

**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, May 22, 2025, 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 **2348 871 5494** then enter in the Webinar password PksMtg! when prompted (7576841 from phones).

Observe - [May 22, 2025 - Webex Link](#)

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:

[May 22, 2025 Request to Speak](#)

- Virtual speakers must register by: **May 21, 2025**

If you have any issues with the form or if you wish to submit a comment to the board, contact **Laura Borson** at: laura.borson@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.	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 Summary Minutes- April 24, 2025	Jana Benson
	b. Event and Vending Requests in City Parks	Alonso Avitia
	c. Impact Melanoma Free Sunscreen Update	Felicita Mendoza
	d. Approval for Verizon Wireless Cell site License Renewal	Theresa Faull
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. Parks Safety Update	Jarod Rogers
	b. Adaptive Recreation Update	Joe Diaz
4.	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.	
5.	BOARD CHAIRPERSON'S REPORT – The Chairperson will verbally present comments or requests to the Board without Board discussion.	
6.	BOARD COMMENTS/REQUESTS – The Chairperson will entertain Board member comments or requests without Board discussion.	
7.	7. DIRECTOR'S BRIEFING – Briefing items will be verbally presented to the Board by the Director or designee without Board discussion.	
8.	ADJOURNMENT	Kelly Dalton, Chair

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

Laura Borson At: laura.borson@phoenix.gov or 602-495-5215 or TTY: 7-1-1.

May 21, 2025.

**CITY OF PHOENIX
PARKS AND RECREATION BOARD
SUMMARY MINUTES
April 24, 2025**

Virtual meeting hosted on Webex.

<p><u>Board Members Present</u> Kelly Dalton, Chair Aubrey Barnwell (virtual) Ed Zuercher (virtual) Sarah Porter (virtual) Dorina Bustamante Tony Moya</p> <p><u>Board Members Absent</u> Emma Viera</p>	<p><u>Staff Present</u> Dustin Cammack Brandie Barrett Martin Whitfield Jarod Rogers Enrique Bojorquez-Gaxiola Danielle Poveromo Regina Iversen Tannia Ruiz Cindy Peiz Jana Benson Laura Borson</p>	<p><u>Community Members</u> Jes Dobbs Timothy Sierakowski Jerry Van Gasse Charles Darr Scott Macpherson Jake Miller Trent Martin Timothy Ward Cody Rosenthal Julia Taggart</p>
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1. CALL TO ORDER

Chairperson Dalton called the meeting to order at 5:00 p.m. with Board members Barnwell, Moya, Zuercher, Porter, and Bustamante in attendance.

2. INFORMATION ONLY

No formal presentation on these items. Information only.

2a. Quarterly Code of Conduct Update

3. CONSENT ITEMS

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

3a. Parks and Recreation Board Summary Minutes – March 27, 2025

3b. Event and Vending Requests in City Parks

3c. Approval of Telecommunication License at South Mountain Communication Towers to Bridge News

Board member Moya made the motion to approve consent items 3a through 3c. Board member Porter seconded the motion, and the motion passed unanimously, 6-0.

4. INFORMATION AND DISCUSSION ITEMS

4a. RIO PHX Planning Initiative

Deputy Director Jarod Rogers introduced Enrique Bojorquez-Gaxiola, Planner III, who presented the Rio Reimagined project, which is a regional effort involving six cities and two tribal communities, including Phoenix. The initiative aims to revitalize a 55-mile corridor from the Salt River Pima Maricopa Indian Community to Buckeye to improve health outcomes and attract investment.

The RIO PHX portion focuses on updating the land use plan within Phoenix, specifically in the Rio Salado Habitat Restoration Area. The project began with research and review of existing plans, followed by community engagement through workshops and surveys that gathered input from over 1,400 residents.

The project is now in the implementation phase, with draft master plans developed from public input. The goal is to bring the proposal to City Council in Fall 2025, with a roadmap focused on collaboration between the community, the City, and private partners.

Chairperson Dalton praised the community outreach conducted with this project and asked what outreach was done with the leadership of the Gila River Indian Community.

Mr. Bojorquez-Gaxiola responded the Gila River Indian Community awarded the Planning and Development Department a grant to conduct their research and they plan to keep engaging them as the project moves forward.

Chairperson Dalton requested that the Parks and Recreation Board be able to see the plans or a report before it goes to City Council.

Mr. Bojorquez-Gaxiola responded affirmatively.

Board member Barnwell inquired about the project brochures, specifically how the eight locations were chosen and if the Board could have brochures to distribute.

Mr. Bojorquez-Gaxiola explained brochures were placed in public libraries and facilities along the Rio Salado Habitat Restoration area, and he would be happy to provide additional brochures to increase awareness about the project.

Chairperson Dalton praised the quality of information available on the project's website.

4b. Camp Colley Update

Deputy Director Jarod Rogers provided an update on Camp Colley, a 30-acre site north of Payson owned by the Parks Department, that has offered overnight outdoor experiences for underserved youth since the early 2000s, with a focus on STEM education and social-emotional learning. He noted the camp was closed in 2020 and 2021 due to the pandemic and wildfires, with no operator in 2022–2023. In 2024, the H.E.A.R.T. Center, a nonprofit specializing in recreational therapy, began a two-year

operating agreement. The City supports the site through maintenance, including trail work, fence repairs, and tent upkeep.

Chelsea Harden, Executive Director of the H.E.A.R.T. Center, shared that Camp Colley's programming includes horseback riding, hiking, fishing, and archery, all guided by American Camp Association (ACA) standards. In 2024, the camp served 265 youth, awarded \$25,000 in scholarships, and joined the ACA's Leadership Pathways grant program. With a goal to keep camp affordable, Camp Colley offers a three-day session for \$175 which is lower than the average rate of \$173 per day at comparable camps. Looking ahead to 2025, the Center plans to expand attendance, extend program stays, and launch a Counselor in Training program. They have already secured \$28,000 in scholarships for the upcoming season.

Chairperson Dalton commented on the wonderful work being done at Camp Colley and encouraged continued pursuit of scholarship funds. She asked when registration for the 2025 season opened.

Ms. Harden responded that registration opened in April, earlier this year than previous years.

Chairperson Dalton inquired about the capacity of the camp.

Ms. Harden explained that ideally 40 to 50 campers a week allows the most intentional programming, but the camp can accommodate up to 60 campers a week. During the full season, this would be ideally about 300 youths, or a maximum capacity of 400 to 450.

Chairperson Dalton questioned what are the ACA standards for an equine therapy camp.

Ms. Harden clarified that the H.E.A.R.T. Center is not yet an ACA accredited camp, they are currently an ACA member camp, but they are considering this option. Other organizations govern the use of horses for therapy, and camp staff go through required certification and training.

Board member Barnwell asked where to find the list of donors for Camp Colley.

Ms. Harden replied that she could provide a list of the donors who provide funds for scholarships.

Board member Bustamante applauded the work that is being done at Camp Colley.

Board member Moya asked for clarification about the contract length.

Deputy Director Rogers responded the contract was two years initially, with options to extend for 3 more years. This summer will be the second year of the contract.

