



City of Phoenix
District 5 Projects and Accomplishments
June 2019-May 2020

Community and Economic Development

- **Grand Canyon University.** In fall 2019, Grand Canyon University (GCU) opened three new residence halls, a new student advising facility, a skate park, an outdoor hockey rink in collaboration with the Arizona Coyotes, and a new mail center, and began development on another new residence hall and classroom facility scheduled to open in the fall of 2020. GCU also opened the Canyon Ventures Center, a student-centric innovation and business acceleration center at 27th Avenue and Camelback Road that already serves as the home to over 30 start-up businesses, seven of which are run by GCU students.
- **White House Opportunity and Entrepreneurship Summit.** Maryvale hosted the White House Opportunity and Entrepreneurship Summit in March. Phoenix was one of 16 cities across the country selected to participate in the summit. The event brought together leaders at all levels of government and the business community, including investors and entrepreneurs to learn and discuss best practices for revitalization and community innovation and investment. White House Policy Advisor for Entrepreneurship, Mr. Ashley D. Bell, was the keynote speaker, who also toured the Maryvale community.
- **ZorroSign.** In March 2020, after conducting a nationwide search, ZorroSign, a Dubai-based, blockchain and digital signature company, issued a formal announcement declaring they would be moving ZorroSign from Dubai to Phoenix. ZorroSign's eventual base of operations will be located at the Grand Canyon University Innovation Center. Operations will commence in 2020 with as many as 100 full time employees by year three, making ZorroSign the largest blockchain company in Arizona.

Housing

- **Section 32 Homeownership Program.** Three first-time homebuyers purchased their first homes in District 5 through the Section 32 Homeownership Program. Section 32 educates and enables families to purchase homes in areas where they can reside in safe and healthy living conditions, helping to make their dreams of owning a home into a reality. Families receive the benefit of purchasing a home at a 20 percent discount on the appraised value to ensure affordability for lower-income families. Buyers also receive assistance with closing cost fees. More information about the program can be found online at www.phoenix.gov/housing.
- **Housing for Veterans.** Housing for Veterans expanded in District 5 by the allocation of vouchers in a new affordable housing development. The Housing

Department awarded 20 U.S. Department of Housing and Urban Development (HUD) project-based Veterans Affairs Supportive Housing (VASH) vouchers and 10 project-based Section 8 Housing Choice Vouchers (HCV) to Northern Gardens II/Phoenix LP, for the new construction of Encore on Northern, located at 2233 W. Northern Ave. The project consists of the demolition and new construction of a 77-unit permanent housing community. Supportive services will be provided by Arizona Housing Inc., and will include benefits assistance, group programs, life skills training, financial literacy, collaborative treatment, job training, and 24-hour emergency on-call coverage. Construction is scheduled to be completed by the end of September 2020.

Library

Palo Verde Library

- Partnered with Friendly House to present Immigration Clinics (monthly from September 2019 through February 2020)
- Partnered with Maricopa County Superior Court and offered two sessions in which LINC for Justice presented information and answered community members' legal questions.
- Partnered with Literacy Volunteers of Maricopa County to offer weekly ESL classes in 2019-2020.
- Conducted a Black History Art Contest in February 2020 where students from local schools submitted art that was displayed in the library and on the website.
- During the Amazing Library Campaign, staff conducted 26 school visits and registered 891 students for library cards. This was one of the highest totals in the system.
- As part of an expansion of hive @ central's programming offered Business Roadmap (BRP) and Mapa Para Su Negocio (MAPA) workshop series for those interested in starting small businesses.

Yucca Library

- Celebrated its 50th Anniversary in June 2019.
- Participated in World Refugee Day Phoenix outreach event at Camelback High School.
- Staff issued 410 library cards to students from area schools as part of Phoenix Public Library's annual Amazing Library Card campaign (September & October).
- Continued partnerships with Washington Activity Center and Chris-Town Spectrum Mall providing library presence at literacy and family events.

Neighborhood Services

- **Winter World Express** (Dec. 8, 2019). NSD staff helped organize and coordinate the Winter World Express, held at the 19th Ave. and Dunlap Park and Ride. The community event included food from Jamaica, Somalia, Syria and Sudan, 20 tons of snow, and various children's activities including a skate park demonstration and three light rail cars decorated and filled with fun, along with a Fire Truck and Police K-9 Unit. Mayor Kate Gallego and Vice Mayor Betty Guardado were in attendance.

