



City of Phoenix  
**Recovery Plan**

**State and Local Fiscal Recovery Funds**  
2024 Report

# City of Phoenix 2024 Recovery Plan

## Table of Contents

<b>GENERAL OVERVIEW .....</b>	<b>3</b>
Executive Summary .....	3
Uses of Funds.....	5
Promoting Equitable Outcomes .....	7
Community Engagement .....	16
Labor Practices.....	16
Use of Evidence .....	17
Performance Report .....	17
<b>PROJECT INVENTORY .....</b>	<b>18</b>
<b>APPENDIX.....</b>	<b>191</b>



# GENERAL OVERVIEW

## Executive Summary

On March 11, 2021, the American Rescue Plan Act (ARPA), a federal stimulus bill addressing the health and negative economic impacts of the COVID-19 pandemic, was signed into law. ARPA includes the Coronavirus State and Local Fiscal Recovery Fund (SLFRF), an allocation of emergency funding for state, local, territorial, and tribal governments. The City of Phoenix was awarded \$396,080,366 and received the total award over two tranches between 2021 and 2022.

As per US Treasury guidelines, ARPA eligible uses include:

- Respond to the far-reaching public health and negative economic impacts of the pandemic, by supporting the health of communities, and helping households, small businesses, impacted industries, nonprofits, and the public sector recover from economic impacts
- Provide premium pay for essential workers, offering additional support to those who have and will bear the greatest health risks because of their service in critical sectors
- Invest in water, sewer, and broadband infrastructure, making necessary investments to improve access to clean drinking water, to support vital wastewater and stormwater infrastructure, and to expand affordable access to broadband internet
- Replace lost public sector revenue, using this funding to provide government services up to the amount of revenue lost due to the pandemic

At the time of the award, the direction of City Council indicated that a strategic plan would be approved for each tranche and thus the entire SLFRF allocation would be approved between 2021 and 2022. Phoenix received its first SLFRF allocation of \$198 million on May 19, 2021. City Council approved the first tranche strategic plan, a document detailing approved ARPA programs, on June 8, 2021. The second tranche strategic plan was approved on June 7, 2022. In total, the City of Phoenix APRA Strategic Plan of \$396 million includes 65 programs spanning areas such a COVID-19 testing and vaccine efforts, homelessness and mental health services, business assistance, family financial assistance, youth sports and education, technology and wireless network improvements, and food insecurity.

As of March 23, 2023, Maricopa County has suffered 18,877 reported deaths from COVID-19 and has had over 1,533,874 confirmed positive cases. Prior to March 2020, the City of Phoenix unemployment rate was 3.9%. The rate jumped to 12.9% in April 2020, the highest during the pandemic. Additionally, the City, like all government agencies across the country, faced revenue losses as a direct result of COVID-19. Businesses and residents felt the instantaneous negative economic impact of COVID-19 and many continue to feel the impact of the pandemic today as new, highly contagious variants appear. When the City received Coronavirus Relief Funds (CRF) during the beginning of the pandemic, the City drafted guiding principles to ensure funds were appropriately allocated to relief programs and were in line with City values.



CRF guiding principles included:

1. Respond to COVID-19 impacts
2. Prepare for audit by the federal Office of Inspector General
3. Allocate to one-time uses
4. Use existing process and leverage other funds where possible
5. Preserve City services and City employees who provide them
6. Reduce the economic burden on residents and businesses
7. Identify opportunities for ongoing improvements for a post-COVID-19 economy

Using these same principles, the first ARPA strategic plan sought to meet the urgent needs of the residents with nearly 75% of funds allocated to the Community Investment focus area, and the remaining in City Operations and the Contingency. Below includes a breakdown of the key spending areas in the strategic plan.

<b>Focus Area</b>	<b>Amount Allocated</b>
<b>Better Health and Community Outcomes</b>	\$16,614,644
<b>Affordable Housing and Homelessness</b>	\$148,905,924
<b>Education</b>	\$22,299,981
<b>Neighborhood Sustainability</b>	\$48,015,743
<b>Workforce</b>	\$54,582,698
<b>Phoenix Resilient Food System</b>	\$14,459,362
<b>City Operations</b>	\$91,202,014
<b>TOTAL</b>	<b>\$396,080,366</b>

As of June 30, 2024, the City has spent approximately \$260 million in ARPA funding. Because of this funding, many families have received testing and vaccination services, many businesses were able to receive financial assistance, and many families were able to stay in their homes and avoid evictions. Phoenix will continue to execute its recovery plan with a commitment of community engagement, sustainability, and equity.



## Uses of Funds

### Review of CARES Act and Other Relief Programs

Prior to ARPA, the City received COVID-19 relief dollars from various federal programs. The following information details funding from the CARES Act and the implementation of the Emergency Rental Assistance Program.

On March 27, 2020, the CARES Act was signed into law to address economic fallout resulting from the COVID-19 pandemic. The City was awarded \$293 million in Coronavirus Relief Funds (CRF) and its intended use was to cover expenditures incurred due to the public health emergency. On May 5, 2020, the City Council approved a plan to allocate CRF in three major categories:

- Community Services - \$75 million
- City Operations - \$75 million
- Reserve to Preserve City Services - \$143 million

Programmatic expenditures under Community Services were broken down into seven sections and funding allocations changed as necessary with reallocation of certain funds throughout the year:

- Business Assistance
- Utility and Rent/Mortgage Assistance
- Distance Learning and Wi-Fi Access
- Mitigation and Care for Vulnerable Populations
- Food Delivery
- Better Health Outcomes and Community Testing
- Unallocated Funds

Additional information about CRF spending can be found online at [www.phoenix.gov/covidrelief](http://www.phoenix.gov/covidrelief).

On Feb. 9, 2021, City Council approved \$51.1 million for the City's Emergency Rental Assistance (ERA) 1.0 Program to provide financial services to residents needing rent and utility assistance. Funding for this program came from the Consolidated Appropriations Act of 2021, enacted on Dec. 27, 2020. To best serve the community, the City agreed to administer \$26.1 million through the Human Services Department and the remaining \$25 million through Wildfire, an experienced nonprofit corporation focused on ending poverty. The City's ERA Program launched on March 8, 2021 with the Human Services Department scheduling and completing



appointments through its Central Intake Line (602) 534-AIDE (2433). On March 22, 2021, Wildfire opened its online application portal and has since been receiving and completing ERA applications through 11 subcontracted agencies. Program information can be found at [www.phoenix.gov/renthelp](http://www.phoenix.gov/renthelp).

Additionally, the federal government allocated \$21.5 billion to continue the national emergency rental assistance program, known as ERA 2.0. The City received \$55.3 million in the ERA 2.0 allocation. As of June 30, 2022, the City's ERA program cumulative direct services expenditures total \$97,337,216, which includes 13,494 households served and 35,441 residents served. Phoenix received \$35 million of ERA 1.0 reallocated funds and expects to spend all funding by the deadline of December 29, 2022.

### ARPA SLFRE

Fortunately, unlike many cities across the country in 2020, the City of Phoenix was well-positioned in 2021 to propose new programs through its annual budget process. The City had a surplus of \$153 million and as per standard practice, solicited feedback from the community on how to use the surplus through virtual budget hearings in April 2021. In addition to the budget hearings, the City launched FundPHX in November 2020, an online tool designed to educate and engage the public in the City's annual budget process. Budget hearing public comments and FundPHX responses were used to make changes to the budget. This incredible timing of community engagement provided advantageous information for the planning of the first allocation of ARPA funds. City leaders recommended a robust ARPA strategic plan to City Council on May 18, 2021. At this meeting, councilmembers and the community commented on the proposed programs. City leadership took the feedback from this meeting and on June 8, 2021, the City Council approved the recommended ARPA Strategic Plan.

The first strategic plan only covered programs for the first tranche. Discussions surrounding the second allocation began in January 2022 with a City Council Work Study. The second tranche strategic plan was approved on June 7, 2022 after several previous meetings, revising program allocations by City Council and community feedback. In total, the City of Phoenix APRA Strategic Plan of \$396 million includes 65 programs spanning areas such a COVID-19 testing and vaccine efforts, homelessness and mental health services, business assistance, family financial assistance, youth sports and education, technology and wireless network improvements, and food insecurity.

During the June 7, 2022, City Council Formal meeting, staff indicated reallocation exercises would be performed throughout the remaining duration of the grant to analyze all programs with unused, underspent, or reprioritized funding that may be used for other ARPA eligible uses. The intent of the reallocation exercises is to ensure full utilization of all awarded ARPA funds. The first reallocation exercise resulted in the approval of \$21.2 million, for three affordable housing and homelessness projects. The second reallocation exercise resulted in the approval of \$19.6 million and the third reallocation included approval for \$15 million. There will



be a fourth and final reallocation exercise in the fall of 2024 which will assist the City meeting the ARPA SLFRF obligation deadline of December 31, 2024.

Staff underwent several meetings to determine key performance indicators, identify evidence-based interventions where appropriate, and ensure equitable outcomes are being promoted for all programs as required. This continues to be completed when new programs are approved.

The Project Inventory and Performance Report section of this plan details all 75 programs with programmatic data, including expenditures as of June 30, 2024. The [City’s ARPA website](#) is updated monthly and includes all strategic plan information.

There are seven main Expenditure Categories (EC) provided by the US Treasury and the City has programs in expenditure categories as shown below.

Expenditure Category	Program Information
Public Health (EC 1)	8 programs, totaling \$41.5 million
Negative Economic Impacts (EC 2)	58 programs, totaling \$264.9 million
Services to Disproportionately Impacted Communities (EC 3)	1 program, totaling \$21.2 million
Premium Pay (EC 4)	1 program, totaling \$21 million
Infrastructure (EC 5)	1 program, totaling \$13 million
Revenue Replacement (EC 6)	1 program, totaling \$20 million
Administrative (EC 7)	3 programs, totaling \$8.7 million

\*Nearly \$6 million will be allocated to existing programs to meet the obligation deadline at the end of 2024.

COVID-19 relief dollars have supported strong investments in the community such as rental and utility assistance, business and nonprofit assistance, expansion of shelter capacity, supportive services, and more. The City’s investments will continue to stabilize Phoenix families and businesses and protect the most vulnerable populations from the negative economic impact of the pandemic.

### Promoting Equitable Outcomes

The pandemic exacerbated preexisting inequalities in communities across the country. Along with wide disparities in infection and recovery rates by race, ethnicity, socioeconomic status, and place of residence, research shows poverty levels are increasing and inequality is accelerating. These challenges exist in Phoenix as well, as evidenced by the current high need of financial assistance for those struggling to pay rent and utilities. The goal is to proactively advance racial equity and inclusion while implementing recovery resources. It is imperative Phoenix delivers relief efforts with a focus on delivering measurable benefits to residents most impacted and is mindful to not leave communities of color behind.

The City Council was intentional in approving a strategic plan with an equity lens. Many programs target vulnerable groups, such as individuals without homes, seniors, veterans, and



youth groups. It was important to provide services and engage with communities hardest hit by the pandemic, including nonprofits, businesses, and frontline workers. Staff were intentional in the development of key performance indicators for each program and are making sure to answer program questions to build strong performance such as:

- Are there particular historically underserved, marginalized, or adversely affected groups that you will serve?
- How equal and practical is the ability for residents or businesses to become aware of the services?
- Are there administrative requirements that result in disparities in ability to complete applications or meet eligibility criteria?
- Are the intended outcomes focused on closing gaps, reaching universal levels of service, or disaggregating progress by race, ethnicity, and other equity dimensions where relevant for the policy objective?

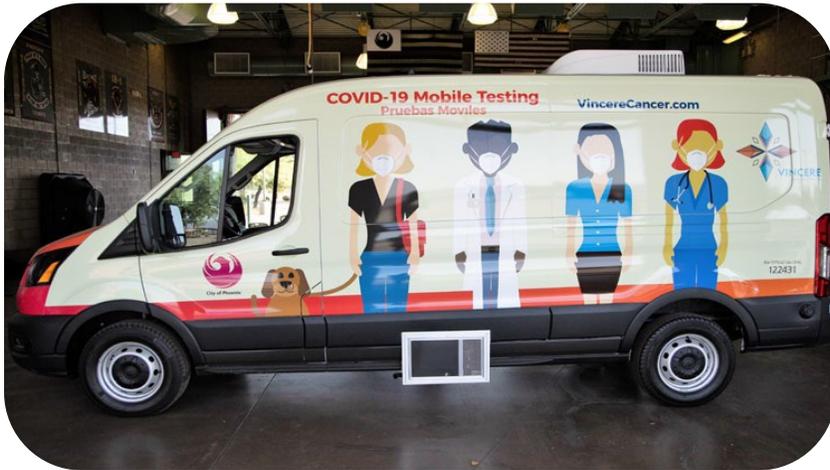
The City of Phoenix provides program data, both qualitative and quantitative, on the City's [ARPA website](#). This information will provide information to the public of how the City is achieving its intended targets for each program. As noted in the Project Inventory and Performance Report portion of this report, the City's strategic plan targets key areas to address equity, particularly in the category of Negative Economic Impact:

- **Negative Economic Impact:** The City currently has 57 programs that fall under the Negative Economic Impacts expenditure category. These programs consist of assistance to households, small businesses, and nonprofits who have been impacted by the pandemic. This also includes food assistance, health and educational assistance, barriers to employment, and other strategies to assist disadvantaged groups with access to more opportunities in the community.

Several programs below highlight how Phoenix is striving to achieve equitable outcomes in the community and deliver services to those most impacted by the pandemic.



## COVID-19 Testing and Vaccination Services



Access to COVID-19 testing in the hardest hit areas and low-income neighborhoods has been a top priority of the City of Phoenix. This is critical to achieving health equity in the community. The Phoenix Fire Department and the Public Works Department, in collaboration with other city departments, assisted community partners with organizing and promoting

testing services at no cost to residents in underserved areas disproportionality impacted by COVID-19. Locations were chosen based on community spread data by zip code. Once vaccines became readily available, the departments also offered vaccination services to residents.

Phoenix provided free testing until December 2022 via mobile vans in different locations and residents signed up for a test via an online form. To ensure equitable access, the testing vans also provided walk-in service.

Heat maps showing the diverse locations the COVID-19 testing and vaccination administration were provided in **Appendix A**.

## Bus Card Subsidy Program

Public transportation services were disrupted during the pandemic, hitting low-income communities the hardest as many rely heavily on public transportation for day-to-day activities. Over 40 community-based organizations have received and distributed monthly passes to those in need. Upon receiving a transit pass, recipients complete a survey detailing how they plan to use the pass and other demographic information. This intentional method was applied to solicit feedback and data. The results of the survey and a list of organizations can be found in **Appendix B**.

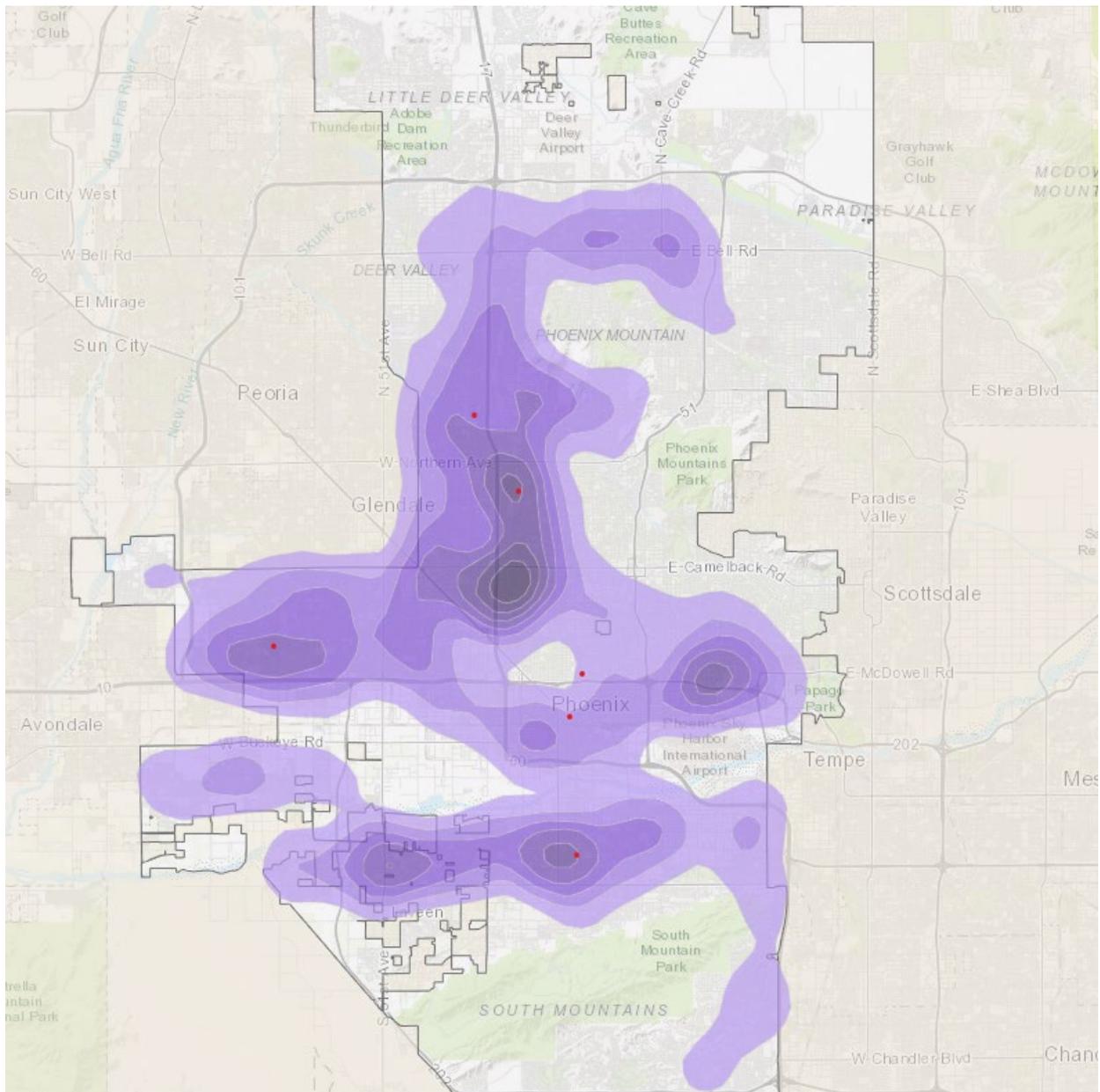
## Family Assistance Resource Program

In September 2021, City Council approved the allocation of \$12 million to support the Family Assistance Resource (FAR) program which provided 1,000 participants with \$1,000 in temporary financial assistance per month for 12 months to spend on household expenses, such as childcare, groceries, utility bills, transportation, etc. The program began in January 2022 and ended December 2022. In order to address the emergency financial situation many families were facing as a result of the pandemic, there was no application process for this program.



Families with children who received Emergency Rental Assistance, resided in city-owned public housing, or had a Section 8 voucher were randomly selected via a lottery system and asked to participate.

Staff successfully held seven in-person community events at various locations across the City to distribute cards directly to participants and answer program questions. Locations were chosen based on where participants lived to make access to the event easier. Staff additionally assisted several residents with transportation challenges by meeting them at community libraries close to their homes. The heat map below shows the areas of Phoenix where participants live, and the red dots are the locations staff held the events.



**Appendix C** includes participant demographic information. Several surveys were completed by participants. The first program survey was distributed electronically in English and Spanish at the end of March 2022 and it had a survey response of 47 percent. The questions requested additional information about the participants and program feedback. All responses were anonymous. Below is a summary of the results.

- 90 percent of participants described the first month of using the card as very easy/easy.
- Over 50 percent of participants stated they are currently employed with part-time or full-time jobs. Of those currently unemployed, nearly 200 participants are actively searching for work.
- Financial goals for many in the program included providing for their families, learning to set a budget, getting out of debt, and/or finding stable housing.
- Nearly 80 percent of participants experienced stress, anxiety, or worry related to paying monthly bills.
- 98 percent of participants are satisfied with the program.

On October 1, 2022, an in-person feedback session was held at South Mountain Community College where 26 families attended and provided feedback about the FAR program. Many expressed their satisfaction with the program and recommended improvements for future programs such as increased flexibility with use of cash and increased length of program to 30 months. Family members also provided recorded testimonials, sharing stories of how the funds changed their lives during a critical time in their lives.

### *Micro and Small Business Assistance*

Phoenix had a successful micro and small business assistance program during CRF. The two programs were combined for the ARPA program based on lessons learned. Award amounts range from \$3K to 15k and are based on the applicant's number of employees. Funds assist businesses that have been impacted by COVID-19 and/or are located in Qualified Census Tracts (QCTs).



With the intention of promoting equitable outcomes, the micro and small business program has thus far awarded 70 percent of grants to businesses in QCTs. Comparatively, under CRF, the previous small business assistance program awarded only 33% of grants to businesses in QCTs. This is a testament to the work of staff as they work to target businesses in these areas to



ensure businesses were made aware of the programs and received assistance during the application process.