Board member Moya would like to learn about expectations for participation and funding over the next three years if the contract is renewed.

Chairperson Dalton requested that Ms. Harden thank the donors on behalf of the Board.

4c. 2025 Parks and Recreation Summer Programs

Assistant Director Brandie Barrett highlighted the importance of summer programming in Phoenix and introduced Deputy Director Danielle Poveromo, who provided an overview of the 26 PHXPlays summer camps. These camps run Monday through Friday, 7 a.m. to 6 p.m., for up to 10 weeks and align with school calendars. Camps are grouped by age, with a 1:15 staff-to-participant ratio, and are promoted through schools, neighborhood associations, flyers, and social media.

Deputy Director Poveromo shared that registration for 2025 opened on March 20, and many larger camps are already full. Families can register by the day, week, or month, with prices ranging from free to \$80 per week, making Phoenix camps among the most affordable. Camps include field trips, theme weeks, sports, arts and crafts, STEM, and team-building activities. Free meals are provided daily, with weekend take-home food available as needed.

Deputy Director Poveromo shared that communication with families includes orientations, weekly newsletters, event calendars, and a participant satisfaction survey, which offers a chance to win Phoenix Zoo tickets. Feedback from last year's survey led to the addition of a weekly camp sign-up option.

Assistant Director Barrett shared that 20 pools will open for the 2025 season, up from 18 in 2024, due to successful staffing and recruitment efforts. As part of the General Obligation Bond Program, there are plans to convert five pools into neighborhood splashpads, and Maryvale and Harmon Pools will be upgraded to regional pools. This summer, 16 pools will operate all season, with four open for one month. Ability 360 will continue adaptive programming at Telephone Pioneer Pool.

Aquatics Recreation Coordinator Regina Iversen shared that the 2025 pool season will run from May 24 through July 27, with eight pools remaining open on weekends through Labor Day. The "Kool Kids" program offers free swim entry for youth under 17 and discounted swim lessons, supported by long-time partners.

Additionally, swim teams and aquafit classes will be available at select locations. Swim lessons, open to participants aged 6 months to adult, will be offered at 19 pools for \$15 per session, with a sponsor-discounted rate of \$3 for a limited number of lessons.

Board Member Zuercher left the meeting at 5:48 p.m.

Chairperson Dalton commended the summer programming opportunities that are making a positive impact on the community, highlighting the importance of affordable meals, water safety and outdoor recreational opportunities during hot summer months.

Board member Moya inquired when the splash pads will open.

Assistant Director Brandie Barrett provided an update and stated that Maryvale Park is scheduled for construction in fiscal year 2025–2026, while the process for Harmon Pool is planned to begin fiscal year 2026–2027.

Board member Moya praised the number of pools opening and the length of the pool season. He asked if opening certain pools for only one month is cost effective.

Assistant Director Barrett explained this is being done to ensure that people have access to pools across the entire city.

Board member Moya asked about pool safety other than swimming lessons.

Assistant Director Barrett described the Parks Department's close relationship with the Phoenix Fire Department and the dissemination of water safety information videos.

Board member Moya requested to continue and expand this program to decrease avoidable water deaths.

Board Member Bustamante asked about swimming lesson enrollment numbers.

Ms. Iversen shared that she does not have exact enrollment numbers at this time but noted that Deer Valley swim lessons and Paradise Valley swim teams are currently full.

Board member Bustamante asked about the length of the pool season and if it is related to staffing.

Assistant Director Barrett confirmed it is the availability of qualified staff.

Ms. Iversen added that eight pools will remain open on weekends in August through Labor Day, as many aquatics staff return to school and are only available to work on weekends during that time.

Board member Bustamante asked if there are pools open from June throughout the summer.

Assistant Director Barrett confirmed that some pools are designated to remain open all summer and are marked with an asterisk in the report. All other pools will operate on rotating schedules.

Board Member Bustamante asked if there is a maximum age to serve as a lifeguard.

Ms. Iversen responded that there is no age limit and noted that many parents attend swim lessons to learn CPR and pool safety alongside their children.

Board Member Porter expressed appreciation for the report and fellow Board members' input. She emphasized the critical role pools play in addressing urban heat in Phoenix and thanked staff for their lifeguard recruitment and training efforts. Porter encouraged incorporating heat awareness into the Parks Master Plan and highlighted the need for year-round water recreation opportunities for both youth and adults. She also suggested exploring larger investments in water-based programming and infrastructure.

5. CALL TO THE PUBLIC

Jess Dobbs stated that the Board appears disconnected from community and planning priorities. She expressed concern that the South Mountain Centennial project remains unfinished despite significant spending. She also noted that the North Mountain project has not had a public update in two years. Ms. Dobbs emphasized the need for follow-through, transparency, and accountability, stating that Phoenix residents deserve better than incomplete projects and shifted priorities.

Tim Sierakowski spoke about the financial reports for the South Mountain Improvement project. He asked how much money the City put up for these projects besides the 3PI money. He suggested charging to park at the zoo to raise funding.

Jerry Van Gasse expressed concern about the lack of public notification regarding a new project at the Ocotillo Ramada at the Piestewa Peak Trailhead. He requested access to the project contract, 404 permit, environmental assessment, and applicable building and dust permits.

Charles Darr from Cowtown Skateboards shared that the company hosts park activation events, distributing skate related items to support community building through skateboarding. He requested that small-scale skate amenities be included as a standard feature in every park.

Scott Macpherson requested the master plan update to include cost effective skateboarding elements into the parks, to save money on unused green space maintenance and active the parks.

Jake Miller suggested adding small skate features like ledges and rails in parks to accommodate the growth in skateboarding around the country.

Trent Martin, co-founder of Cowtown Skateboards and a past partner with the City of Phoenix, advocated for skateable features in every neighborhood. He also expressed Cowtown's willingness to match City funding to help make this possible.

Board member Barnwell left the meeting at 6:20pm.

Timothy Ward runs a non-profit called Skate After School, which has worked with the City in the past. He requested skateboarding plans be included in the parks master plan with small, inexpensive, accessible elements in the parks.

Cody Rosenthal, a longtime member of the skateboarding industry, thanked the City for its new large skate parks but advocated for smaller neighborhood skate parks, highlighting challenges with transportation, heat, and limited amenities at larger sites.

Julia Taggart requested a public update on the North Mountain renovation plan and encouraged the Parks Board to visit the North Mountain Visitor Center to meet its volunteers. She also requested exhibit upgrades and a water bottle refill station and thanked the Board for the sunscreen dispensers.

6. BOARD COMMENTS/REQUEST

There were no additional Board member comments or requests at this time.

7. DIRECTOR'S UPDATES

Assistant Director Martin Whitfield highlighted the Pecos Park ribbon cutting and Pecos Kids Triathlon, which drew 135 participants. He also shared photos from the Farmland Park grand opening, the City's 188th park and the second of three planned parks in Laveen by 2025, following Harvest Park.

