

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

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, March 28, 2024, at 5:00 p.m.**

### **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 2631 912 4312 then enter in the Webinar password PksMtg! when prompted (7576841 from phones).

**Observe**

[March 28, 2024 - Webex Link](#)

### **REQUEST TO SPEAK**

**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 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.

**Virtual Requests to speak at a meeting:**

To register to speak virtually via Webex, please use this link:

[March 28, 2024 - Parks and Recreation Board Meeting Requests to Speak](#)

- Virtual speakers must register by: **March 27, 2024**

If you have any issues with the form or if you wish to submit a comment to the board, contact: **Robin Kelley** At: [robin.kelley@phoenix.gov](mailto:robin.kelley@phoenix.gov) or 602-495-5215

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 –	Kelly Dalton, Chair
2.	INFORMATION ITEM(S): Information items will be provided to the Board in writing and are not intended for formal presentation unless otherwise requested by a Board member or required for future policy consideration.	
	a. Code of Conduct Update	Jarod Rogers
3.	CONSENT ITEM(S): Consent items will be <b>provided to the Board in writing and are not intended for formal presentation</b> . 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 and Recreation Board Summary Minutes - February 22, 2024	Robin Kelley
	b. Park Activation Neighborhood Grant Funding	Tannia Ruiz
	c. HBCU All-Star Game Grant Park Friday Funday and Basketball Court Project	Martin Whitfield
	d. Request to Vend at Paradise Valley Park	Danielle Poveromo
4.	INFORMATION AND DISCUSSION ITEM(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. Parks and Recreation Aquatics Programs	Tracee Hall Becky Kirk
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.	Kelly Dalton, Chair
6.	BOARD CHAIRPERSON’S REPORT – The Chairperson will verbally present comments or requests to the Board <b>without Board discussion</b> .	Kelly Dalton, Chair
7.	BOARD COMMENTS/REQUESTS – The Chairperson will entertain Board member comments or requests <b>without Board discussion</b> .	Kelly Dalton, Chair
8.	DIRECTOR’S BRIEFING – Briefing items will be verbally presented to the Board by the Director or designee <b>without Board discussion</b> .	Cynthia Aguilar, Director
9.	Adjournment	Kelly Dalton, Chair

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

**Robin Kelley** At: [robin.kelley@phoenix.gov](mailto:robin.kelley@phoenix.gov) or 602-495-5215 or TTY: 7-1-1.

March 22, 2024



**To:** Parks and Recreation Board

**Date:** March 28, 2024

**From:** Cynthia Aguilar, Director

**Subject:** CODE OF CONDUCT UPDATE

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This report provides the Parks and Recreation Board (Board) with an update regarding park safety including the Park Ranger Program, Code of Conduct and Security Services Program.

### BACKGROUND

In October 2019, following a series of 13 community meetings to gather public input about problematic behaviors in parks and proposed solutions and discussions at five board meetings, the board approved staff to move forward with the implementation of a Code of Conduct for parks and park facilities.

The goal of the Code of Conduct is to promote behavior that allows everyone to enjoy clean, safe, accessible, and inviting parks, facilities, and programs by providing clear expectations of acceptable behavior in flatland parks, desert and mountain parks and preserves, and other park facilities. The Code of Conduct was written in partnership with the community and several City departments, including the Law Department, the Prosecutor's Office, and the Police Department.

In October 2020, City staff provided the board with an update regarding Code of Conduct implementation, which had been on hold. At that meeting, the board requested monthly updates regarding implementation and numbers of educational contacts and trespass notices. In October 2022, the board requested that these monthly updates also include information on citations issued by Phoenix Park Rangers.

In January 2021, staff implemented the Code of Conduct and began a 90-day education period regarding the new behavioral expectations for parks and park facilities. In April 2021, the trespass policy contained within the Code of Conduct took effect.

### DISCUSSION

#### **Educational Contacts and Trespass Notices**

Staff continues to educate the community and park guests regarding the Code of Conduct. At the board's request, the number of educational contacts made by staff in the field and the

number of trespass notices and citations issued are tracked and reported to the board monthly.

Park Rangers have the authority to enforce Phoenix City Code violations through the issuance of Arizona Traffic Ticket and Complaint (ATTC) citations. These citations are issued for violations of both criminal and civil violations that occur on park property. In addition, Park Rangers can enforce the Parks and Recreation Code of Conduct through the issuance of trespass notices. Some conduct violates both the Phoenix City Code and the Code of Conduct. Park Rangers generally lead with education to gain compliance, but, when education does not work and to address chronic and/or serious behavior, a Park Ranger may issue an ATTC, a trespass notice or both depending on the behavior.