An additional, more specialized program supporting small businesses in Phoenix is the Small Business Workforce program, providing assistance to small businesses (less than 100 employees) in Phoenix. PHXb!zConnect, an exclusive-for-Phoenix businesses social media platform, gives small business owners connections to each other, business webinars, and city resources. To date, the program has 935 businesses registered and of the businesses:

- 48 percent of business owners registered on PHXb!zConnect are women, and
- 49 percent of business owners registered on PHXb!zConnect are Black, Indigenous, and People of Color (BIPOC)

### *Phoenix Resilient Food System Programs*

The Phoenix Resilient Food System Programs work intentionally to address food insecurity while promoting equitable outcomes. As families struggled to keep their jobs and purchase essential items for their homes amid supply-chain crises, low-income communities were already at a disadvantage prior to the pandemic as they suffered through food insecurity, lacking consistent access to enough food for every person in a household to live an active, healthy life. Defined by Feeding America, food insecurity does not exist in isolation and low-income families are affected by overlapping issues such as lack of affordable housing, social isolation, economic/social disadvantage resulting from structural racism, chronic or acute health problems, high medical costs, and low wages. Below are several programs that, supported by data, demonstrate the City is providing services to disproportionately impacted families.

#### **Worker Cooperative Sustainable Food System Business Incubator & Training Program**

In partnership with Thrive Consultancy, Inc. the program focuses on developing worker cooperatives for sustainable food businesses. BIPOC and woman are given priority the program. Of the 98 applications, 56 were BIPOC. Of the 42 participants selected, 21 are BIPOC.



### Phoenix Urban Ag Fellowship Program

This program funds a one-year fellowship for youth, age 18-24, with local food producers. A goal of 60 percent for Black, Indigenous, and People of Color (BIPOC)



participants is included. Upon completion of the fellowship, participants eligible to enter the Worker Cooperative Sustainable Food System Incubator. Fellows learn at their Host Farm and participate in other Educational Workshops hosted throughout the year. Of the 21 eligible applications, 17 were BIPOC applicants. Of the nine fellows selected, seven are BIPOC. The photo on the left shows the fellows at the Arizona Worm Farm workshop.

participants is included. Upon completion of the fellowship, participants eligible to enter the Worker Cooperative Sustainable Food System Incubator. Fellows learn at their Host Farm and participate in other Educational Workshops hosted throughout the year. Of the 21 eligible applications, 17 were BIPOC applicants. Of the nine fellows selected,

### Phoenix Backyard Garden Program



residents have their choice of three systems: a traditional raised bed, advanced raised bed, or aquaponics. Priority is given to BIPOC, low income, and residents in food desert areas. About 75 percent of participants are BIPOC. Since the inception of the program, 73 gardens have been installed, 237 individuals have been assisted, and nearly 2,000 pounds of food has been produced. The picture above shows resident gardeners at an Aquaponics class at the Cartwright Aquaponics Learning Garden.

In partnership with a nonprofit organization and two small businesses, up to 300 residents are receiving a backyard garden, including education and training support for one year. The



## Funds to Feed Program

In partnership with LISC Phoenix, funds are being provided to community/grassroots organizations and school districts for assistance with meal preparation to families in COVID-impacted areas. The organizations funded serve primarily BIPOC communities. A focus on equity and inclusion was a foundation of the program. LISC engaged a consultant to hold listening sessions with residents and organizations interested in applying for these funds to create



processes that would invite applications from hyperlocal organizations and to design reporting that would not be an obstacle to the organizations. As a result, those applicants selected have been able to successfully implement food preparation and delivery to their clients. Fourteen organizations are funded and nine are BIPOC, or 64 percent. The photo above shows members representing the Funds to Feed organizations hosting a “Politics of Place” event in April 2022.

## *Youth Sports League Grants*

The Youth Sports League Grants program offers financial assistance to at-risk, underserved, and low-income youth who participate in youth sports and recreational leagues. At the height of the pandemic, recreational leagues were closed, and low-income families continued to struggle to pay for recreation leagues for their children. This program strives to increase access to recreation programs and increase physical activity for youth.

This program consists of an internal program which discounts city recreational programs within the Parks and Recreation Department, as well as an external program where nonprofit organizations apply for funding for their respective youth recreational programs. The internal program discounts were offered at facilities in areas within the low to moderate income demographic. The registration system for park programs collects age, gender, and addresses for participants and may be aggregated in a later report. Additional outreach executed by staff to raise awareness of the grant opportunities included flyers, social media, and additional participation for program facilities for department-wide field trips. The process used to determine discounted programs included recreation staff identifying programs and price ranges that would best fit the participants. For example, the City’s South Division identified small centers and provided price discounts based on previous pricing and what families in the area would be able to contribute. In addition, scholarship discounts were provided to those families that could not afford the reduced pricing. Each division through the Parks and Recreation Department participated in similar process.



## Parks Activation Grants



Over the past decade, the Phoenix area has seen significant growth, and the use of parks by community members has increased notably since the COVID-19 pandemic. However, some parks and facilities in Phoenix face considerable challenges related to illegal or negative behaviors. These behaviors include drug use, violent crimes, theft, trespassing, vandalism, excessive littering, and the misuse of park amenities. Such activities not only disrupt the community and pose health and safety risks but also

result in costly repairs or the need for complete re-engineering of park facilities. These issues have been further aggravated by the economic instability and hardship brought on by the COVID-19 pandemic.

To address these challenges, the Parks and Recreation Department has focused on activating park spaces to promote positive behaviors and uses. The ARPA-funded Park Activation Neighborhood Grant program enhances this initiative by providing neighborhood groups and nonprofits a valuable opportunity to activate parks within their communities. The program allocated funding to these groups to facilitating activation events and programming in parks located within Qualified Census Tracts and serving affected populations. This initiative created additional opportunities for park activation in communities most impacted by the COVID-19 pandemic. Programming launched this spring, 2024

Events and programming are occurring in Qualified Census Tracts within each of the eight Phoenix council districts. Primary outreach consists of community flyers for events at each designated park. Program staff have also shared information regarding upcoming events on social media channels, media alerts, local news programming. Several organizations shared a digital newsletter, reminders, and facilitated Facebook event promotion events. Some hosted community canvassing events and shared information on local radio stations such as Mega 104.7 FM. Additionally, some organizations are involved with and collaborated with the United States Attorney's Office, Community Conversation Listening Sessions.



The program was allocated \$500,000. As of June 2024, \$332,000 has been distributed to communities within the QCTs. So far, 47 organizations have received grants, 94 park activations have been held, and 65 more events are scheduled to be held by October 2024. The entire program includes a total of 39 parks activated.

## **Community Engagement**

Phoenix has a proud history of engaging its community during critical processes, such as the annual budget approval, the City of Phoenix General Plan, street improvements, water resource planning, and more. Engagement ranges from community meetings, website updates, on-site engagement at a variety of diverse locations, social media messaging, as well as innovative virtual participation such as virtual public comment and FundPHX, an online budget tool used by residents. Information is available in both English and Spanish and the City has the capability to translate information into any other language as well.

It is a top priority of the City to ensure the community, especially among groups with significant barriers to services, are aware of ARPA relief programs. Program evaluations will include capturing participant satisfaction. Valuable feedback from participants will allow staff to make changes to current and future ARPA programs. Also, the [ARPA website](#) serves as an online resource with information about all programs, including links to important application processes. The City advertised programs through GroceryTV, a service that provides digital advertising in checkout lines in grocery stores located in target zip codes and neighborhoods throughout Phoenix. This tool was successfully used to promote CARES Act programs in 2020.

As seen from the Bus Card Subsidy Program, collecting participant feedback throughout the duration of a program is important. To gather additional feedback for many direct service programs, departments are gathering feedback via surveys, evaluations, and/or focus group meetings.

## **Labor Practices**

The City of Phoenix prides itself for using strong labor standards in all City procurements. For ARPA projects, strong labor standards promote effective and efficient delivery of high-quality infrastructure projects while also supporting the economic recovery through employment opportunities for workers.

The City follows the Contract Work Hours and Safety Standards Act for all federally funded projects. The City always includes its Equal Employment Opportunity language in contracts and contractors must comply with City Code, 1969, Chapter 18, Article V, as amended. This includes Title VI which prohibits discrimination based on race, color, and national origin. Language in city contracts go further to prohibit discrimination on religion, sexual orientation, gender, age, disability, nor otherwise commit an unfair employment practice. When applicable, the City applies the Davis-Bacon Act to pay local prevailing wages.



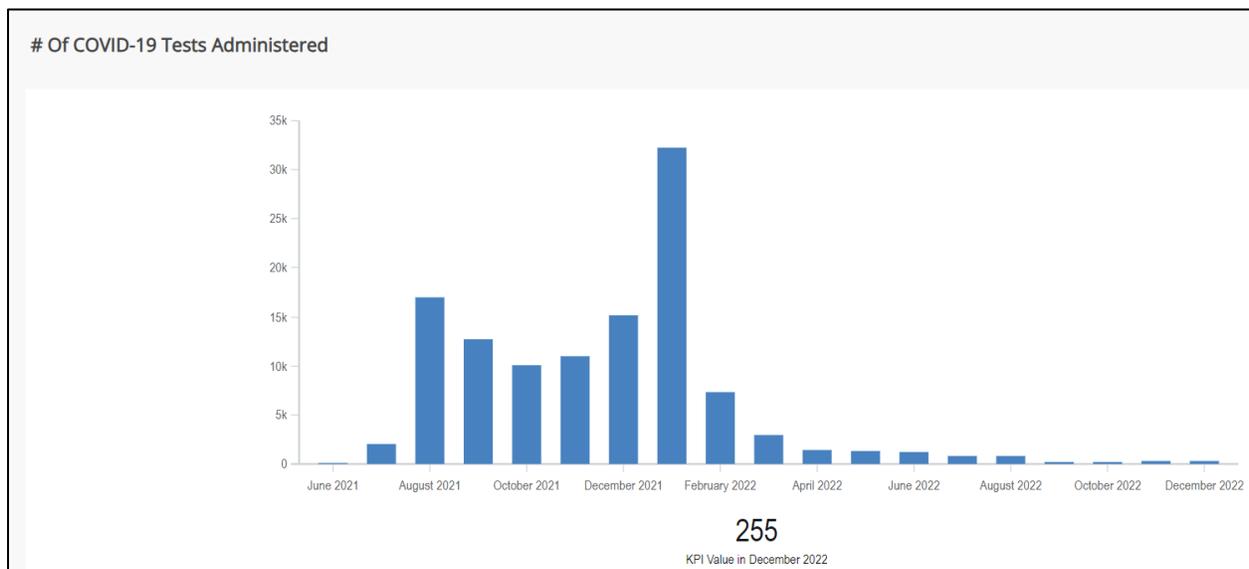
## Use of Evidence

For each ARPA project, staff have identified evidence-based interventions. In the Project Inventory section, each program will list the link to the related evidence-based intervention.

## Performance Report

In order to measure results for projects and ensure performance management, departments are required to create key performance indicators for each program and must report data in the ARPA portal (created by staff to facilitate report tracking) on a monthly basis. The data is then reviewed by staff and once approved, is uploaded to the [ARPA website](#).

Below is an example of data shown on the [website](#) for the Better Health and Community Outcomes program:



In the next section, Project Inventory, each program includes its key performance indicators and associated data. This section will include most, if not all, programs with key performance indicators by the next annual report as the City anticipates all programs to be underway by next July.



## PROJECT INVENTORY

The City of Phoenix City Council approved the \$396 million State and Local Fiscal Recovery Funds allocation from the American Rescue Plan Act (ARPA) at two different meetings: June 8, 2021, and June 7, 2022. Two strategic plans and three reallocation requests detailing city programs were approved, and the list below includes all 75 programs and approved allocations. Each program includes the following:

- Project Name
- Allocation
- Expenditure category
  - \*Denotes areas where the City must identify the amount of the total funds that are allocated to evidence-based interventions.
  - ^Denotes where the City must report on whether projects are primarily serving disproportionality impacted communities.
- Overview
- Project Demographics
- Community Outreach
- Promoting Equitable Outcomes
- Use of Evidence
- Performance report, which includes key performance indicators
- Additional Information if applicable

This section will be updated periodically online as staff defines related program information and is able to provide performance report summaries. This report will be submitted annually as required by the US Treasury.



<b>Project Name</b>	<b>Administrative Oversight, Compliance &amp; Outreach Efforts</b>
<b>Allocation</b>	\$2,422,244
<b>Expenditure Category</b>	7.1 Administrative Expenses
<b>Overview</b>	Funds are used to provide staffing necessary to support federal compliance efforts. Staffing additions will also assist with enhancing community outreach to improve service delivery and to increase transparency on city progress for all approved programs via an enhanced website. This includes an allocation of approximately \$600,000 to provide integration services improve the Human Services Department case management system that touches several ARPA programs.
<b>Project Demographics</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Community Outreach</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Promoting Equitable Outcomes</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Use of Evidence</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Performance Report</b>	This section is not applicable per U.S. Treasury Guidance.

<b>Project Name</b>	<b>Affordable Housing Program – Moreland Phase I</b>
<b>Allocation</b>	\$10,000,000
<b>Expenditure Category</b>	2.15 Long-term Housing Security: Affordable Housing*^
<b>Overview</b>	The Moreland Phase I is the first phase of a two-phase redevelopment of the former Deck Park Vista affordable housing apartment community that will redevelop 56 units into a total of 237 multi-family rental units as a result of the development of both phases. The Moreland Phase I will be located at 1125 N. 3 <sup>rd</sup> Street in the Phoenix Downtown Core, an area of opportunity, which offers nearby bus transportation routes, light rail stop, grocery store, employment centers and various cultural amenities. Construction of The Moreland Phase I will consist of 132 apartment units with 131 affordable apartment units serving very low-income residents at 60% of the Area Median Income (AMI) or below, and one manager’s apartment. Units will consist of one, two and three bedrooms in



one 5-story elevated building to serve a variety of family sizes from single individuals to six person households. A second phase, to be constructed at a later date, will include an additional 105 mixed-income units.

The Moreland Phase I will include a leasing office, maintenance office, interior courtyard, community rooms, fitness center, playground and outdoor BBQ area, wi-fi and security cameras. The development will also include a structured parking garage. Construction is expected to begin in Fall of 2023. Additional funding for this project will come from 4% Low Income Housing Tax Credit equity and a private mortgage. The property will be managed by the City's co-development partner, Native American Connections (NAC). Residents of the Moreland Phase I will receive rental assistance in the form of U.S. Department of Housing and Urban Development (HUD) Section 8 Project Based Vouchers.

## **Project Demographics**

The Moreland Phase I will serve very low-income residents at 60% of the AMI and below. Please see the chart in the Additional Information section listing the income limits as determined by HUD for use in its programs.

Fifty-six of the units will be for residents who previously occupied the former Deck Park Vista affordable housing community and have a first right to return to the newly developed The Moreland Phase I community. An additional 75 units will be offered to residents from the Choice Neighborhoods Edison-Eastlake Community (EEC) public housing sites as an off-site option and who have a priority right to return. These residents were temporarily relocated as part of the Choice Neighborhoods redevelopment in the EEC neighborhood. The EEC, located in a qualified census tract, is a severely low-income target area where 577 public housing units existed, the largest concentration of public housing in the state of Arizona.

Additional demographic data will be provided when the property is leased, and households are occupying the units after construction is complete.

## **Community Outreach**

Former residents of Deck Park Vista attended at least five resident community meetings. One of the community meetings was designed to solicit feedback on the housing plans and design from residents who have a priority right to return to the newly developed site. In addition, numerous individual household meetings were held to



discuss relocation options and receive housing navigation and relocation counseling services. Meetings also occurred with the surrounding neighborhood residents to discuss the project.

Numerous resident meetings were held as part of the Choice Neighborhoods EEC planning phase to gather input from residents about what is important to them and what they would like to see in their new community. These efforts resulted in the EEC One Vision Plan.

**Promoting Equitable Outcomes**

Construction of this project triggers Davis Bacon minimum wage requirements, and HUD Section 3 requirements, which provides low-income residents with the first opportunity to be hired for jobs related to the construction of the project.

Once construction is complete, the apartments will be rented in accordance with federal, state and local laws.

Residents of The Moreland Phase I will receive supportive services, such as case management, employment services and health and financial well-being services, provided by NAC, the City of Phoenix, and our partners, in order to improve self-sufficiency and quality of life.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

This affordable housing project is in the pre-development stage with financial closing and construction start projected for Summer 2024.

**KPIs:**

- Number of Affordable Housing Units Constructed
- Number of Affordable Housing Units Leased

**Outcomes:**

The Moreland Phase I Affordable Housing Development Project aims to provide additional affordable housing units for the City's low-income residents, of which there is a high need in the Phoenix community as stated in the City of Phoenix's Housing Phoenix Plan.

Residents of The Moreland Phase I will receive supportive services, such as case management, employment services and health and financial well-being services, provided by Native American



Connections, the City of Phoenix, and our partners, in order to improve self-sufficiency and quality of life.

### Additional Information

#### Phoenix-Mesa-Scottsdale, AZ MSA – FY 2023 Income Limits

Provided by the U.S. Department of Housing and Urban Development

Median Family Income - \$99,000

	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person
<b>80% Income Limits</b>	\$52,400	\$59,850	\$67,350	\$74,800	\$80,800	\$86,800
<b>60% Income Limits</b>	\$39,300	\$44,880	\$50,520	\$56,100	\$60,600	\$65,100
<b>50% Income Limits</b>	\$32,750	\$37,400	\$42,100	\$46,750	\$50,500	\$54,250
<b>30% Income Limits</b>	\$19,650	\$22,450	\$25,250	\$30,000	\$35,140	\$40,280

Project Name	Affordable Housing Program – Gap Financing
<b>Allocation</b>	\$6,000,000
<b>Expenditure Category</b>	2.15 Long-term Housing Security: Affordable Housing*^
<b>Overview</b>	<p>On Feb. 7, 2023, the City issued a Request for Proposal seeking proposals from eligible affordable housing developers in need of gap financing to aid in the construction or rehabilitation of multifamily affordable housing. A total of \$6,000,000 was made available. The program is modeled after the City’s use of HOME Investment Partnership Program (HOME) funds from the U.S. Department of Housing and Urban Development (HUD).</p> <p>The City awarded funds to the following four projects.</p> <ul style="list-style-type: none"> <li>• Ulysses Development was awarded \$1,000,000 for their project, <b>Dahlia Village</b> <ul style="list-style-type: none"> <li>○ Located at 3620 South 12<sup>th</sup> Street</li> <li>○ Total of 126 affordable units at or below 60% of Area Median Income, consisting of one-, two-, three-, and four-bedroom units</li> <li>○ ARPA funds will support 8 units, at or below 60% of Area Median Income</li> <li>○ Project is approximately 25% complete, with an anticipation completion in the Fall of 2025</li> </ul> </li> </ul>



- Trinity Housing Development was awarded \$2,000,000 for their project, **Mesquite Terrace**
  - Located at 5055 North 19<sup>th</sup> Avenue
  - Total of 297 affordable units at or below 60% of Area Median Income, consisting of one-, two-, and three-bedroom units
  - ARPA funds will support 41 units, at or below 60% of Area Median Income
  - Project is 100% complete, with a final Certificate of Occupancy anticipated in June 2024
- Trinity Housing Development was awarded \$2,000,000 for their project, **Acacia Heights III**
  - Located at 4747 North 7<sup>th</sup> Avenue
  - Total of 68 affordable units at or below 60% of Area Median Income, consisting of one-, two-, and three-bedroom units
  - ARPA funds will support 41 units, at or below 60% of Area Median Income
  - Project is anticipated to start construction Summer 2024, with an anticipated completion in the Winter of 2025
- Chicanos Por La Causa was awarded \$896,564 for their project, **25<sup>th</sup> @ Bell**
  - Located at 16801 North 25th Street
  - Total of 53 affordable units at or below 60% of Area Median Income, consisting of studio, two-, and three-bedroom units
  - ARPA funds will support 16 units, at or below 40% of Area Median Income
  - Project anticipates starting construction Summer 2024, with an anticipated completion in the Fall of 2025

**Project Demographics**

All supported projects are constructing units that will be made available to households at or below 60% of the Area Median Income.

**Community Outreach**

Staff provided an overview of program recommendations at the Jan. 10, 2023, City Council Policy meeting. On Feb. 7, 2023, notice of the RFP opportunity was provided via the Housing Department list serve. Outreach to families who are eligible for housing will occur as the project nears completion.



**Promoting Equitable Outcomes**

Providing affordable housing units addresses one of the barriers to social and economic progress that many individuals and families face across the US – access to safe, stable, affordable housing. These units will reduce housing cost burdens, increase access to opportunities, address homelessness, improve health and well-being of tenants, and enhanced social and economic integration.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:**

- Number of affordable housing units directly supported by ARPA funds, and total constructed units

**Outcomes:**

The ARPA Affordable Housing Gap Financing Program aims to support the creation of new affordable housing units by providing funds to developers to fill a financial gap to successfully close and complete construction. There is a high need for affordable housing in the Phoenix community as stated in the City of Phoenix’s Housing Phoenix Plan.

**Project Name**

**After-School Grant for Phoenix Schools**

**Allocation**

\$601,464

**Expenditure Category**

2.25 Addressing Educational Disparities: Academic, Social, and Emotional Services\*^

**Overview**

During the COVID-19 pandemic, the Parks and Recreation Department saw an unprecedented surge in park usage. Although many programs successfully transitioned to virtual formats, in-person after-school and youth sports programs were temporarily suspended. In response, the department developed a plan to offer safe, affordable, and inclusive recreational opportunities for youth during critical after-school hours, utilizing ARPA funds to support these initiatives in vulnerable communities across the city. The goal was to create a supportive and educational environment during these essential after-school hours.

The program provided grants to local K-12 schools and their partners to offer structured and enriching activities for children during these crucial after-school hours. Schools that committed to providing free or affordable after-school programs were eligible



for funding. The application process determined eligibility based on the school's United States Department of Agriculture (USDA) Title I Free and Reduced Lunch Rate, which needed to be at or above 50%.