Assistant Director Barrett discussed the grand re-opening of Perry Park and thanked Cowtown Skateboards for their partnership in the event, which featured Folklorico dancers and local vendors. She also highlighted the efforts of the Forestry team and volunteers during tree planting season at Cesar Chavez Park, Rose Mofford Sports Complex, and Turtle Rock Basin Park. Additionally, she shared updates on park rangers and their work on graffiti removal along the National Trail at South Mountain Park/Preserve. She concluded by thanking the ASU School of Community Development for their continued partnership.

8. ADJOURNMENT:

Chairperson Dalton adjourned the meeting at 6:32 p.m.



To: Parks and Recreation Board

Date: May 22, 2025

From: Cynthia Aguilar, Director

Subject: EVENT AND VENDING REQUEST AT CITY PARKS

This report requests approval from the Parks and Recreation Board (Board) to allow event production, marketing, community outreach, and vending for two upcoming events; 602 Day in Phoenix, scheduled to be held at Encanto Park on June 3, 2025, and AZ (LAND) Sombra: Shades of Resilience, scheduled to take place at Steele Indian School Park on June 21, 2025, with a culminating final community event on September 20, 2025.

BACKGROUND

Phoenix parks are reserved throughout the year for various events. Event coordinators or community partners produce many events, sometimes in partnership with the Parks and Recreation Department. 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 receive requests for vending throughout the year, such as the request below and brings them to the board for approval.

DISCUSSION

AZ (LAND) Sombra Shades of Resilience – Steele Indian School Park (June 21, 2025, and September 20, 2025)

In collaboration with Design Empowerment, Sagrado Galleria, and the City of Phoenix Office of Arts and Culture, the Sombra Shade Structures will be unveiled on June 21, 2025, at Steele Indian School Park, contingent upon approval from the Parks Board. This event marks the debut of Shades of Resilience, an installation that celebrates cultural heritage, sustainability, and healing through the fusion of Indigenous and

Mexican American values. It symbolizes the enduring spirit of communities and their power to adapt and thrive. The project provides shade and heat relief while incorporating resilience through ancestral knowledge, sustainable design, and artistic engagement.

The exhibition will culminate in a final community event on September 20, 2025, featuring cultural programming and vending opportunities that highlight the themes of resilience and sustainability.

The installation is divided into three key components:

- **Shades of Reflection:** A Heat Index Tunnel that highlights the connection to the environment and evolving climate challenges, emphasizing resilience in the face of adversity.
- **Shades of Memory:** A space that honors community traditions, stories, and symbols of resilience, grounded in history and sustainability through compacted earth and eco-friendly materials.
- **Shades of Hope:** A vibrant Sunrise & Flora Tunnel representing growth and transformation, with desert floral patterns that reflect collective resilience and hope for the future.

This exhibition will benefit the local community by providing an opportunity that fosters cultural understanding and raises environmental awareness. It promotes a sense of community, empowering residents to learn about sustainability and welcomes a shared vision of resilience for the future.

602 Day in Phoenix Event – Encanto Park (June 3, 2025)

Area Code Day is celebrated in communities around the country, as cities embrace their local flare and uniqueness on the calendar date that corresponds with their local area code and in the case of Phoenix, the city's historically significant 602 area code. Area Code Day generally involves local businesses offering discounts, special promotions, concerts and cultural events that highlight local food and art. The celebrations typically originate between residents and businesses, with the support of local government and non-profits.

The City of Phoenix will officially celebrate 602 Day on Monday, June 2, 2025, with additional employee engagement activities taking place on Tuesday, June 3, 2025, beginning at 10:00 a.m. at Encanto Park. Employees will have the opportunity to visit information booths, enjoy a variety of food options, and connect with colleagues from across the organization, including members of the City's executive leadership team.

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

RECOMMENDATION

Staff requests Board approval to allow event production, marketing, community outreach, and vending for two upcoming events; 602 Day in Phoenix, scheduled to be held at Encanto Park on June 3, 2025, and AZ (LAND) Sombra: Shades of Resilience, scheduled to take place at Steele Indian School Park on June 21, 2025, with a culminating final community event on September 20, 2025.

Prepared by: Alonso Avitia, Deputy Director

Approved by: Martin Whitfield, Assistant Director



To: Parks and Recreation Board

Date: May 22, 2025

From: Cynthia Aguilar, Director

Subject: IMPACT MELANOMA FREE SUNSCREEN UPDATE

This report requests Parks and Recreation Board (Board) approval to continue the free sunscreen pilot program in partnership with IMPACT Melanoma at two Visitor Centers in the Natural Resources Division. It also seeks authorization for the Parks Director to execute the Partnership Agreement and sign all related documents, in accordance with Sponsorship Policy 3.11 (Attachment A).

BACKGROUND

IMPACT Melanoma is a non-profit organization committed to saving lives through cancer prevention by offering educational programs that raise awareness, promote early detection, and prevent skin cancer. Their initiatives have reached schools, communities, and workplaces, emphasizing the importance of sun safety and regular skin checks. They collaborate with government agencies and both private and public health organizations across the country to advocate for skin cancer prevention.

As part of their educational effort to prevent skin cancer, IMPACT Melanoma partnered with the City of Phoenix Parks and Recreation Department to launch a pilot program during the 2024 splashpad season. From May 25 through October 1, 2024, IMPACT Melanoma provided free sunscreen to the public at six City of Phoenix splashpad locations: Altadena Park (3711 E. Altadena Ave.), Margaret T. Hance Park (67 W. Culver St.), El Oso Park (3451 N. 75th Ave.), Mariposa Park (3150 W. Morten Ave.), Nuestro Park (1433 S. 9th St.), and Trailside Point Park (7215 W. Vineyard Rd.). The organization supplied and maintained six portable sunscreen dispensers, providing weekly refills and replacing any damaged units throughout the season.

During this first-year pilot program, a total of 23,000 doses of sunscreen were dispensed across the six sites, reaching an estimated 250,000 individuals. This effort helped promote sun safety and provided convenient access to sun protection for thousands of park visitors. However, the program faced significant challenges. The dispensers were frequently vandalized, requiring constant replacement and maintenance. Despite these difficulties, the program proved successful in its mission to encourage sun safety among park visitors.

DISCUSSION

IMPACT Melanoma would like to continue the pilot program focused on raising awareness and promoting sun safety and skin cancer prevention in high-traffic outdoor recreation areas. As part of this initiative, IMPACT Melanoma proposes to provide three sunscreen dispensers at both the South Mountain Visitor Center and the North Mountain Visitor Center, for a total of six dispensers. These dispensers will be strategically placed at key access points around each visitor center to maximize visibility and convenience for hikers and visitors. These locations were chosen due to the high volume of park visitors and higher visibility by parks staff to help minimize the opportunities for vandalism experienced at the splash pad locations.

IMPACT Melanoma will continue to provide free sunscreen, along with any necessary dispenser replacements, maintenance and weekly refill of the sunscreen at no cost to the Parks and Recreation Department. We believe this initiative will significantly enhance the safety and health of park visitors, allowing them to enjoy the outdoors with added protection.

The pilot program is proposed to run from May 22, 2025, through October 1, 2025.

RECOMMENDATION

Staff requests Board approval to continue the free sunscreen pilot program in partnership with IMPACT Melanoma at the South Mountain and North Mountain Visitor Centers. It also seeks authorization for the Parks Director to execute the Partnership Agreement and sign all related documents, in accordance with Sponsorship Policy 3.11.

