking with other park amenities).

Between 2022 and 2024, the City of Phoenix partnered with the Deer Valley Unified School District (DVUSD) and the Arizona State Land Department to modify DVUSD's lease of Arizona State Trust Land at the Sandra Day O'Connor High School campus. The lease boundary was reduced to match the footprint of the built campus, allowing the City to acquire the remaining 158 acres of Arizona State Trust Land. In exchange for

DVUSD's cooperation, the City agreed to construct up to 128 parking spaces that will be available to students on school days and open to hikers and park visitors at other times.

The land purchased on November 19, 2025 now connects the COP Park Site with the Deem Hills Recreation Area, making it possible to consider the COP Park Site as both a trailhead and a park with some traditional park amenities. The land purchased also provides an opportunity to connect a new trail to the existing Deem Hills Circumference Trail.

In June 2026, City Council authorized the creation of an Intergovernmental Agreement (IGA) with DVUSD to delineate maintenance responsibilities between the City and DVUSD. Parks and Recreation Department staff are working with DVUSD staff to finalize the IGA.

DISCUSSION

In February and March 2026, a steering committee of residents convened with Parks and Recreation Department staff and a consultant to develop a master plan. The committee's feedback helped develop two concepts, the 'Spiral' and 'Zig Zag'. These two options explored how to improve the COP Park Site so that it can serve as a trailhead and park while also supporting the agreed upon shared parking spaces for DVUSD students. A public survey was made available to solicit feedback to further develop the masterplan.

A total of 143 people participated in the survey, with the majority (85%) being City of Phoenix residents. Respondents showed a strong preference for the Spiral design option (67%), while the Zig Zag layout trailed at about 23%, and 8% of respondents expressed no preference. For the proposed trailhead name, Stetson Hills Trailhead emerged as the clear favorite with 67 votes (47%), followed by Hackamore Trailhead with 37 (26%). Other name options received significantly fewer votes, with Jaquima collecting 11 (8%), Basalt Basin 8 (6%), and Creosote Flat 5 (3%), while 15 respondents (10%) provided write-ins or expressed no preference.

The Parks and Recreation Department plans to move forward with the community-chosen Stetson Hills Trailhead name.

The survey feedback was incorporated into the final design. The spiral was the preferred option, and it was further refined to become the final masterplan shown in (Attachment B).

Following the approval of the masterplan, the Stetson Hills Trailhead project will move forward into the design phase and then onto construction. Design is expected to take 6

to 9 months and construction to take 9 to 12 months. Funds for design and construction of the trailhead are available Fiscal Year 26/27.

RECOMMENDATION

Staff recommends Park and Recreation Board approve the Stetson Hills Trailhead Master Plan.

Prepared by: Jarod Rogers, Deputy Director

Approved by: Brandie I. Barrett, Assistant Director



Deem Hills Circumference Trail

Palisade Trail

93TH

ANDREA

CAVE DALE

SPUR

JOANN

Deem Hills Preserve

**City of Phoenix
Mountain Preserve
Purchased in 2025**

**Sandra Day
O'Connor High**

**COP
Park Site**

HACKAMORE

HAPPY VALLEY

VILLALINDA

VILLALINDA

PROPOSED MASTER PLAN

Stetson Hills Trailhead

The Spiral concept builds on the refined compact site layout, organizing parking into **separate, gated areas** to allow for controlled shared use with the adjacent school while maintaining dedicated access to the trailhead. The trailhead is anchored by a **shade structure, seating areas for groups of varying sizes, and a small gathering space**, with a nature-themed playground located nearby. The trail connection leads **northeast along the east side of the foothill**, directing activity away from adjacent homes. The west side of the site is designed as a **buffered desert landscape**, incorporating native revegetation, landform, and planting to create separation and a naturalized setting. A **butterfly garden with interpretive opportunities** is integrated within this zone. The parking areas are organized around a **central bioswale system** to capture and reuse stormwater runoff.

Curvilinear forms are expressed through the **layout of pathways, gathering spaces, and planting areas**, creating a sense of movement and flow across the site. Hardscape materials utilize **earth-tone colors, integral pigments, and textured aggregates** to reflect the desert context. Shade structures and site elements may incorporate **radial geometries and layered forms**, reinforcing the spiral theme while maintaining durability and long-term maintenance considerations.



Legend

- ① Shade Structures
- ② Nature Themed Play Area
- ③ Automatic Gates, Electronic Message Board
- ④ Shared Parking Area
- ⑤ Butterfly Garden
- ⑥ Seatwall
- ⑦ Buffer Trees
- ⑧ Nature Themed Trailhead Sign
- ⑨ Stetson Hills Trailhead Sign
- ⑩ Interpretive Signage
- ⑪ Butterfly Garden Signage
- ⑫ New Trail Connects to Deem Hills Trails



September 28, 2026

