

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

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **PARKS AND RECREATION BOARD**, and to the general public, that the **PARKS AND RECREATION BOARD** will hold a meeting open to the public on **Thursday, October 23, 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 **2341 996 2373** then enter in the Webinar password PksMtg! when prompted (7576841 from phones).

Observe - [October 23, 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:

[**October 23, 2025- Virtual Request to Speak Link for Parks and Recreation Board**](#)

- Virtual speakers must register by: **October 22, 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.	INFORMATION ONLY: 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. Arizona Public Service Utility Pole Replacement Project	Theresa Faull
	b. Annual Update on Phoenix Trails and Heat Safety Program	Jarod Rogers
3.	CONSENT ITEM(S): Consent items will be provided to the Board in writing and are not intended for formal presentation . Consent items may be voted on collectively, unless a Board member requests that any item be voted on separately. The chairperson may direct staff to formally present any consent item. These items are for possible action.	
	a. Parks Board Minutes: September 25, 2025	Jana Benson
	b. Phoenix Sonoran Preserve Committee Reappointment	Jarod Rogers
	c. Event and Vending Requests in City Parks	Danielle Poveromo
4.	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. 24/7 Code of Conduct Answering Service Update	Jarod Rogers
5.	DISCUSSION AND POSSIBLE ACTION: Discussion and Possible Action items are for information, discussion, and possible action.	
	a. Approval of Park Master Plan and Naming of an Undeveloped Park Site at 99th Avenue and Lower Buckeye Road	Joe Diaz
6.	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.	
7.	BOARD CHAIRPERSON'S REPORT – The Chairperson will verbally present comments or requests to the Board without Board discussion.	Kelly Dalton, Chair
8.	BOARD COMMENTS/REQUESTS – The Chairperson will entertain Board member comments or requests without Board discussion.	Kelly Dalton, Chair
9.	DIRECTOR'S BRIEFING – Briefing items will be verbally presented to the Board by the Director or designee without Board discussion.	Cynthia Aguilar Director
10.	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.

October 16, 2025.



To: Parks and Recreation Board

Date: October 23, 2025

From: Cynthia Aguilar, Director

Subject: ARIZONA PUBLIC SERVICE UTILITY POLE REPLACEMENT PROJECT

This report provides information to the Parks and Recreation Board (Board) regarding an Arizona Public Service (APS) utility pole replacement project in the preserve area between 12th Street to 20th Street along Deer Valley Road.

BACKGROUND

On May 22, 1964, the Bureau of Land Management (BLM) issued APS a right-of-way grant for a 69kV power line located on land now owned by the City and designated as mountain preserve. The existing power line which has been in place for decades runs approximately three-quarters of a mile along Deer Valley Road, between 12th Street and 20th Street in the preserve area known as Scatterwash. The power line is supported by 26-inch poles.

DISCUSSION

In July 2025, APS notified the City of its intent to replace existing 26-inch poles with 27-inch poles to support a heavier upgraded power line. Of the 15 existing poles, nine will be removed and replaced and six will be retained. Additionally, six new poles will be installed. The new poles will be installed in the same footprint as the current poles. APS requested the City's direction on what approvals and/or action would be required.

The City's Finance Department Real Estate Division reviewed the historic BLM documentation and determined an easement would not be required due to the BLM right-of-way grant. However, because the project will require boring and cause ground disturbance, a Temporary Access Agreement will be necessary to outline the scope and to allow APS access to the preserve area during the project. The Parks and Recreation Director has authority to sign Temporary Access Agreements for property managed by the Department, so this will be the only action required for APS's project to move forward.

Additionally, in order to mitigate damage to the disturbed preserve area, APS will implement a tree salvage plan and replace any plant material removed. The preferred replacement plants will first include the reuse of the native species.

The anticipated project schedule includes design work to begin in early 2026, with construction in late 2026. **Attachment A** contains photos of the project area.

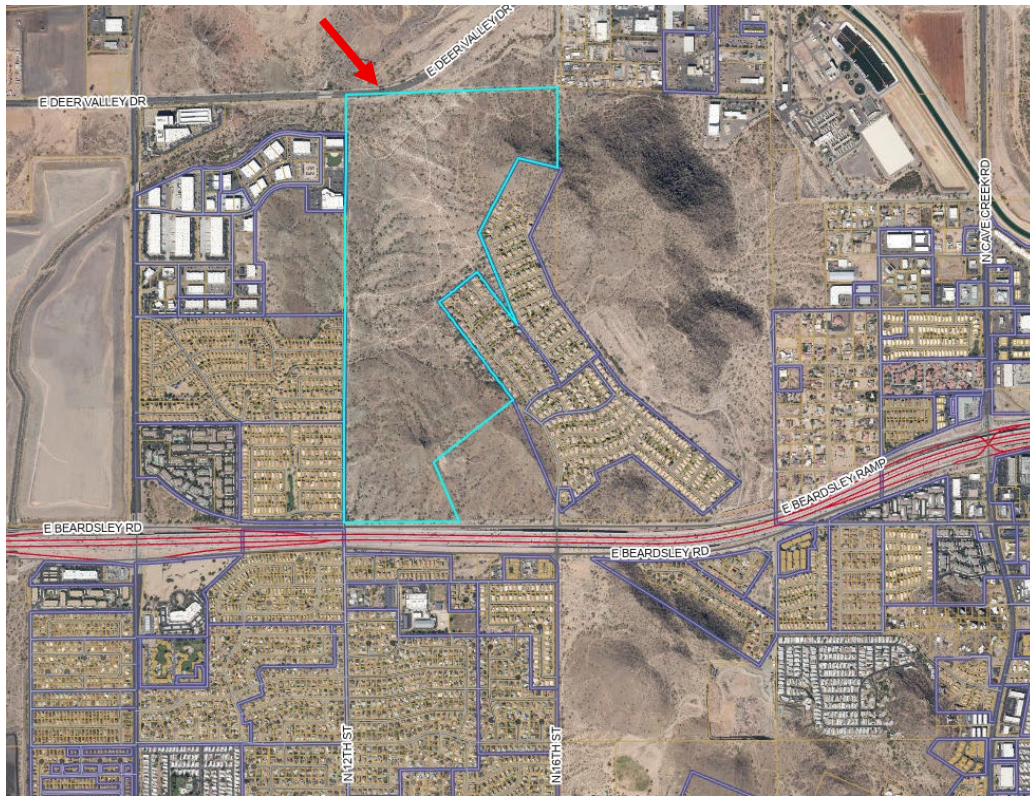
RECOMMENDATION

This report is for information only.