From the week of February 5 through the week of February 26, approximately 2,173 educational contacts were made by urban park rangers. During the same period, 163 trespass notices and orders to leave the park along with 24 citations were issued by park rangers. The trespass notices issued during this period were for offenses related to: 93 drug use or paraphernalia, 49 after-hours park use, eight vending without approval, four alcohol without a permit, two obstructing use of park, one harassing park staff/patrons, one shopping cart, one leaving items unattended, one unlawful conduct, one tent, one failure to comply with an order to leave, and one storing belongings in a bathroom. The citations were for the following: 18 after-hours park use, three dog off leash, one shopping cart, one urinating in public, and one failure to comply with an order to leave. **(Attachment A Table 1)**

At the time of this report, two trespass notices have been issued to juveniles with no citations. No appeals have been received.

At the October 2023 Parks Board meeting, the Board requested a breakdown of the five parks experiencing the greatest Code of Conduct challenges. The January 2024 report provided the five parks each month for 2023. The attached table highlights the 2024 parks by month. **(Attachment A Table 2)** Going forward, the chart will highlight the name of the five parks and their associated number of violations each month.

Staff will continue to lead with education about the Code of Conduct and report the number of educational contacts made and the number of trespass notices and citations issued to the board on a monthly basis.

## RECOMMENDATION

This report is for information only.

Prepared by: Jarod Rogers, Deputy Director; Martin Whitfield, Assistant Director  
Approved by: Tracee Hall, Assistant Director

## Attachment A

**Table 1:**

Date	Number of Educational Contacts	Number of Trespass Notices and Orders to Leave Issued	Number of Arizona Traffic Ticket and Complaint (ATTC) Citations Issued
Week of February 26	568	47	11
Week of February 19	604	29	2
Week of February 12	390	39	4
Week of February 5	611	48	7
Week of January 29	458	37	3
Week of January 22	441	29	6
Week of January 15	289	35	8
Week of January 8	388	27	1
Week of January 1***	489	31	9
Weekly Average 2023	386.3	16.3	4.0
Weekly Average 2022	276.4	4.9	1.1
Weekly Average 2021	501.6*	9.5*	N/A **

*\*The trespass policy went into effect March 22, 2021. Average of 42 weeks.*

*\*\* ATTCs not tracked in 2021. ATTC tracking began the week of October 2, 2022.*

*ATTC average for 2022 covers the weeks from October 2 through December 25.*

*\*\*\*Beginning January 1, 2024, updates to the Access database allowed for improved data collection. These changes more accurately capture park ranger activity and filter out unrelated activity.*

**Table 2:**

### Five Parks with greatest number of violations observed by Park Rangers

Month	Park #1	Violations Observed	Park #2	Violations Observed	Park #3	Violations Observed	Park #4	Violations Observed	Park # 5	Violations Observed
Jan	Cesar Chavez	215	Hance	165	Desert West	94	Hayden	79	Cave Creek*	69
Feb	Desert West	236	Cesar Chavez	203	Cave Creek*	158	Hance	156	Sueno & El Prado	87

*\*The Cave Creek Parks include 6 connected parks.*

**CITY OF PHOENIX  
PARKS AND RECREATION BOARD  
SUMMARY MINUTES  
February 22, 2024**

Virtual meeting hosted on WebEx.

**Board Members Present**

Kelly Dalton  
Tony Moya  
Sarah Porter  
Emma Viera  
Ed Zuercher  
Aubrey Barnwell  
Dorina Bustamante

**Staff Present**

Cynthia Aguilar  
Tracee Hall  
Martin Whitfield  
Paul Li  
John Chan

**Community Members**

Michael Norton  
Julia Taggart  
Jes Dobbs  
Jerry Van Gasse  
Chelsey McHale  
Timothy Sierakowski

**Board Members Absent**

**1. CALL TO ORDER**

Chairperson Dalton called the meeting to order at 5:01 p.m. with Board Members Viera, Moya, Barnwell and Bustamante in attendance. Board Member Zuercher joined meeting at 5:03 p.m. Board Member Porter joined the meeting at 5:04 p.m.

Chairperson Dalton introduced John Chan as Deputy City Manager recently assigned to oversee the Parks and Recreation Department.

**2. CONSENT ITEMS**

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

**2a. Parks and Recreation Board Summary Minutes- January 25, 2024**

**2b. Molina Complete Care Sponsorship for Community and Recreation Centers**

**2c. Phoenix Suns Phoenix Mercury Foundation for Basketball Court Sponsorship**

Chairperson Dalton asked for additional information as to the amount of the Phoenix Suns Phoenix Mercury Foundation for Basketball Court Sponsorship. Director Aguilar replied that the amount is not determined until the assessment is completed by the contractor.

**2d. Request to Vend at Steele Indian School Park**

**2e. Park Activation Neighborhood Grant Funding Report**

Board Member Moya made a motion to approve consent items 2a through 2e. Board Member Bustamante seconded motion which passed unanimously, 7-0.