- **Graffiti Free Phoenix Awareness Month** (Feb. 3, 2019). The 6th Annual Graffiti Free Awareness Month campaign began with an opening celebration at James W. Rice Elementary School (4530 W. Campbell Ave.) with Mayor Kate Gallego issuing a proclamation to over 300 students and community members, encouraging everyone to actively participate in efforts to keep Phoenix neighborhoods free of graffiti. Vice Mayor Betty Guardado, NSD Director Spencer Self, Citizens Law Enforcement Anti-Graffiti Initiative Co-Chair Ginnie Ann Sumner, and school Principal Rosa Berrelleza also spoke at the event. The Estrella SuperMoms, who are also in attendance at the kick-off, were featured in a public service announcement for Phoenix Channel 11 removing graffiti. The Graffiti Free campaign, which focused on awareness, education and calls for community action, was observed throughout the month of February.
- **19 North Cleanup** (Feb. 28, 2020). NSD staff helped organize and coordinate the 19 North clean up event held along 19th Ave. from Montebello to Dunlap. Over 350 volunteers from Washington High School, Blue Cross Blue Shield, Abrazo Hospital, Beatitudes and several other community partners and organizations participated in the event.

Human Services

- **Emergency Assistance On-line Application.** To save money, decrease appointment times, and serve more households, an on-line client application was implemented allowing clients the ability to complete forms from any electronic device prior to their scheduled appointment. This enhancement significantly reduced the amount of time clients spent in the office completing documentation. This improvement is expected to increase staff capacity by limiting the amount of time needed to review application content, resulting in additional households served and savings in printing costs. Approximately 20% of clients have used the online application since implementation in July 2019.
- **Birth to Five Collaboration with the Arizona Department of Child Safety.** The Head Start Birth to Five Program began working with Arizona Department of Child Safety (DCS) to match children in foster care with a Head Start slot near their foster home. Each week, local Head Start grantees enter available slots within their program into the database. DCS then reaches out to the foster family to identify their interest in Head Start. To date, the City of Phoenix Head Start Birth to Five Program has placed 15 foster children in Head Start slots. This is the highest number of children in the DCS system who have been placed.
- **Senior Utility Assistance Recertification Program.** Implemented the Senior Utility Assistance Recertification program in September 2019. Over 400 Senior Center participants receive Low Income Home Energy Assistance Program (LIHEAP) funding each year. This new program allows seniors to certify for this funding via telephone interview and for the certification to be good for five years rather than one year. The program substantially streamlined the eligibility process for seniors and allows for more appointments for those LIHEAP applicants whose eligibility must be determined through an in-person appointment.

Environmental Programs

- **Phoenix Food Day & Healthfest** was held at Cartwright Community Garden in October 2019. The event was attended by approximately 1,500 residents. The family-friendly event offered cooking demonstrations, health and nutrition information, health screenings, vaccinations, fresh produce, music, games and lots of fun activities for the family. The Junior League of Phoenix was the primary sponsor and was instrumental in bringing the screenings component to the event.
- **Community Event.** In November and December 2019, OEP hosted a community meeting, tour, and workshop at the Maryvale Community Center for residents to provide input to the city on their food access challenges and to co-create solution to improving access to healthy food for people in Maryvale.
- Through the **Brownfields to Healthfields Project, OEP assisted the Cartwright School District** by conducting soil sampling in the community garden area to determine if hazardous substances were present in the soil. Sampling revealed one area of contamination, which was addressed through eliminating exposure to the area.