Prepared by: Theresa Faull, Deputy Parks and Recreation Director
Jarod Rogers, Deputy Parks and Recreation Director

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

ATTACHMENT A



WE019747

SCATTERWASH - CIELO GRANDE - NORTH VALLEY (OH 69 KV)





To: Parks and Recreation Board

Date: October 23, 2025

From: Cynthia Aguilar, Director

Subject: ANNUAL UPDATE ON PHOENIX TRAILS AND HEAT SAFETY PROGRAM

This report provides an annual update on the Phoenix Trails and Heat Safety Program. No action for modifications to the Phoenix Trails and Heat Safety Program is being recommended to the Parks and Recreation Board (Board) at this time.

BACKGROUND

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

On March 27, 2025, the Board approved updates expanding the program to include additional trails at South Mountain Park and Preserve. The program includes the Camelback Mountain Trails, Piestewa Peak Summit Trail and its connecting routes, as well as the Holbert, Mormon, and Hau'pal Loop Trails at South Mountain. Access to the National Trail from the Pima Canyon Trailhead is also restricted during National Weather Service (NWS) Extreme Heat Warnings.

Key elements of the current closure policy include:

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

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

DISCUSSION

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

Between May 1 and September 30, 2025, the National Weather Service (NWS) issued 31 Extreme Heat Warning days. During this same period, Phoenix recorded 80 days with temperatures of 105°F or higher, including 37 days that exceeded 110°F (Attachment A).

Extreme heat continues to pose significant challenges for the public and first responders during mountain rescues. The data below summarizes the number of rescues reported between 2021 and 2025 for Camelback Mountain, Piestewa Peak, and South Mountain (Attachment B). South Mountain was added to the Trail Heat Safety Program in 2025.

- 2021: 53 rescues
- 2022: 54 rescues
- 2023: 28 rescues
- 2024: 28 rescues
- 2025: 61 rescues

While Piestewa Peak continued to see fewer rescue calls in recent years, data from summer 2025 shows an increase in rescues at both Camelback Mountain and South Mountain. Of the 21 rescues that occurred at South Mountain, eight took place on restricted trails, representing 38 percent of all rescues in that area. Staff will continue to communicate Trails Heat Safety Program restrictions at South Mountain Park/Preserve using multiple outreach methods and anticipates a reduction in rescues on restricted trails as the community continues to become familiar with restrictions at that location.

A notable change in 2025 was the adjustment of trail restrictions to begin one hour earlier, at 8 a.m. Data indicates a shift in rescue activity, with fewer incidents occurring during early morning hours compared to summer 2024 (Attachment C). The data also shows several instances of multiple rescues occurring on the same mountain shift during days when temperatures exceeded 100°F. The frequency of these multiple-rescue events increased on days above 105°F (Attachment D).

There were also notable rescues involving larger groups of hikers. On June 29, a family of 11 individuals, 5 adults and 6 children, were rescued at South Mountain on an extreme heat warning day. The group walked past trail closure signs and began a hike, but several members of the group were quickly overwhelmed by the heat. Fortunately, all were rescued from the trail. The data also shows that overall trail use continues to decline as temperatures rise (Attachment E).

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

- 1. Electronic Message Boards and Gates**

An electronic message board and gate were recently installed at the Piestewa Peak Trailhead. This technology allows staff to share real-time safety messages with hikers, which can be updated remotely as conditions change. Echo Canyon Trailhead already uses similar technology for safety and closure notifications. The Department is exploring the feasibility of installing additional electronic message boards and gates at other trailheads.

- 2. Ice Machines**

In June, the Parks and Recreation Department partnered with the Fire Department and the Office of Heat Response and Mitigation to install lifesaving ice machines at key trailheads. The ice is used to rapidly cool individuals suffering from heat-related illnesses and has already played an important role in several rescues this summer. Ice Machines have been placed at

priority trailhead locations where power is available. The Department is working to identify additional locations.

3. Trail Map Updates

The Department is preparing to issue a solicitation for design services to update both mobile and print maps with trail information and difficulty ratings, helping hikers make informed trail choices.

4. Park Steward Volunteers

The Department continues to collaborate with Park Steward volunteers and the Office of Heat Response and Mitigation to provide weekend trailhead outreach and water distribution during the hottest months of the year (Attachment F).

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

The Department is also exploring technology-based solutions, such as real-time closure updates, to further improve hiker safety and communication efforts.