### **3. INFORMATION AND DISCUSSION**

#### **3a. Parks Safety Update**

Director Aguilar introduced Assistant Director Hall to begin Park Safety presentation.

Assistant Director Hall provided a reminder about our parks system including the number of parks, acres of preserves and miles of trails. Assistant Director Hall shared an important part of keeping our parks clean, safe, inviting, and accessible is our park safety efforts achieved through Code of Conduct, Park Rangers, Security Services, and Park Activation. Assistant Director Hall provided an additional reminder that our department implemented a Code of Conduct in January 2021 which we began enforcing in April of the same year.

Assistant Director Hall turned over the presentation to Natural Resources Division Deputy Director Jarod Rogers to provide more information on our Park Ranger Program.

Deputy Director Rogers commended the Park Rangers on the amazing work they are doing and provided information on the two types of Park Rangers, and their limited enforcement and trespass authority. Focusing on Urban Rangers, Deputy Director Rogers shared staffing statistics for the Park Ranger program and expressed the difficulties in staffing for third shift. Mr. Rogers shared information on the positive impact the rangers are having on the parks and the added contacts with the public.

Deputy Director Rogers shared the successful collaborative efforts between the Parks Department, Police Department, Fire Department, Office of Homeless Solutions, Community Bridges, Inc., SRP Security, and Security Service Providers. Mr. Rogers also provided information on an upcoming answering service pilot program.

Assistant Director Martin Whitfield continued the presentation with an update on overnight security services that started February 8, 2023. Mr. Whitfield provided an overview of park selection criteria and the roving patrol scope of work. Outcomes and statistics were provided by Mr. Whitfield for February 8, 2023, through February 8, 2024, including contacts made by security service personnel and ongoing common activity reported. Next steps were described by Mr. Whitfield including ongoing updates to the Board on Code of Conduct, Park Activation Efforts, and crime prevention through environmental design incorporated in the Parks Master Plan.

Julia Taggert commended park staff on the Sunnyslope Community Center. Ms. Taggert expressed concern over park safety in her area because of an increase in people experiencing homelessness leaving trash and drug paraphernalia along with setting fires and overnight encampments. Ms. Taggert would like improvements made for the safety of the public and the rangers.

Timothy Sierakowski inquired why 360-degree cameras are not used to catch crime and why existing cameras at Echo Canyon are not connected. Mr. Sierakowski shared his opinion that from a safety perspective, cameras would save time and document what is going on. Mr. Sierakowski suggested Park Rangers carry firearms for safety.

Chairperson Dalton turned to Board Members for questions.

Board Member Porter inquired about long term security program and when the pilot answering service will be implemented and stated she was excited about the program.

Deputy Director Jarod Rogers explained the program is estimated to be implemented by this summer for a one-year pilot.

Chairperson Dalton inquired how the answering service dashboard would work.

Deputy Director Jarod Rogers explained the call operator would enter call details into the dashboard and if a ranger is not addressing a pressing issue they will respond. Additionally, Mr. Rogers explained that they will start with a set number of hours during the pilot they will determine how many hours will be used.

Board Member Porter inquired, homes and businesses have cameras what are the tradeoffs for having cameras.

Director Aguilar explained the benefits of the type of technology behind the security cameras and the strategy behind the technology. There are solar powered, portable cameras monitored afterhours that can speak to people through camera at Cortez and Perry Parks. Other types include wired security cameras at other parks locations added value of pics of crimes for police but comes with a higher cost and they try to gauge what is most effective with combination of rangers, security services and security cameras.

Board Member Bustamante thanked Parks staff for safety updates. She asked about citizens that live near Hance Park that work in 24-hour professions that want to walk their dogs or release stress by walking in parks at night. Ms. Bustamante also inquired as to the possibility of a community's ability to hire a park ranger team.

Director Aguilar responded that is not something that has been done but may be feasible. She said that they would need to identify a funding source, staffing is costly,



but it is possible. Another piece is there is a threshold where a certain number of rangers would need a supervisor as well as equipment and vehicles. Director Aguilar added the Department is exploring this model currently with Downtown Phoenix Inc. Chairperson Dalton asked if the board had any additional questions.

Board Member Moya inquired about statistics for other Park Ranger shifts for comparison and if there is a pay differential for third shift.

Deputy Directory Rogers responded that yes there is a shift differential of \$1.50 per hour for third shift.

Chairperson Dalton asked if there were any other comments or questions from the board. She commended the department for a thorough presentation and a great discussion and to public for comments and questions.

Chairperson Dalton stated they would go back to item 2e and Julia Taggert.