Additionally, priority was given to after-school programs that met the following criteria:

- Provided a clear, detailed program plan including program components, staff/organizational chart, program start/end times, and a safety plan.
- Submitted a detailed program budget outlining costs for staff, supplies, food/snacks, and safety equipment.
- Had adequate indoor program space for participants.
- Did not duplicate existing services, such as offering similar programs at the same time, for the same age groups, or with similar components within the same school campus or after-school site.
- Had a willingness to formalize grant funding through an Intergovernmental Agreement (IGA) for school districts.

Overall, the After-School Program recognized the importance of supporting children's social, emotional, and mental health needs during these challenging times, and by providing afterschool programs, it contributes to addressing the disparities exacerbated by the COVID-19 pandemic, particularly in high poverty school districts.

## **Project Demographics**

During the application process, schools and non-profit organizations were asked to identify the demographics they serve in their respective areas.

As community investment efforts continued and parents gradually returned to the workforce, a critical challenge emerged: the need for reliable, secure, and affordable recreational and educational options for their children.

After-school programs provide a structured and supportive environment where children can engage in activities that promote their well-being. These programs help mitigate the negative effects of the pandemic on children's overall development by addressing their needs.

By offering free or affordable after-school programs, these grants ensured that financial barriers did not prevent children from



accessing these valuable opportunities. This inclusivity allowed children from diverse socioeconomic backgrounds to participate and benefit, promoting equity in access to educational and recreational resources. Offering programs based on the USDA free and reduced lunch rate further reduced financial barriers, enabling children from economically disadvantaged backgrounds to benefit from the after-school resources.

Selected applicants served Phoenix neighborhoods where crime, poverty, and food insecurities are prevalent, and where many students are exposed to multiple Adverse Childhood Experiences (ACEs) such as neglect, abuse, and other forms of household dysfunction. These families face severe income-related challenges, including limited access to housing and transportation.

Moreover, several sites indicated in their funding applications that they had conducted community needs assessments. These assessments identified subgroups of students significantly behind in math and reading who needed more instructional time. The results also highlighted the need for students to have greater access to STEM (Science, Technology, Engineering, and Math) activities.

### **Community Outreach**

Grant application details were made available online through the City of Phoenix website. Details were also distributed to community partners and through email lists.

### **Promoting Equitable Outcomes**

Investments were made to promote equitable access and outcomes in afterschool programming. These investments proved to be crucial in ensuring that more youth had equal opportunities to benefit from valuable afterschool programs.

By using ARPA funding to support afterschool initiatives, the aim was to bridge the opportunity gap and provide resources to communities in need of additional resources. This approach recognized that access to quality afterschool programming can have a positive impact on educational outcomes, social development, and overall well-being for children, youth and their families.

These grants were instrumental in expanding the reach of afterschool programs, making them available to a broader range of youth who may have previously faced barriers to participation.



By prioritizing schools that have a USDA free and reduced lunch rate of 50% or higher, the After-School Program demonstrated a commitment to providing affordable programs to families in need. These affordable programs also helped to reduce financial burdens on families who may have struggled to afford other extracurricular activities or enrichment programs particularly during the pandemic.

**Use of Evidence**

<https://ebccp.cancercontrol.cancer.gov/programDetails.do?programId=201624>

**Performance Report**

**KPIs:**

- Number of grant applications: **22**
- Number of registered participants: **10,452**
- Number of successful awardees: **17**
- Number of successful awardees that have a U. S. Department of Agriculture free and reduced lunch rate of 50% or higher: **17**

**Outcomes:**

The program has improved access to educational, recreational, and supportive afterschool programs, leading to enhanced economic outcomes for working families and educational outcomes for youth. Since the program’s inception, over 20,000 children have participated. These outcomes highlight the program's success in supporting both families and students during a critical recovery period of the Covid pandemic.

<b>Project Name</b>	<b>Airport Childcare Tuition Scholarship &amp; Childcare Facility</b>
<b>Allocation</b>	\$5,000,000
<b>Expenditure Category</b>	2.11 Healthy Childhood Environments: Child Care*^
<b>Overview</b>	The City Council approved \$5 million as part of the City’s ARPA strategic plan to provide childcare assistance to badged airport workers whose household income is at 300% or below the federal poverty guideline. The scholarship is available at First Things First certified Quality First child care sites throughout Maricopa County. Additionally, the program provides up to \$1 million in funds to begin construction of a purpose-built child care facility for airport workers at the 44 <sup>th</sup> Street Sky Train station at Phoenix Sky Harbor International Airport.



**Project Demographics**

The program is targeted to lower-income workers who support the essential functions of Phoenix Sky Harbor International Airport, by being badged to provide services including airline, concessions and contractors.

**Community Outreach**

Aviation staff and the project contractor through First Things First, Valley of the Sun United Way, conducted outreach to a variety of groups, including concessions companies and custodial contractors, airlines, labor organizations and community groups. VSUW attended multiple job fairs promote the program, and worked to provide information to airport stakeholders. Staff also produced a video about the scholarship program shared on social media (<https://www.youtube.com/user/PhoenixSkyHarbor>) and Sky Harbor’s new employee information page: <https://www.skyharbor.com/employees>

**Promoting Equitable Outcomes**

The program is intended to provide funding for child care scholarships to low-income workers at the airport, the program restricts participation to 400% or below the federal poverty level. Additionally the airport child care facility will be constructed in an area where few child care facilities are located, described as a child care desert in South Phoenix.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/child-care-subsidies>

**Performance Report**

**KPIs:** Current and total children/households served

Since the start of the program, scholarships have supported 71 distinct children, for a cost of approximately \$676,146.

**Outcomes:** The program aims to support two outcomes for Sky Harbor: Increased satisfaction for Sky Harbor employees and reduced turnover in the population using child care

<b>Project Name</b>	<b>Area Agency on Aging's Goods2HOME</b>
<b>Allocation</b>	\$2,000,000
<b>Expenditure Category</b>	2.37 Economic Impact Assistance: Other*^
<b>Overview</b>	The COVID-19 pandemic caused disproportionate effects on vulnerable populations including elderly and chronically ill individuals. During the height of the pandemic, the CDC



recommended preventive behavior to reduce infection among at-risk populations including staying at home and avoiding public places such as grocery stores and shopping centers. In response to these recommendations, the Goods2Home Program was created by the Area Agency on Aging, Region One (AAA) to assist seniors in obtaining household products including paper, laundry, and cleaning products, along with essential groceries and prescriptions. These household items are delivered for free to low-income seniors and disabled adults.

### **Project Demographics**

Any individual 60 and older living in low-cost affordable housing, which requires an income of 50% or below Area Median Income (AMI) or HUD Senior housing which has income guidelines at 30% or less AMI.

Additional Information section below includes breakdown of participant demographics.

### **Community Outreach**

Area Agency on Aging’s primary target population was City of Phoenix HUD housing sites as most of the residents who live there are on a limited income and had frequent requests for the items the program was providing. The AAA Pandemic Response Program Coordinator developed good relationships with City of Phoenix Housing Service Coordinators who identified clients needing Goods2Home supplies.

A schedule was developed for the delivery of supplies to 2-3 housing sites per month. Housing Service Coordinators provide ongoing communication to residents regarding the Goods2Home Program and how they may qualify. The attached postcard was sent to all the Service Coordinators at the HUD housing sites along with a flier in both English and Spanish. The program is also advertised through the AAA Senior Helpline at (602)\_264-4357 and website: [Programs – Area Agency on Aging \(aaaphx.org\)](https://www.aaaphx.org/Programs).

### **Promoting Equitable Outcomes**

The Goods2Home Program provides common hygiene and nutritional household products which includes paper, laundry, and cleaning products and essential groceries to older and disabled adults 60 and older who are a City of Phoenix resident and were impacted by COVID-19. The AAA Pandemic Response Program Coordinator works with senior housing site coordinators to identify older adults who need the services and meet the qualifications.



HUD housing sites are selected based on logistics to efficiently deliver supply kits to larger group sites rather than individual homes. In addition, HUD sites are located throughout Phoenix, which facilitates equitable distribution rather than selecting two or three sites in one or two areas of the city.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/social-service-integration>

**Performance Report**

**KPIs**

- Number of Seniors Served: **3,577**

**Outcomes:** The Goods2Home Program is expected to serve an additional estimated 200 residents in June.

The Goods2Home program receives frequent positive feedback through verbal comments and written notes. The program has successfully assisted senior and disabled adults by saving delivery fee costs associated with other grocery home delivery programs, savings from providing hygiene and nutritional items, and preventing unnecessary exposure of vulnerable populations while visiting grocery stores and shopping centers, leading to improved health outcomes, housing stability, and social connection.

**Additional Information**

Delivery locations include Amber Pointe, Broadway Terrace, Casa De Paz, Casa de Primavera, Casa Mia, Fillmore Gardens, Guadalupe Huerta Senior, Grand Families Apartment, Kivel Manor, Memorial Gardens, Memorial Towers, Palms West Apartments, Lemon Grove, Morningside Villa, Pine Towers, St. Mary’s Manor Apartments, Sunland Terrace, Tanner Manor Apartments, Urban League Manor, and Washington Manor Apartments.

Below includes the demographic information of the program.

Demographic category	Number of attendees (duplicated)	Percentage
<b>Gender</b>		
Female	1137	59%
Male	797	41%
<b>Ethnicity/Race</b>		
White	587	30%
Hispanic	641	33%
Black	348	18%
Asian	195	10%
Native America	17	1%



Other	146	8%
<b>Council District or Residing City of Participants</b>		
Council District 1	31	2%
Council District 2	0	0%
Council District 3	100	5%
Council District 4	374	19%
Council District 5	161	8%
Council District 6	160	8%
Council District 7	329	17%
Council District 8	779	40%

<b>Project Name</b>	<b>Artists to Work Initiative</b>
---------------------	-----------------------------------

<b>Allocation</b>	\$1,000,000
-------------------	-------------

<b>Expenditure Category</b>	2.29 Loans or Grants to Mitigate Financial Hardship^
-----------------------------	--

<b>Overview</b>	<p>The Phoenix City Council approved using federal American Rescue Plan Act (ARPA) funds for the Office of Arts and Culture to support nonprofit arts and culture organizations and artists still hurting financially due to the COVID-19 pandemic. As part of the ARPA funding, this program enables the City to contract artists to develop art projects, installations, and performances in communities that receive limited funding from the public sector. Projects would activate a wide range of public spaces, including parks, trails, community centers, and neighborhood areas not usually defined or programmed as cultural spaces.</p>
-----------------	---

<b>Project Demographics</b>	<p>Local artists and organizations have been served directly by the Artists to Work Initiative. Consequently, other artists, schools, and community members have also participated in arts and culture projects. Refer to the Additional Information section for detailed demographics of artists who have received Artists to Work funds. The program has two components, including a grants program that supports creating and presenting original, new, or in-process artistic work by practicing Phoenix artists. Awarded artists will be required to complete a public presentation inside the city of Phoenix boundaries that primarily benefits Phoenix residents. The second is a more traditional public art program involving artists designing and building a better city.</p>
-----------------------------	---

<b>Community Outreach</b>	<p>This program includes artist calls, commissions, and a competitive grant program. The grant subprogram was promoted to artists and arts workers through email, social media, and our agency’s e-</p>
---------------------------	---



newsletters. Agency staff also reached out to diverse networks, emphasizing those that include BIPOC artists.

### **Promoting Equitable Outcomes**

Before this grant component, the agency had administered an emergency relief grant program to artists and arts workers using CARES funds and a recovery grant program to artists and arts workers using ARPA funds. From those two experiences, the Office of Arts and Culture implemented a few key changes to ensure that the Artists to Work grant funds would result in more equitable outcomes:

1. Two focus groups of mostly BIPOC artists were convened before launching the Artists to Work grant program guidelines, and their feedback was utilized. We learned in these focus groups that BIPOC artists are more likely to consider applying for funding if they receive multiple encouragements from trusted sources (organizations, networks, and individuals). We took this feedback seriously, and it guided all promotion and communication.
2. The grant program was a two-step application process. For the first step, we used a low-barrier application form that did not require that applicants create an account.
3. The application could be submitted in one of two ways: video or written.
4. All disciplines of original art were considered for funding.



The second component hired artists for a series of community projects, including murals. One example is the “Welcome to Phoenix” mural. The City of Phoenix partnered with community

groups to select a local artist to create a 190-foot mural near a blighted garage near the entrance of the Phoenix Convention Center to help create a more friendly pedestrian experience for visitors and residents coming downtown for Super Bowl LVII activities. Forty-seven artist and artist team submissions were received, and eight artists were selected to advance as finalists. Each finalist was paid an honorarium to create a concept highlighting the city's diversity, culture, and vitality while meaningfully engaging the Phoenix residents and visitors. The artist coordinated two opportunities for the public to participate in a Community Paint Day to give residents a sense of ownership of the project. Other community projects included the Maryvale Mercado and Sana Pueblo Asset Mapping. Maryvale Mercado was created in collaboration with Local First, Cultural Coalition, Mujeres Mercado, and The Cartwright School District. They designed and created a series of free events from December 2023 to May 2024. Families took part in art activities and saw live performances. Maryvale Mercado brought together local artists, artisans, performers, businesses, and families in an underrepresented neighborhood in Phoenix. Sana Pueblo's Asset Mapping of Districts 4, 5, and 7. With that, Sana Pueblo engaged with artists who live and work in Districts 4, 5, and 7 to learn about the resources and needs of artists in the Maryvale area.



First Image: Welcome to Phoenix Mural by Kayla Newnam, 2023  
Second Image: Tatiana Crespo performing at the Arts and Economic Prosperity 6 unveiling, 2023.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.



## Performance Report

The KPIs that will measure the success of the Artist to Work Initiative are the total number of local artists hired and the total # of projects completed.

As of May 2024, 68 artists and organizations have been hired to complete arts and culture projects in the City of Phoenix. Out of these, 48 projects have been completed, while the rest are ongoing projects to be completed by the end of 2024.

Through this initiative, we aim to hire local artists to develop art projects, installations, and performances in a wide range of public spaces for the community that are not usually defined or programmed as cultural spaces.

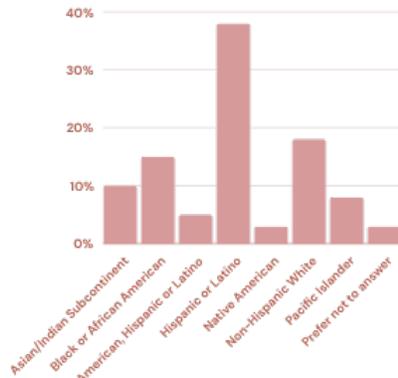


**Additional Information**

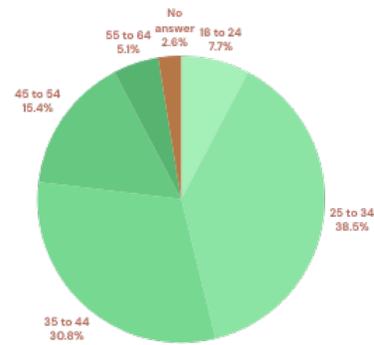
**ARPA Artists to Work Grant Demographics**

**ARPA ARTISTS TO WORK GRANTEE DEMOGRAPHICS (N = 39)**

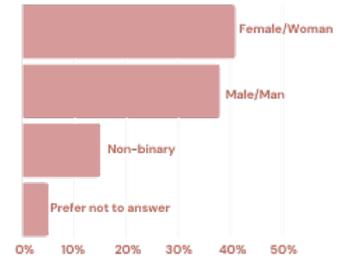
**01. % of Artists by Race and Ethnicity**



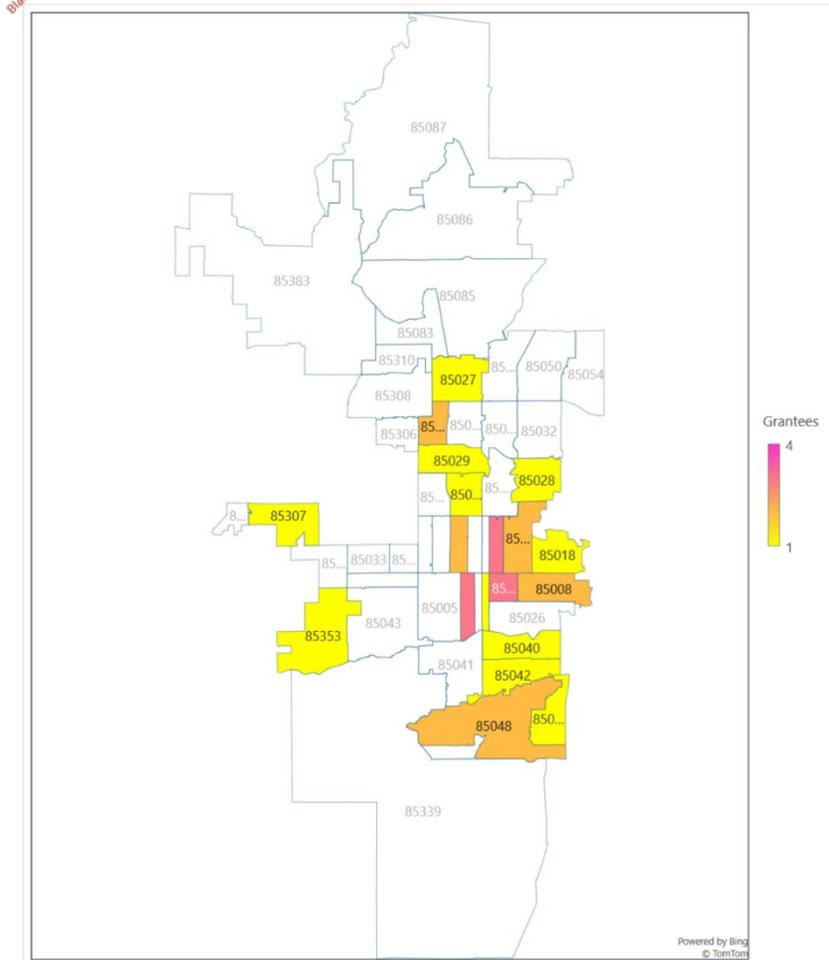
**02. % of Artists by Age**



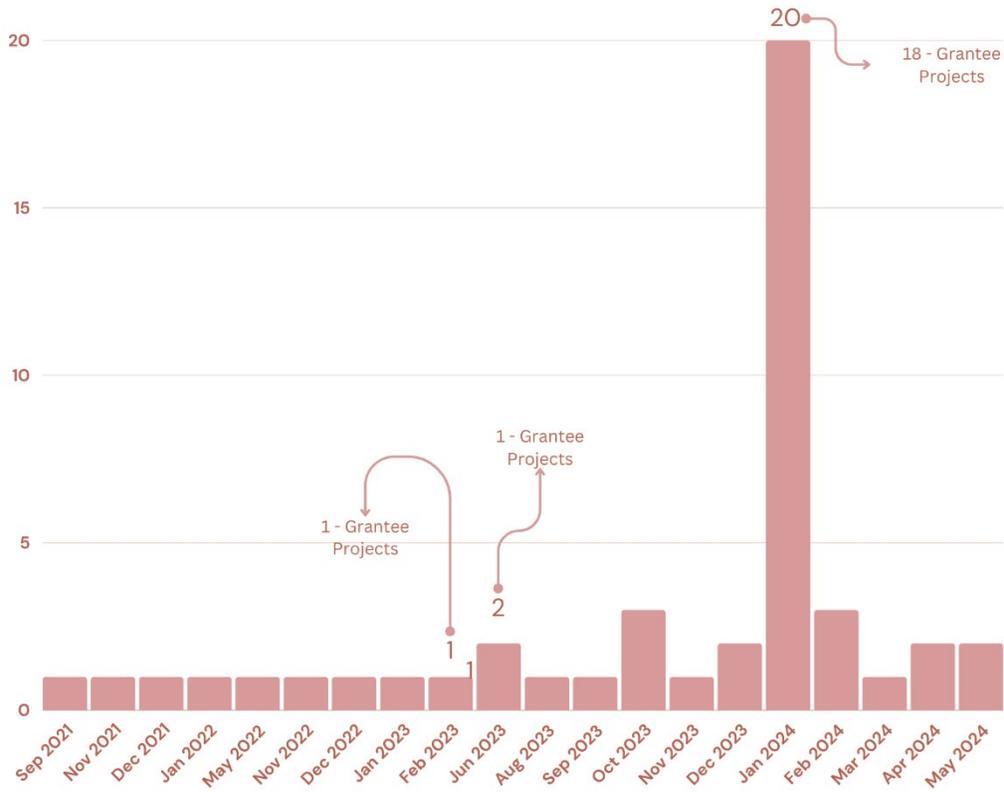
**03. % of Artists by Gender**



**ARPA ARTISTS TO WORK GRANTEE HEAT MAP**



## PROJECTS COMPLETED



**Project Name** Arts and Culture Internship Program

**Allocation** \$500,000

**Expenditure Category** 2.10 Assistance to Unemployed or Underemployed Workers\*^

**Overview** The Phoenix City Council approved using federal American Rescue Plan Act (ARPA) funds for the Office of Arts and Culture to support nonprofit arts and culture organizations and artists still hurting financially due to the COVID-19 pandemic. As part of the ARPA funding, this program allows nonprofit arts and culture organizations to hire full-time interns versus contract or for-credit stipends. The internships provide Phoenix undergraduate students with meaningful on-the-job training and experience working in the cultural sector. The program ultimately strengthens Phoenix’s workforce by providing access to high-quality opportunities for college students of all backgrounds to gain experience,



understanding, and transferable skills relevant to careers in and out of the arts, the creative economy, and engagement in public life.