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

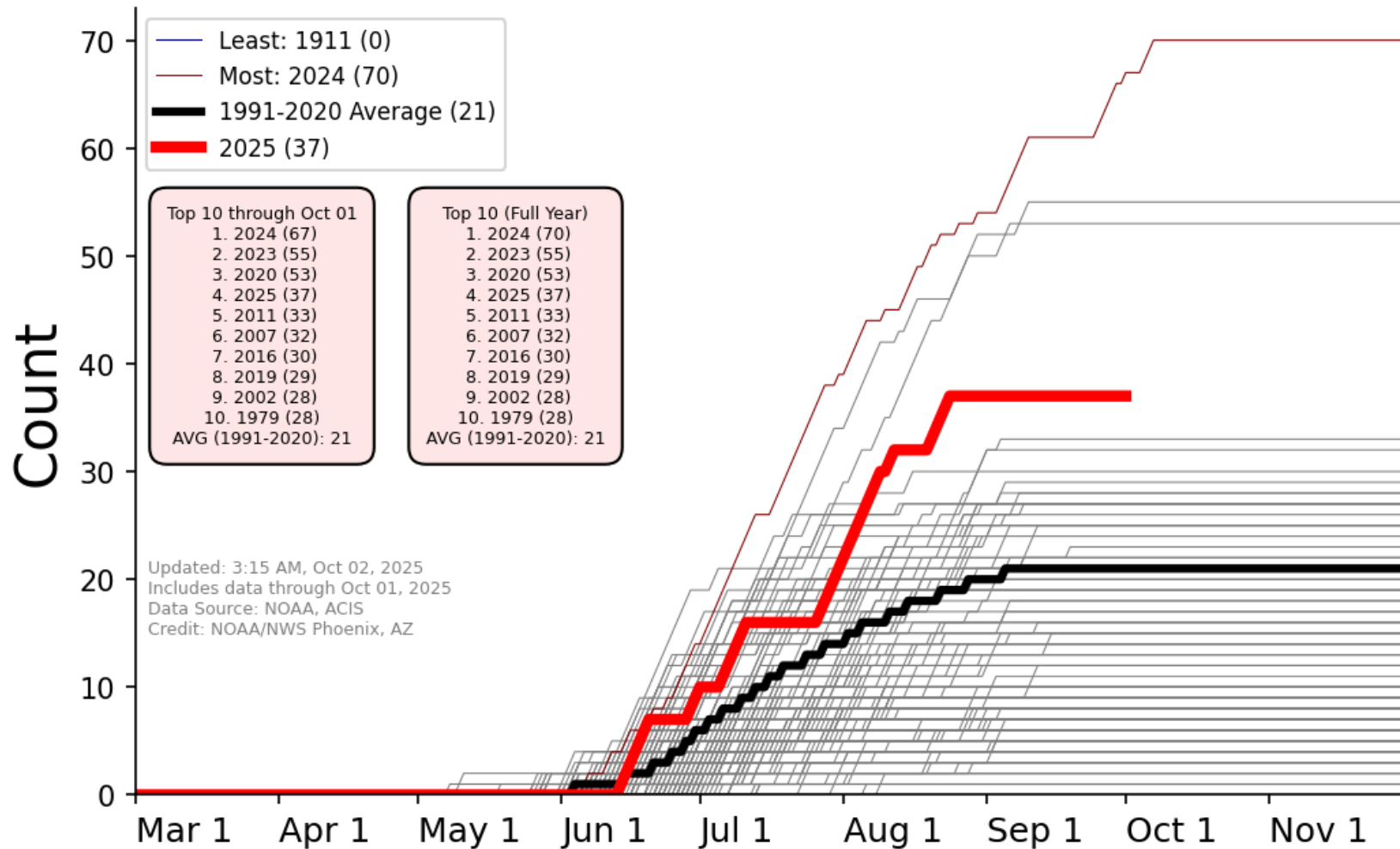
RECOMMENDATION

This report is for information only. No action for modifications to the Phoenix Trails and Heat Safety Program is being recommended to the Board at this time. The Department plans to return in 2026 with it's annual update on the Phoenix Trails and Heat Safety Program.

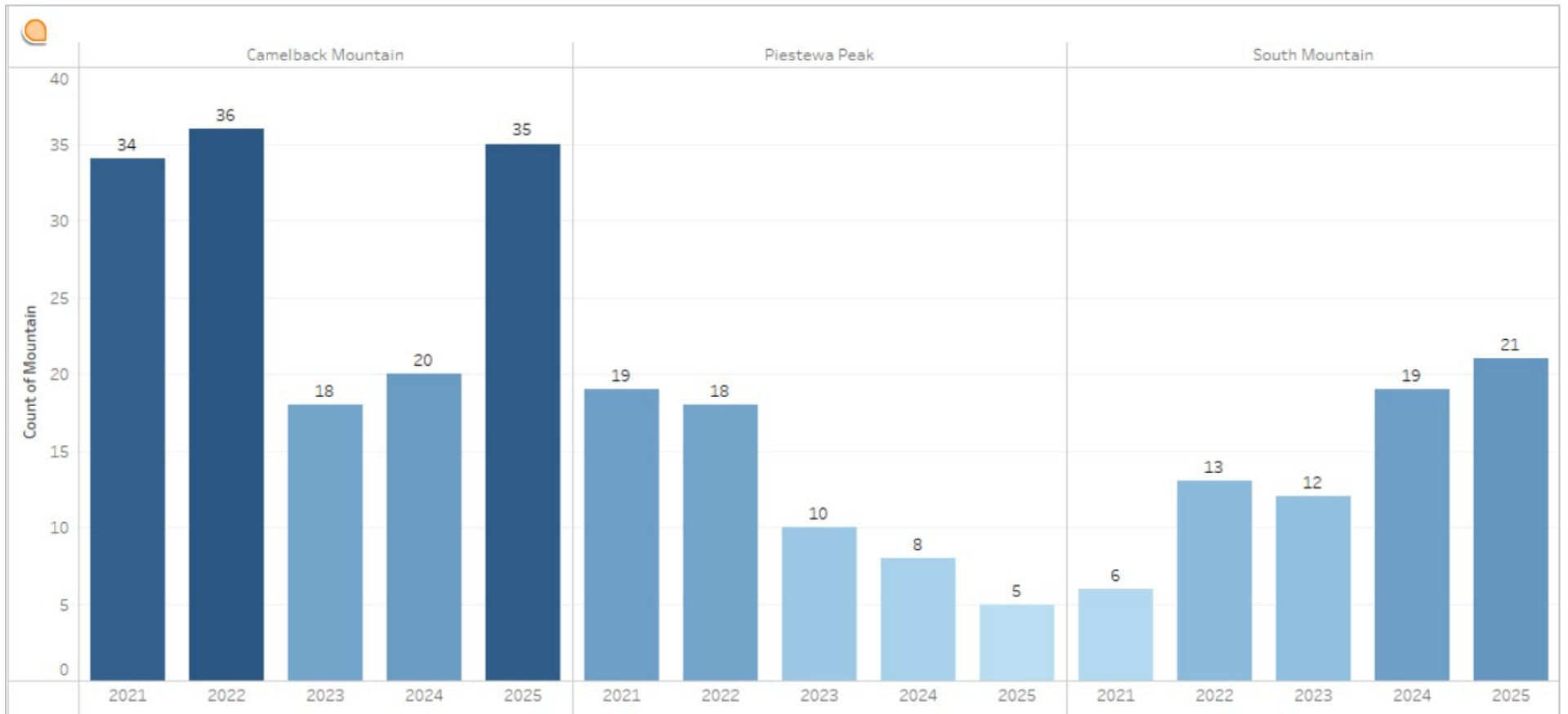
Prepared by: Jarod Rogers, Parks and Recreation Deputy Director
Mark Gonzales, Assistant Fire Chief