Julia Taggert stated at the last meeting funding of \$500,000 was advertised as part of the neighborhood grant project but not all funding went to neighborhoods as some had to be used to hire staff to administer the program. She suggested the department advertise the real amount available in the future.

Director Aguilar stated grant award marketing in general does not detail a breakdown but that is something the department can consider in the future.

### **3b. Parks and Recreation 5-Year CIP**

Director Aguilar introduced the Capital Improvement Program and highlighted the three funding sources. She explained the focus of the \$340 million, 5-year program is construction of new park facilities, redevelopment of existing park facilities and critical upgrades and replacements of aging or failing infrastructure, including life-safety issues. Projects are prioritized by parks needs and priority criteria. The 3-tiered rating system identifies amenities that are new, at half-life or ready for replacement. Ms. Aguilar explained the holistic approach used for improvement that will maximize cost efficiencies and minimize park closures and impact to the community.

Assistant Director Whitfield highlighted current projects which are underway and projects that have funding set aside for improvements with the 5-year CIP plan including Highline Park, South Mountain Activity Complex, Lone Mountain Park, and North Mountain Park that are underway and nine other projects that will begin within the 5-year CIP Plan.

Director Aguilar listed the 10 GO Bond Projects approved by the bond committee and vote of the public. Ms. Aguilar highlighted citywide funding for minor capital projects, two new parks, two regional pools and conversion of five aging aquatics facilities to splash pad sites.

Chairperson Dalton expressed this was the most exciting item on the agenda and an appreciation for continued improvements to the parks and recreation system. Ms. Dalton inquired about funding for Rogers Ranch.

Director Aguilar answered that funding for the design of a future park at Rogers Ranch is included in the fifth year of the 5-year CIP Plan.

Jerry Van Gasse expressed a concern on deferred maintenance and restrooms that are not Americans with Disability Act compliant. He stated that he would like to see additional focus on the 100-year anniversary of South Mountain Park. Additionally, Mr. Van Gasse voiced his concern for the focus placed on new projects when older projects have not been completed.

Jes Dobbs expressed her opinion that existing parks should take priority to anything else. She articulated that she would like to see effective maintenance on bathrooms and ADA compliance. Ms. Dobbs also stated that she believes there are not enough Park Rangers and maintenance for the existing parks that should be addressed before moving on to new parks.

Timothy Sierakowski spoke about his concerns about insufficient maintenance in parks that has parks in disarray. He stated that there are not enough Park Rangers or maintenance. He would like existing issues taken care of.

Michael Norton expressed his appreciation for the Board and the projects. He would like a better plan developed with the funding to find ways to solve problems with the projects in the park. Mr. Norton said he was concerned about funding for improvements, so land does not stay vacant.

Julia Taggert expressed appreciation that Norton Park was on the list for improvements. She would like to see more accessible amenities in the parks for disabled community members.

Board Member Viera expressed her thanks for the department's work taking care of the parks we have. She inquired about additional information on how the community is included in developing the plan.

Director Aguilar explained there is a community engagement process when the department is building new parks or completing major renovations. Some projects within the 5-year CIP Plan have already had the community engagement process while others that are further into the 5-year CIP Plan will happen closer to design and construction of those improvements.

Board Member Viera recommended that when working with community to imagine parks differently for inclusion of all people. She would like to see Parks bring community together to explore ways to help the environment.

Board Member Moya requested clarification about plans for regional pools and five splash pads.

Director Aguilar explained that the regional pool concept will provide more amenities for the community and potentially an extended season. In the case of the two upcoming regional pools Maryvale and Harmon Pools, both have smaller pools located within 1-2 miles of these pools with no amenities and aging infrastructure. Director Aguilar added that as part of the GO Bond these smaller aging pools with traditionally lower pool attendance will be repurposed into neighborhood splash pads to provide communities with more aquatic amenities.

Board Member Moya stated that with the ongoing lifeguard shortage and aging infrastructure we may eventually need to discuss shuttering these pools altogether and this is a great alternative.

Board Member Zuercher confirmed that seven pools will become two pools and five splash pads. He inquired on how old the pools are.

Director Aguilar confirmed and answered that the age most of the pools are 50-60 years old and older.

Board Member Zuercher stated that the amenities are not what people expect now.

Director Aguilar said that the pools are very small, similar to backyard pools, and have limited to no shade or additional amenities. She continued that the hope is with the new amenities that the community will be able to get have more aquatic amenity options nearby.

Board Member Porter shared that she swam in many of the pools.

Board Member Zuercher inquired about the cost for the pool changes and if it results in less staffing for splash pads and more staffing for regional pools. He also asked about long term savings with fewer lifeguards.

Director Aguilar replied that they were required to factor the costs in the GO Bond process, and there may be long term savings as a result of fewer lifeguards but there are also added costs to running the regional pools year-round and operating the splash pads so that has not been determined yet.