Prepared by: Felicita Mendoza, Special Projects Administrator

Approved by: Martin Whitfield Assistant Director

ATTACHMENT A

City of Phoenix Parks and Recreation Board Policy

Number 3.11	Sponsorship Policy	Adopted: 2/25/2021
		Revised: 8/31/2023

1.0 PURPOSE

This policy and its guidelines and procedures are intended to guide the Parks and Recreation staff and any partner organization responsible for engaging in sponsorship activities in public parks and preserves.

2.0 BACKGROUND

The City of Phoenix and its residents pride themselves on their extensive park and recreation system. Now, financial and in-kind support is even more critical as the investment needed to sustain and expand parks, facilities, and programs continues to increase. Like other Park and Recreation Departments across the nation, the Phoenix Parks and Recreation Department (Department) is pursuing more sophisticated business partnerships, in the form of event, program, project, and facility/amenity sponsorships. These mutually beneficial business agreements provide an important marketing venue for partners and an opportunity for them to align themselves with the Department's public mission. In turn, the City can build new and exciting programs and places while sustaining the Phoenix Parks system.

Note: This policy does not apply to Margaret T. Hance Park. Hance Park sponsorships are guided by Parks and Recreation Board (Board) Policy 2.10, Hance Park Sponsorship Policy.

3.0 DEFINITIONS

3.1 Sponsorship. Sponsorship is financial or in-kind support from a for-profit or non-profit entity for a specific program, event, project, or site, and for a specific period of time, in exchange for tangible and intangible benefits to the sponsor. For the sponsor that can include but is not limited to:

- a) Marketing opportunities (product promotion and temporary advertising) on City property,
- b) Authorization by the Department for the business to promote its investment with the Department, and association with Department programs, and
- c) Name association ("name title") for an event or program.

ATTACHMENT A

Sponsorship is a negotiated business agreement between the sponsor and the Department.

- 3.1.1 Any naming rights must comply with Parks and Recreation Board Policy 3.3, Park Naming
- 3.2 Gift/Donation. Any donation must comply with the Parks and Recreation Board Policy on Donations. A gift or donation is a freely given donation of goods, cash, or real property to the Department, with no expectation of return or "condition" to the gift. Gifts may be designed for a specific purpose or may be general in nature. Recognition for donations is determined by the City.
- 3.3 Advertising. Advertising is the physical signage created by the sponsoring entity (usually placed in designated, purchased space) to promote a product. Advertising generally is not allowed in designated flatland parks, mountain preserves, natural areas, outside recreation facilities, or outside other park buildings. The permanent placement of a corporate logo, brand, or product placement in a public park or facility is considered advertising and not allowed unless approved by the Board.
- 3.4 Temporary Advertising. Temporary advertising is the temporary display of corporate logos, branding, or advertising copy at a Department approved event or on collateral materials associated with an event or program.
- 3.5 Events. Events are one-time activities for the public organized or facilitated by the Department and held on City property that generally last less than a week.
- 3.6 Projects. Projects are one-time Departmental efforts, often with a physical improvement project as the result.
- 3.7 Programs. Programs are on-going, organized activities led by the Department for the public and generally involve staff supervision.
- 3.8 Sites. Sites are specific places, varying in scale from individual features or areas within a park or recreation center.
- 3.9 Marketing benefits. These are opportunities given to the sponsor to have their branding, their products, their name and logo given temporary visibility on City property or materials. The details of those opportunities are specific to each sponsorship, detailed in the agreement, and must meet City laws and Departmental policies.

ATTACHMENT A

4.0 SPONSORSHIP CATEGORIES

4.1 Sponsorships are appropriate for four broad types of Department activities and places:

4.1.1 Event Sponsorship. Event sponsorship is the financial or in-kind support for a Department organized event on City property. An event includes a one-time occasion and usually lasts less than a week. Sponsors may be recognized with anything relating to the event. Depending upon the details of the agreement, the sponsor's name may be directly associated with the event (e.g. "title" sponsorship) and the sponsor may have a variety of temporary advertising and marketing opportunities.

4.1.2. Project sponsorship. Project sponsorship is financial or in-kind support of a specific Department project which is usually a one-time effort and results in a physical improvement. Projects may vary in size and scope such as a sponsorship of a piece of skate park equipment or a multi-million corporate sponsorship for a playground or community center. Depending upon the details of the agreement, the sponsor's name and logo could be attached directly to the product along with other marketing opportunities.

4.1.3 Program Sponsorship. Program sponsorship is financial or in-kind support of a Department led program for the public. A program includes a series of on-going activities (e.g., youth sports leagues, after-school programs, or special interest classes) organized by the Department. Recognition of the sponsor may continue throughout and after the program's duration. Depending upon the details of the agreement, a sponsor's name can be associated directly with the program.

4.1.4 Site Sponsorship. Site sponsorship is financial or in-kind operating support of a specific Department place or feature (e.g., a community garden, dog park, a new playground). Marketing opportunities and recognition of the sponsorship are negotiated in the agreement.

Note: A sponsorship may fall into more than one category. For example, the AARP Fit Lot sponsorship resulted in a physical facility (Fit Lot) and programming.

4.2 This policy also impacts several partner relationships:

4.2.1 Community sports teams. These sponsorship policies do not

ATTACHMENT A

apply to teams and leagues that often solicit their own sponsorship and enter into private agreements. However, written approval must be obtained from the Department for any public display within parks and recreation facilities of private sponsorships (e.g., banners, flags, signs), except for team uniforms.

4.2.2 Concessionaires. Some City facilities are operated by private Concessionaires such as golf course food and beverage areas, sports complex fixed concessions, etc. As private entities, these Concessionaires are permitted to obtain corporate sponsorships as they relate to their operation. However, any marketing materials displayed outside of the physical boundary of the Concession site but within a park must be approved by the Department.

4.2.3 Non-profit partners/Cultural Institutions. Associated Park conservancies, foundations, and non-profit organizations are under long term agreements to provide services in specific parks (e.g., Phoenix Zoo, Desert Botanical Garden, Japanese Friendship Garden, Tovrea-Carraro Society, Grant Park Barrio Youth Project Corporation). The level of management responsibility by the group for the specific park is detailed in each individual agreement with the City. Most of these groups will be implementing their own sponsorship, gift, and naming efforts. These individualized plans must meet Departmental and City policies.

5.0 GUIDELINES FOR ACCEPTING SPONSORSHIPS

5.1 A sponsorship is an opportunity to enhance parks and recreation services as long as the sponsorships are consistent with City and Department policies and regulations; respect the aesthetic of public spaces; and reaffirm the Department's mission and core services. In considering any proposal for sponsorship of a Department activity or place by a sponsor, the following guidelines should be considered individually and collectively:

5.1.1 The Sponsor's products, services, and marketing goals are compatible with the Department's mission, values, and policies, and with City policies, laws, rules, and regulations.