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

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



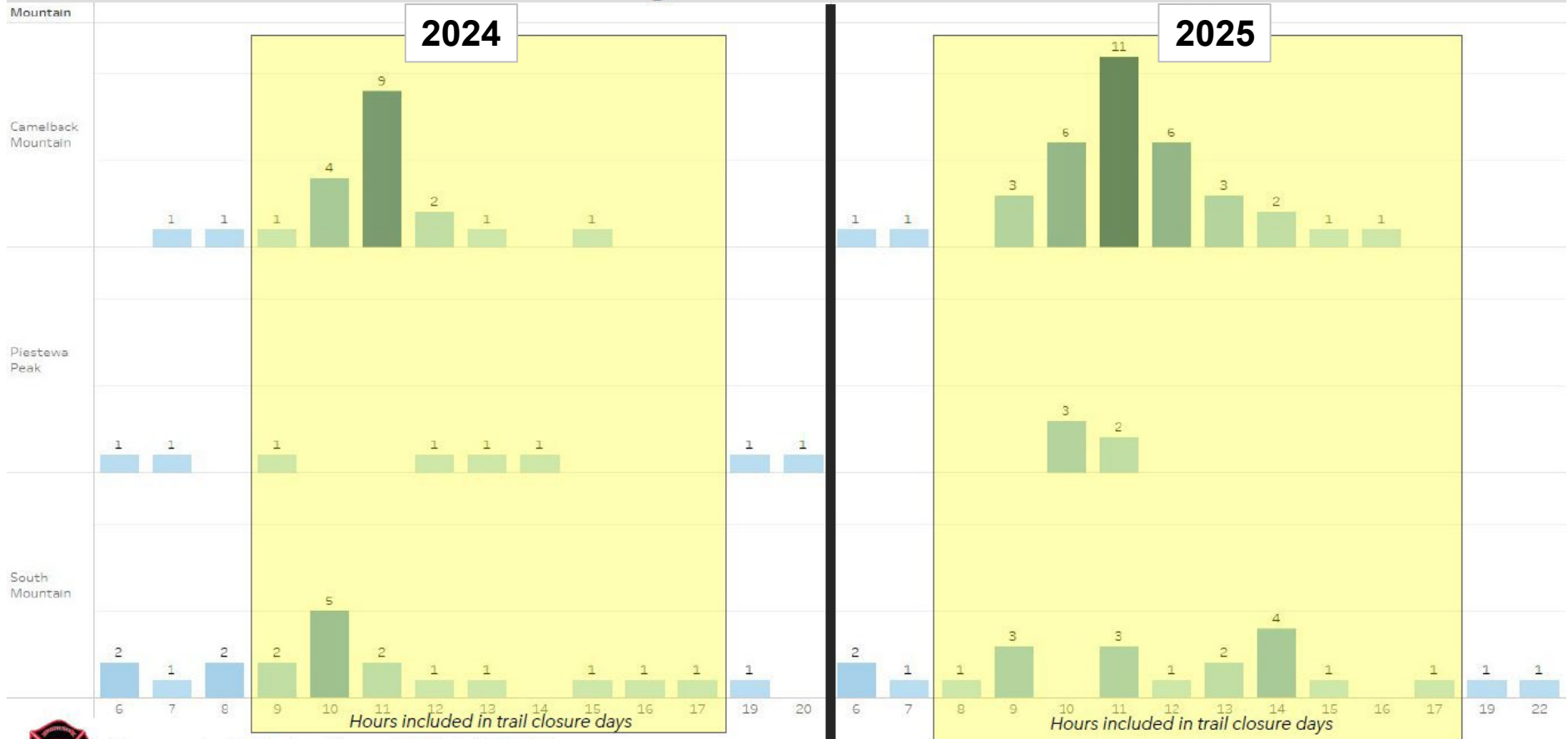
Attachment B



Mountain Calls by Year (2021 - 2025)
May 1 - September 30

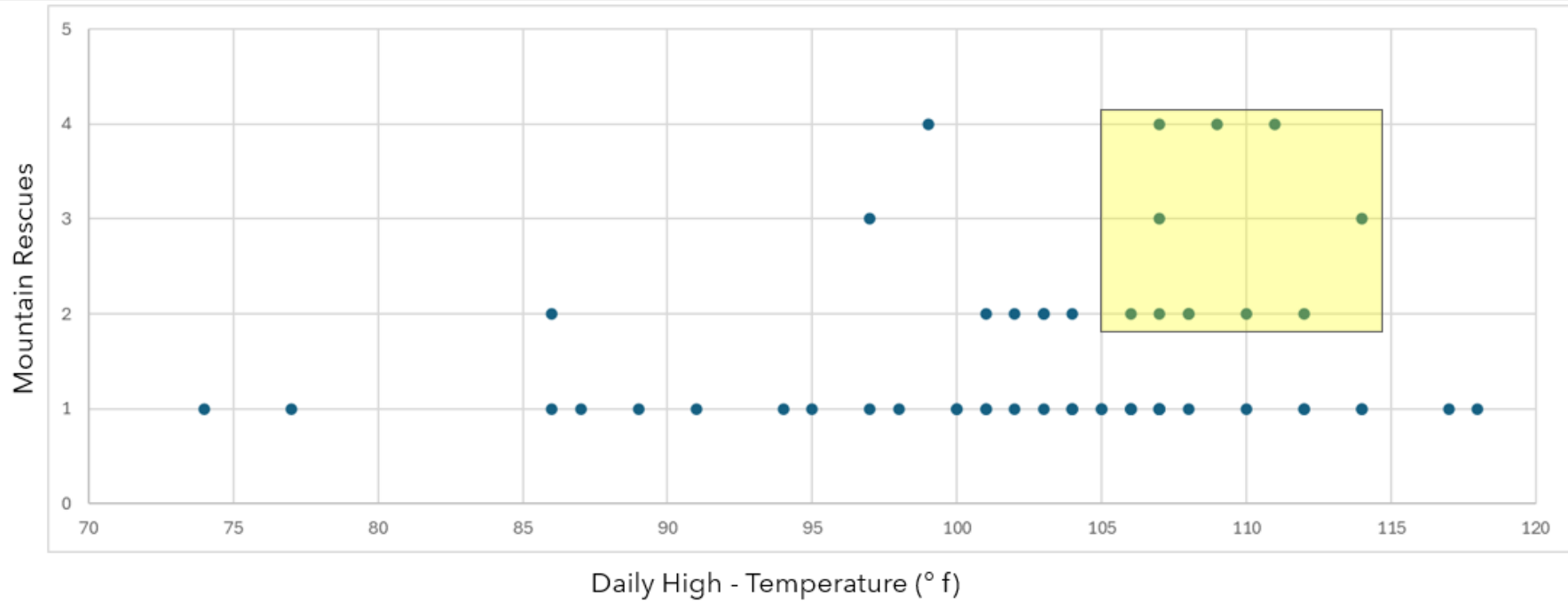
ATTACHMENT C

Mountain Calls by Hour



Mountain Calls by Hour (2024 / 2025)
May 1 - September 30

Mountain Rescues vs Temperature



Mountain Rescues vs. Temperature
May 1 - September 30, 2025

ATTACHMENT E

Park Visitors

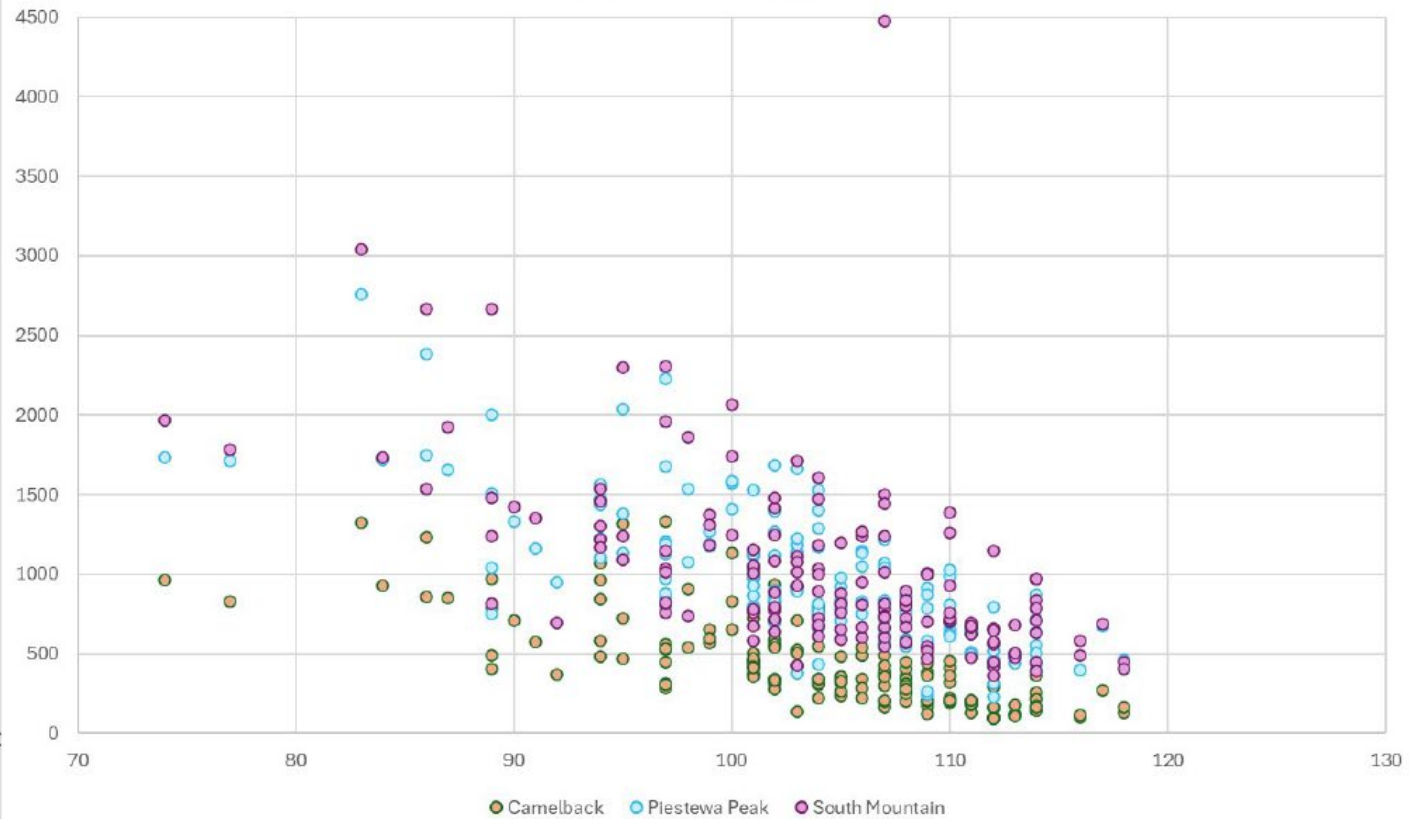
May 1 - September 30, 2025
COP Parks and Rec visitor counts for:

- Camelback
- Piestewa Peak
- S. Mountain



Phoenix Mountain Park Visitors

Park Visitors vs Temperature



TRAILHEAD HEAT RELIEF OUTREACH



ABOUT THE PROGRAM

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

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



OVERVIEW

Total Shifts

107

Total Volunteers

265

Total Volunteer Hours

818

Total Hiker Engagements

17,300+



SUPPLIES DISTRIBUTED

Water Bottles

14,400

Cooling Towels

200

Electrolytes

6,000

PARTNERS



SUMMER 2025

**CITY OF PHOENIX
PARKS AND RECREATION BOARD
SUMMARY MINUTES
September 25, 2025**

Virtual meeting hosted on Webex.