Board Member Zuercher asked how many pools there are and how many will be open this season.

Director Aguilar responded there are 29 pools however with the five pools that will be converted to splash pads, and Eastlake Pool being under construction that leaves 23 pools to try to open this summer.

Board Member Zuercher concurred with the plan and stated it is a good creative way to get a better experience for people. He stated that he finds it encouraging. Mr. Zuercher also stated that it is a hard job and there are always more needs than resources. He expressed concerned with the city's upcoming projected budget shortfall and need for departments to make budget cuts because of the state's elimination of rental property tax. Mr. Zuercher asked for a presentation on this at a future Board meeting.

Board Member Zuercher also inquired on the interaction of the masterplan and the 5-year CIP plan.

Director Aguilar answered that they are two separate processes, but one does impact the other. The masterplan is an 18-month process that includes significant community engagement, and the results of the public's feedback will help the department prioritize funding for future 5-year CIP projects.

Board Member Viera commented that the purpose of neighborhood grants is to engage with the community to help activate parks and that it is the responsibility of all of us to take care of parks.

Board Member Porter stated that in her experience as the longest member on the board it is difficult to make decisions without the masterplan. She continued that the masterplan is a worthy investment for a road map for the board and the department.

Board Member Moya suggested that efficiency in water use should be top of mind. His assumption is that we are going to be more efficient.

Director Aguilar replied that the standard for all splash pads is to build splash pads that recirculate water.

Board Member Zuercher asked for more information on the heat resources that are a component of the GO Bond program and how that applies to parks.

Director Aguilar provided information that total bond projects budget for parks specifically is \$64 million, the total of \$71million includes funding for heat resilience. It is not known if the \$7 million gap will all be used for parks, it may also go to other departments.

Board Member Zuercher clarified that the entire amount shows in the parks budget now but may go to other departments in the future. Director Aguilar confirmed this is accurate.

Board Member Bustamante commended the community engagement effort in how the city evolves with technologies and equipment. She asked for additional information on sources of ADA funding.

Director Aguilar explained there are separate budgets and sources of funding for operating and maintaining parks and ADA improvements.

Board Member Bustamante inquired if communities could come to staff about amenities and ask about grant funding.

Director Aguilar replied that staff receives regular feedback from the community in many ways and they can always submit feedback to the Parks department. Board Member Bustamante expressed it was great to hear about community engagement and park activation.

#### **4. CALL TO THE PUBLIC**

Julia Taggert inquired about the parking lot at North Mountain Park being repainted. She stated the lane lines on the pavement are hard to see. Ms. Taggert continued that signage is gone or completely orange and unreadable. She also shared her observation that Papago Park had a lot of trash in the area and not enough maintenance. Ms. Taggert suggested that on the upcoming 2<sup>nd</sup> Anniversary of the opening of Ladmo Park an acknowledgement should be made through social media.

Chelsey McHale shared her story about her brother who passed away while climbing Camelback Mountain and as a result how she has continued to advocate for hiking safety. She suggested the department continue to focus on education of hiking safety and find new ways to promote this important message.

Chairperson Dalton thanked Chelsey for her comments and suggested she put ideas into an email to city staff.

Board Member Viera also thanked Chelsey for her advocacy.

Jes Dobbs shared that there are a lot of local groups that care, and many groups got together to plant donated plants. She would like to see interaction with many of the different social groups that can be used as a resource. She expressed the importance of people getting together to change culture. She would also like to see the current culture in the Parks Department be evaluated.

#### **5. BOARD CHAIRPERSONS REPORT**

Chairperson Dalton did not share a report.

#### **6. BOARD COMMENTS/REQUEST**

Board Member Porter stated that North Mountain Park is part of CIP plan for improvement.

Board Member Bustamante commended the golf staff and shared that Encanto Golf Course looked amazing when she played it.

## **7. DIRECTOR'S BRIEFING**

Director Aguilar shared the grand-opening and ribbon cutting event for the Sunnyslope Youth Center. She also shared the grand opening of Harvest Park will be in March and that Harvest Park was a result of a community group coming to budget meetings to advocate for the new park.

Director Aguilar congratulated Board Member Barnwell on his "Living the Dream" award given to him in January at the 38<sup>th</sup> Annual MLK Awards Breakfast.

Assistant Director Hall highlighted the Adaptive Program's participation in the Special Olympics Cheer event. The team placed third and is currently practicing for the State competition in March. Ms. Hall also shared the Partners Program Multi-City Valentine's Day Dance that was held on February 14 at the South Mountain Community Center.

Assistant Director Whitfield shared the Black History Month Movie in the Park, Black Panther, will be held at holiday Park Recreation Center on February 23 where the community can enjoy a free showing, snacks, and popcorn. He also shared a new six-week community gardening program beginning February 21 at Homestead Park which will teach the community how to garden and what to plant throughout the year.