### **Project Demographics**

Detailed demographics were not collected from organizations that received funding through this program in the first-round stage. Please see the heat map for organizations that received funding in the Additional Information section. A Student Worker Demographic Report is included for the students who benefited from the Arts and Culture Internship Program.

### **Community Outreach**

This program was directly promoted to organizations that had received a Nonprofit Arts and Culture Stabilization Grant. The program was also promoted to undergraduate college students through email, social media, and our agency's e-newsletters. Agency staff reached out to diverse school and community networks, emphasizing those that include BIPOC students. Finally, all participating host organizations promoted the opportunity via their own channels.

### **Promoting Equitable Outcomes**

Arts and culture organizations of all sizes and capacities could apply to host an intern if they had previously received a Nonprofit Arts and Culture Stabilization Grant. This requirement was to ensure the organization had been reviewed and approved for public funding. In addition, these organizations were hardest hit due to the pandemic, and having an intern could help their capacity in their recovery.

### **Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/adult-vocational-training>

### **Performance Report**

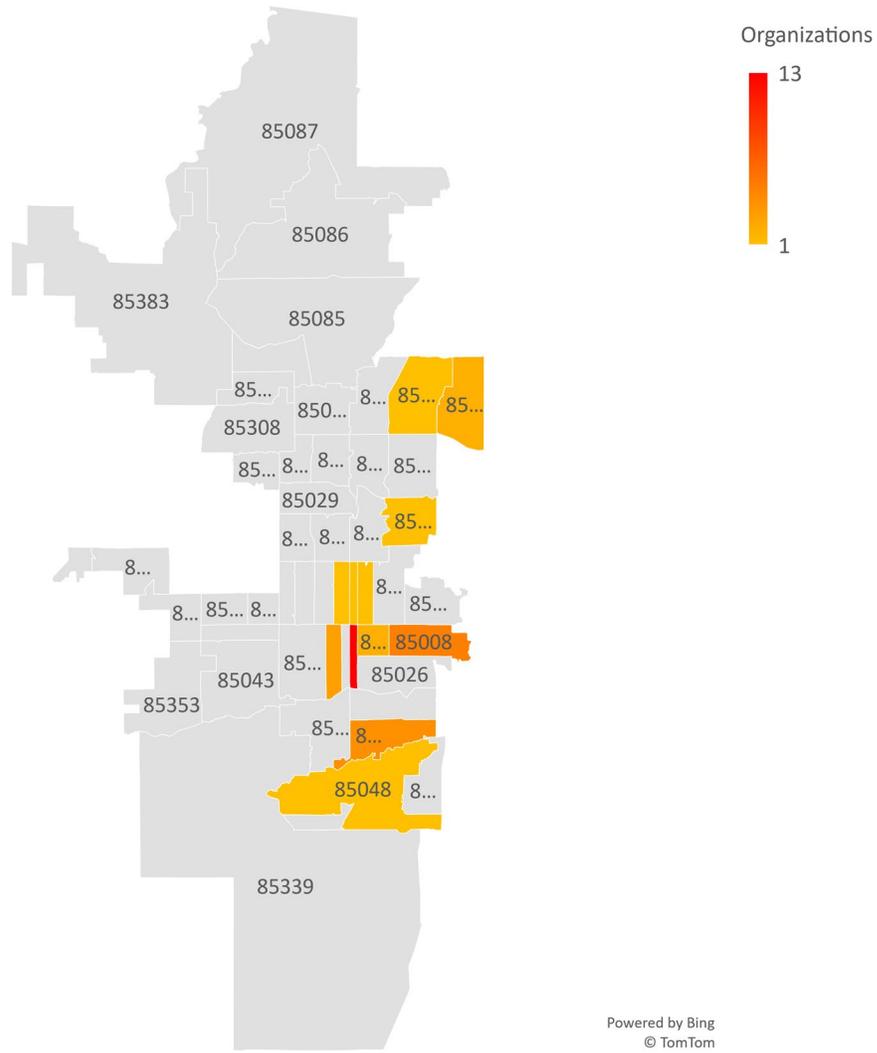
The KPIs that will measure the success of the Arts and Culture Internship Program are the number of arts and culture organizations engaged and the number of students hired. During the first two years of this program, 58 organizations were engaged, and 38 of these successfully hired interns.

This project aims to increase economic opportunities for students and organizations. While organizations receive funds to hire student workers and achieve higher work production, the students also benefit from having paid job opportunities. These opportunities improve mental health outcomes by reducing financial stress and providing them with real job-training opportunities.

### **Additional Information**



# ArtCorps Arts and Culture Internship Organizations Funded



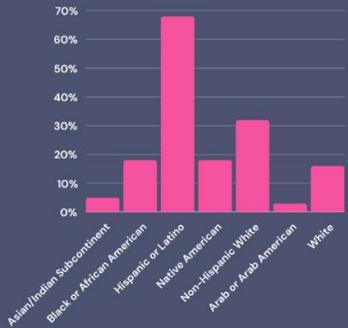
Powered by Bing  
© TomTom



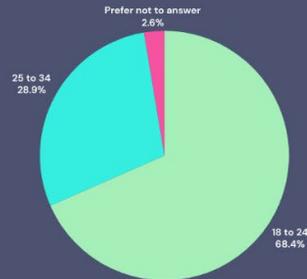
# ArtCorps Student Worker Program (FY23 and FY24)

## ARPA ARTCORPS STUDENT WORKERS DEMOGRAPHICS (N = 38)

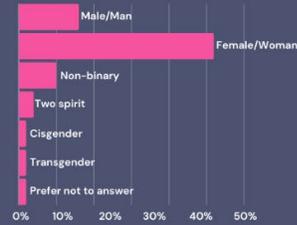
01. % ArtCorps Student Workers by Race and Ethnicity



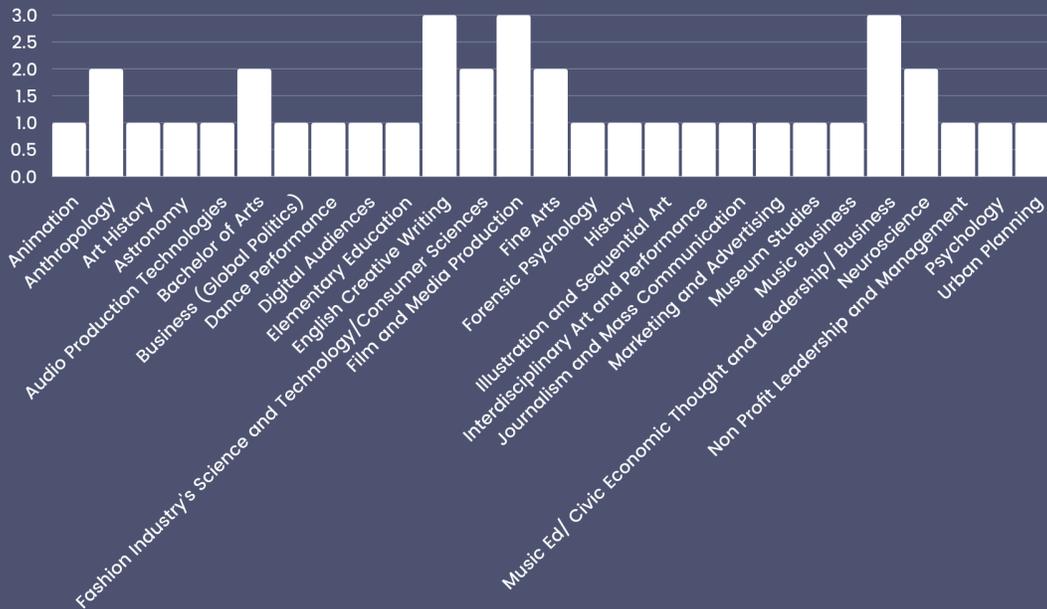
02. % ArtCorps Student Workers by Age



03. % ArtCorps Student Workers by Gender



## ArtCorps student workers areas of study



<b>Project Name</b>	<b>Arts Career Advancement Grants</b>
<b>Allocation</b>	\$500,000
<b>Expenditure Category</b>	2.29 Loans or Grants to Mitigate Financial Hardship^
<b>Overview</b>	The Phoenix City Council approved using federal American Rescue Plan Act (ARPA) funds for the Office of Arts and Culture to support nonprofit arts and culture organizations and artists still hurting financially due to the COVID-19 pandemic. As part of the ARPA funding, grants support working artists or arts workers in supporting growing their artistic skills or business by enrolling in classes, engaging coaches or mentors, recovering equipment or business operations, or participating in an exhibit, festival, vendor showcase, or artist residency.
<b>Project Demographics</b>	The demographics collected for the Arts Career Advancement Grants are in the additional information section below.
<b>Community Outreach</b>	This grant program was promoted to artists and arts workers through email, social media, and our agency’s e-newsletters. Agency staff also reached out to diverse networks, emphasizing those that include BIPOC artists.
<b>Promoting Equitable Outcomes</b>	<p>Before this grants program, we had administered an emergency relief grant program to artists and arts workers using CARES funds. From that experience of getting money out quickly to artists at the beginning of the pandemic, we decided to implement a few key changes to ensure that the ARPA grant program would result in more equitable outcomes:</p> <ol style="list-style-type: none"> <li>1. The application was open for over two months, ensuring enough time for artists and arts and culture organizations to spread the word to other artists.</li> <li>2. Agency staff was widely available to applicants to assist with completing their applications and assisted with applicants learning how to become vendors with the city of Phoenix, which proved especially challenging to older, younger, and non-English-speaking applicants.</li> <li>3. Applicants were allowed to apply for funding in one of two ways: 1) for direct arts-related income loss or 2) for proposals that would strengthen the artists to sustain their practice through the pandemic. For professional artists who already make (and lost) arts-related income, it was a straightforward application. For artists who do not make as much arts-related income and</li> </ol>



generally include most of our BIPOC applicants, they had the opportunity to make a proposal that would sustain their arts practice.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

The KPIs for the Arts Career Advancement Grants are the number of applicants received, the percentage of BIPOC applications received and funded, and the number of grants awarded.

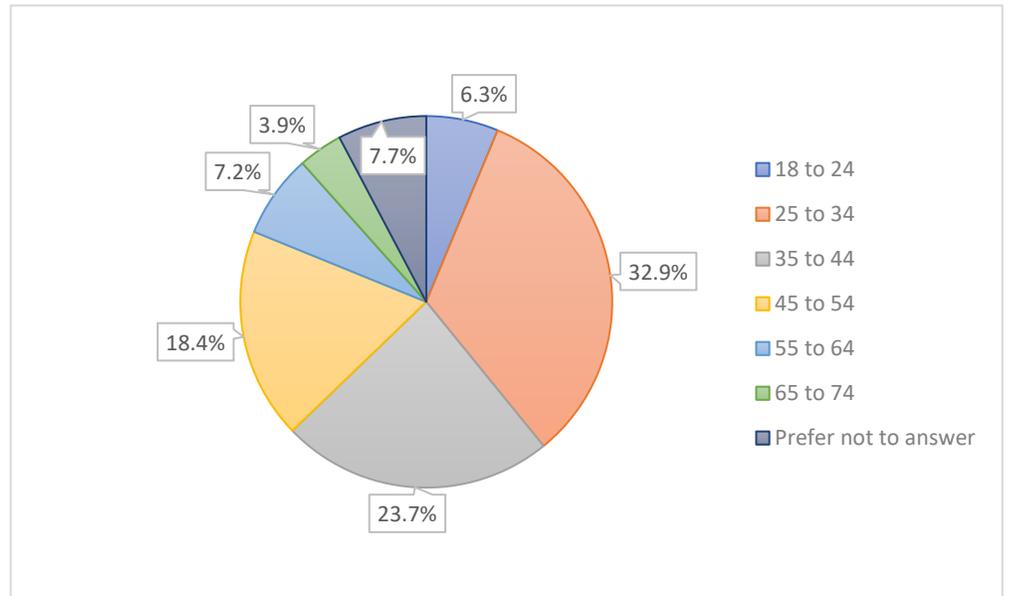
For the Arts Career Advancement Grants, we received a total of 234 applications. Out of those, 207 applications were awarded. The only applications that were declined were for applicants who lived outside of the city of Phoenix area. All other applicants were funded. 69.1% of funded applicants were BIPOC artists.

The outcome of the Arts Career Advancement Grants was to provide support to working artists and art workers in supporting growing their artistic skills or business by enrolling in classes, engaging coaches or mentors, recovering equipment or business operations, or participating in an exhibit, festival, vendor showcase, or artist residency.

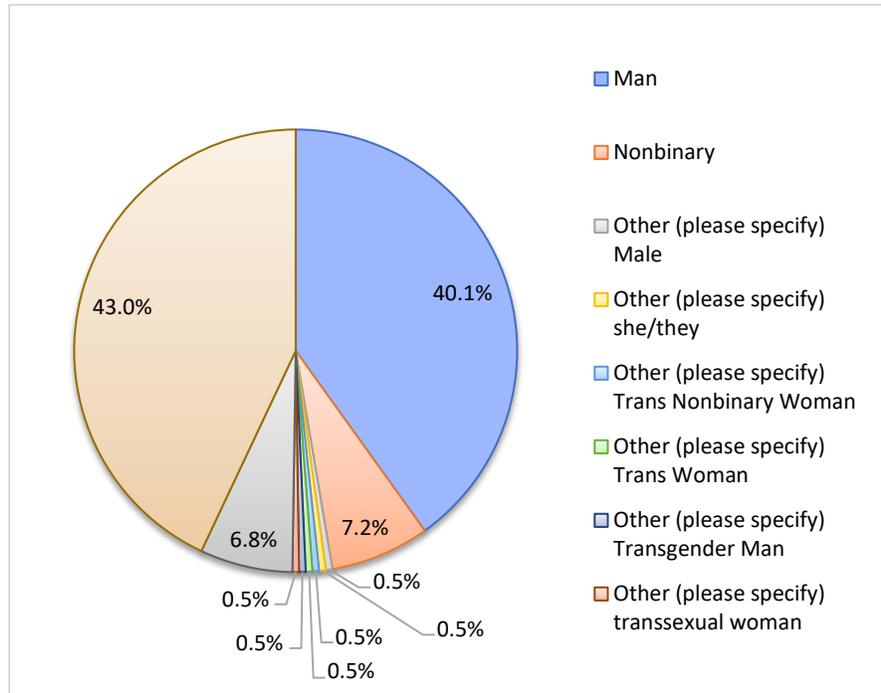
**Additional Information**

**207 artists received an Arts Career Advancement Grant**

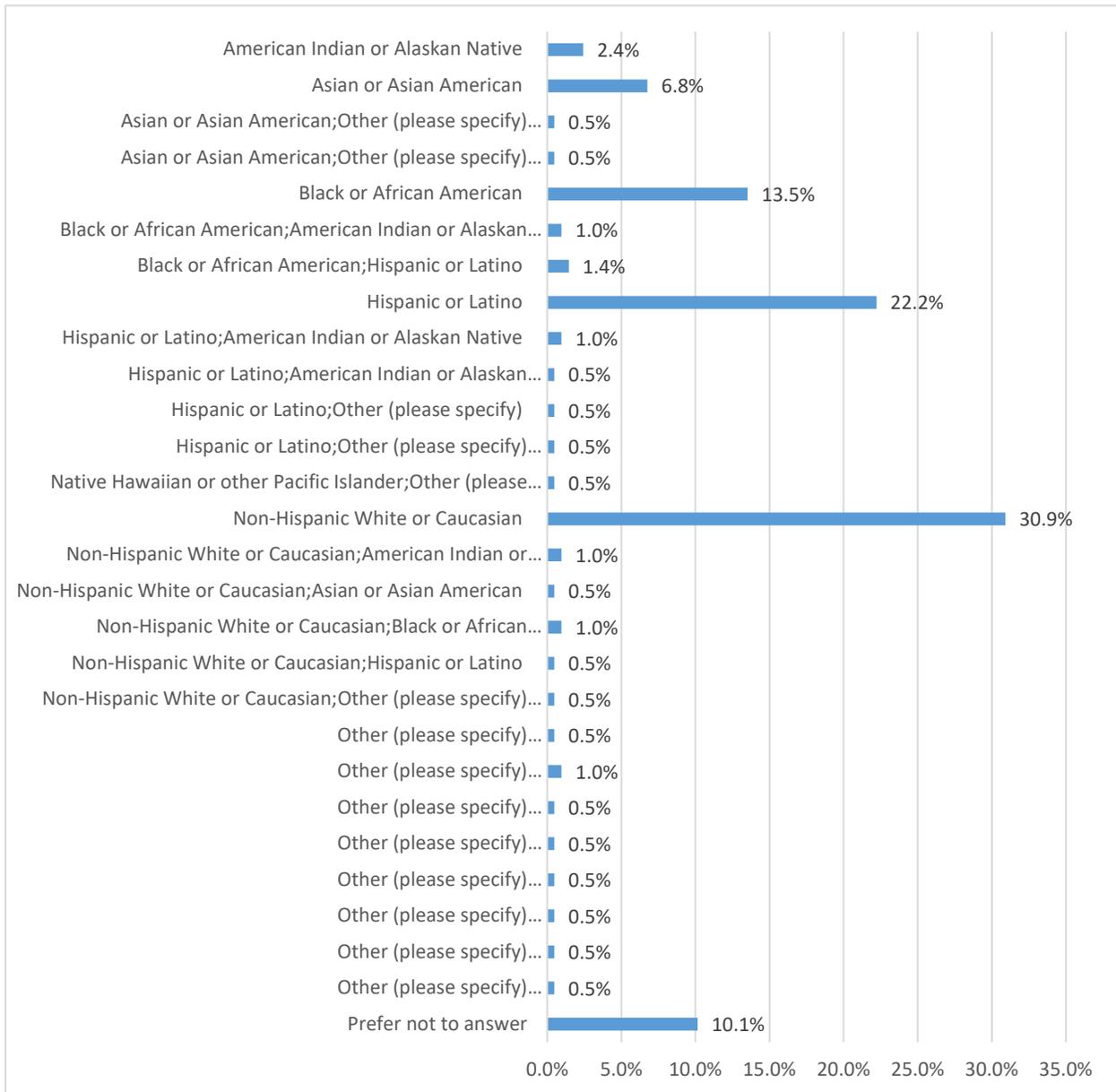
**Percentage of Artists by Age**



**Percentage of Artists by Gender**

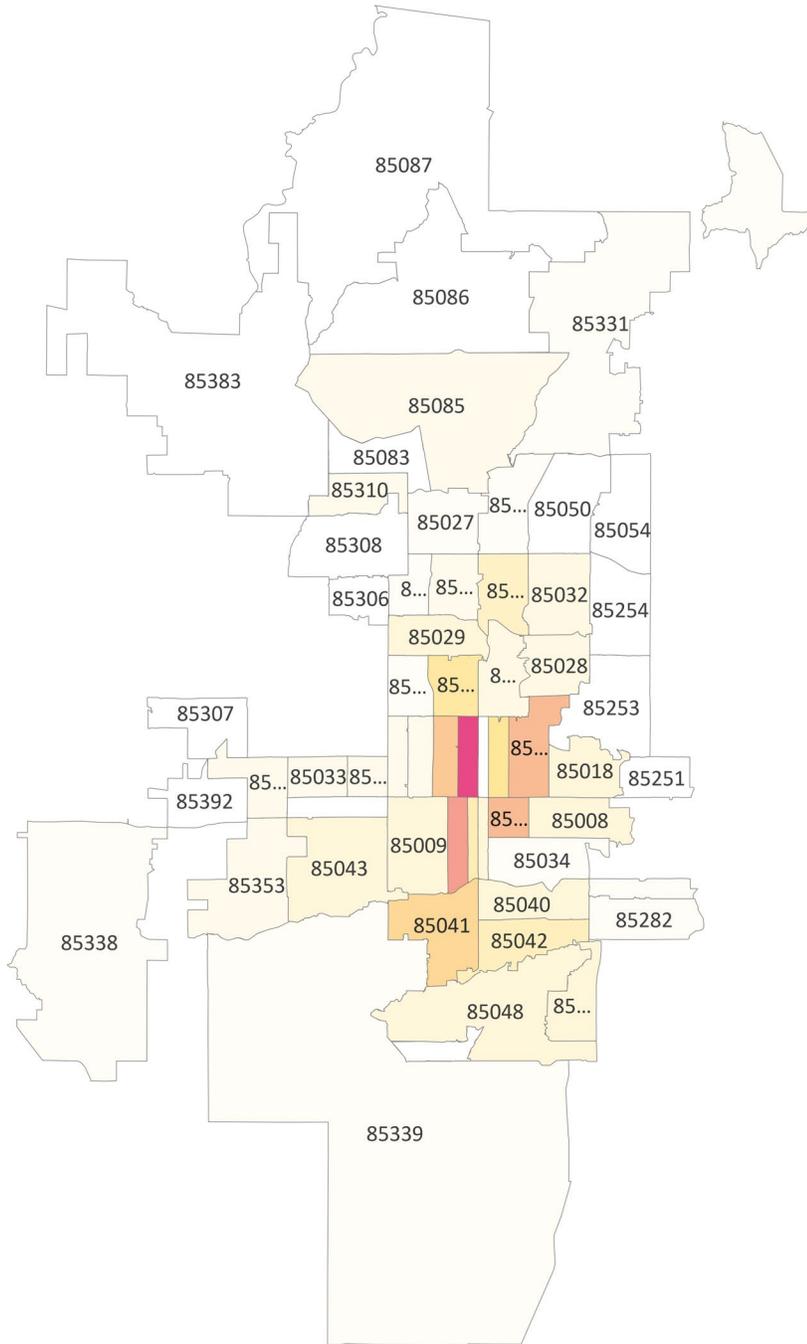


## Percentage of Artists by Race and Ethnicity



# Heat Map

## Arts Career Advancement Grantee Heat Map



Powered by Bing  
© TomTom



<b>Project Name</b>	<b>Better Health Outcomes and Community Testing and Vaccines Program</b>
<b>Allocation</b>	\$16,615,519
<b>Expenditure Category</b>	1.2 COVID-19 Testing^
<b>Overview</b>	<p>The ARPA Strategic Plan adopted by City Council on June 8, 2021 continued the City’s COVID-19 community testing and vaccine distribution program that was established in 2020 with CARES Act funding. Phoenix Public Works and Phoenix Fire staff continued to collaborate with multiple City departments to assist community partners with organizing and promoting testing and vaccination services at no cost to residents in underserved areas disproportionately impacted by COVID-19. The goals of this program, which sunset on December 31, 2022, were to expand the use of deployed mobile testing and vaccinations using two COVID mobile testing vans and also included providing portable services at permanent, stationary sites with concentrated efforts on hot spot locations to assist Phoenix underserved communities with COVID-19 testing and vaccine services. The program was designed to bridge gaps in the availability of COVID testing and vaccination services in the community.</p> <p>Benchmarking reports provided by Maricopa County Health Department that highlight the communication transmission data by Zip Code were utilized to identify and serve underserved communities with the greatest impact in case counts and test positivity. Staffed through public-private partnerships with local healthcare providers, each mobile testing and vaccination van operated at locations across the City including parks, community centers, schools, grocery stores, libraries and churches. Further, the mobile vans assisted with eliminating barriers for community members who are located in hotspot activity areas and who are unable to travel longer distances to static sites.</p> <p>A pilot Vaccination Incentive Program was implemented in October 2021 and provided grocery store and gasoline gift cards to residents that received their second dose at the mobile or blitz events.</p> <p>The program distributed at-home COVID-19 test kits starting in January 2022. The Combatting COVID Program “Combatting COVID Kits” directly supplied Phoenix residents with kits that included at-home rapid antigen tests, supportive resources for positive tests, public health information about COVID-19 vaccines, respirator masks, and</p>



testing and vaccination schedules with promotional materials on the City's vaccine incentive.