5.1.2 The proposed sponsorship enhances current priorities, programs, and core services of the Department.

5.1.3 The conditions of the sponsorship (especially in terms of marketing benefits and temporary advertising) shall not compromise the design standards, visual integrity of the parks

ATTACHMENT A

and recreation facilities, or the experience of park users.

- 5.1.4 The sponsorship shall not commit the Department to additional operating and maintenance responsibilities and costs, unless approved by the Director.
- 5.1.5 The Parks and Recreation Director (Director) or designee has concluded that the tangible and in-tangible benefits are balanced for both the sponsor and the Department.
- 5.1.6 The sponsorship does not create any conflict of interest for the Department or City.
- 5.1.7 The Sponsor must be in good financial standing with any previous sponsorships with the City or the Department.
- 5.1.8 Any costs associated with the sponsorship shall be borne by the sponsor, unless otherwise approved by the Director or designee.
- 5.1.9 Sponsorships will not result in any loss of Department jurisdiction or authority.
- 5.2 The following industries and products are not eligible for sponsorships: companies whose business is substantially derived from the sale of alcohol, tobacco, firearms, or pornography; sexually oriented businesses; religious and political organizations; and may only be eligible for sponsorship with written authorization from the Director.

6.0 SPONSORSHIP DEVELOPMENT PROCEDURES

- 6.1 The details of any sponsorship with a cash or in-kind value of more than \$5000, are contained in the Sponsorship Proposal which must accompany each request for sponsorship and be submitted to the Director or designee.
 - 6.1.1 This Proposal shall include the contract relationship; the proposed term; description benefits to the sponsor and the Department, any naming rights requested, proposed fees, commissions, and/or in-kind services provided to the Department.
 - a) The value of the sponsorship should have a direct relationship with the sponsorship's term. No sponsorship shall have a term of more than twenty-five (25) years. A general guideline would be one (1) year of sponsorship for every \$1000 of cash or documented in-kind value.
- 6.2 The Department will review all sponsorship proposals and will make a

ATTACHMENT A

recommendation to the Director whether to proceed with the development of a Sponsorship Agreement (attached). All such proposals will be reviewed and decided within 30 business days of submittal.

6.2.1 The Sponsorship Agreement will include the contract relationship; the term; description of fees, commissions, and/or in-kind services provided to the Department; the marketing rights and benefits provided to the sponsor; and termination provisions. All contractual language will be consistent with applicable City policies and ordinances and good business practices.

6.2.2 For all sponsorships, the Department will negotiate and develop the Sponsorship Agreement. The Director or designee must obtain Board approval before the sponsorship may be executed.

6.3 The Sponsorship Agreements are managed and tracked by the Parks and Recreation Department/Management Services Division.

7.0 NAMING RIGHTS, SIGNAGE AND RECOGNITION

7.1 Only project sponsorships that meet or exceed the cost of all design, construction, installation, permitting, any other direct or indirect costs associated with the project will be considered for naming recognition under this Policy.

7.1.1 The Sponsor shall agree to bear all costs associated with naming including but not limited to signage, displays, labeling and shall, from time to time, in the judgment of the Department, agree to fund major maintenance or replacement of the sponsor recognition during the term of the Sponsor agreement.

7.2 Naming recognition applies only to the project and is never to be applied to the name of the park. All policies related to park naming are contained in Board Policy 3.3, Park Naming. The Sponsor shall have the right to recommend any naming recognition, to the Director, who shall have the authority to grant approval in accordance with Parks Board Naming policy. All proceeds and other monetary benefits received from any sponsorship shall be deposited into the Parks Donation Account or another appropriate account as determined by the Director or designee.

7.2.1 The Parks and Recreation Director, upon approval of a sponsor naming, will notify the Parks and Recreation Board, City Council and City Manager's designee.

7.2.2 These naming recognition rights, as defined in 7.1 and 7.2 shall operate as set forth in the contract terms of the Sponsorship Agreement.

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- 7.2.3 Upon expiration of the term of the Sponsorship Agreement without extension or amendment, such naming rights shall then be transferred to the Parks and Recreation Board.
- 7.3 The sponsor name given to the Park component or area shall not include any reference to any proper geographic name unless such reference is to "Phoenix" or the 'City of Phoenix". The City reserves the right to require renaming if a named corporation or organization, ceases to exist or if a named corporation, organization, or individual is conclusively linked to a felony conviction.
- 7.4 All designs and displays in connection with naming rights will be approved by the Director in consultation with any appropriate park designer, architect or landscape architect involved in project management of the sponsored project.
- 7.5 Sponsors are not permitted to use any City Mark, the use of which is governed by the Phoenix City Council, including but not limited to the seal, municipal flag, municipal standard, municipal pennant, and municipal badge of the City.
- 7.5.1 Prior written approval to use the City's marks must be obtained from the Parks and Recreation Director, which shall not be unreasonably withheld.

ATTACHMENT B

SPONSORSHIP AGREEMENT

This Agreement is made on the 22nd day of May 2025, between City of Phoenix Parks and Recreation Board (Board) and its Parks and Recreation Department (Department) and IMPACT Melanoma, Inc. (Sponsor).

RECITALS

The Sponsor is engaged in the business referred to in Item 3 of Attachment A, hereafter referred to as the "Schedule" (Description of Sponsor's Business Activities) and, at the request of the Department, has agreed to provide the Sponsorship set out in Item 4 of the Schedule (Details of Sponsorship), subject to the terms and conditions of this Agreement.

IT IS AGREED as follows:

1. TERM

- 1.1 The term of the Sponsorship shall be for the period set out in Item 4(c) of the Schedule (Term of Sponsorship), unless otherwise extended or terminated in accordance with this Agreement.

2. SPONSORSHIP FEE/PRODUCT

- 2.1 In consideration of the grant of Sponsorship Rights under this Agreement, the Sponsor shall pay and/or provide to the Department, for the term of this Agreement, the sponsorship fee and/or product(s) referred to in Item 4(b) of the Schedule (Sponsorship Fee/Product) at the times and in the manner referred to in that Item.
- 2.2 The Sponsorship Fee/Product shall be the entire amount payable or provided to the Department under this Agreement.
- 2.3 The Department shall only use the Sponsorship Fee/Product for the sponsored activity referred to in Item 4(a) of the Schedule (Sponsored Activity) in a manner consistent with the reasons referred to in Item 4(a) of the Schedule (Sponsorship Rationale).
- 2.4 Should the Sponsorship Fee/Product not be fully used on the Sponsored Activity; the Department shall immediately notify the Sponsor of the balance of the unused Sponsorship Fee/Product and shall comply with the Sponsor's directions concerning the use of the unused Sponsorship Fee/Product.

3. SPONSORSHIP RIGHTS

- 3.1 The Department grants to the Sponsor the non-exclusive sponsorship rights set out in Item 5 of the Schedule (Rights of Sponsor) for the term of this Agreement.
- 3.2 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Sponsor under Item 5 of the Schedule (Rights of Sponsor) shall first be approved by the City of Phoenix Parks and Recreation

ATTACHMENT B

- Director or designee.
- 3.3 The Department shall, whenever the Sponsored Activity is publicized, acknowledge the Sponsor in accordance with the recognition rights specified in Item 6 of the Schedule (Recognition of Sponsor).