## **8. ADJOURNMENT:**

Chairperson Dalton shared that this was an uplifting way to end the meeting, congratulated Board Member Barnwell on his award and adjourned the meeting at 6:33 p.m.



**To:** Parks and Recreation Board

**Date:** March 28, 2024

**From:** Cynthia Aguilar, Director

**Subject:** PARK ACTIVATION NEIGHBORHOOD GRANT PROGRAM

This report requests Parks and Recreation Board (Board) approval for the reallocation of Park Activation Neighborhood Grant funding to nonprofits collaborating with approved neighborhood organizations lacking established avenues to accept funding from the City of Phoenix.

### **BACKGROUND**

The Park Activation Neighborhood Grant Program selected organizations were approved during the Nov. 16, 2023, Parks and Recreation Board Meeting, by the Parks Board to utilize American Rescue Plan Act (ARPA) funding to facilitate park activation events and programming in parks serving populations in qualified census tracts. The primary objective of this program is to provide additional opportunities for activation in communities most impacted by the COVID-19 pandemic.

Neighborhood groups listed with the Neighborhood Services Department and local nonprofits who sought out to activate qualifying City parks were eligible to apply for this grant for a minimum award of \$1,000 to a maximum award of \$10,000.

### **DISCUSSION**

Approved nonprofits and neighborhood organizations received an agreement letter outlining the guidelines for the Park Activation Neighborhood Grant Program. Additionally, instructions on payment procedures were provided requiring awardees to register as vendors and submit a scanned copy of their W-9 with the City's procurement office. As such, several neighborhood organizations expressed apprehension about assuming financial responsibilities as individuals for their neighborhood organizations. For these concerned neighborhood organizations, partnering with a nonprofit became the best option to secure grant funding.

Upon Parks Board approval, neighborhood groups will collaborate with the nonprofits listed in **Attachment A**. These nonprofits will assume the responsibility of obtaining the grant funding for the neighborhood groups. The neighborhood groups will facilitate park activation at the park location outlined in their submitted application. Both parties will be

obligated to adhere to the guidelines of the Park Activation Neighborhood Grant Program.

**RECOMMENDATION**

Staff requests approval for the reallocation of Park Activation Neighborhood Grant funding to nonprofits collaborating with approved neighborhood organizations lacking established avenues to accept funding from the City of Phoenix.

Prepared by: Tannia Ruiz, Park Activation Grant Administrator

Approved by: Cynthia Aguilar, Director



## ATTACHMENT A

Staff requests approval for the reallocation of Park Activation Neighborhood Grant funding to nonprofit organizations collaborating with approved neighborhood groups lacking established avenues to accept funding from the City of Phoenix.

### **Mountain View Park**

<b>Neighborhood Group</b>	<b>Nonprofit Partner</b>	<b>Event</b>	<b>Funding Amount</b>
North Central Heights NA	Cleo Lewis Ministries	Movies in the Park	\$6,000

### **Steele Indian School Park**

<b>Neighborhood Group</b>	<b>Nonprofit Partner</b>	<b>Event</b>	<b>Funding Amount</b>
Carnation Association of Neighbors	Melrose Community Alliance	Concert in the Park	\$5,000

### **Norton Park**

<b>Neighborhood Group</b>	<b>Nonprofit Partner</b>	<b>Event</b>	<b>Funding Amount</b>
Norton Vista NA	East Sunnyslope NABW	Wellness Series	\$7,000

### **Falcon Park**

<b>Neighborhood Group</b>	<b>Nonprofit Partner</b>	<b>Event</b>	<b>Funding Amount</b>
Morris K. Udall NW	Arizona Student Association	Resource Fair	\$7,000

### **Manzanita Park**

<b>Neighborhood Group</b>	<b>Nonprofit Partner</b>	<b>Event</b>	<b>Funding Amount</b>
Laveen Meadows	Unity Bridges	Movies in the Park	\$7,000



**To:** Parks and Recreation Board

**Date:** March 28, 2024

**From:** Cynthia Aguilar, Director

**Subject:** 2024 HBCU ALL STAR GRANT PARK FRIDAY FUNDAY AND  
BASKETBALL COURT PROJECT

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This report requests Parks and Recreation Board (Board) approval to hold associated events and vending at Grant Park for the upcoming 2024 Historically Black Colleges and Universities (HBCU) All Star Game and to include a renovation of the outside basketball court sponsored by HBCU and Home Depot.