### **Project Demographics**

The City of Phoenix targeted high infection areas for testing, as well as low-income communities that had more difficulty finding a testing location. Attached is a map depicting where the mobile vans held events throughout the City.

The at-home test and Combatting COVID Kits were provided throughout the community at local school districts, head start classrooms, City parks, libraries and community centers, through the City's mobile testing and vaccination vans, as well as at numerous community events hosted by City staff, Mayor and City Council.

### **Community Outreach**

Both conventional and non-conventional methods of communication were used to transcend barriers such as language, socioeconomics, and technology limitations to ensure the program had a successful reach. Traditional outreach through press conferences, main placement on the Phoenix.gov website, PHX TV television segments, and the PHX At Your Service City Services bill newsletter articles mailed to more than 400,000 homes were repeatedly used to engage with residents and businesses over the course of the last 18 months.

The city also utilized social media platforms including Facebook, Twitter, Instagram, and the Nextdoor app to reach people with program information and conducted targeted marketing to the areas that had underreporting in testing and vaccinations in addition to those receiving emergency rental assistance funds. Utilization of existing opportunities like the electronic billboard displays around the downtown sports corridor, weekly Spanish radio show features and City Councilmembers newsletters were used to increase the reach of the city's message surrounding programs using ARPA funding to assist residents and businesses.

City Clinical Partners also shared messaging. Some of these partners focused solely on underserved neighborhoods and utilized existing connections to reach their base including neighborhood messaging and canvassing outreach done with proper social distancing and precautions.

The city also engaged in some non-traditional outreach endeavors that proved very effective. The most notable was Grocery TV which allowed brief animated messages to be played in checkout lanes at 40 grocery stores across Phoenix in both English and Spanish.



Staff worked with several community partners to distribute the at-home tests and Combatting COVID Kits. This outreach included partnerships with 14 school districts.

### **Promoting Equitable Outcomes**

Community testing services and vaccination services for COVID-19 were provided throughout the Phoenix community including all City Council districts. The concept of a mobile program for testing and vaccinations was supported by the Mayor and City Council to target the underserved community that was impacted the most by COVID. Benchmarking reports that highlight the communication transmission data by Zip Code and City Council District were utilized to identify and serve underserved communities with the greatest impact in case counts and test positivity. Mobile vans help address equity issues and eliminate barriers by providing a direct mobile solution to communities that may lack access to testing services and public transportation.

Additionally, as it relates to the Combatting COVID Kits, the program focused the distribution of at-home tests and Combatting COVID Kits to strategic locations throughout the City. This included City facilities open to the public such as libraries and community centers. Additionally, a significant number of kits were distributed to Head Start classrooms with child sized respirator masks. Lastly, 100,000 kits were distributed to 14 school districts. Each district received an allocation based on their student population receiving free or reduced lunch. This alignment focused the program on the schools with the highest concentration of students with socioeconomic disadvantaged backgrounds.

### **Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

### **Performance Report**

#### **KPIs:**

- Number of COVID-19 tests administered: **117,284**
- Number of COVID-19 vaccines administered: **17,069**
- Number of vaccine incentive gift cards distributed: **743**
- Number of at-home tests distributed at van events: **41,377**

The City was able to distribute 223,326 (including the mobile van events) at-home tests to the community. The tests and kits were distributed through the following:

- Schools: **100,000**
- Parks/Community Centers: **15,120**



- Head Start Classrooms: **10,000**
- Libraries: **34,020**
- Community Events: **13,186**
- City Staff (PD, Fire, HR): **10,000**

**Outcomes:** Prevention of hospitalizations and deaths from COVID-19.

<b>Project Name</b>	<b>Bus Card Subsidy Program</b>
<b>Allocation</b>	\$1,000,000
<b>Expenditure Category</b>	2.18 Housing Support: Other Housing Assistance*^
<b>Overview</b>	Public transportation services were disrupted during the pandemic, hitting low-income communities the hardest as many rely heavily on public transportation for commuting to work, school and other appointments. ARPA funds were used to purchase 31,250 monthly (31-days at first use) and then distributed to over 60 community-based organizations received and distributed monthly passes to those in need within their respective circles. Upon receiving a transit pass, recipients were asked to complete a survey detailing how they plan to use the pass and other demographic information. The results of the survey and a list of organizations can be found in <b>Appendix B</b> .
<b>Project Demographics</b>	The goal of the program was to distribute the passes to transit-dependent individuals, which includes low-income individuals, who were disproportionately impacted during the pandemic.
<b>Community Outreach</b>	The Public Transit Department reached out to City Council offices to provide a list of organizations and agencies that they would like contacted about the program. Staff also engaged other city departments that routinely work with members of the public who would benefit from the program, including the Neighborhood Services Department and the Housing Department. After the initial round of contacts were made, staff also promoted the program on the Phoenix.gov website and social media channels.
<b>Promoting Equitable Outcomes</b>	By offering a free transit option, Phoenix helped alleviate a transportation expense that makes a big difference for working families, students, older adults, and our neighbors without shelter.
<b>Use of Evidence</b>	<a href="https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/adult-vocational-training">https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/adult-vocational-training</a>



**Performance Report**

**KPIs:** The \$1 million was used to purchase 31,250 passes, which were then distributed to organizations until all passes were distributed.

**Outcomes:** Access to transportation, increased use of transit and cleaner air.

<b>Project Name</b>	<b>CASS Haven Project</b>
<b>Allocation</b>	\$740,000
<b>Expenditure Category</b>	2.16 Long-term Housing Security: Services for Unhoused Persons*^
<b>Overview</b>	<p>The CASS Haven temporary hotel shelter project, contracted by the City of Phoenix, aims to provide emergency shelter operations and services for individuals who are 55 and older and identified by the City's Office of Homeless Solutions. Access to shelter is available around the clock, seven days a week, subject to bed and unit availability. Essential services offered include case management, childcare, education, employment assistance, health services, legal aid, life skills training, mental health support, substance abuse treatment, and transportation assistance. The project covers various operational needs, such as maintenance, security, utilities, and furnishings. While the contractor is expected to provide most services in-house, referrals for essential services are permissible if internal provision is not feasible. The project prioritizes direct service provision, with no support for renovation, relocation, or administrative costs.</p>
<b>Project Demographics</b>	<p>This program serves individuals 55 and older experiencing homelessness in the City of Phoenix.</p>
<b>Community Outreach</b>	<p>As residents are identified by the City's Office of Homeless Solutions, there was no community outreach completed.</p>
<b>Promoting Equitable Outcomes</b>	<p>The City of Phoenix's allocation for temporary hotel shelter promotes equitable outcomes for people formerly experiencing homelessness in Phoenix in the following ways:</p> <p>Comprehensive support services: By integrating on-site supportive services within the temporary hotel shelter, the City of Phoenix recognizes the importance of addressing the complex needs of people experiencing homelessness. Services such as case management, mental health counseling, substance abuse treatment, and employment assistance are essential in supporting individuals on their journey to stability and self-sufficiency. The provision of these services aims to</p>



remove barriers and provide necessary resources for residents to address their unique challenges effectively.

**Holistic approach to well-being:** The inclusion of supportive services promotes the overall well-being of people formerly experiencing homelessness. By addressing physical, mental, and emotional needs, the City of Phoenix takes a holistic approach to supporting individuals in achieving long-term stability. This approach acknowledges the interconnectedness of various factors contributing to homelessness and works towards comprehensive solutions.

**Equitable access to support:** By offering on-site supportive services, the City of Phoenix ensures that residents have equitable access to these resources. This eliminates barriers such as transportation, cost, or limited availability of services in different areas of the city. Equitable access ensures that all residents, regardless of their background or circumstances, have equal opportunities to benefit from the supportive services provided.

**Empowerment and self-sufficiency:** The goal of supportive services is to empower individuals and families to regain control over their lives and achieve long-term stability. By providing resources for education, employment, and personal growth, the City of Phoenix aims to help residents develop skills and tools to become self-sufficient. This empowerment contributes to breaking the cycle of homelessness and promotes equitable outcomes.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs: # of persons served: 74**

**Outcomes:**

- Improved housing stability
- Enhanced physical and mental health outcomes
- Increased economic opportunity
- Enhanced social and community integration
- Improved educational outcomes
- Reduced strain on emergency services
- Strengthened community resilience



<b>Project Name</b>	<b>Community and Economic Development Support Staff</b>
<b>Allocation</b>	\$294,018
<b>Expenditure Category</b>	7.1 Administrative Expenses
<b>Overview</b>	Funds are used to provide staffing necessary to support federal compliance efforts and program needs for all projects in the Community and Economic Development Department.
<b>Project Demographics</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Community Outreach</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Promoting Equitable Outcomes</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Use of Evidence</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Performance Report</b>	This section is not applicable per U.S. Treasury Guidance.

<b>Project Name</b>	<b>College Depot Assistance to Students</b>
<b>Allocation</b>	\$1,000,000
<b>Expenditure Category</b>	2.25 Addressing Educational Disparities: Academic, Social, and Emotional Services*^
<b>Overview</b>	To address the achievement and learning gaps, which widened due to the pandemic, \$1 million was allocated to the Library Department to expand College Depot services for high school students. A team of Caseworker II's, an Admin Aide, and a part-time Library Assistant were hired to accomplish the following: prepare students for postsecondary access and success, identify students without access to the technology necessary to be successful in their educational goals, provide case management to help students overcome barriers, and build relationships with high school counselors and teachers to identify students in need. Staff assist with the circulation of laptops and hotspots to provide students access to reliable internet services. This program aims to provide students with a supportive learning environment and help them overcome barriers and achieve their educational goals.



**Project Demographics**

Nearly all customers are the first in their family to attend college, 44% have an annual household income below \$21,000, and 81% below \$42,000.

- 65% Hispanic/Latino
- 11% Black/African American
- 15% White/Caucasian
- 3% Asian
- 3% American Indian
- 3% Other

**Community Outreach**

The College Depot at Phoenix Public Library team created an outreach and communication plan to engage the community with this project, which includes social media campaigns, strategic partnerships, media appearances, and tapping into the incredible marketing power of the Phoenix Public Library Community Relations team. College Depot at Phoenix Public Library shares a data sharing agreement with Phoenix Union High School District and worked with guidance counselors to connect with students affected by the digital divide and in need of postsecondary planning support. College Depot at Phoenix Public Library staff were also featured on English and Spanish media outlets.

**Promoting Equitable Outcomes**

College Depot at Phoenix Public Library’s mission is to expand access to higher education opportunities for underserved populations in the Phoenix community by offering free, comprehensive re-engagement and college planning services. Our vision is to narrow the college access opportunity gap in Phoenix. The target population for this project is low-income youth and adults in metropolitan Phoenix who are pursuing their educational goals. Nearly 90% of College Depot customers identify as a person of color. College Depot is a full-service college planning center that offers free one-on-one assistance, family consultation, and workshops on all aspects of the college planning process, from financial aid to career exploration. The service is open to anyone seeking assistance with planning the next step in their education.

Without the services this center provides, these students often find themselves alone in their college planning process. According to the American School Counselor Association, Arizona has the worst student-to-counselor ratio in the United States at 716 students per single counselor. Wealthy families hire private college counselors to help their students navigate the admissions and financial aid processes. College Depot provides those services free of charge to level the



playing field in higher education and promote equitable access. College Depot has grown to become an irreplaceable resource in the Phoenix community for underserved youth and families to gain access to postsecondary services.

## Use of Evidence

In 2020, College Depot staff conducted a review of literature to identify evidence-based interventions that lead to heightened re-engagement and college access. College Depot staff create an annual data report highlighting program outputs and outcomes.

College Depot staff collect student level data in a student management system product called Apricot. College Depot program data is collected daily and reported weekly. College Depot staff use Apricot to maintain contact and identify the progression of enrollment, completion of milestones, as well as continuation into postsecondary education.

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/high-school-equivalency-credentials>

## Performance Report

### KPIs:

- Increased awareness and knowledge of postsecondary pathways and financial aid options for underserved populations to break generational cycles of poverty by expanding and improving College Depot infrastructure, thus increasing the total number of College Depot one-on-one appointments offered by 20% (3,491 appointments in FY 2023-2024, compared to 2,907 in last year's report). We greatly surpassed our forecasted goal, which was to increase by 10%.
- Launched a community engagement plan that connected populations most affected by the pandemic to critical College Depot services and increased program attendance by 58.7% (9,869 in program attendance in FY 2023-2024, compared to 6,219 in last year's report). We greatly surpassed our forecasted goal, which was to increase by 10%.

### Total College Depot KPIs (since inception)

- # of workshops/labs/events: **181**
- # of total visits to the center: **89,605**
- # of people (unduplicated) served: **4,716**



### **Outcomes:**

College Depot's programs and services build a stronger, more sustainable community by achieving the outcomes below, which provide people with the education and career training needed to become self-sufficient, thus improving the economy of the Phoenix metropolitan area. This results in social gains for families through increased earnings and a better ripple effect inspiring their families to also continue their education.

- Increase awareness and knowledge of postsecondary pathways and financial aid options for underserved populations and their families.
- Provide individualized guidance and support for underserved populations to take essential action steps toward a postsecondary education.
- Connect youth affected by the digital divide with access to laptops and hotspots to promote academic success.

### **Additional Information**

The ARPA positions have had a tremendous impact on College Depot at Phoenix Public Library programs both in quantity of students served and quality of support provided through one-on-one and group support in postsecondary planning and educational milestones. College Depot total traffic in 2023 was 39,726 students and families, compared to 28,616 students and families in 2022; a 38.8% increase! College enrollment rose by 14% for graduating seniors in 2023 versus 2022. According to National Student Clearinghouse data and outreach campaigns, the college enrollment for the graduation class of 2022 was 72%. The enrollment percentage for the graduating class of 2023 was 86%.

### **Quotation from a student who completed the program:**

*“The support that College Depot has provided me and my family has been invaluable throughout the college application process. You (Meghan) and Meryl are both amazingly kind and knowledgeable individuals! I am grateful to have known both of you and look forward to seeing you soon :)”*

Olneya from College Depot’s GRIT (Graduation Ready Independent & Tenacious) Class of 2023/2024

*“I am so grateful for you. We need more people like you in this world, students need mentors who guide them to achieve their dreams. My success would not have been accomplished without you. I just wanted to thank you for your kindness and commitment to me during my stressful senior year. I will continue to make you proud and keep you posted on the next big things I do at Williams!”*

Analy – GRIT 2023 Student



<b>Project Name</b>	<b>Community Land Trust Program</b>
<b>Allocation</b>	\$5,000,000
<b>Expenditure Category</b>	2.15 Long-term Housing Security: Affordable Housing*^
<b>Overview</b>	<p>On Feb. 13, 2023, the City issued a Request for Proposal seeking proposals from qualified organizations to be the administrator for a Community Land Trust (CLT) program. The entity will acquire properties, rehabilitate homes, and then sell the homes to first-time, low-income homebuyers and serve as the long-term property steward. In this model, the land remains in a trust to ensure long-term affordability. A land use restriction agreement outlines the affordability requirements, and any further sales of the home must adhere to those requirements.</p> <p>The City selected Newtown Community Development Corporation (CDC) as the awardee on June 14, 2023 and a grant agreement was executed on May 23, 2024.</p> <p>Newtown CDC is currently in the process of acquiring homes that will be rehabilitated and sold to income-eligible buyers. More information on program progress will be presented in future reports.</p>
<b>Project Demographics</b>	After initial acquisition and rehabilitation, homes will be sold to first-time, low-income homebuyers with household incomes at or below 80% of the area median income.
<b>Community Outreach</b>	<p>Staff provided an overview of program recommendations at the Jan. 10, 2023 City Council Policy meeting. On Feb. 13, 2023, notice of the RFP opportunity was provided via the Housing Department list serve.</p> <p>Newtown CDC will engage in outreach activities to recruit potential buyers and verify eligibility. Affirmative marketing procedures will be employed to ensure outreach to households least likely to take part in a community land trust program.</p>
<b>Promoting Equitable Outcomes</b>	Program requires a distribution of community land trust homes throughout the City of Phoenix to promote equitable access to well-resourced areas.
<b>Use of Evidence</b>	<a href="https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/community-land-trusts">https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/community-land-trusts</a>



**Performance Report**

**KPIs:**

- Number of homes purchased and maintained for affordability as part of the community land trust program

**Outcomes:**

The ARPA Community Land Trust Program will support the creation of permanently affordable homeownership opportunities for low-income households.

<b>Project Name</b>	<b>Community Legal Services Program (Tenants Eviction Assistance Project [TEAP])</b>
<b>Allocation</b>	\$1,000,000
<b>Expenditure Category</b>	2.18 Housing Support: Other Housing Assistance*^
<b>Overview</b>	<p>The Tenants Eviction Assistance Project provides legal assistance, advocacy, and representation to tenants who are residents of Phoenix experiencing an eviction crisis. Maricopa County (County) continues to be among the highest communities in the nation experiencing eviction filings. In 2023, over 83,000 eviction complaints were filed, representing a 23% increase from the prior year. This year, it appears the County is on pace to exceed 2023 filings by another 15%.</p> <p>According to the William E. Morris Institute for Justice, 94% of landlords in Maricopa County have legal representation compared to less than 1% of tenants. Tenants having legal representation gives them a fair chance in court, and evictions drop when tenants have a fair chance.</p> <p>In July 2020, the City of Phoenix established a contractual relationship with Community Legal Services to provide TEAP services to Phoenix residents experiencing increased housing and eviction hardships due to the COVID-19 pandemic. TEAP was originally funded with CARES Act and then Community Services Block Grant funding. In November 2023, Phoenix City Council approved \$1,000,000 ARPA funding be added to an existing contract with Community Legal Services to increase capacity and access for Phoenix residents to legal services through December 31, 2024.</p>
<b>Project Demographics</b>	This program serves low-income Phoenix residents experiencing an eviction crisis.



### Community Outreach

Community Legal Services conducts outreach in the community via electronic messaging and promotions at community events. In addition, the City of Phoenix Landlord and Tenant and Community Services Programs market the program through client referrals, websites, community workshops, and community outreach events and emails.

### Promoting Equitable Outcomes

Community Legal Services has a long history of providing legal representation to low income individuals. Experts report that due process and procedural fairness are critical elements of a balanced court system. Therefore, in addition to yielding positive individual tenant and household outcomes, legal representation for tenants ensures more equitable access to justice.

### Use of Evidence

<https://www.countyhealthrankings.org/strategies-and-solutions/what-works-for-health/strategies/legal-support-for-tenants-in-eviction-proceedings>

### Performance Report

#### KPIs:

See chart below for monthly data.

- Number of Cases Served
- Number of Residents Impacted

**Outcomes:** The program aims to increase access to legal resources and improve housing stability. Preventing tenants from experiencing displacement or disruption arising from an eviction leads to reduced hospital/emergency room visits, reduced juvenile delinquency and adult crimes, and ultimately, the preservation of affordable housing stock.