4. USE OF SPONSOR'S NAME AND/OR LOGO

- 4.1 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Department in respect to the Sponsored Activity shall acknowledge the Sponsor in a manner agreed to by both parties.
- 4.2 The Department shall immediately, on the termination or expiration of this Agreement, cease to use or otherwise refer to the Sponsor's name and/or logo except to the extent otherwise authorized by law or agreement.

5. USE OF THE CITY'S NAME AND/OR LOGO

- 5.1 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Sponsor in respect of the Sponsored Activity shall acknowledge the Phoenix Parks and Recreation Department, in a manner agreed to by all parties.
- 5.2 The Sponsor shall immediately, upon the termination or expiration of this Agreement, cease to use or otherwise refer to any and all of the City of Phoenix/Phoenix Parks and Recreation Department name(s) and/or logo(s) in any manner that could imply that the Sponsorship under this Agreement is still in effect.

6. USE OF DONATIONS; RESTRICTIONS

- 6.1 The Sponsorship Fee is a donation to help fund the design and construction of the Sponsored Activity as described in Attachment A, Item 4(a). Sponsor's role is limited strictly to the donation of funds. The City is the owner of the Park, and it or its contractors will be responsible for the design, construction, and maintenance of the Sponsored Activity.

7. BREACH AND TERMINATION

- 7.1 If either party breaches any of the terms and conditions of this Agreement and fails to rectify such default in accordance with a written notice by the non-defaulting party within fourteen (14) days after the date of such notice, the non-defaulting party may terminate the Agreement at any time thereafter.
- 7.2 The Department may terminate the Agreement immediately if any of the following events occur:
- (a) The Sponsor is wound up or dissolved, becomes insolvent or enters into an agreement with its creditors, or if a receiver, manager or liquidator is appointed in respect of the Sponsor.
 - (b) The Sponsor's business operations or the business or activities of any associated company are contrary to any City of Phoenix policy(ies).

ATTACHMENT B

(c) The Department determines that for whatever reason it should no longer use the Sponsorship Fee/Product or be associated with the Sponsor.

7.3 If this Agreement is terminated, the Sponsor shall not be required to pay any unpaid installments of the Sponsorship Fee/Product.

7.4 The expiration or termination of this Agreement shall not prevent either party from taking action to enforce a term or condition of this Agreement in respect of any breach occurring prior to such expiration or termination.

8. NOTICES

8.1 Unless otherwise directed in writing, notices, reports, and payments shall be delivered to the Department at the following address:

Parks and Recreation Director
Phoenix Parks and Recreation Department
200 W. Washington St., 16th Floor
Phoenix, AZ 85003

and to the Sponsor at the address and e-mail address referred to in Item 2 of the Schedule (Address of Sponsor).

8.2 A notice forwarded by e-mail shall be deemed to be received by the addressee when recorded by read receipt.

9. AMENDMENTS TO AGREEMENT

9.1 Any amendment to this Agreement shall only be valid if the amendment is in writing and signed by both parties.

10. ASSIGNMENT

10.1 Neither party shall transfer, change or purport to assign, transfer or change this Agreement or any of its rights or obligations without the prior written consent of the other party, which shall not be unreasonably withheld.

11. CHARITABLE CONTRIBUTION

11.1 Board will reasonably cooperate with Sponsor to document Sponsor's charitable contribution as may be required for federal or state income and property tax purposes.

12. GOVERNING LAW

12.1 This Agreement shall be governed by and construed under the laws of the State of Arizona, excluding its choice of law principles. Any litigation arising out of this Agreement shall be commenced and maintained in a court of competent jurisdiction sitting in Maricopa County, Arizona.

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13. ENTIRE AGREEMENT

13.1 This Agreement constitutes the entire agreement of the parties and shall supersede any prior or contemporaneous agreements or negotiations, whether written or oral, between the parties, regarding the subject matter herein.

EXECUTED by the parties on the date first written above.

ON BEHALF OF PHOENIX PARKS AND RECREATION BOARD

Cynthia Aguilar

Printed Name

City of Phoenix Parks and Recreation Director

Title

Signature

Date

SPONSOR

IMPACT Melanoma, Inc.

Organization

Printed Name

Title

Signature

Date

APPROVED AS TO FORM

ATTEST

Acting City Attorney

City Clerk

ATTACHMENT B

SCHEDULE

1. NAME OF SPONSOR

IMPACT Melanoma, Inc.
Laurie Seavey
lseavey@impactmelanoma.org

2. ADDRESS OF SPONSOR

490 Virginia Road, Concord, MA 01742

3. DESCRIPTION OF SPONSOR'S BUSINESS ACTIVITIES

Impact's mission is to raise awareness and educate the public about skin cancer and the importance of sunscreen in preventing skin cancer.

4. DETAILS OF SPONSORSHIP

a) Sponsored Activity

IMPACT Melanoma will provide three sunscreen dispensers at both the South Mountain Visitor Center and the North Mountain Visitor Center, for a total of six dispensers. IMPACT Melanoma will provide free sunscreen, dispenser replacements, maintenance and weekly refill of the sunscreen.

PARKS AND RECREATION VISITOR CENTER LOCATIONS

South Mountain Visitor Center
10409 S Central Avenue
Phoenix, Arizona 85042

North Mountain Visitor Center
12950 N 7th Street
Phoenix, Arizona 85022.

Sponsorship Rationale

Arizona's melanoma rate is 40% higher than the U.S. average, according to the American Cancer Society. Providing free sunscreen to the community helps raise awareness about the importance of sun safety and aids in preventing the most serious form of skin cancer.

b) Sponsorship Fee / Product

Impact secured financial and in-kind donations to support the Project.

Sponsorship Product

Six portable sunscreen dispensers including sunscreen refills as needed.

ATTACHMENT B

c) Term of Sponsorship

May 22, 2025 – October 1, 2025

5. RIGHTS OF SPONSOR

The Sponsor will have the freedom to publicize and promote its status as a sponsor of Impact and its role in the Sponsorship.

6. RECOGNITION OF SPONSOR

- (a) The Sponsor's name and logo will be displayed at a total of six sunscreen dispensers located at North Mountain and South Mountain Visitor Centers.
- (b) Acknowledge sponsor in promotional and educational material produced, published, or broadcast, displayed, or exhibited by Phoenix Parks and Recreation Department including use of sponsor logo, in a manner agreed to by all parties.



To: Parks and Recreation Board

Date: May 22, 2025

From: Cynthia Aguilar, Director

Subject: APPROVAL FOR VERIZON WIRELESS CELL SITE LICENSE RENEWAL

This report requests Parks and Recreation Board (Board) approval to renew the Verizon Wireless communications facility and cellular site License 140703, located at Pecos Park, 17010 S. 48th Street.

BACKGROUND

In 2015, the Parks and Recreation Board (Board) entered into License to Use Premises Agreement 140703 to allow Verizon Wireless to maintain and operate a communications site at Pecos Park for a 10-year term. The current license will expire on May 31, 2025.

