

Update from the Office of Heat Response and Mitigation

UHITS MEETING, JANUARY 11, 2022



Today's updates

- American Forests commitment
- Hiring process
- ARPA concepts
- Public engagement with OHRM



American Forests Commitment

- \$260,000 raised from Salesforce, iHeartRadio, Aspiration Bank
- Unanimous Council approve to receive and disburse up to \$500,000
- Curating project “menu” for tree equity



Hiring process

- Currently in second round of interviews for Urban Tree Program Manager
- Built Environment Specialist to be posted soon



American Rescue Plan Act & OHRM

- City Council Work Study Session – now!
 - Council to provide direction on priorities for \$141M in remaining ARPA funding
- Potential programs with OHRM
 - \$8.5M expansion of home weatherization
 - \$7.5M residential tree equity accelerator
 - \$6M shade structures and school tree planting

<https://www.phoenix.gov/cityclerk/site/City%20Council%20Meeting%20Files/1-11-22%20Work%20Study%20Agenda-FINAL.pdf>



OHRM Public & Stakeholder Engagement

- VPC visits have started; three this week
- Desert Tree Farm visit w/ Arizona Nursery Assoc.
- CERT meeting re: 2022 heat response efforts
- Community-based org. & Streets re: cool pavement
- Dialogue with multiple schools for planting projects



Desired public engagement elements?

- Regular opportunities for residents to engage with OHRM staff in their own neighborhoods +traditional/social media
- Organized, agile, responsive body of resident leaders, content experts, key stakeholders to advise heat mitigation actions, complementing Council
 - Perspective sharing and idea sourcing, goal setting, prioritization criteria, project feedback, policy drafts, community engagement design, messaging and branding
- Agendized reports from OHRM in sanctioned space(s) with dedicated public comment



Discussion & Questions

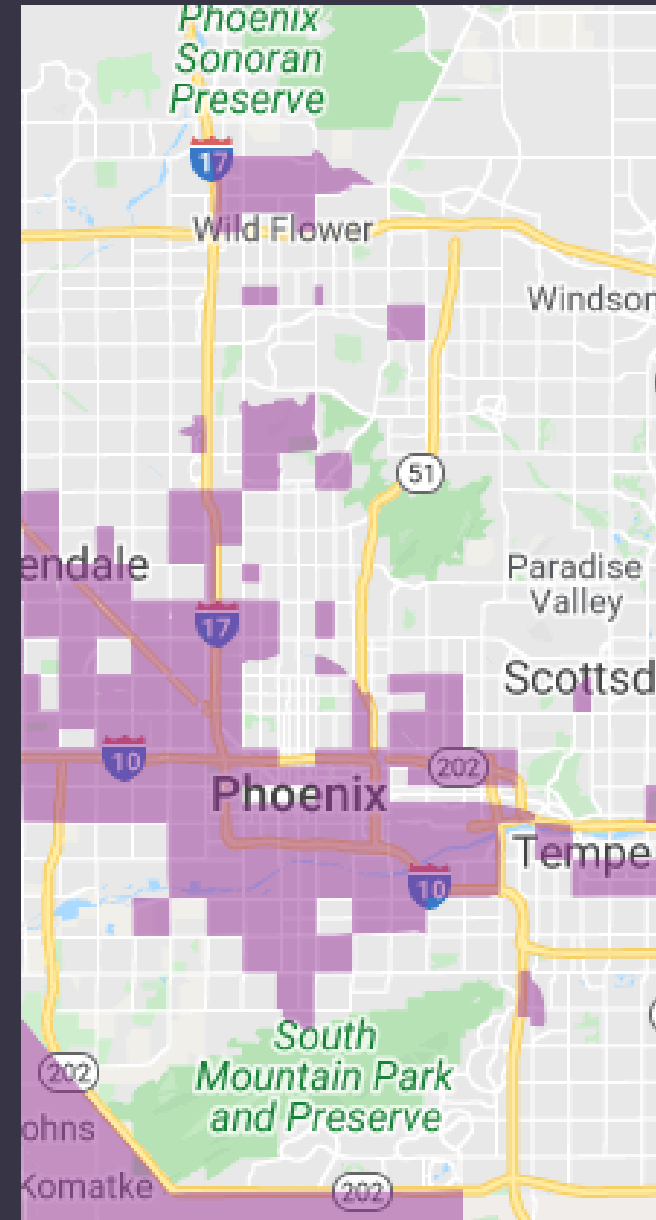


Slides from previous presentations to reference as needed



Qualified Census Tracts

(U.S. Department of
Housing Office of
Policy Development
and Research)



Residential Tree Equity Accelerator

3.5%

Tree & shrub cover in 25
qualifying census block
groups in City of Phoenix

3X

10.5%

Tree & shrub cover in
average census block
group in City of Phoenix



Residential Tree Equity Accelerator (\$7.5M)



- New trees – 4 per residential address
- Dead tree removal
- Irrigation / supply grants
- Inventory and evaluation
- Events, multimedia, outreach (multilingual)
- **Paid Citizen Forester Corps**