Office of Arts & Culture

- **Public Art Bus Shelter.** Residents who use the city's public transit system will have an artful addition to their daily commutes, with the dedication of "In Between," the Office of Arts & Culture's latest piece of public art at the southwest corner of 19th Avenue and Maryland. "In Between" was a community creation, developed by coLAB studio, an Arizona artist team, through work with students at Orangewood Elementary School. The project brought together representatives from the city's Police, Public Transit and Neighborhood Services departments, to ensure that what was created on the site not only was artistically engaging, but also was engineered to provide improved visibility for riders, better access for people with disabilities, and shade throughout different parts of the day. The bus shelter was installed in February of 2020.
- **sunBlock – NEA Our Town Grant.** The Phoenix Office of Arts and Culture received a 2019 Our Town Grant from the National Endowment for the Arts for "sunBlock." The project is part of POAC's ongoing efforts to add shade, reduce heat and increase pedestrian and transit rider comfort through public art. The project will involve multiple city departments and partnerships with ASU and other community groups. Artists will be contracted to create designs for shade and weather screens for new city bus shelters and other streetscape structures. sunBlock will culminate, in early 2021, with a public event to raise awareness about the impact of urban heat.
- **Arts and Culture Grants Program.** The Phoenix Office of Arts and Culture Community Arts Grants Program awarded 84 grants to 70 non-profit arts and culture organizations serving Phoenix residents through arts and culture activities. Additionally, Neighborhood Arts Grants, funded through the National Endowments for the Arts, provided grants to fund seven neighborhood arts projects throughout Phoenix. In total, FY 2019-20 totaled \$990,346 in grants

allocated (includes \$125,000 in rental support through the Convention Center and \$50,000 from the National Endowment for the Arts).

Fire

- **Firefighting Efforts** (December 15, 2019): Fire crews saved three family members in a significant apartment fire located at 2323 W. Dunlap Avenue.
- **Baby shots Immunization Clinic** (February 8, 2020): Phoenix Fire Department members conducted a baby shots community immunization clinic at Pendergast Family Health Center. This clinic is free and helps protect children in the Phoenix community who might otherwise not be able to receive important immunizations.
- **Celebrating the community – a Phoenix Centenarian** (May 4, 2020): Fire Station 20 crew utilized Ladder 20's platform to raise some large birthday cards and two adult family members to window level (3rd Floor) of an assisted living facility where a resident was celebrating her *100th birthday*. Happy birthday was sung by all. This was the only path for the family to see the resident because of social distancing and health and safety requirements for high risk community members.

Emergency Management

- **Resilient Phoenix Community Outreach and Education.** As part of the office's whole community engagement, the Resilient Phoenix Community Outreach and Education provides workshops to educate and provide awareness to City of Phoenix communities on the importance of preparedness. In September 2019, staff conducted a workshop at the Emergency Operations Center for 50 young ladies, ages 12-17 representing all council districts. The youth enrichment workshop provided the participants with tools and resources to be aware of their surroundings by knowing who is in their community, developing a communications plan, and creating their own "Go Kit" with items they would need in the event of any emergency. Cities across the country have implemented youth emergency preparedness programs and have proven to be successful based on the engagement level of youth, their desire to help their communities, and their commitment to hold their family accountable for the information and tools they receive. This was evident in the workshop conducted, the youth left excited to tell their families about being prepared.

City Clerk

- **Scrap Metal Dealer Licensing Rules.** Effective September 5, 2019, City Clerk License Services worked with the Police and Law departments to implement a City Code change related to Scrap Metal Dealers. The change aligned City Code with Arizona state law by removing a licensing exemption for scrap metal businesses that deal exclusively in used beverage containers, such as aluminum cans. The result allows for more consistency in regulation of scrap metal businesses.
- **E-Equal – Online Candidate Nomination Petitions.** In early May 2020, the City Clerk Department launched a new Online Candidate Nomination Petition Process to allow candidates running in the Nov. 3, 2020 Mayor and Council Election to create online candidate nomination petitions and for voters to sign those petitions

electronically using the Secretary of State's Office online E-Qual system. Using the E-QUAL system, mayoral candidates can collect up to 1,500 signatures and council member candidates can collect up to 200 signatures.

- **Electronic Contract Routing.** In April 2020, the City Clerk Department implemented electronic routing using Adobe Sign, which allows departments to obtain all needed internal and external signatures on contracts and other documents. The electronic routing allows the originating department to track the document through all the signing steps and provides a finalized copy of the document to all signing parties.

Parks and Recreation

Dust Devil Park:

- An additional field was provided for allocation for 2 groups up to 6 hrs. each per week, under the terms of an IGA.
- Playground area sand will be replaced with woodchips in summer 2020.