<u>Board Members Present</u> Kelly Dalton, Chair (virtual) Aubrey Barnwell (virtual) Tony Moya (virtual) Sarah Porter (virtual) Emma Viera Ed Zuercher (virtual) <u>Board Members Absent</u> Dorina Bustamante	<u>Staff Present</u> John Chan Dustin Cammack Cynthia Aguilar Martin Whitfield Brandie Barrett Alonso Avitia Tony Salinas Becky Kirk Lisa Huggins Bob Adams Cynthia Peiz Jana Benson Laura Borson	<u>Community Members</u> Ben Schrepf Shannon Mitchell Megan Avalos
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1. CALL TO ORDER

Chairperson Dalton called the meeting to order at 5:02 p.m. with Board members Barnwell, Zuercher, Moya, Porter and Viera in attendance.

2. INFORMATION ONLY

No formal presentation on these items. Information only.

2a. Quarterly Code of Conduct Update

2b. Partnership Between the City of Phoenix Parks Department and State Forty-Eight

2c. Phoenix Parks and Preserve Initiative Program Webpage

2d. Preserve Gabion Wall (City of Peoria Utility Easement) Project Update

3. CONSENT ITEMS

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

3a. Parks and Recreation Board Summary Minutes – June 26, 2025

3b. Event and Vending Requests at City Parks

3c. Phoenix Sonoran Preserve Committee Reappointments

3d. Sponsorship for Basketball Court Renovation from Phoenix Sunds and Ability 260 at Telephone Pioneers of America Park

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

4. INFORMATION AND DISCUSSION ITEMS

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.