### Participation Graph:

Month	Cases Served	Residents Impacted
July 2023	9	24
August 2023	38	67
September 2023	29	63
October 2023	27	54
November 2023	56	132
December 2023	60	142
January 2024	43	80
February 2024	45	90
March 2024	35	75
April 2024	67	136
<b>Total</b>	<b>409</b>	<b>863</b>



## Marketing Materials

Project Name	Cooling Pavilion
Allocation	\$500,000
Expenditure Category	2.16: Long-term Housing Security: Services for Unhoused Persons*^
Overview	This is a new project with Steel and Spark. In partnership with the State of Arizona, a cooling pavilion will be constructed at the Keys to Change Campus. The pavilion will provide an open-air area that will be open to all clients and visitors of the campus, providing a respite to the heat.
Project Demographics	This project provides services to individuals experiencing homelessness.
Community Outreach	There is no community outreach completed for this program.
Promoting Equitable Outcomes	Providing respite from the heat to unsheltered individuals promotes equitable outcomes by addressing basic needs, decreasing the number of individuals experiencing heat-related illness, increasing access to safe and comfortable environments, and increase



opportunities for unsheltered individuals to receive services to work towards long-term stability.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:**

Once the open-air pavilion is complete, staff will report number of persons served. It is anticipated 1,000 people per day will have access.

**Outcomes:**

- Increased awareness and access to resources
- Improved Health Outcomes

<b>Project Name</b>	<b>COVID-19 Health Care Expenses</b>
<b>Allocation</b>	\$21,198,769
<b>Expenditure Category</b>	3.3 Public Sector Workforce: Other
<b>Overview</b>	This program provides funding to cover current and projected COVID-19 health care expenses paid by the City and the Workers' Compensation Program. The City of Phoenix has self-insured health plans and the pandemic increased health care claims greater than previously anticipated.
<b>Project Demographics</b>	Payments are made on COVID-19 related claims in the covered period and ended June 30, 2024.
<b>Community Outreach</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Promoting Equitable Outcomes</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Use of Evidence</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Performance Report</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Project Name</b>	<b>Digital Divide Program</b>
<b>Allocation</b>	\$4,500,000



**Expenditure Category**

2.4 Household Assistance: Internet Access Programs\*^

**Overview**

The Phoenix Digital Education Connection Canopy (PHX DECC) program efforts were initiated in Spring 2020 to address the digital divide that was highlighted and exacerbated by the COVID-19 pandemic throughout the Phoenix Union High School District (District) and its partner elementary schools. Evaluation of the first proof-of-concept (POC) area for the PHX DECC confirmed the efficacy of the deployed technology while highlighting the need for new and more effective means to connect with parents of students. After subsequent research, the project pivoted to a neighborhood solution to focus on students who lack internet access and live in areas not currently served by internet service providers. The District recently awarded a contract through a competitive bid process for the purchase and installation of equipment; installation will begin Summer 2024.

**Project Demographics**

In many areas within the Phoenix Union High School District’s service boundaries, 50-70% of families are below the poverty line. Within the City of Phoenix, there are more than 130 Census tracts where at least 20% of the households have an income below the poverty line and severely distressed areas where 90% of the student population qualifies for a free/reduced-price school meal program.

**Community Outreach**

To date, outreach has occurred between individual school sites and the parents of their students.

**Promoting Equitable Outcomes**

Seventy-five percent of the area covered by the first POC is in Qualified Census Tracts and many households lack reliable access to the internet. Providing access to low-income communities promotes equitable outcomes by increasing access to online learning platforms, educational websites, and digital resources, increasing access to employment and economic opportunities, increasing access to healthcare services, and increasing connectedness with other social groups.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/broadband-initiatives-for-unserved-and-underserved-areas>

**Performance Report**

**KPIs:** Key performance indicators will be created once the program begins.

**Outcomes:** The program strives to increase internet access in QCTs which in turn may lead to increased access to educational resources,



improved health outcomes, improved well-being, and increased social connectedness.

<b>Project Name</b>	<b>Early Childhood Education Expansion (ECEE)</b>
<b>Allocation</b>	\$3,949,981
<b>Expenditure Category</b>	2.14 Healthy Childhood Environments: Early Learning*^
<b>Overview</b>	<p>The ECEE program is designed to increase access to high-quality early learning experiences for 300 children ages four to five in blended Head Start classrooms. The curriculum is focused on school readiness and includes opportunities for children to develop cognitively, socially, emotionally, and physically.</p> <p>The pandemic exacerbated existing challenges and widened inequalities in early education. The COVID-19 pandemic shut down schools for a period of time and also shut down social activities. For children born during the pandemic, it has been found these children had lower scores in language, motor skills, and thinking. This program aims to provide more early education opportunities to low-income families who were disproportionately impacted by the pandemic.</p>
<b>Project Demographics</b>	Eligible families must have an annual income at or below 185% of the Federal Poverty Guidelines.
<b>Community Outreach</b>	The Education Division used the current Qualified Vendor List to identify vendors to provide the services; four school districts and one non-profit were awarded the 300 slots. The community was made aware of the Early Childhood Education Expansion program through school district websites, and Head Start Birth to Five staff offered the program to families who exceeded the income threshold for Head Start eligibility. The program was also highlighted during the Head Start Birth to Five Policy Council and Human Services Commission meetings.
<b>Promoting Equitable Outcomes</b>	All enrolled children have access to high-quality learning experiences facilitated by teachers with knowledge of early childhood education. The program leads to increased school readiness, improved cognitive skills, and improved social-emotional skills.
<b>Use of Evidence</b>	<a href="https://ies.ed.gov/ncee/wwc/EvidenceSnapshot/636">https://ies.ed.gov/ncee/wwc/EvidenceSnapshot/636</a>
<b>Performance Report</b>	<p><b>KPIs:</b></p> <ul style="list-style-type: none"> <li># of children enrolled: <b>301</b></li> </ul>



- Overall attendance on actual enrollment: **90%**

**Outcomes:**

- Maintain full enrollment of 300 slots and fill any vacancy as soon as possible.
- Children’s attendance will be a minimum of 85% monthly.

<b>Project Name</b>	<b>Early Literacy Tutoring Support</b>
<b>Allocation</b>	\$300,000
<b>Expenditure Category</b>	2.14 Healthy Childhood Environments: Early Learning*^
<b>Overview</b>	The purpose of this project is to assist with addressing educational disparities and lost instructional time related to the COVID-19 pandemic (31 CFR 35.6.b.3.ii.A.4 and 31 CFR 35.6.b.3.ii.A.11.v). The Library will partner with ASU’s America Reads tutoring program to provide 1:1 reading tutoring to emerging readers in 1st through 4th grade who lost ground due to the pandemic. Tutoring will be provided by ASU students and the library will provide Wi-Fi provisioned tablet computers to facilitate virtual tutoring as needed.
<b>Project Demographics</b>	Demographics of the America Reads tutoring project reflect the Title 1 schools served and are heavily skewed towards children of color. The current student population in the program is 62% Latino/Hispanic, 18% African-American, 5% Native American, 5% European-American, 2% Asian-American, and 9% Other.
<b>Community Outreach</b>	The Library has many existing channels in which it can make residents aware of the service, including but not limited to: <ul style="list-style-type: none"> <li>• Social media presence posts</li> <li>• Public Website</li> <li>• Online Calendar of events</li> <li>• Monthly eNewsletter</li> <li>• Leveraging our community and City partnerships</li> <li>• Leveraging our relationships with local print, radio, and television media outlets</li> </ul>
<b>Promoting Equitable Outcomes</b>	The target group for the America Reads tutoring project is Title 1 elementary students or elementary students identified by their school as falling below grade average in reading. Through the ARPA grant, we are able to reach additional students who are at risk due to pandemic-



related interruptions in learning. These students are generally from families with limited incomes who cannot afford supplementary tutors or camp programs. By providing the America Reads intervention at no cost to families, we enable students to improve reading proficiency by an average of 15% per semester, as well as mastery in 3-5 reading standards. The project also provides free age-appropriate books to participants because many low-income families in the Phoenix area do not have access to books in the home.

**Use of Evidence**

<https://ies.ed.gov/ncee/wwc/EvidenceSnapshot/364>

**Performance Report**

**KPIs:**

- Number of students enrolled: **1,125**
- Percentage of students enrolled who improved in area of language arts by 10%: **7%**

**Outcomes:**

- Reduce the number of tier 2 students who are not reading on grade level proficiently

<b>Project Name</b>	<b>Resilient Food System – Economic Development and Innovation</b>
<b>Allocation</b>	\$5,866,088
<b>Expenditure Category</b>	2.1 Household Assistance: Food Programs*^
<b>Overview</b>	The <b>Agri-Food Tech Innovation Grants</b> were provided funds to existing food system entrepreneurs and new/innovative food businesses impacted by COVID-19 to continue to operate or expand with consideration given to agricultural technology that also addressed challenges posed by climate change. The <b>Worker Cooperative program</b> , implemented by Thrive Consultancy, Inc. (Thrive), is providing training to residents and entrepreneurs to develop food businesses using the cooperative business model. One cohort is being provided for Spanish-speaking residents. The <b>Agri-Food Tech Incubator or Cultivate PHX</b> is a collaborative effort between the City of Phoenix and ASU’s Rob and Melani Walton Sustainability Solutions Service. ASU is implementing this new initiative dedicated to supporting AgriFood ventures pioneering sustainable food systems and agricultural practices. These ventures will tackle crucial problems throughout the entire food lifecycle, with advanced ventures seeking to pilot novel technologies. <b>The Food System Transformation Grant Program</b>



provides funds across all spectrums of the food system impacted by COVID-19, including food production, distribution, food waste and resident/consumer education.

**Project Demographics**

The population served are residents living in zip codes with high COVID-19 case counts and food deserts that were low income, with consideration given to Black, Indigenous, and People of Color (BIPOC), seniors and children and businesses and nonprofits that were negatively affected by COVID-19.

**Community Outreach**

Outreach for the Worker Cooperative was conducted by Thrive through its network and targeted towards low income, BIPOC, and residents living in zip codes with high COVID-19 case counts. Outreach for the Agri-food Tech and Food System Transformation grants was conducted by City staff. ASU conducted outreach in Fall 2023. In addition, City staff provided information about these programs on our website, through social media. Outreach was provided in Spanish and English.

**Promoting Equitable Outcomes**

This program promotes equitable outcomes because it is specifically targeted to low income, BIPOC, individuals and families living in zip codes with high COVID-19 case counts. Equitable outcomes are promoted with the grants and incubator by targeting small, BIPOC businesses and nonprofits negatively impacted by COVID. Program materials were provided in Spanish and English.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/food-hubs>

**Performance Report**

**KPIs:**

Agri-Food Tech Innovation Grants: \*

- # of businesses/nonprofits receiving grant: **7**
- # of businesses expanding or locating in Phoenix: **1**

\*Each of the 7 grantees report on established KPIs specific to their grant.

Food System Transformation Grants:

- # of pounds of food sold: **250**
- # of pounds of food sold to local markets: **9,296.50**
- # of workshops/courses/sessions held\*: **15**
- # of dollars generated through sales: **\$465,979.00**
- # of trees planted: **20**

Worker Cooperative:



- # of individuals trained: **24**
- # of new food worker cooperatives incorporated: 0
- # of workshops/events: **4**

Agri-Food Tech Incubator or Cultivate PHX:

- # of ventures registered in incubator: **24**
- # of startups evaluated: **21**
- # of start ups created: **4**
- # of ventures receiving seed funding: **4**
- Amount of seed funding allocated to ventures: **\$251,500**
- # of jobs created: **6**
- # of new partnerships created: **3**
- # of pilots developed and executed: **2**
- # of participants engaged: **145**
- # of community stakeholders engaged: **55**
- # of venture workshops/events held: **6**
- % of women and individuals from marginalized communities supported: **79%**
- # of individuals attending Monthly Forums: **114**
- # of individuals attending Coffee + Coworking events: **43**

**Outcomes:** The outcomes of these programs are for increased economic opportunity through training and business development and improved health outcomes through provision of healthy meals

Project Name	Edison Impact Hub
Allocation	\$5,000,000
Expenditure Category	2.22 Strong Healthy Communities: Neighborhood Features that Promote Health and Safety^
Overview	The Edison Impact Hub, the former Crippled Children’s Hospital built in 1942, will undergo extensive rehabilitation to become a community center in the heart of the Edison-Eastlake Choice Neighborhoods Community (EEC). This adaptive reuse project will meet historic preservation requirements for the exterior and provide important services to the community. The Edison Impact Hub will include a behavioral health and medical clinic, commercial community kitchen, community gardens, classrooms, meeting rooms, offices for city



partners and caseworkers, and will offer workforce development programs and a variety of classes.

In 2017, the Housing Department was awarded a Choice Neighborhoods Implementation Grant to undergo a six-year neighborhood transformation effort. This effort focuses on three main components: Housing, Neighborhood and People. Residents of the EEC are highly engaged in the neighborhood revitalization effort taking place in their community, and the services to be provided at the Edison Impact Hub are the direct result of years of community engagement that led to the creation of the EEC's resident driven One Vision Plan. Services such as the health clinic, commercial kitchen and workforce development programs are linked to the goals as outlined in the One Vision Plan.

### **Project Demographics**

The Edison Impact Hub will be open to all City of Phoenix residents, but programming will primarily serve low-income residents at 80% of the AMI and below. Please see the chart in the Additional Information section listing the income limits as determined by HUD for use in its programs.

Demographic information for the EEC as follows: Of the 3,339 residents (2010 Census), 79.0% classify themselves as Latino, a significant percentage of which have difficulty with English. Of the households that speak Spanish at home, nearly 40% are "limited English," meaning that all members 14 years of age and older have at least some difficulty with English. The EEC's population is significantly younger than the City and County's with nearly half of the residents under the age of 18. Given the large number of youth, the EEC has slightly more family households and nearly twice as many large households (5 or more persons) than the City and County. Of the family households, nearly two-thirds are headed by single females. The unemployment rate in the EEC is more than double the rate in the City and County and low employment is reflected in the low average median household income. Nearly two-thirds of families have incomes below the poverty level. When EEC residents are working, many are employed in low-wage jobs. Low educational attainment among residents 25 and older is a very real concern, with nearly half having less than a high school diploma. EEC residents are at a significant disadvantage in being competitive for many positions. Additionally, about half of the public housing residents lack access to or knowledge of how to use a computer and/or the internet.



Self-reported health among residents is generally fair to poor, with better health reported for children. The most prevalent chronic health conditions are high blood pressure, stress or anxiety, weight problems, depression, and diabetes. Among children, the most prevalent condition was asthma. According to the CDC's 500 Cities project, EEC residents 18 and older suffer a higher rate of chronic health conditions than the City. In 2017, prior to the COVID-19 pandemic, the Housing Department conducted a Needs Assessment Survey of households residing within the City's public housing communities in the EEC in preparation for applying for a HUD Choice Neighborhoods (CN) Implementation Grant. In total, 341 out of 557 households completed the Needs Assessment Survey for a response rate of 61%. About one in five (70, 21%) respondents do not have health insurance which is lower than the neighborhood (52%) and City (24%) based on the Center for Disease Control's 500 Cities data. Regardless of coverage, only 163 (49%) reported seeing a primary care doctor when they are sick or in need of health advice; use of a hospital (104, 31%) or the emergency room (93, 26%) remained very high.

### **Community Outreach**

Residents of the EEC are highly engaged in the neighborhood revitalization effort taking place in their community. In 2019, Housing staff created a Community Engagement Plan to coordinate the community engagement and outreach efforts of the Choice Neighborhoods Implementation grant. Community feedback, participation and support is extremely important to the Choice Neighborhoods efforts. As part of the planning for the revitalization of this community, numerous meetings were held with residents and stakeholders to gather feedback regarding what is important to them, what they want their new community to look like, and what services they would like. This feedback resulted in the One Vision Plan. The residents continue to be engaged in the redevelopment of this neighborhood through regular meetings with the City and our partners. In 2023 (Jan-June), 2,450 (duplicated) residents have attended 82 community meetings and events. During these engagement activities residents are able to provide feedback on housing development projects, neighborhood enhancements, and public safety programs taking place in their community. The Edison Impact Hub is vital to providing close access to the services the community requested through this process.

### **Promoting Equitable Outcomes**

The variety of supportive services that will be offered at the Edison Impact Hub will serve the City's low-income residents in the EEC and beyond. The EEC, located in a qualified census tract, is a severely low-income target area where 577 public housing units existed, the largest



concentration of public housing in the state of Arizona. The Edison Impact Hub will provide a multitude of services within walking distance of the over 1,000 housing units planned as part of the Choice Neighborhoods redevelopment of the EEC.

Construction of this project triggers Davis Bacon minimum wage requirements, and HUD Section 3 requirements, which provides low-income residents with the first opportunity to be hired for jobs related to the construction of the project.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

The Edison Impact Hub is currently undergoing selective demolition and asbestos abatement with completion scheduled for July 2024. The project rehabilitation work will begin after a procurement for general contractor is complete, anticipating start of rehabilitation in Fall 2024. Opening of the Hub is anticipated in December 2025.

**KPIs:**

- % completion of capital improvements – 5%

**Outcomes:**

- Improved health outcomes through the behavioral health and medical clinic, as well as courses related to heart health, diet, etc.
- Increased economic opportunity through workforce development programming and commercial community kitchen, which will act as a small business incubator, providing residents an opportunity to use a commercial kitchen to develop small food businesses.
- Increased economic opportunity through HUD’s Section 3 program, which requires low-income residents be given first opportunity at construction jobs.

**Additional Information**

Phoenix-Mesa-Scottsdale, AZ MSA – FY 2024 Income Limits

Provided by the U.S. Department of Housing and Urban Development – Median Family Income - \$101,300

	<b>1 Person</b>	<b>2 Person</b>	<b>3 Person</b>	<b>4 Person</b>	<b>5 Person</b>	<b>6 Person</b>
<b>80% Income Limits</b>	\$57,600	\$65,800	\$74,050	\$82,250	\$88,850	\$95,450
<b>60% Income Limits</b>	\$43,200	\$49,320	\$55,560	\$61,680	\$66,660	\$71,580



<b>50% Income Limits</b>	\$36,000	\$41,100	\$46,300	\$51,400	\$55,550	\$59,650
<b>30% Income Limits</b>	\$21,600	\$24,700	\$27,800	\$31,200	\$36,580	\$41,960

<b>Project Name</b>	<b>Resilient Food System – Equity and Inclusion</b>
<b>Allocation</b>	\$3,162,138
<b>Expenditure Category</b>	2.1 Household Assistance: Food Programs*^
<b>Overview</b>	<p>The <b>Funds to Feed Program</b>, implemented by LISC, delivered healthy meals to COVID-impacted residents living in the highest COVID-impacted areas and food deserts through community and grassroots organizations and school districts and continues through December 2024. The <b>Urban Ag Fellowship Program</b> matches Fellows with Host Farms for 12 months to gain experience in food production with assistance from Vitalyst Health Foundation and was completed in August 2023. The <b>Farm to Food Banks Program</b>, implemented by St. Mary’s Food Bank, provided funds to purchase local fresh produce from Phoenix-based farmers to increase produce in food boxes distributed by St. Mary’s to Phoenix residents and was completed in August 2023. The <b>Food Waste Watchers Program</b>, implemented by Arizona State University, provides food waste prevention, reduction, and composting education as well as composting services to residents living in zip codes with high COVID-19 case counts and food deserts that were low income, with consideration given to Black, Indigenous, and People of Color (BIPOC).</p>
<b>Project Demographics</b>	<p>The population served were residents living in zip codes with high COVID-19 case counts and food deserts that were low income, with consideration given to Black, Indigenous, and People of Color (BIPOC), seniors and children. For the Urban Ag Fellowship Program, 7 of the 9 fellows are BIPOC.</p>
<b>Community Outreach</b>	<p>Outreach was conducted by each of the organizations implementing the programs with assistance from City staff through press releases, website and social media. Outreach materials were and will be provided in Spanish and English.</p>
<b>Promoting Equitable Outcomes</b>	<p>These programs promote equitable outcomes because each is specifically targeted to low income, BIPOC, individuals and families living in zip codes with high COVID-19 case counts and food deserts. The Funds to Feed Program has conducted extensive training with their grantees to build their grant management experience and as a result</p>



have been able to receive funding from other sources. Program Materials were provided in Spanish and English.

## Use of Evidence

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/healthy-food-initiatives-in-food-pantries>

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/farm-to-school-programs>

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/sector-based-workforce-initiatives>

## Performance Report

### KPIs

Funds to Feed:

- # of meals served: **14,354**
- # of individuals served: **14,228**
- # of families served: **4,969**

Urban Ag Fellowship Program:

- # of individuals in program: **9**
- # of host farms: **8**

Farm to Food Banks Program (July and August 2023):

- # of households served: **10,814**
- Pounds of produce purchased: **16,869**

Food Waste and Composting Education Program (program will began June 2023):

- # of participants engaged: **31**
- # of BIPOC participants engaged: **22**
- Pounds of food waste composted: **1,822**

**Outcomes:** These programs outcomes are to increase access to healthy food resulting in reduced hunger and improved health outcomes, prevent and reduce food waste, as well as economic opportunity for the urban ag fellows and for the food producers providing fund for the Farm to Food Banks Program.