Holiday:

- Funded for year-round operation 7/1/19 (previously used as a summer only site)
- The facility will undergo minor renovations to improve the interior aesthetics and exterior curb appeal (paint, new gaming equipment, better furniture).

La Pradera:

- New parking lot – estimated completion is end of June 2020

Mariposa:

- New tennis cranks installed, restroom building painted, working on replacing drinking fountain, urinals, toilets and sinks; which addressed a customer email and complaint.

Maryvale Community Center and Park:

- Hosted its first annual Dia De Los Muertos event – November 2, 2019
 - Over 300 community members took part in this Hispanic tradition which included an ofrenda that attendees could display pictures of lost loved ones on, folklorico dancers from Trevor Brown High School, mariachi players from Maryvale High School, traditional face painting and decorations. Traditional Fall/Halloween features were also incorporated into the event including costume contests and pumpkin carving.
- Youth Baseball Clinics and Leagues Introduced
 - Partnering with Major League Baseball's Milwaukee Brewers.
 - The Brewers produced and donated the uniforms and additional support, which enabled the program to be offered to the community at half the cost of a traditional City program.
 - Over 60 players and coached participated in the first two seasons.
- Youth Flag Football Leagues Introduced
 - Partnering the Arizona Cardinals Flag Football program.
 - Coach Streety donated uniforms, footballs and flags for the participants enabling the program to be offered at a minimal cost.
 - Over 100 players and coaches participated in the first two seasons.

Solano:

- Solano Park was funded for organized recreational programming by Recreation staff to activate the park with the 2019/2020 fiscal year.
 - New recreation supplies like games and sporting equipment was purchased, as well as a Mobile Mini to store the equipment onsite.
 - The program's hours of operation are 3:00 pm to 6:00 pm; and the average weekly attendance is 30 youth.
 - Most participants are aged 10 – 14.
- Movies in the Park
 - The International Rescue Committee and community partners held a series of seven movie events.
 - The Phoenix Parks and Recreation Department along with other organizations used the events to engage with the community and promote upcoming programs in the area.
 - On average 100 community members enjoyed interacting with Council District 5 representatives, Park Rangers, Community Action Officers, Cowtown Skateboard, Wildlife World Zoo and other community business/organizations.
 - Participants also enjoyed games, activities and free popcorn, water and other refreshments.

Starlight:

- Automated new LED field lights.

Phoenix Tennis Center – New Concessionaire effective September 2019:

- Ragland Tennis Services is the new operator of the Phoenix Tennis Center.
- The Phoenix Tennis Center offers 25 lighted courts, full locker rooms, 2 ball machines, experienced instructors, racket stringing, an onsite Pro Shop, and more.

West Plaza Park:

- New playground

Planning and Development

- **27th Avenue Corridor.** The years-long efforts to revitalize the 27th Avenue Corridor between Indian School Road and Dunlap Avenue got new life this year. A wide range of community stakeholders led by the Phoenix VIP Coalition and assisted by the Planning and Development Department created a “To-Do List” in the fall for the 27th Avenue Corridor. The list has three primary goals 1) Increase curb appeal along 27th Avenue through corridor beautification, 2) Create a vibrant and connected commercial corridor that serves nearby neighborhoods and 3) Communicate and advocate for high quality development and investment through 10 specific strategies. The 27th Avenue To-Do List was formally introduced by the VIP Coalition at their community meeting with Councilwoman Guardado in August 2019. This effort represents a new model for community planning that required no additional budgetary allocations and created efficiencies that will be used in future planning efforts.

- **Grand Canyon University (GCU).** GCU completed work this year on two new dormitories, making it possible for hundreds more students to call Maryvale their full-time home throughout the school year.
- **Camelback Ranch Subdivision.** The Camelback Ranch subdivision north of 107th Avenue and Camelback Road took a huge step forward this year with the completion of model homes and permits issued for the first 40 homes of the 199-unit single family subdivision. The rest of the homes will be added in two additional phases in the coming months.
- **Western Enclave Subdivision.** The Western Enclave subdivision, at 91st Avenue and Indian School Road, took big steps forward this year with the installation of underground utilities and large-scale grading that laid the groundwork for home construction to begin. The subdivision eventually will add 524 new single-family homes to District 5.
- **19 North Policy Plan.** Stakeholders forged ahead this year with work on the 19 North Policy Plan. The Planning and Development Department's Long-Range Planning Team in collaboration with the 19 North community produced a draft Transit Orientated Development (TOD) Policy Plan for the light rail corridor along 19th Avenue from Montebello Avenue to Dunlap Avenue. The plan will articulate the 19 North community's vision and provide policies to help guide the growth and redevelopment of the corridor. The policy plan is scheduled for public review and comment in the spring and summer with City Council action in the fall of 2020.