4a. Japanese Friendship Garden of Phoenix (Rohoen) Update

An update was provided on the Japanese Friendship Garden of Phoenix (JFG) by Executive Director Ben Schrepf. Director Schrepf shared his extensive experience working with Japanese Friendship Gardens across the United States and highlighted the recent growth and improvements at the Phoenix Garden. He discussed the partnerships developed to support the garden's expanding needs amid steady increases in attendance and revenue since 2018. Director Schrepf also reviewed a variety of educational and cultural programs for children and adults and emphasized their positive impact on the community.

He described a recent visit to Japan that was aimed at deepening his understanding of traditional Japanese garden design and comparing those practices with those at the Phoenix JFG. Director Schrepf outlined the garden's master plan, which includes planting additional trees, creating new water features, incorporating drought-tolerant plants and installing an upgraded irrigation system. He noted distinctive elements such as the Bonsai collection and the state-of-the-art lighting system. Additionally, he explained the garden's shift from primarily private bookings to more inclusive and accessible community events. Director Schrepf concluded by highlighting the cultural advantages of the garden's location within Margaret T. Hance Park and provided an overview of its hours and upcoming events.

Chairperson Dalton requested more information about the collaborations with partners at Margaret T. Hance Park.

Director Schrepf described a recent tea ceremony that was a collaboration between the JFG, the Irish Cultural Center, and The Great Arizona Puppet Theater.

Chairperson Dalton commented on the attendance growth and asked if marketing could have contributed to this increase.

Director Schrepf confirmed that social media presence is always helpful.

Board member Viera thanked staff for the presentation and maintaining the gardens.

4b. 2025 Parks Summer Programs – Post Season Update

Staff provided an update regarding the 2025 summer programming.

Recreation Supervisor Tony Salinas presented on the PHXPlays Summer Camp Program, which operated at 26 locations throughout the City. He emphasized Phoenix's competitive pricing by comparing program costs to similar offerings from other organizations and provided an overview of the activities offered during the 2025 summer season. Mr. Salinas shared highlights from recent camp sessions and noted that post-season surveys from participants and parents indicated a high level of satisfaction with the PHXPlays program. According to the survey results, families participated primarily because of the program's accessibility and affordability.

Aquatics Recreation Supervisor Becky Kirk provided a recap of the 2025 summer aquatics season. She emphasized that swimming lessons remain a top priority for the Department and noted that more than 13,000 individuals registered this year at a cost of just \$15 for two weeks of lessons. Ms. Kirk also highlighted ongoing recruitment efforts for aquatics staff through social media, local high schools and colleges and community events. The Department introduced an accelerated assistant manager training program with participation from more than 45 swim instructors. She concluded with updates on facility improvements at Eastlake Pool and plans for the redesign of Maryvale Pool.

Board member Vierra thanked staff for the presentation and their hard work. She asked about donations this year compared to previous years and how that impacted membership.

Director Cynthia Aguilar clarified that there were no scholarships for the summer camp program, rather there were donations for scholarships for swimming lessons and swimming.

Board member Viera suggested that staff work with local farmers to get produce to feed kids at summer camp. She inquired how participation rates this summer compared with previous years.

Director Aguilar responded that this year's vacancies were significantly lower than in the past, which can be attributed to more flexible registration options.

Board member Viera asked about plans to address the wait list for swimming lessons.

Director Aguilar explained that the waitlist is typically due to capacity limitations based on the size of each facility and noted that staff will provide families with information on other locations with openings for consideration.

Chairperson Dalton expressed gratitude to the staff and inquired whether data is available on the percentage of children who return to the summer camp program.

Director Aguilar noted that while the Department has not previously tracked this data, it will explore options within the registration system to determine whether tracking participant retention can be implemented in the future.

There was one public comment on this item.

Shannon Mitchell, a parent of two children who participated in the PHXPlays Summer Camp Program at three different sites across the City, provided comments highlighting several features that make the program appealing to families. She noted the convenience of the early 7 a.m. start time and the availability of pre- and post-week options and offer suggestions to further improve the program.

5. DISCUSSION AND POSSIBLE ACTION

Discussion and possible action items are for information, discussion, and possible action.

5a. Request to Extend Closure of Hilaria Rodriguez Park

Director Aguilar began the presentation by reminding the Board of its decision to extend the closure of Hilaria Rodriguez Park in March 2025 due to ongoing challenges with crime in the surrounding neighborhood. She explained that this presentation would provide an update on the current state of the park and the nearby area.

Special Program Administrator Lisa Huggins from the Neighborhood Services Department outlined the ongoing improvement efforts at Hilaria Rodriguez Park. She explained that a key issue identified was a property adjacent to the park that went into foreclosure and became a frequent site of crime, litter and trespassing. Evictions at the property were completed in June 2025 and a successful cleanup was carried out on September 22, 2025. She also discussed the next steps for returning the park to the community, which include new signage, additional enforcement patrols, meetings with neighbors and local businesses and park activations to engage residents. Ms. Huggins concluded by highlighting the partnership between the City Council, Police, the Parks Department, the Office of Homelessness Solutions and the Sky Harbor Neighborhood Association that continues to support these efforts, culminating in a community celebration on October 30 to mark the park's re-opening.

Director Aguilar clarified that staff is requesting to reopen Hilaria Rodriguez Park in October instead of the previously approved date of September 2025.

Board member Moya thanked the team for coming together to improve the park and surrounding area. He asked about the maintenance at the park during the closure and whether any special maintenance would be needed to re-open in October.

Director Aguilar responded that staff have maintained the park as usual throughout the closure, continuing regular maintenance and patrols from park rangers.

Board member Porter made the motion to extend the park closure until October 30. Board member Zuercher seconded the motion, and it passed unanimously 6-0.

5b. Approval of Park Name and Design of an Undeveloped Park Site Located at Inspiration Mountain Parkway and Molly Lane

Deputy Director Bob Adams provided information about the site where the new City of Phoenix park will be constructed. He explained that two design concepts and several potential park names were developed by a steering committee and then presented to the community for feedback. Public engagement efforts included an online survey, mailings, QR codes displayed at the future park site, emails and posts in the community newsletter. The concepts and names were also shared with local elementary school students for input. Nearly 75 percent of respondents selected Concept Two and the name "Inspiration Mountain Park." Deputy Director Adams reviewed the project timeline and requested Board approval of the proposed park name and design.

There was one public comment on this item.

Megan Avalos, a neighborhood resident, thanked staff for involving the community in the park's naming and design process and expressed her support and enthusiasm for the selected concept and name.