DISCUSSION

Verizon notified the Parks and Recreation Department via email on April 30, 2025, of their intent to renew the above-referenced license. The account is up to date on monthly license fees to the City. The current license fee is \$2,013.91 including tax, per month.

Upon Board approval, staff will execute an amendment to renew the license with the current rate of \$2,013 including tax, with an annual three percent escalator. The new term effective date will be June 1, 2025, through May 31, 2030, with an option to renew for an additional five-year period.

All terms and conditions of the Phoenix City Council adopted wireless communication rate structure and license agreement will remain the same.

RECOMMENDATION

Staff recommends Board approval to renew the Verizon Wireless communications facility and cellular site License 140703, located at Pecos Park, 17010 S. 48th Street.

Prepared by: Theresa Faull, Deputy Director

Approved by: Brandie I. Barrett, Assistant Director



To: Parks and Recreation Board

Date: May 22, 2025

From: Cynthia Aguilar, Director

Subject: PARKS SAFETY UPDATE

This report provides the Parks and Recreation Board (Board) with information on efforts to maintain safe and accessible parks throughout the Phoenix parks system.

BACKGROUND

The mission of the Parks and Recreation Department is to build healthy communities through parks, programs and partnerships, and make Phoenix a better place to live, visit and play. With one of the largest parks systems in the nation, the City provides residents and visitors with more than 41,000 acres of desert parks and mountain preserves with more than 200 miles of trails; 188 parks; and much more. Parks provide open space and opportunities for recreation. The department continues to use a variety of methods to address and reduce negative behaviors and security concerns in parks.

The Parks and Recreation Department last provided a Parks Safety update to the Parks and Recreation Board on February 22, 2024. This report provides information on continuous efforts and initiatives to help provide safe and accessible parks to the public including information on the Code of Conduct, and an update on Park Rangers, trespass authority, security services, and other ongoing efforts to enhance park safety.

DISCUSSION

Park Rangers and Code of Conduct

The objectives of the Park Ranger Program include maintaining safe and welcoming parks for all park users. The work Park Rangers perform is divided into two related yet distinct assignments: Park Rangers assigned to work in mountain parks and preserves, and Park Rangers assigned to urban parks. There are 104 full-time Park Rangers and seven part-time Park Ranger positions throughout the parks system.

Park Rangers assist daily in the proactive education and enforcement of the Code of Conduct. The goal of the Parks and Recreation Code of Conduct, approved by the Parks and Recreation Board in 2021, 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 (collectively referred to as parks). The Code of Conduct, which includes trespass authority, was written in partnership with the community and several City departments, including the Law Department, the Prosecutor's Office, and the Police Department.

The Parks and Recreation Department is fortunate to have a team of 44 Urban Park Rangers dedicated to patrolling the 188 flatland urban parks located throughout the City. With the support of the Mayor and Phoenix City Council, a team of third-shift Park Rangers were hired in July 2023 and began patrolling parks on September 11, 2023. With this addition, Park Rangers now patrol parks twenty-four hours per day, seven days a week. To further enhance park safety downtown, the Department partnered with Arizona State University (ASU) and Downtown Phoenix Inc., to hire two Park Rangers who are assigned to Civic Space Park.

The Department routinely reviews and updates internal operating procedures. This allows for further refinement of Code of Conduct enforcement through trespass authority. The Code of Conduct continues to serve as an effective tool to help keep our parks safe, clean and accessible.

Park Rangers have authority to issue criminal citations for violations of the Phoenix City Code and trespass notices for violations of the Code of Conduct. Unlawful conduct that violates the Arizona Revised Statutes (ARS) or the Phoenix City Code (PCC) is prohibited in the Code of Conduct, therefore Park Rangers can trespass someone who violates ARS or PCC. Possession of drugs or drug paraphernalia is the most common example of an ARS violation that would result in a Park Ranger issuing a trespass notice. Other common violations addressed by Park Rangers include loitering in the park after hours, illegal vending, shopping carts on park property, dogs off-leash, smoking, use of park amenities outside their intended purpose, and littering.

Urban Park Rangers, on average:

- Make 72 park visits each day
- Visit 178 different parks each month
- Make 35 enforcement contacts each night during park closure hours

Park Rangers record the details of all warnings and trespasses into a SharePoint database. The information includes the name, if known, a photograph, and physical description of the violator. This information is available to Phoenix Police Officers through their Police Point site.

Several factors can influence the number of parks visited on a typical day including the complexity of issues at a park on a given night, the number of Park Rangers on duty, vacancies, and traffic conditions between park visits. Park Rangers routinely collaborate with other City departments including the Office of Homeless Solutions and the Phoenix Police Department. These coordinated efforts have led to improvements within park locations experiencing negative activities.

24/7 Code of Conduct Answering Service

In September 2024, the Parks and Recreation Department implemented a one-year pilot program offering a 24/7 Code of Conduct Answering Service, where a third-party operator receives calls from residents regarding park activity 24 hours per day, seven days per week. Information is entered into a database and Park Rangers use this information to address issues at the parks. Through April 30, 2025, the service relayed a total of 836 calls. The pilot will enable staff to evaluate the effectiveness of the service and offers an opportunity to make necessary adjustments prior to a longer-term contract based on insights gained during the trial period.

Security Services

In an effort to further address negative behaviors in parks, at the direction of the Phoenix City Council, the Parks and Recreation Department implemented overnight roving security services from 8 p.m. to 10 a.m. in February 2023 at 12 parks. Parks were selected based on the number of Park Ranger visits, the number of Code of Conduct violations and trespass notices issued throughout the City, along with City Council priorities. The current security provider Windom Security personnel wear body cameras and include photos of contacts with park users in all their reports and utilize cloud-based software for data reporting via mobile apps. The current list of parks Windom Security patrols includes:

- Cave Creek – Sweetwater Park
- Cesar Chavez Park
- Cholla Trail
- Cielito Park
- Cortez Park
- Los Olivos Park
- Perry Park
- Pierce Park
- Maryvale Park
- Paradise Valley Park
- Solano Park
- Washington Park

Between May 2024 and April 30, 2025, Windom Security personnel made contact with over 16,800 people at the 12 park locations. Security personnel most commonly educate individuals on the code of conduct, ask individuals to leave the park after park hours, report excessive trash and unattended belongings, vandalism, and maintenance concerns to park staff. They seek assistance from Urban Park Rangers, Phoenix Police and Phoenix Fire as needed. Windom Security services provide daily reports on observed activities in each park visited. Implementation of security services in addition to the work of Park Rangers has proven to be beneficial in helping to enhance park safety.

Ongoing Efforts to Enhance Park Safety

The Department remains committed to providing safe parks to the public and will continue to utilize a variety of methods to enhance park safety. In addition to the implementation of overnight Urban Park Rangers and security services, Parks and Recreation staff continue to focus on enhancing park activation efforts through mobile recreation programs, special

events, and partnerships with outside organizations. Additionally, in November 2023, the Parks and Recreation Board awarded over \$300,000 in funding to 47 neighborhood organizations for park activation events. During 2024 and early 2025, these neighborhood organizations activated 39 parks with over 200 meaningful programs and events as part of the ARPA Neighborhood Park Activation Grant Program. Examples include a community celebration hosted by the 44th Community Alliance at Pierce Park, family sports workshops and movie nights hosted by the Si Se Puede Organization at Sunridge Park, monthly "Art in the Park" events organized by Onyx Art Gallery at Civic Space Park, a carnival-style fair hosted by the Estrella Super Moms at El Oso Park, and a "Let's Get Active" health fair organized by Unlimited Potential at Ho-E Park.