<b>Project Name</b>	<b>Family Assistance Resource Program</b>
<b>Allocation</b>	\$11,997,000
<b>Expenditure Category</b>	2.3 Household Assistance: Cash Transfers*^
<b>Overview</b>	In September 2021, City Council approved the allocation of \$12 million to support the Family Assistance Resource (FAR) program which provides 1,000 participants with \$1,000 in temporary financial assistance per month for 12 months to spend on household expenses, such as childcare, groceries, utility bills, transportation, etc. The program began in January 2022 and ended December 2022. In order to address the emergency financial situation many families were facing as a result of the pandemic, there was no application process for this program. Families with children who received Emergency Rental Assistance, reside in city-owned public housing, or have a Section 8 voucher were randomly selected via a lottery system and were asked to participate.
<b>Project Demographics</b>	Appendix B includes breakdown of participant demographics.
<b>Community Outreach</b>	<p>Staff successfully held seven in-person community events at various locations across the City to distribute cards directly to participants and answer program questions. Locations were chosen based on where participants lived to make access to the event easier. Several events were held on City Hall for individuals who were unable to attend the community events and staff additionally assisted several residents with transportation challenges by meeting them at community libraries close to their homes. The heat map included shows the areas of Phoenix where participants live, and the red dots are the locations staff held the events.</p> <p>Additionally, staff completed an in-person feedback session in October 2022 where 26 families participated in focus groups and provided feedback on the program. One question asked families how their life changed because of the program and responses included less worry of unexpected expenses, allowed time to focus on education, the achievement of financial stability, provided peace of mind, decreased stress and anxiety, and allowed students to pursue additional school programs. Families also volunteered to provide video testimonials which were made public in a news released in early 2023.</p>
<b>Promoting Equitable Outcomes</b>	The first program survey was distributed electronically in English and Spanish at the end of March 2022 and it had a survey response of 47 percent. The questions requested additional information about the



participants and program feedback. All responses were anonymous. Below is a summary of the results.

- 90 percent of participants described the first month of using the card as very easy/easy.
- Over 50 percent of participants stated they are currently employed with part-time or full-time jobs. Of those currently unemployed, nearly 200 participants are actively searching for work.
- Financial goals for many in the program included providing for their families, learning to set a budget, getting out of debt, and/or finding stable housing. City of Phoenix 2022 Recovery Plan Performance Report 10
- Nearly 80 percent of participants experienced stress, anxiety, or worry related to paying monthly bills.
- 98 percent of participants are satisfied with the program.

#### Use of Evidence

<https://evidencebasedprograms.org/programs/canadian-self-sufficiency-project/>

#### Performance Report

##### KPIs

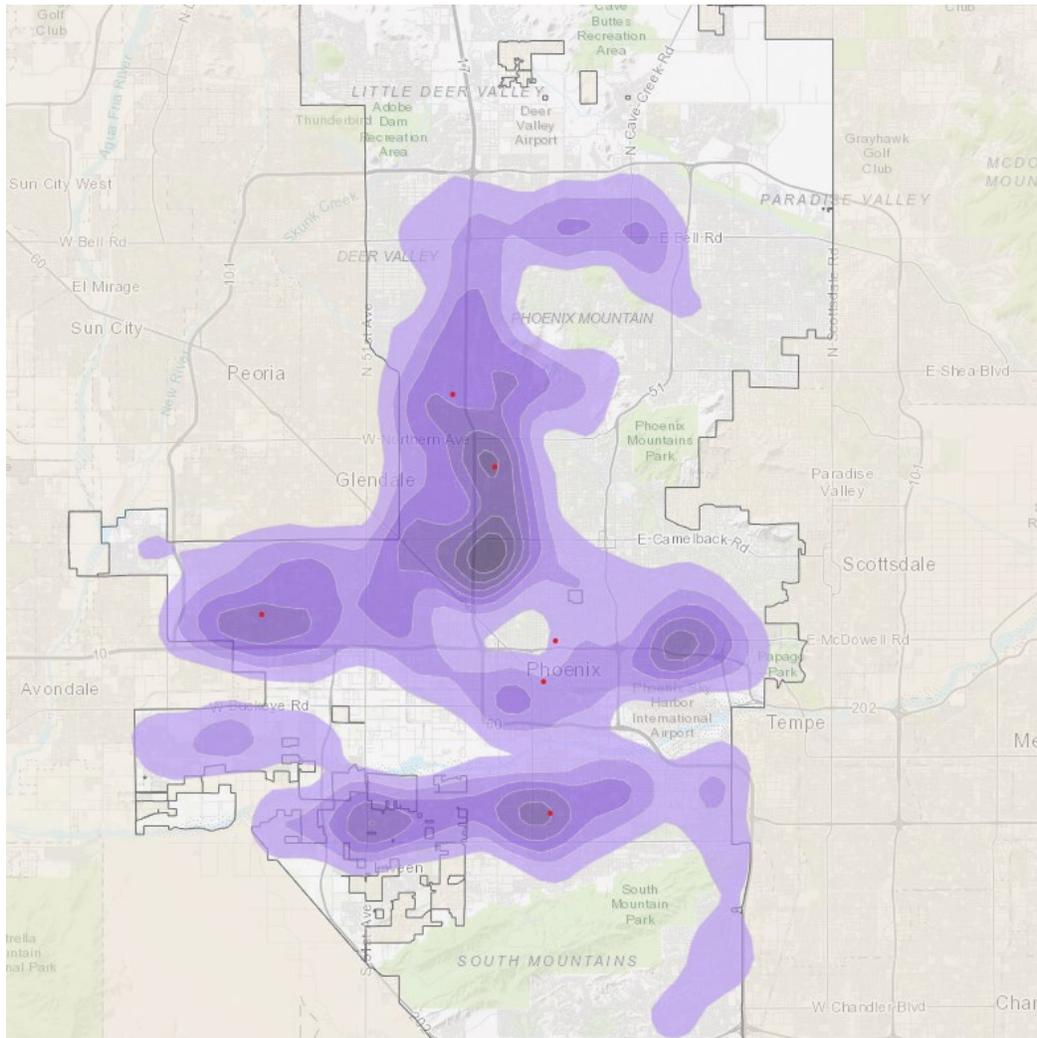
- Number of households: **1,000**
- Households earning less than \$20,000: **66%**

**Outcomes:** While a post-evaluation will not be conducted for this program, similar programs include evidence of the following outcomes:

- Sizable increases in employment, earnings and family income
- Improvement of overall health, including physical and psychological health.
- Reductions in poverty



## Heat Map



<b>Project Name</b>	<b>Financial Assistance for Phoenix Refugee and Asylee Community</b>
<b>Allocation</b>	\$6,189,513
<b>Expenditure Category</b>	2.34 Assistance to Impacted Nonprofit Organizations^
<b>Overview</b>	This program supports five nonprofit agencies serving the refugee and asylee community. Per the National Institutes of Health, asylum seekers and refugees faced an elevated risk of exposure to COVID-19, increased severity of COVID-19, and ongoing symptoms following acute illness, including having increased rates of pre-existing physical health vulnerabilities and comorbidities. Additionally, the pandemic increased displacement and limited opportunities for work and resettlement.



Families enter the United States with little to no resources and need assistance navigating their new community. The pandemic exacerbated this need, as social services were limited in 2020. The program's goals are to assist residents with services to find employment, housing, and resources for medical care.

**Project Demographics**

This program serves refugees, asylum seekers, and other immigrants who are victims of human trafficking or other violent crimes within five years of arrival into the United States. Most families have access to little or no resources and are low-income.

**Community Outreach**

Subrecipients will establish partnerships with government agencies and other organizations servicing refugees and immigrants to establish effective referral mechanisms.

**Promoting Equitable Outcomes**

Subrecipients are designated refugee resettlement organizations with a long-standing history and institutional knowledge of providing unique services to the target populations. Equitable outcomes will be promoted through the submission of monthly performance metric reports demonstrating the results achieved.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

**KPIs:**

- Total Number of Households Receiving Case Management Services
- Total Number of Individuals Receiving Case Management Services
- Total Number of Households Receiving Rental Assistance
- Total Number of Households Receiving Utility Assistance
- Total Number of Asylum Seekers Receiving Temporary Emergency Shelter

**Outcomes:** The program aims to increase access to resources, housing stability, and economic opportunities.

<b>Project Name</b>	<b>Resilient Food System – Food Banks and pantries</b>
<b>Allocation</b>	\$1,432,500
<b>Expenditure Category</b>	2.1 Household Assistance: Food Programs*^
<b>Overview</b>	Funding to Arizona Food Bank Network (AFBN) to provide funding to support small food banks and pantries in areas with high COVID-19 case counts in Phoenix. Funds were provided to fifty-nine (59) organizations for purchase of food, equipment, cold storage, or labor



for the purpose of providing food boxes to Phoenix households impacted by COVID.

**Project Demographics**

The population served were residents living in zip codes with high COVID-19 case counts and food deserts that were low income, with consideration given to Black, Indigenous, and People of Color (BIPOC), seniors and children.

**Community Outreach**

Outreach was conducted by AFBN to each of the fifty-nine organizations receiving the funding, who in turn conducted outreach to the community on the availability of food boxes. City staff provided information about the program on a website and through social media. Outreach materials were provided in Spanish and English.

**Promoting Equitable Outcomes**

This program promotes equitable outcomes because it specifically targeted low income, BIPOC, seniors and children living in zip codes with high COVID-19 case counts by specifically providing meals to those organizations that serve this population. This program increased access to healthy food. Program information was provided in Spanish and English.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/healthy-food-initiatives-in-food-pantries>

**Performance Report**

**KPIs**

- # of households served: **1,071,031**
- Pounds of food provided: **15,506,633**

**Outcomes:** This program increased access to healthy food resulting in reduced hunger and improved health outcomes.

Project Name	Heat Response/Temporary Shelter
Allocation	\$19,700,000
Expenditure Category	2.16 Long-term Housing Security: Services for Unhoused Persons*^
Overview	In 2022, City Council approved \$116 million to support and provide temporary shelter and wraparound services for people experiencing homelessness. This program partners with multiple local organizations to provide over 1,500 beds to individuals and families experiencing homelessness. The Heat Response and Temporary Shelter project



consists of St. Vincent de Paul Washington shelter and the Human Services Campus Weather Relief shelters.

**Project Demographics**

This project provides services to individuals over the age of 18 experiencing homelessness.

**Community Outreach**

Additional resources for individuals experiencing homelessness have been consistent requests from residents at community meetings. Staff is constantly in communication with partners and discussing the status of individuals. In addition, there are dedicated staff that travels around the City daily to assist individuals experiencing homelessness.

**Promoting Equitable Outcomes**

The City of Phoenix is committed to promoting equity for all members of its unsheltered population through its Heat Response and Temporary Shelter projects. The following strategies and interventions were implemented to ensure fairness, inclusivity, and accessibility:

Accessibility and Outreach: Efforts are made to ensure that information about heat response measures and temporary shelters reached all members of the unsheltered community, including those in underserved communities. Outreach teams engage with diverse populations, including individuals experiencing homelessness, through targeted communication channels, community partnerships, and multilingual resources.

Trauma-Informed Care: Temporary shelter facilities adopt trauma-informed care practices, acknowledging the potential trauma experienced by individuals facing homelessness. This approach ensures that staff members are trained to recognize and respond to trauma in a compassionate and supportive manner, providing an environment that fosters healing and recovery.

Equity in Service Provision: The projects strive to provide equitable access to services and resources, regardless of an individual's gender, age, race, ethnicity, or sexual orientation. Efforts are made to eliminate barriers and ensure fair distribution of resources, such as transportation assistance, medical care, mental health services, and employment support, within temporary shelter facilities.

Collaboration and Partnerships: The City actively collaborates with community-based organizations, nonprofit agencies, faith-based groups, and other stakeholders who have experience and expertise in serving marginalized populations. These partnerships help ensure that



the projects are designed and implemented with a lens of equity, incorporating diverse perspectives and voices.

Continuous Evaluation and Improvement: Ongoing evaluation processes are implemented to assess the effectiveness of projects in promoting equitable outcomes. Feedback from individuals experiencing homelessness, community organizations, and other stakeholders is actively sought to identify areas for improvement and make necessary adjustments to ensure fairness and inclusivity.

By implementing these strategies and interventions, the City aims to ensure that the Heat Response and Temporary Shelter projects provide equitable support and services to all experiencing homelessness, addressing their unique needs and promoting fairness and social justice.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:**

- # of persons served: **7,661**
- # of exits to permanent housing: **269**
- # of exits to positive housing destinations: **1,237**

**Outcomes:**

- Increased health outcomes
- Reduction in heat-related deaths
- Increased timely access to permanent housing options and housing assistance programs

<b>Project Name</b>	<b>Heat Relief Outreach Program</b>
<b>Allocation</b>	\$450,000
<b>Expenditure Category</b>	1.14 Other Public Health Services^
<b>Overview</b>	Phoenix’s Office of Heat Response and Mitigation (OHRM) is leading the efforts of the hottest large city in the United States to fight the growing hazard of urban heat. OHRM focuses on both heat response (helping people cope with hot weather) and heat mitigation (cooling the city and making it more comfortable). During all seasons of the year, OHRM coordinates programs and policies to help lower urban temperatures and protect public health. It also tracks trends, collects data, and



collaborates with other governments and organizations to share ideas and solutions when it comes to dealing with heat. The COVID-19 pandemic heightened the awareness around extreme heat and how it impacts those most vulnerable to COVID-19, both physically and mentally, such as older residents, people with underlying health conditions, low-income families, and Black, Latino, and Indigenous communities.

As of April 2024, the Maricopa County Department of Public Health had confirmed 625 heat-associated deaths for 2023. The 2023 total reflects an increase of 52% above the heat-associated death total from 2022 and is the highest number of heat-associated deaths reported since formal tracking began in 2006. The City of Phoenix's We're Cool initiative is a volunteer-driven program coordinated by OHRM that strives to prevent heat-related illnesses. We're Cool volunteers, alongside City staff members, engage community members in public spaces. The program provides heat relief supplies, shares information about community cooling resources, and helps connect residents to social services, especially in areas where heat-related health challenges occur more frequently. To expand the reach of heat relief outreach efforts across the City of Phoenix, OHRM received council authorization to use \$450,000 in ARPA funds to develop a heat relief grant program for community non-profits. There is a rich network of organizations in Phoenix with capacity and interest to serve heat vulnerable residents, and the impact of their work could be significantly amplified with additional resources. The Heat Relief Grant ("Grant") enables these organizations to procure heat relief supplies and distribute them to communities disproportionately impacted by heat, including those most impacted by the COVID-19 pandemic. It runs concurrently with the regional Heat Relief Network calendar and conclude by September 30th, 2024.

COVID-19's negative impacts reinforced systemic barriers limiting these organizations' ability to obtain necessary funding and support to provide heat relief resources. Additionally, the COVID-19 pandemic exacerbated the national homelessness crisis by limiting social services and open spaces and creating detrimental economic consequences.

The City awarded 19 grants to nonprofit, charitable, small business, and faith-based organizations for projects that provide heat relief, respite, and/or resources in support of the [City of Phoenix 2023 Heat Response Plan](#) and [2024 Heat Response Plan \(pg 26\)](#). Priority for funding was given to projects that:



- Conduct and promote efforts to reduce heat-related illnesses and deaths, especially among communities most negatively impacted by the effects of COVID-19 and/or
- Maintain a safe and secure shelter, cooling center, respite center, and/or hydration station.

**Project Demographics**

This program is targeting individuals experiencing homelessness or low-income individuals, and other heat vulnerable residents.

**Community Outreach**

The City of Phoenix's We're Cool initiative is a volunteer-driven program coordinated by the Office of Heat Response and Mitigation that strives to prevent heat-related illnesses. With the ARPA Heat Relief Grant, We're Cool volunteers, alongside City staff members, engaged community members in public spaces. The program provides heat relief supplies, shares information about community cooling resources, and helps connect residents to social services, especially in areas where heat-related health challenges occur more frequently. City staff met other organizations through the We're Cool initiative and facilitated relationships and collaboration to support the Heat Relief Grant outreach.

**Promoting Equitable Outcomes**

The Grant has supported the expansion of the We're Cool Initiative, allowing the Office of Heat Response and Mitigation to complete 22 weeks of heat relief effort around the City of Phoenix. Through these efforts, the HeatReadyPHX team and Office of Homeless Solutions collaborated to bring heat relief, resources, and much-needed education about housing, detox, and heat relief resources to disproportionately impacted communities. These efforts contribute to improved health, mitigation of environmental risks, enhanced educational opportunities, and fosters social equity.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

Additional data resources

<https://www.fema.gov/press-release/20230621/fema-announces-first-summerready-extreme-heat-campaign-promote-preparedness>

<https://www.weather.gov/rah/heat>

<https://www.osha.gov/heat>



## Performance Report

### KPIs:

#### Summer 2023

- Number of People Served Heat Relief Supplies: **28,392**
- Number of People Receiving Services (wraparound, case management, ect.): **16,069**

#### Summer 2024

- Number of People Served Heat Relief Supplies: **4,915**
- Number of People Receiving Services (wraparound, case management, ect.): **88**

**Outcomes:** Several outcomes for this program include reduction in heat-related illness, decreased mortality rates, enhanced community resilience, improved access to cooling spaces and resources, and increased collaboration and partnerships.

Several highlights from summer 2023 include furnishing the Key Campus (formerly known as the Human Services Campus) with 137,088 bottles of water during peak summer heat, increasing staffing at one local cooling center from 12 hr/wk to 70 hr/wk, and providing portable A/C units for emergency heat relief for local community members.

The photos below show various organizations providing heat relief to people experiencing homelessness and other low-income individuals. Heat relief activities were either through mobile street outreach or managing cooling centers or hydration stations. Examples of heat relief supplies as seen in the photos include water, water bottles, hats, sunscreen and electrolytes amongst other things.

### Photos





<b>Project Name</b>	<b>Homeless Services – Central Arizona Shelter Services (CASS)</b>
<b>Allocation</b>	\$1,047,198
<b>Expenditure Category</b>	2.16 Long-term Housing Security: Services for Unhoused Persons*^
<b>Overview</b>	This project will provide essential services to individuals who are seeking emergency shelter at Central Arizona Shelter Services (CASS) single adult shelter and Vista Colina family shelter. Shelter services will be provided for individuals experiencing homelessness, regardless of origin of residence, 365 days a year, 7 days a week, and 24 hours a day. Case management will include supportive services with regular meetings, resource provision, and support for the client.



**Project Demographics**

This program serves individuals experiencing homelessness in the City of Phoenix.

**Community Outreach**

There was no additional community outreach completed for this program.

**Promoting Equitable Outcomes**

The City of Phoenix's allocation for temporary shelter services promotes equitable outcomes for people formerly experiencing homelessness in Phoenix in the following ways:

Comprehensive support services: By integrating on-site supportive services within the temporary shelter, the City of Phoenix recognizes the importance of addressing the complex needs of people experiencing homelessness. Services such as case management, mental health counseling, substance abuse treatment, and employment assistance are essential in supporting individuals on their journey to stability and self-sufficiency. The provision of these services aims to remove barriers and provide necessary resources for residents to address their unique challenges effectively.

Holistic approach to well-being: The inclusion of supportive services promotes the overall well-being of people formerly experiencing homelessness. By addressing physical, mental, and emotional needs, the City of Phoenix takes a holistic approach to supporting individuals in achieving long-term stability. This approach acknowledges the interconnectedness of various factors contributing to homelessness and works towards comprehensive solutions.

Equitable access to support: By offering on-site supportive services, the City of Phoenix ensures that residents have equitable access to these resources. This eliminates barriers such as transportation, cost, or limited availability of services in different areas of the city. Equitable access ensures that all residents, regardless of their background or circumstances, have equal opportunities to benefit from the supportive services provided.

Empowerment and self-sufficiency: The goal of supportive services is to empower individuals and families to regain control over their lives and achieve long-term stability. By providing resources for education, employment, and personal growth, the City of Phoenix aims to help residents develop skills and tools to become self-sufficient. This empowerment contributes to breaking the cycle of homelessness and promotes equitable outcomes.



**Use of Evidence** <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:**

# of persons served: **4,272**

**Outcomes:**

- Improved housing stability
- Enhanced physical and mental health outcomes
- Increased economic opportunity
- Enhanced social and community integration
- Improved educational outcomes
- Reduced strain on emergency services
- Strengthened community resilience

<b>Project Name</b>	<b>Homeless Youth Reunification Program</b>
<b>Allocation</b>	\$434,300
<b>Expenditure Category</b>	2.16 Long-Term Housing Security: Services for Unhoused Persons*^
<b>Overview</b>	<p>The Homeless Youth Reunification Program includes two programs with A New Leaf and the Aeroterra housing site.</p> <p>The program with A New Leaf is aimed at connecting youth experiencing homelessness with housing and social support needs. The program allows youth to be reconnected with family/friends, pay for housing deposits and other move-in needs and unexpected barriers that prevent youth from exiting homelessness. Services provided include: housing search and placement, housing stability case management, mediation, legal services and credit repair.</p> <p>The Permanent Supportive Housing (PSH) Program at Aeroterra provides stable, supportive housing for individuals and families who have experienced chronic housing instability, as defined by two or more shelter stays. Qualifying individuals and families are referred to the Aeroterra property by the Human Services Department (HSD). As of June 2024, all 33 PSH units are filled, encompassing 99 individuals, of which 63 are youth participants. Aeroterra has 33 apartments specified as PSH units, of which 25 are designated as family housing units. The</p>



HSD Team provides case management for the adults participating in the Aeroterra PSH program, and the Housing Supportive Services (HSS) PSH Youth Team provides case management and after-school programming to the youth participants.

**Project Demographics**

This program targets youth (ages 5-24) experiencing homelessness.

**Community Outreach**

There was no additional community outreach completed for this program.