#### BACKGROUND

The City of Phoenix is proud to have been selected to host the 3rd Annual HBCU All-Star Game and Ancillary Events, from April 3 to April 7, 2024. Phoenix will be the center of the weekend long fanfare while the basketball games are held at the Grand Canyon University's Global Credit Union Arena. The HBCU All-Star Game is an elite college basketball showcase featuring the nation's most dynamic and talented basketball players from Historically Black Colleges and Universities.

The HBCU All-Star Game combines a game filled with athletic excellence with a weekend full of fan-favorite activities for the Phoenix community. Fans can expect to see all of the elements that the HBCU All-Stars experience is known for including bands, cheerleaders, dance team, Greeks, Divine Nine, college admissions fair, pro day combine, community outreach initiatives, engagement, scholarships awards, welcome reception, awards ceremony, social justice and civil rights panel discussion, and much more.

#### DISCUSSION

The HBCU All Stars are planning for several community events to further engage the community, including a Legacy Court dedication. HBCU All-Stars, LLC believes in allyship and doing their part to create a culture of inclusion through philanthropy. Their events offer an exciting opportunity to do something different while bettering communities. They endeavor to leave a lasting legacy by selecting championship communities and restoring and revitalizing facilities; thus providing residents with a safe, functional, and attractive place to gather for sports, wellness, and recreational activities.

HBCU All-Star Legacy Court Project selected Grant Park for the outdoor basketball court renovation. HBCU All-Star Legacy Court Project aims to create meaningful and memorable experiences that celebrate black history, black culture, and black excellence while bringing people together to appreciate their differences and unique contributions. The HBCU All-Star Legacy Court Project will complete restorations at Grant Park which will include a repair and resurfacing of the outside basketball court including renovation of existing basketball posts and installation of new nylon basketball nets.

A dedication ceremony will be held at Grant Park on April 5, 2024, to celebrate the basketball court renovation. The free event will include bounce houses and other entertainment activities for the community to enjoy. Local minority owned businesses will be food vendors for the event.

Grant Park is located at 701 South 3<sup>rd</sup> Avenue in central Phoenix and was acquired by the City in 1940. It is a 1.8-acre neighborhood park that includes a recreation center, pool, basketball court, a gymnasium, playground, and multi-purpose field. Grant Park is a Historic Property rich in culture and surrounded by some of the oldest neighborhoods in Phoenix.

Additional information of the 2024 HBCU All-Star Game and associated events can be found at <https://hbcuallstargame.com/> .

### RECOMMENDATION

This report requests Parks and Recreation Board approval to hold associated events for the upcoming 2024 HBCU All-Star Game at Grant Park and outdoor basketball court renovation to include a sponsorship by HBCU and Home Depot.

Prepared by: Robin Kelley, Management Assistant

Approved by: Martin Whitfield, Assistant Director



**To:** Parks and Recreation Board

**Date:** March 28, 2024

**From:** Cynthia Aguilar, Director  
Parks and Recreation Department

**Subject:** REQUEST TO VEND AT PARADISE VALLEY PARK

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This report requests Parks and Recreation Board (Board) approval to allow vending at the S & O Caribbean Grocery family fun and sports day on April 21, 2024, at Paradise Valley Park.

### 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 also 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/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 receives requests for vending throughout the year, such as the requests below and bring them to the Board for approval.

### DISCUSSION

With Board approval, S & O Caribbean Grocery will host a family fun and sports day for the community on Sunday, April 21, 2024. Public event hours are from 10am to 8pm. S & O Caribbean Grocery hosted their first event in 2023 with one vendor. They want to expand their event this year and anticipate approximately 100 people attending. Vendors for this event will offer prepared food options, culinary spices and seasonings, arts and crafts, as well as activities for kids.

As with all requests to vend, event organizers for this event will be required to follow all City guidelines and use requirements for sales, including obtaining any required insurance, permits and licenses.

Neighborhood Notification is not needed (*scope of event does not meet park policy threshold of "The applicant of an event with an expected attendance of 3,000 plus is required to notify residents, businesses, places of worship and schools that are affected by parking issues and noise related to your event. The notification must be delivered within a minimum of a 1-mile radius and/or as determined by the Parks and Recreation Department."*).

### RECOMMENDATION

Staff recommends Board approval to allow vending at the S & O Caribbean Grocery family fun and sports day on April 21, 2024, at Paradise Valley Park.

Prepared by: Tony Salinas, Recreation Supervisor

Approved by: Danielle Poveromo, Deputy Director



**To:** Parks and Recreation Board

**Date:** March 28, 2024

**From:** Cynthia Aguilar, Director

**Subject:** Parks and Recreation Aquatic Update

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This report provides the Parks and Recreation Board (Board) an update on the Parks and Recreation Department's (Department) 2024 Aquatic Season.