Board member Moya reiterated Ms. Avalos' sentiment about community engagement and interaction, and he praised the staff for including students in their outreach.

Board member Zuercher also expressed his support and made a motion to approve item 5b. Board member Viera seconded the motion, and it passed unanimously 6-0.

6. CALL TO THE PUBLIC

No public speakers.

7. BOARD CHAIRPERSON'S REPORT

Chairperson Dalton did not share a report.

8. BOARD COMMENTS/REQUEST

Board member Zuercher announced his resignation from the Parks and Recreation Board, noting that this would be his final meeting.

9. DIRECTOR'S BRIEFING

Assistant Director Martin Whitfield reported on the grand re-opening of La Pradera Park, held on September 6, 2025, and highlighted the various upgrades completed at the site. He also announced the upcoming Rancho Ko-Mat-Ke Centennial Anniversary Celebration, scheduled for September 26, 2025, at Highline Park.

Assistant Director Brandie Barrett reported on recent upgrades to the basketball and tennis courts at Dynamite Park and the practice putting green at Encanto Park. The improvements were completed to enhance durability and safety of park facilities and to reduce water consumption.

Director Aguilar reviewed the 2025 Arizona Parks and Recreation Association Annual Conference, hosted by the City of Phoenix Parks and Recreation Department in

downtown Phoenix, where the Department received an award for its work on the South Mountain Visitor Center. She also highlighted the recent opening of Laveen Heritage Park in South Phoenix, the third park to open in the area within the past 16 months.

10. ADJOURNMENT

Chairperson Dalton adjourned the meeting at 6:04 p.m.



To: Parks and Recreation Board

Date: October 23, 2025

From: Cynthia Aguilar, Director

Subject: PHOENIX SONORAN PRESERVE COMMITTEE REAPPOINTMENT

This report requests Parks and Recreation Board (Board) approval for the reappointment of Bill Fallon to the Phoenix Sonoran Preserves and Mountain Parks/Preserves Committee (PSPMPPC) for an additional 3-year term from August 2025 through August 2028.

BACKGROUND

The PSPMPPC is a subcommittee of the Parks and Recreation Board that provides a forum for public participation in the City's mountains and desert preserves system. In collaboration with Parks and Recreation staff, the committee holds workshops, reviews plans submitted by staff, and provides comments and recommendations to the Parks and Recreation Board. The committee is composed of volunteer citizens who serve without compensation and are appointed by the Board upon the recommendation of the Parks and Recreation Director.

DISCUSSION

The request is for the reappointment of Committee Member Bill Fallon. Mr. Fallon is an outdoor enthusiast with many years of experience hiking, biking, backpacking, climbing and canyoneering throughout the Southwest. He holds a master's degree in electrical engineering from Arizona State University. Mr. Fallon retired from Honeywell Aerospace after a 34-year career in aerospace product design, business development and technical management. He now devotes his time to community service and works as a professional rock climbing and canyoneering guide. His community involvement includes serving as a board member of the Arizona Mountaineering Club (AMC), where he oversees training and education programs. He also volunteers as a Preventive Search and Rescue Ranger with Grand Canyon National Park, serves as a Team Leader for Habitat for Humanity and is President of Blitz Home Builders, a 501(c)(3) organization that partners with Habitat for Humanity to construct new homes.

Mr. Fallon has served for eleven years as a member of the PSPMPPC, where he actively engages with citizen groups and participates in Board meetings. He is passionate about Arizona's natural environment and remains committed to supporting the City of Phoenix in managing and preserving its irreplaceable natural resources by continuing his service on the committee.

RECOMMENDATION

Staff requests the Board approve reappointment of Bill Fallon to the PSPMPPC for an additional 3-year term from August 2025 through August 2028.

Prepared by: Jarod Rogers, Deputy Parks and Recreation Director

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



To: Parks and Recreation Board

Date: October 23, 2025

From: Cynthia Aguilar, Director
Parks and Recreation Department

Subject: EVENT AND VENDING REQUESTS IN CITY PARKS

This report requests Parks and Recreation Board (Board) approval to allow event production, marketing, community outreach and vending for the North 32nd Arts and Music Fest at Roadrunner Park on November 1, 2025. Staff also request authorization for the Parks and Recreation Director to negotiate and execute the associated event agreement and related documents.

BACKGROUND

Phoenix parks are reserved throughout the year for various events. Many events are produced by an event coordinator or community partners, and some are public events sponsored by the Parks and Recreation Department. Some events are free to the public, while others require a registration fee. Some of the events charge booth entry fees to vendors who sell food and/or products to attendees. Producers who rent City parks and facilities are required to follow all City guidelines, including obtaining all applicable permits and licenses.

Vending, which is a typical component of events in parks, can also consist of selling admission, food and beverages, 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 provides the Board with 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 requests below, and brings them to the board for approval.

DISCUSSION

North 32nd Arts and Music Fest- Road Runner Park

With Board approval, the North 32nd Arts and Music Fest will host its first community arts and music event on Saturday, November 1, 2025, at Roadrunner Park, located at 3502 E. Cactus Road, from 1 p.m. to 6 p.m. The event aims to bring neighbors together to celebrate local artists and strengthen community connections. More than 30 booths will feature informational displays and artisan vendors showcasing and selling artwork

and music. The festival will also include two food trucks, raffles and a costume contest, with raffle proceeds benefiting local charities. Organizers anticipate approximately 500 attendees throughout the event.

As with all vending requests, event organizers will be required to comply with all City guidelines and regulations for sales activities, including obtaining all necessary insurance, permits, and licenses.

While the request to host this event was made beyond the recommended time frame, the Department is prepared to support the event.

RECOMMENDATION

Staff recommends Board approval to allow event production, marketing, community outreach and vending for the North 32nd Arts and Music Fest at Roadrunner Park on November 1, 2025. Staff also request authorization for the Parks and Recreation Director to negotiate and execute the associated event agreement and related documents.

Prepared by: Tony Salinas, Recreation Supervisor
Danielle Poveromo, Deputy Parks and Recreation Director

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



To: Parks and Recreation Board

Date: October 23, 2025

From: Cynthia Aguilar, Director

Subject 24/7 CODE OF CONDUCT ANSWERING SERVICE UPDATE

This report provides the Parks and Recreation Board (Board) with an update on the 24/7 Code of Conduct Answering Service.