The Parks and Recreation Department has also installed and rotated the use of temporary mobile security cameras at select parks experiencing ongoing challenges with negative activity. The implementation of these cameras serves as an additional measure to enhance park safety. Each solar-powered mobile unit features four tilt-zoom cameras with 360-degree coverage and backup power capabilities. The cameras offer 24-hour recording with a 15-day storage capacity, after-hours live monitoring by SentraCam's Network Operations Center, a 24/7 customer support line, remote access via smartphone or desktop, and daily audit reports detailing detected activity. Since implementation, the Department has assisted the Phoenix Police Department with footage retrieval on two occasions.

As part of the Parks Master Plan which is currently underway, 29 parks will be assessed for crime prevention strategies through Crime Prevention Through Environmental Design (CPTED) evaluations. CPTED focuses on strategies and recommendations to improve park environments to prevent crime and increase safety in our parks. Examples of strategies range from activating parks, enhancing landscapes, improved lighting, and designed marked pathways and maintenance.

The Parks and Recreation Department remains steadfast in its commitment to enhance park safety. By prioritizing proactive measures, fostering community engagement, and adopting innovative strategies, staff continually strive to ensure that the City of Phoenix parks system remains welcoming, safe, and provides enjoyable spaces for all.

RECOMMENDATION

This report is for information only and discussion only.

Prepared by: Jarod Rogers, Deputy Director

Approved by: Brandie Barrett, Assistant Director and Martin Whitfield, Assistant Director



To: Parks and Recreation Board

Date: May 22, 2025

From: Cynthia Aguilar, Director

Subject PARKS ADAPTIVE RECREATION PROGRAM UPDATE

This report provides the Parks and Recreation Board (Board) an overview of the Parks and Recreation Department's efforts to provide adaptive recreation programs, services, and amenities that meet the needs of the community.

BACKGROUND

The City of Phoenix Parks and Recreation Department operates one of the largest and most diverse park systems in the country. The system includes 188 flatland parks, over 40,000 acres of desert parks and mountain preserve land, 33 recreation centers and 29 aquatic facilities. Additionally, the Department oversees eight municipal golf courses and numerous specialty areas, such as historic facilities and sports complexes.

The Department strives to ensure that services are inclusive and accessible to all members of the community, offering a variety of adaptive recreation programs that promote engagement, personal growth, and accessibility for individuals of all ages and abilities.

DISCUSSION

Adaptive Recreation Programs and Partnerships

Through a combination of department led programs and partnerships with organizations such as Ability360, Arizona Recreation Center for the Handicap (ARCH), Diamond Dogz of Arizona, Special Olympics, Harden Education and Recreation Therapy Foundation and the Arizona Department of Economic Security Division of Developmental Disabilities, the department offers a wide range of recreational opportunities that promote accessibility, engagement, and personal growth for individuals of all ages and abilities.

One long standing example of this commitment is the Partners Program, established in 1988 through an agreement with the Arizona Division of Developmental Disabilities. This specialized program serves adults ages 18 and older. Activities foster life skills development, social and emotional learning, physical fitness and cultural enrichment. Participants enjoy a variety of activities including participation in regional and state Special Olympics tournaments in basketball, golf, cheerleading and bocce ball. Participants also enjoy off-site excursions, multi-generational programming and special events throughout the city. These experiences

promote individual growth and independence while fostering lasting friendships and meaningful community connections.

Through a partnership with Ability 360, a diverse offering of adaptive services is offered at Telephone Pioneer Park and Activity Center. Ability360 has a 40-year history of offering and promoting programs to empower people with all disabilities to take personal responsibility so that they may achieve or continue independent lifestyles within the community. The facility hosts approximately 200 classes annually, including art, personal training, recreation therapy, sports clinics, pickleball, track and field, archery, and inclusive special events that engage the broader community. New in 2025, this partnership will expand to provide inclusive aquatics programming at Telephone Pioneer Park Pool.

In partnership with the Harden Education and Recreation Therapy Foundation (The H.E.A.R.T. Center), inclusive camping experiences at Camp Colley, a 30-acre outdoor adventure camp owned by the department, and located north of Payson offers youth and families a unique outdoor recreation experience. The camp provides structured nature-based programming for both neurodiverse and neurotypical participants.

Additionally, the Department offers a wide range of department led inclusive recreation opportunities that serve individuals across all age groups and ability levels. These include after-school enrichment for students, open gym time and accessible sports such as wheelchair tennis, pickleball and cheerleading. Unique offerings also feature training personal hearing service dogs and hosting adaptive holiday events like beeping egg hunts, designed for participants with mobility or visual challenges. Throughout the year, classes are held citywide and cover areas such as art, personal training, recreation therapy, sports clinics and inclusive community events.

To support and expand these offerings, the department employs two Adaptive Recreation Coordinators who are instrumental in planning and managing programs. Their responsibilities include program and event coordination, participant transportation, community engagement and outreach, organizing Special Olympics teams and overseeing documentation and compliance related to state-supported services such as the Division of Developmental Disabilities. These roles ensure the consistency and quality of adaptive services and help foster inclusive, meaningful experiences.

Design and Facility Enhancements

The Department is committed to creating accessible and inclusive spaces for all Phoenix residents. When designing new parks or upgrading existing facilities, the department works closely with professional design teams to meet or exceed Americans with Disabilities Act (ADA) standards. Key design elements include accessible sidewalk slopes, routes to park amenities such as ramadas, playgrounds and fitness equipment, ADA compliant restrooms and hand bars, drinking fountain and BBQ heights, neighborhood connector paths, parking lot layouts with ADA stalls, safe lighting layouts and properly sloped facility ramps. All plans are thoroughly reviewed throughout the design process to ensure ADA compliance is consistently achieved.

Many of the City's parks were originally constructed between 1960 and 1980, prior to the implementation of modern ADA accessibility standards in 1990. To address these legacy challenges, each year the department identifies ADA improvement projects within these parks.

A standout example of the department's inclusive approach is the new ADA accessible playground at Encanto Park, which opened on May 31, 2024. Located in the heart of the park at 2605 N. 15th Avenue, the playground features a variety of play experiences, swinging, sliding, spinning, sensory play and social spaces designed for children of all abilities. It also includes a communication board to assist non-verbal and speech-challenged individuals in engaging with peers and caregivers. This project was made possible thanks to a collaborative partnership with the Kiwanis Club of Phoenix and its community partners, highlighting the impact of collaboration in creating inclusive public spaces.

These partnerships and initiatives reflect the department's dedication to creating safe, supportive and welcoming spaces where everyone can participate fully, build confidence, and thrive.

RECOMMENDATION

This report is for information and discussion.

Prepared by: Joe Diaz, Deputy Director

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