### BACKGROUND

During a typical aquatic season, City of Phoenix pools welcome more than 463,000 visitors to the facilities. The Department provides programming to include over 2,700 swimming lesson classes, swim and dive recreational teams, water basketball team and water safety classes with over 20,000 participants. Approximately 650 staff were typically hired each year to operate and provide services at all 29 aquatics facilities.

Due to the COVID-19 pandemic, all swimming pools were closed in 2020. As a result, the Department lost a great majority of its aquatic workforce and, like cities across the country, the Department has continued to face aquatic staffing shortages. In 2021, the Department opened 12 pools with limited programming. In 2022, 14 pools were open for the entire summer and in 2023, 12 pools were open all summer with six additional pools being open in only June or July providing the public with 15 pools open at once.

The Department's goal for 2024 was to open 23 of 29 pools. Eastlake Park Pool is under renovation and expected to open in 2025. Additionally, there are a total of 5 pools that will be repurposed into neighborhood splash pads as part of the voter approved GO Bond program.

### DISCUSSION

The aquatics team works year-round recruiting and training lifeguards and swim lesson instructors due to the large number of seasonal aquatic staff needed each year. Staff continue to utilize a variety of methods to promote aquatics job opportunities including cashiers, lifeguards, swim lesson instructors, assistant managers, and pool managers. Methods include visiting high schools with direct interaction during lunch hours, physical education classes, career fairs, as well as sporting events. Staff also distribute information to colleges through job fairs, participation at community events and through social media.

To further help with recruitment efforts, the Department increased hourly wages for all certified aquatics positions and is offering a \$3,000 hiring and retention incentive for pool managers and a \$2,000 hiring and retention incentive for assistant managers, swim lesson instructors and lifeguards. The incentive has assisted in attracting returning and new candidates; as a result of these efforts, 79 percent of the aquatic staff from 2023 have indicated they plan to return for the 2024 season.

Additionally, in 2023 the Department implemented a new Shallow Water Lifeguard position. This position was established to support individuals aspiring to become lifeguards but whose swimming abilities fell short of the prerequisites for guarding deep water. Previously, such individuals were denied entry to certification courses. Now, they have the chance to enhance their swimming skills and obtain certification at a water depth of 4', in contrast to the standard certification, which requires proficiency in waters of 12' or deeper.

To promote future lifeguard opportunities, the Department is offering Junior Lifeguard and Lifeguard Academy programs for youth ages 14 to 17 in the months of June through August. These programs teach water safety, teamwork, and leadership skills. For those successfully completing the Lifeguard Academy, they will obtain Lifeguard and CPR certifications.

To enhance recruitment efforts for assistant pool managers and pool managers, the Department hosted eleven additional training sessions in 2023 for assistant pool managers to better prepare them for opportunities of advancement in 2024. In addition, staff continued the hands-on Accelerated Assistant Manager Training program by identifying and training lifeguards interested in promoting to the assistant manager position for the 2024 season. While the Department has seen positive results in our recruitment efforts for lifeguard positions, the number of assistant pool managers and pool managers is still below the number needed to open our goal of 23 pools in 2024.

In an effort to open as many pools possible, the Department is reviewing plans to have pool managers oversee more than one pool along with two assistant managers at each site. Considerations also include having some pools open June only and some open in July only. Decisions on which pools will be open in 2024 are based on geographic location and pool attendance to ensure communities across the city have access to a public pool.

The Parks and Recreation Department will continue with restoring aquatic programming, offering youth swimming lessons at all open pools, as well as adult swimming lessons and water exercise at select pools. Additionally, recreation swim teams will be added at select sites this year.

Youth swimming lessons are for participants ages six months to 12 years old and will be held June 3 through July 25. Each session consists of eight, 30-minute classes. Due to the Parks and Recreation Department's commitment to ensure programs and affordable and accessible to everyone, each session is \$15, which equates to \$1.88 per class.

These prices are the lowest in comparison to other nearby municipalities. Also, thanks to a generous donation of \$10,000 from the Arizona Diamondbacks, over 800 swim lesson spaces across all open pools will be discounted to \$3 and will be available on a first-come, first-served basis.

A majority of open pools will also be designated Kool Kids pools that allow kids 17 years and younger to swim for free. The Kool Kids donations this year include \$60,388 from the Milwaukee Brewers and \$10,000 from Salt River Project. Admission for open swim at non-Kool Kids locations is \$1 for kids and seniors and \$3 for adults. The 2024 pool season runs Memorial Day weekend through the end of July, with select pools open through Labor Day. Registration for June swimming lessons and water exercise classes will begin on April 25, 2024, and registration for July swimming lessons and water exercise classes will begin on June 14, 2024. Registration will be ongoing throughout the summer as space is available.

### RECOMMENDATION

This report is for information and discussion only.

Prepared by: Scott Coughlin, Deputy Director Special Operations Division

Approved by: Cynthia Aguilar, Director