Public Transit

- **Eight** improved shelters installed to replace older shelters.
- **Five** transit shelters installed at bus stops that previously had no shade.
- **Nine** bus stops that have been improved in line with ADA requirements.
- **Twenty-seven** solar lighting kits installed on new and existing transit shelters.

Police

- **Body Worn Cameras** were assigned to all patrol squads, the Special Assignments Unit, Crisis Intervention Team, Community Response Squad and Motors
- **Naloxone (Narcan) training and deployment** to all patrol first responders. 1,800 doses were provided to the Department through a grant from the Arizona Department of Health Services.
- **911 call takers and dispatchers** have received training in crisis intervention. Some calls are being diverted to the Crisis Response Network for assistance.
- **Increased transparency** through the release of Critical Incident Briefing Videos. The videos provide known facts which are shared in a public forum to the community.
- **Continued hiring** of police officers.
- In 2019, **violent crime decreased** by 5% and **property crime decreased** by 3%.

Public Works

- **Solid Waste Clean-Up and Illegal Dumping Efforts.** Public Works worked closely with Council District 5 and community groups resolving approximately 20,500 cases addressing a variety of solid waste concerns including illegal dumping, overloaded containers and bulk trash. These collective efforts have led to substantial improvements in cleaning and keeping the neighborhoods safe while reducing the amount of blight throughout.
- **Maryvale Community Cleanup.** On Oct. 7, 2019 Public Works assisted in a Maryvale Community Clean-up at El Oso Park coordinated by Council District 5. Public Works collected and disposed over 15,000 pounds of trash.
- **Community Outreach.** Public Works assisted Council District 5 staff with providing 1,146 households with information regarding proposed solid waste rate increase options over a three-day period. Public Works made contact with approximately 750 households.
- **Gated Alley Program and Illegal Dumping Cameras.** Public Works in collaboration with Council District 5 identified problem alleys that met the criteria of the Gated Alley Program. This included driving through alleys and identifying problem locations and educating residents of proper bulk trash placement. Through this process, we also identified illegal dumping hot spots and installed six cameras.

Street Transportation

- **Paving and maintaining city streets.** 57 miles of pavement treatments, such as mill and overlays, micro surfacing, fog sealing, and crack sealing.
- **Improving city streets.** 107th Ave Street Improvement Project: Indian School Road to Camelback Road. Improvements included new pavement, installation of curb and gutter, new sidewalks, landscaping, energy efficient (LED) street lighting, as well as bicycle, pedestrian and art amenities in the corridor.
- **New traffic signal.** 55th Avenue and Osborn Road.
- **Safer Streets.** 63rd Avenue and Glenrosa Avenue. Removal of roundabout and installation of new speed cushions.
- **Safety education for our children/students.** Development and launch of a Pedestrian Safety Activity Book focused on 4th to 6th graders available in both English and Spanish versions.

Water Services

- Phoenix Water stored approximately 53,000 acre-feet of Colorado River water in underground aquifers.
 - Overall, Phoenix Water has stored over 433,000 acre-feet, which represents approximately 3 ½ years of supply.
- Phoenix Water's wellsite beautification program enhances communities by transforming its existing sites to spaces its customers and neighbors can be proud of and enjoy. Well Site 84/88 in District 5 is nearing completion. Installation is continuing and is anticipated to be finished in June.

- Phoenix Water maintained S&P AAA bond ratings and sold \$500M in Special Revenue Bonds.
- Invested \$35.2 million in the repair or replacement of electrical, mechanical and process equipment at its Water Treatment Plants.