BACKGROUND

The Parks and Recreation Department (Department) established the Code of Conduct in 2021 to promote clean, safe and welcoming parks, programs and facilities. The Code of Conduct sets clear expectations for appropriate behavior in all City parks and recreation spaces, ensuring that visitors can enjoy accessible and inviting environments across flatland parks, desert and mountain preserves and other park facilities. It was developed in partnership with the community and several City departments, including the Law Department, the Prosecutor's Office and the Police Department.

To strengthen public reporting and response, the Department launched the 24/7 Code of Conduct Answering Service in September 2024. The hotline, available at 602-534-9919, allows residents to report observed violations of the City's Code of Conduct or City Codes within park boundaries (Attachment A). Callers speak directly with an answering service representative who records key details such as the park name, location, observations and the date and time of the incident. Callers are informed that follow-up will occur only if additional information is needed.

All reports are entered into a database accessible to the Park Ranger team, which reviews and prioritizes calls based on activity across the City's 189 parks. Because Park Rangers are often in the field patrolling park sites, the answering service provides an efficient way to relay community concerns. The hotline has proven effective, averaging 80 to 100 calls per month, and serves as a valuable tool for identifying issues that might otherwise go unnoticed. This allows Park Rangers to allocate resources more efficiently and address concerns in a timely manner.

DISCUSSION

The 24/7 Code of Conduct Answering Service has proven to be an effective tool in supporting park safety and responsiveness to community concerns. The purpose of piloting this service was to provide a timely response to community requests, introduce an additional resource to

help the Department maintain safe parks, and evaluate its effectiveness after a full year of operation.

Over the past year, the Department has identified several opportunities to improve customer service and data management. Currently, key information such as park locations and reported observations cannot be easily searched or filtered, making it challenging to analyze trends and identify recurring issues. Reports require time-consuming manual editing; the system lacks flexibility and cannot be customized to meet the Department's reporting and data needs. In addition, there is no automated process for residents to receive follow-up information after submitting a Code of Conduct report.

The Department plans to issue a Request for Proposals (RFP) to identify vendors or a platform that can provide this service with enhanced abilities to track and report information, relay updates to Park Rangers and supervisors, and communicate with the public. The solicitation is expected to be released by December 2025 and will remain open for at least thirty days. An evaluation panel will review and score the submissions before recommending a vendor for selection. Following the evaluation process, an award recommendation will be posted, and the Department will seek City Council approval to execute the contract.

RECOMMENDATION

This report is for information and discussion.

Prepared by: Jarod Rogers, Deputy Parks and Recreation Director

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



***Report Park
Code of Conduct
Violations***



602-534-9919

Phoenix Parks and Recreation

24/7

**CODE OF CONDUCT
ANSWERING SERVICE**



FAQs

Frequently Asked Questions

Q: How long will it take for a Park Ranger to respond?

A: Calls will be assessed by a Park Ranger who will prioritize them based on other calls and needs for all 187 City of Phoenix parks.

Q: Will the public be able to talk to a Park Ranger?

A: Park Rangers are typically occupied serving the parks. The 24/7 Code of Conduct Answering Service is the most efficient method to relay concerns to Park Rangers.

Q: Will I receive a callback?

A: A callback will not be made unless additional information is needed from the caller. We will record the caller's name and email address in case we have any follow-up questions.

Q: What rules can Park Rangers enforce?

A: Park Rangers have the authority to enforce the Parks Code of Conduct and any violations of Phoenix City Code they have observed. Their jurisdiction is only within park boundaries.

Q: What is the Parks Code of Conduct and what are the trespassing policies?

A: You can read the Parks and Recreation Department Code of Conduct here:
<https://www.phoenix.gov/parks/code-of-conduct>

Q: What is the Phoenix City Code regarding...?

A: <https://phoenix.municipal.codes/CC>

**Find the code of conduct online
at phoenix.gov/parks/code-of-conduct**

Scan me!





To: Parks and Recreation Board

Date: October 23, 2025

From: Cynthia Aguilar, Director

Subject: APPROVAL OF PARK MASTER PLAN AND NAME OF AN UNDEVELOPED
PARK SITE AT 99TH AVENUE AND LOWER BUCKEYE ROAD

This report requests Parks and Recreation Board (Board) approval on the proposed master plan and proposed park name for the undeveloped park site located at 99th Avenue and Lower Buckeye Road.

BACKGROUND

On November 7, 2023, Phoenix voters approved \$500 million in General Obligation bond citywide funding through the GOPHX 2023 Bond Program to support critical infrastructure improvements across parks, libraries, public safety, housing, streets, and storm drains.

Among the approved projects for the Parks and Recreation Department GOPHX 2023 Bond Program is the development of a new regional park at 99th Avenue and Lower Buckeye Road. The 156-acre parcel was purchased by the City of Phoenix in 2002. The Parks and Recreation Department project was allocated \$8.35 million in GO Bond funding to design and construct approximately one-third of the planned 111-acre park site.

DISCUSSION

Community engagement for this project began in late 2024 with two neighborhood open-house meetings and a community survey designed to gather input before the design phase. To reach as many residents as possible, the Parks and Recreation Department held two community meetings, promoted a QR code survey through banners at the future park site, local homeowners' associations, nearby schools, and area businesses to seek community input. The survey received 901 responses, and, along with the open-house meetings, provided valuable feedback to guide the park's design and planning process.

The public survey results identified the amenities the community desires and guided the design team in developing and refining layout options. Most of the amenities suggested by residents were incorporated into the plan. The Parks and Recreation Department collaborated closely with other City departments to ensure community priorities were reflected in the final master plan, which emphasizes functional, inclusive, and environmentally sensitive spaces for all ages.

Following the draft plan's completion, it was shared with participants in the original outreach process through an online survey to confirm community support. The survey remained open for three months and the proposed master plan received a 92 percent approval rating. Through this process, the community also selected "Sierra Estrella Park" as the park's official name.

The Department will now begin the process to procure a design consultant which is expected to take approximately six months. The design process itself will then take 12-18 months, followed by 18-months of construction, with an anticipated park grand opening in 2028. Throughout the official design process, additional engagement with the community will occur for specific features such as the community center, library, playgrounds, and public art. The Parks and Recreation Department will continue working with the community to ensure the park reflects shared goals and priorities.

Construction of the entire park site is expected to be completed in three phases, as future funding permits.

RECOMMENDATION

Staff requests Board approval on the proposed master plan and proposed park name for the undeveloped park site located at 99th Avenue and Lower Buckeye Road

Prepared by: Joe Diaz, Deputy Director

Approved by: Martin Whitfield, Assistant Director