Youth & Education

- The **Phoenix Families First Resource Centers** provide school readiness programs for families with children ages birth to five. There are four Family Resource Centers in the City; Burton Barr Central Library Family Resource Center, Cesar Chavez Library Family Resource Center, Beuf Community Center Family Resource Center and Aeroterra Family Resource Center. Since July of 2019, approximately 2,000 families participated in workshops, and 584 families received referral to address self-identified, basic needs across the city.
- The **Principal for a Day** program partners business and community leaders with Phoenix public and charter school principals to actively participate in the school's administration for one day. During the 2019-20 school year, there were over 70 business leaders and school principals who participated. There was a total of 20 schools in Council District 5 that participated in the program.
- **Read On Phoenix and the National Center for Family Learning** created two Family Resource Centers in the Cartwright Elementary School District at Peralta and Brett Tarver Elementary Schools. Over 700 families engaged in family literacy and birth to five programs in Council District 5.
- The City of Phoenix - **Experience Corps Tutoring Program, in partnership with the AARP Foundation**, is an award-winning, Every Student Succeeds Act (ESSA) approved national program that engages people over 50 in meeting their communities' greatest challenges – Reading by Third Grade. During the 2019 - 2020 school year, approximately 9,500 tutoring hours were completed, equating to a value of \$234,555 based on a volunteer hourly rate of \$24.69. School districts impacted in Council District 5 include Tolleson Elementary and Pendergast School Districts.

Volunteer Program

- **Citywide Volunteer Hours.** In 2019, nearly 50,000 volunteers contributed more than 550,000 hours to the city. Volunteers in more than 40 programs in 20 City departments provide an extra layer of customer service for our residents and customers. Volunteers help keep city roadways, neighborhoods and parks clean and safe, plant and maintain trees, tutor students and provide access to library resources, support the work of first responders, provide income tax assistance, welcome visitors to Phoenix Sky Harbor, help customers navigate City Hall, Phoenix Municipal Court and city theatrical venues. The value of volunteer service across the City is \$12 million.

Aviation

- **Terminal 3 North Concourse.** On February 3, 2020, Terminal 3 North Concourse officially opened, marking the end of the Terminal 3 Modernization project. The airlines that were located in Terminal 2 are now located in Terminal 3 North. The concourse features 10 airline gates and all new shops, restaurants and customer amenities such as an animal relief area, a nursing room, a family

restroom, hearing loop connectivity in the gate areas, and access to power from every seat.

- **Top Ranking.** In November 2019, it was announced that Sky Harbor was ranked #1 in the nation among the 40 largest airports by the Wall Street Journal. Ranking considerations included Sky Harbor's central location, good food, few delays, moderate fares, speedy Wi-Fi, short security screening waits, and cheap parking.
- **Sustainability.** Sky Harbor was recognized for sustainability efforts in the past year including:
 - In September 2019, Sky Harbor was recognized for its commitment and work to decrease its carbon footprint by the Airports Council International (ACI) Airport Carbon Accreditation program. Sky Harbor has been recognized for its efforts for four years in a row due to its dedication to reducing its carbon footprint. The airport has created a more sustainable environment by replacing traditional lighting with LED lights to reduce energy consumption and upgrading HVAC cooling systems with more energy-efficient technology. To learn more about Sky Harbor's sustainability initiatives, visit <http://skyharbor.com/sustainability>.
 - In November 2019, PHX received an award from the American Association of Airport Executives (AAAE) Conference called Airports Going Green for their Green Cooling Tower Program. A water softener was installed which saves 21M+ gallons/year and \$200k per year. The equipment also doubled the life expectancy of the water-cooling tower from 10 to 20 years.

Budget and Research

- **Forecasting Accuracy** – For FY 18/19 resources exceeded estimates by only \$5.1 million or 0.4% and spending came in lower by \$14.4 million or 1.2%. From a best practices standpoint variances of 3% are considered acceptable and accurate.
- **FundPHX.** In January we released the FundPHX online budget tool to engage residents earlier in the budget process. Through March we have received a total of 186 submittals through the tool and the website has over 1,900 interactive page views.

Sustainability

- **Sustainable Home.** Published the plans and construction drawings for an open-source Sustainable Home (Phoenix.gov/homeplans) that uses 80% less energy and includes many sustainability features (including options to add solar and become net-zero).
- **Tree Planting.** Multiple-department collaboration on tree planting to accelerate department tree planting efforts. In 2019, over 4,000 trees were planted on City Land and rights-of-way—more than any year in the last decade.