**Promoting Equitable Outcomes**

The City of Phoenix’s allocation for homelessness services for youth promotes equitable outcomes in the following ways:

Holistic approach to well-being: The inclusion of supportive services promotes the overall well-being of people formerly experiencing homelessness. By addressing physical, mental, and emotional needs, the City of Phoenix takes a holistic approach to supporting individuals in achieving long-term stability. This approach acknowledges the interconnectedness of various factors contributing to homelessness and works towards comprehensive solutions.

Equitable access to support: By offering on-site supportive services, the City of Phoenix ensures that residents have equitable access to these resources. This eliminates barriers such as transportation, cost, or limited availability of services in different areas of the city. Equitable access ensures that all residents, regardless of their background or circumstances, have equal opportunities to benefit from the supportive services provided.

Empowerment and self-sufficiency: The goal of supportive services is to empower individuals and families to regain control over their lives and achieve long-term stability. By providing resources for education, employment, and personal growth, the City of Phoenix aims to help residents develop skills and tools to become self-sufficient. This empowerment contributes to breaking the cycle of homelessness and promotes equitable outcomes.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:**

- # of participants enrolled in A New Leaf: **12**
- # of participants enrolled in Aeroterra program: **63**



- Percentage of participants enrolled in school: **100%**

**Outcomes:**

- Positive Exit Destinations

<b>Project Name</b>	<b>Homelessness and Mental Health Services</b>
<b>Allocation</b>	\$10,400,561
<b>Expenditure Category</b>	1.12 Mental Health Services*^
<b>Overview</b>	In 2022, the Phoenix City Council approved \$10.5 million in funding for Phoenix Rescue Mission (PRM) and Mercy Care to address homelessness and mental health services. PRM’s Phoenix Will Work Program focuses on providing employment opportunities, homeless outreach, and navigation services to individuals experiencing homelessness. Participants in the program earn wages by conducting beautification projects and performing landscaping duties, addressing barriers to housing. Meanwhile, Mercy Care offers a range of services such as outreach, screenings, counseling, therapy. They also assist with Medicaid/Medicare enrollment, provide eviction prevention services, short-term rental assistance, and transitional housing for eligible residents in Phoenix. Together, PRM and Mercy Care aim to make a positive impact by providing support, resources, and opportunities to improve the lives of those in need.
<b>Project Demographics</b>	This project is providing services to unsheltered individuals.
<b>Community Outreach</b>	<p>During the 2020 and 2021 budget hearings, the City received countless requests for additional services to address mental health in the community. Budget hearings were used as a tool to build the ARPA Strategic Plan and this project was developed in response to community need and feedback.</p> <p>Outreach staff engages in street outreach efforts within communities heavily populated by individuals facing homelessness. They actively offer valuable details regarding the range of mental health resources accessible to them and emphasize the advantages that come with accessing these services.</p>
<b>Promoting Equitable Outcomes</b>	The Homelessness and Mental Health Services project outlined above aims to promote equitable outcomes for all members of the target population by implementing specific strategies and interventions that



address the diverse needs and challenges faced by individuals experiencing homelessness in Phoenix.

Employment Opportunities: The Phoenix Will Work Program implemented by PRM focuses on providing labor opportunities to individuals experiencing homelessness. By offering employment and wages for beautification projects and landscaping duties, the program helps address the economic disparities faced by this population. It creates an avenue for individuals to earn income and gain valuable work experience, which can contribute to their long-term stability and independence.

Outreach and Navigation Services: Both PRM and Mercy Care prioritize outreach efforts to ensure that all members of the target population are aware of and have access to the services available to them. This includes providing information about behavioral and physical health screenings, evaluations, counseling, therapy, medication, and case management. By actively reaching out to individuals experiencing homelessness, the project seeks to reduce barriers to accessing necessary resources and support.

Access to Healthcare and Supportive Services: Mercy Care plays a crucial role in providing comprehensive healthcare services, including behavioral and physical health screenings, counseling, therapy, and medication. They also assist eligible residents in enrolling for Medicaid/Medicare, ensuring that individuals have access to the healthcare services they require. Additionally, Mercy Care offers eviction prevention services, short-term rental assistance, and transitional housing, which addresses the immediate and long-term housing needs of the target population.

Tailored Support and Case Management: Both organizations employ case management strategies to provide personalized support to individuals. This approach recognizes that each person's situation and needs are unique, and therefore requires tailored interventions. Case managers work closely with individuals to assess their specific circumstances, develop personalized plans, and connect them with appropriate resources and services, ensuring equitable access to support.

By implementing these strategies and interventions, the project seeks to address the unique needs and circumstances of individuals experiencing homelessness in Phoenix. It aims to provide equitable opportunities for economic stability, access to healthcare, and



supportive services, with the goal of promoting long-term outcomes that improve the lives of all members of the target population.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/mental-health-benefits-legislation>

**Performance Report**

**KPIs:**

- # of people experiencing homelessness participating in workforce programs (Phoenix Rescue Mission): **3,534**
- # of informational flyers distributed: **43,251**
- # of community outreach events: **566**
- # of individuals served with behavioral health services: **13,260**
- # of unique behavioral health services provided: **40,018**
- # of participants who completed training: **68**
- # of households served: **234**
- # of residents served: **583**

**Outcomes:**

- Improved economic opportunity
- Increased awareness and access to resources
- Enhanced community engagement
- Improved behavioral health outcomes
- Expanded behavioral health services

<b>Project Name</b>	<b>Homeless Hotel Acquisition and Renovation Project – former Super 8 Hotel</b>
<b>Allocation</b>	\$14,162,972
<b>Expenditure Category</b>	2.16 Long-term Housing Security: Services for Unhoused Persons*^
<b>Overview</b>	<p>In April 2023, City of Phoenix Council allocated funding to acquire the Super 8 Hotel with the purpose of converting it into affordable rental housing units with on-site supportive services. The acquisition of this property provides an opportunity to repurpose an existing building and address the pressing need for affordable housing in the community.</p> <p>In addition to providing affordable rental housing units, the site will offer on-site supportive services. These services may include access to case management, mental health counseling, substance abuse treatment, employment assistance, and other resources aimed at promoting the overall well-being of the residents. By integrating supportive services within the housing complex, the City of Phoenix</p>



aims to provide a comprehensive approach to address the needs of the residents and help them achieve long-term stability.

**Project Demographics**

This program provides services to individuals who previously experienced homelessness or earn 0-30% of the Area Median Income.

**Community Outreach**

Staff reached out to local community organizations, nonprofits, and other stakeholders involved in housing and social services to discuss the acquisition and potential collaboration opportunities. These engagements help build partnerships and gather insights from organizations with expertise in the affordable housing sector.

Staff will collaborate with local organizations, and nonprofits that specialize in housing assistance, social services, and case management. These partnerships will help identify individuals in need of affordable housing and refer them to the hotel's rental units. Referrals may also come from community organizations, healthcare providers, or social workers who work closely with individuals facing housing challenges.

**Promoting Equitable Outcomes**

The City of Phoenix's allocation to acquire the Super 8 Hotel and convert it into affordable rental housing units with on-site supportive services promotes equitable outcomes for people formerly experiencing homelessness in Phoenix in the following ways:

Increased access to affordable housing: The conversion of the Super 8 Hotel into affordable rental housing units expands the availability of affordable housing options for the people previously experiencing homelessness. This addresses the pressing need for safe and affordable housing, creating opportunities for individuals to secure stable housing and break the cycle of homelessness.

Comprehensive support services: By integrating on-site supportive services within the housing complex, the City of Phoenix recognizes the importance of addressing the complex needs of people experiencing homelessness. Services such as case management, mental health counseling, substance abuse treatment, and employment assistance are essential in supporting individuals on their journey to stability and self-sufficiency. The provision of these services aims to remove barriers and provide necessary resources for residents to address their unique challenges effectively.

Holistic approach to well-being: The inclusion of supportive services promotes the overall well-being of people formerly experiencing homelessness. By addressing physical, mental, and emotional needs, the City of Phoenix takes a holistic approach to supporting individuals



in achieving long-term stability. This approach acknowledges the interconnectedness of various factors contributing to homelessness and works towards comprehensive solutions.

Equitable access to support: By offering on-site supportive services within the housing complex, the City of Phoenix ensures that residents have equitable access to these resources. This eliminates barriers such as transportation, cost, or limited availability of services in different areas of the city. Equitable access ensures that all residents, regardless of their background or circumstances, have equal opportunities to benefit from the supportive services provided.

Empowerment and self-sufficiency: The goal of supportive services is to empower individuals and families to regain control over their lives and achieve long-term stability. By providing resources for education, employment, and personal growth, the City of Phoenix aims to help residents develop skills and tools to become self-sufficient. This empowerment contributes to breaking the cycle of homelessness and promotes equitable outcomes.

Overall, the allocation of funds for the acquisition and conversion of the Super 8 Hotel into affordable rental housing units with on-site supportive services demonstrates the City of Phoenix's commitment to addressing the pressing need for affordable housing and supporting people experiencing homelessness. By providing access to housing and comprehensive support services, the City strives to create an equitable environment that promotes stability, well-being, and long-term success for all residents.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:** There are no current KPIs for the program as it only consisted of the purchase of the property.

**Outcomes:**

- Improved housing stability
- Enhanced physical and mental health outcomes
- Increased economic opportunity
- Enhanced social and community integration
- Improved educational outcomes
- Reduced strain on emergency services
- Strengthened community resilience



<b>Project Name</b>	<b>Homelessness Projects</b>
<b>Allocation</b>	\$40,347,009
<b>Expenditure Category</b>	2.16 Long-term Housing Security: Services for Unhoused Persons*^
<b>Overview</b>	<p>In 2022 City Council allocated \$26.5 million for homelessness projects that consisted of Community Bridges Inc. Rio Fresco emergency hotel and Lutheran Social Services emergency shelter &amp; help program. The Community Bridges Inc. 117-room emergency hotel opened in the fall of 2022 and will become a permanent asset in the homeless service system in 2023.</p> <p>This project also includes the Safe Outdoor Space. The City of Phoenix Office of Homeless Solutions launched the Safe Outdoor Space (SOS) on November 1, 2023 to provide alternative safe sleeping in a structured campground for unsheltered people living in the area surrounding the Key Campus. The Phoenix City Council approved the SOS on Wednesday, September 20, 2023. The council approved the SOS with stipulations related to the operation and purpose of the SOS. The Office of Homeless Solutions also worked closely with surrounding businesses and residents to develop a Good Neighbor Agreement that guides our operations and programming at the SOS. The City of Phoenix, Office of Homeless Solutions provides the strategic, operational, and program direction to this project and serves as the primary point of contact for the external contracts and communication related to the SOS. The SOS will be in operation for a maximum of three years and a close out plan will be developed within one year of the closure.</p>
<b>Project Demographics</b>	This project provides services to individuals experiencing homelessness. The SOS prioritizes unsheltered individuals in the 1.5 mile radius of the Key campus. To date, SOS has served 340 men, 183 women, and four people who identify as other.
<b>Community Outreach</b>	<p>During the 2020 and 2021 budget hearings, the City received countless requests for additional services to address homelessness in the community. Budget hearings were used as a tool to build the ARPA Strategic Plan and this project was developed in response to community need and feedback.</p> <p>Staff coordinates with local community organizations, and service providers to fill shelter beds with individuals and families in need of emergency shelter. Outreach staff conduct street outreach in areas with high concentrations of individuals experiencing homelessness. In</p>



which they provide information about the shelter, its available resources, and the benefits of accessing their services.

The SOS has an Advisory Committee comprised of local businesses and resident, including ADOT that has a neighboring site. The City of Phoenix and contracted partners conduct daily outreach in the area to engage unsheltered people into the services at SOS.

## **Promoting Equitable Outcomes**

The Homelessness Projects outlined above aims to promote equitable outcomes for all members of the target population by implementing specific strategies and interventions that address the diverse needs and challenges faced by individuals experiencing homelessness in Phoenix.

Improved health outcomes: Access to shelter and support services has a positive impact on the health of unsheltered residents. With a safe and stable environment, individuals can address their healthcare needs, receive necessary medical attention, and access preventive care.

Pathway to permanent housing: The CBI and IHELP emergency hotel and shelter facilities often serve as a bridge to permanent housing solutions. Through partnerships with housing agencies and case management services, residents are connected to resources and assistance in securing stable, long-term housing options.

These outcomes collectively contribute to improving the overall well-being and quality of life for unsheltered residents in Phoenix, offering them a chance to regain stability and take steps toward long-term housing solutions.

Additionally, the SOS is a safe sleeping alternative consisting of up to 200 individual spaces and site-based supportive services designed to hasten a person's exit from homelessness and transition into permanent long-term housing. The City of Phoenix, and its contracted partners are reducing as many barriers to entry as possible, and utilize person-centered, strengths-based, trauma informed, and harm reduction perspectives (see Glossary of Terms).

Each space assigned includes a uniform tent, storage container, and bedding. Participants have access to hygiene facilities, laundry facilities, meals, transportation to important appointments, vocational opportunities, and linkage to partner agencies and service providers,



including health care, both on site and off. Participants collaborate with their assigned Case Management team to develop a personalized service plan and eliminate housing barriers by increasing accessibility to resources necessary to obtaining long-term, sustainable permanent housing.

The City has partnered with St. Vincent de Paul, City of Phoenix AZ@Work, and St. Joseph the Worker to bring employment services onsite two days a week.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:**

- # of participants enrolled in training: **526**
- # of unduplicated persons served: **2,480**
- # of people served, SOS: **598**

**Outcomes:**

- Increase positive exit destinations
- Decrease returns to homelessness
- Increased income growth (at exit)

**SOS Outcomes:**

Positive exits: 160 (41%) exits include placements in emergency shelter, permanent housing, treatment services, or other placements that are not unsheltered.

Number of people with income at exit: 265 (67%)

<b>Project Name</b>	<b>Homelessness Support Services</b>
<b>Allocation</b>	\$860,000
<b>Expenditure Category</b>	2.16 Long-term Housing Security: Services for Unhoused Persons*^
<b>Overview</b>	The Homelessness Support Services project is funding six temporary positions in the Office of Homeless Solutions (OHS) to assist with homeless services and solutions until June 2026. These positions include Homeless Liaisons, and two Project Managers. The Homeless



Liaison positions allow OHS to better oversee and manage homeless outreach programs with a focus on connecting individuals and collaborating with social service agencies to identify the social service needs of homeless individuals in the community. The Project Manager positions are focused on assisting with construction, maintenance projects and oversight of shelter services programs and successes. All positions provide support to the ARPA homelessness programs.

<b>Project Demographics</b>	This project provides services to individuals experiencing homelessness.
<b>Community Outreach</b>	There is no community outreach for this program.
<b>Promoting Equitable Outcomes</b>	The Homelessness Project outlined above aims to promote equitable outcomes for all members of the target population by implementing specific strategies and interventions that address the diverse needs and challenges faced by individuals experiencing homelessness in Phoenix.
<b>Use of Evidence</b>	<a href="https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first">https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first</a>
<b>Performance Report</b>	<p><b>KPIs:</b> Refer to ARPA homelessness projects for corresponding KPIs.</p> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Increased awareness and access to resources</li> <li>• Enhanced community engagement</li> </ul>

<b>Project Name</b>	<b>X-Wing Non-Congregate Shelter (71<sup>st</sup> Avenue)</b>
<b>Allocation</b>	\$5,500,000
<b>Expenditure Category</b>	2.16 Long-term Housing Security: Services for Unhoused Persons*^
<b>Overview</b>	In 2022 Phoenix City Council approved \$5.5 million for the X-Wing Non-Congregate Shelter Project. The X-Wing Non-congregate shelter is a vital initiative that aims to increase the availability of non-congregate shelter units in the City. To tackle the issue of homelessness, the project proposed repurposing shipping containers into unique non-congregate shelter units. The project will install four refurbished shipping container pods in an 'X' shape at the city-owned site, providing private sleeping areas for individuals experiencing homelessness. Each 40-foot shipping container unit can accommodate



up to 20 people in 5 by 8 feet of private spaces. Additionally, the site will include Sprung Structures to serve as congregate shelter spaces, communal areas, and facilities for essential amenities. By combining shipping container units and Sprung Structures, the project aims to provide a comprehensive, cost-effective, and dignified housing solution that meets the diverse needs of the homeless population.

**Project Demographics**

This project provides services to unsheltered individuals

**Community Outreach**

By collaborating with street outreach teams and partnering with diverse community organizations, staff disseminates information within the unsheltered community regarding services and resources. Furthermore, staff engages in community stakeholder meetings to gather valuable input from both community members and different organizations. The project will continue further outreach once the facility is completed and operational.

**Promoting Equitable Outcomes**

The X-Wing Non-Congregate Shelter Project strives to promote equitable outcomes for people experiencing homelessness by implementing specific strategies and interventions that address the diverse needs and challenges faced by individuals experiencing homelessness. Here are some ways the project aims to promote equity:

Accessibility: The project ensures accessibility by providing non-congregate shelter units that are designed to accommodate various abilities and disabilities. The units are built to meet accessibility standards, including wheelchair accessibility and features that cater to individuals with mobility challenges.

Gender-specific accommodations: The project recognizes the importance of providing safe and appropriate accommodations for individuals of all genders. It includes designated spaces and facilities for men, women, and gender non-conforming individuals, taking into consideration the unique needs and privacy concerns of each group.

Supportive services: The project incorporates supportive services to address the complex needs of individuals experiencing homelessness. These services may include mental health support, substance abuse counseling, employment assistance, and access to healthcare. By providing these services on-site or through partnerships with service providers, the project aims to enhance the chances of stable housing and successful reintegration into the community.



Trauma-informed care: The project adopts a trauma-informed approach to support individuals who may have experienced trauma while experiencing homelessness. Staff members are trained to understand and respond to the unique needs of individuals who have faced adversity, ensuring a safe and supportive environment.

These strategies and interventions are aimed at ensuring that the X-Wing Non-Congregate Shelter Project provides equitable outcomes for all members of the homeless population. By addressing diverse needs, promoting inclusivity, and involving the community, the project aims to create a supportive and dignified housing solution for individuals experiencing homelessness.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:** KPIs will become available once the program has data available.

**Outcomes:**

- Increased shelter
- Improved health outcomes
- Increased stability and housing retention
- Enhanced economic opportunities
- Social integration and community building
- Enhanced access to supportive services

<b>Project Name</b>	<b>Hotel Acquisition and Renovation – Super 8</b>
<b>Allocation</b>	\$11,662,972
<b>Expenditure Category</b>	2.16 Long-term Housing Security: Services for Unhoused Persons*^
<b>Overview</b>	<p>In April of 2023, City of Phoenix Council allocated funding to acquire the Super 8 Hotel with the purpose of converting it into affordable rental housing units with on-site supportive services. The acquisition of this property provides an opportunity to repurpose an existing building and address the pressing need for affordable housing in the community.</p> <p>In addition to providing affordable rental housing units, the site will offer on-site supportive services. These services may include access to case management, mental health counseling, substance abuse treatment, employment assistance, and other resources aimed at promoting the overall well-being of the residents. By integrating</p>



supportive services within the housing complex, the City of Phoenix aims to provide a comprehensive approach to address the needs of the residents and help them achieve long-term stability.

**Project Demographics**

This program provides services to individuals who previously experienced homelessness, or earn 0-30% of the Area Median Income

**Community Outreach**

Staff reached out to local community organizations, nonprofits, and other stakeholders involved in housing and social services to discuss the acquisition and potential collaboration opportunities. These engagements help build partnerships and gather insights from organizations with expertise in the affordable housing sector.

Staff will collaborate with local organizations, and nonprofits that specialize in housing assistance, social services, and case management. These partnerships will help identify individuals in need of affordable housing and refer them to the hotel’s rental units. Referrals may also come from community organizations, healthcare providers, or social workers who work closely with individuals facing housing challenges.

**Promoting Equitable Outcomes**

The City of Phoenix’s allocation to acquire the Super 8 Hotel and convert it into affordable rental housing units with on-site supportive services promotes equitable outcomes for people formerly experiencing homelessness in Phoenix in the following ways:

Increased access to affordable housing: The conversion of the Super 8 Hotel into affordable rental housing units expands the availability of affordable housing options for the people previously experiencing homelessness. This addresses the pressing need for safe and affordable housing, creating opportunities for individuals to secure stable housing and break the cycle of homelessness.

Comprehensive support services: By integrating on-site supportive services within the housing complex, the City of Phoenix recognizes the importance of addressing the complex needs of people experiencing homelessness. Services such as case management, mental health counseling, substance abuse treatment, and employment assistance are essential in supporting individuals on their journey to stability and self-sufficiency. The provision of these services aims to remove barriers and provide necessary resources for residents to address their unique challenges effectively.

Holistic approach to well-being: The inclusion of supportive services promotes the overall well-being of people formerly experiencing homelessness. By addressing physical, mental, and emotional needs,



the City of Phoenix takes a holistic approach to supporting individuals in achieving long-term stability. This approach acknowledges the interconnectedness of various factors contributing to homelessness and works towards comprehensive solutions.

Equitable access to support: By offering on-site supportive services within the housing complex, the City of Phoenix ensures that residents have equitable access to these resources. This eliminates barriers such as transportation, cost, or limited availability of services in different areas of the city. Equitable access ensures that all residents, regardless of their background or circumstances, have equal opportunities to benefit from the supportive services provided.

Empowerment and self-sufficiency: The goal of supportive services is to empower individuals and families to regain control over their lives and achieve long-term stability. By providing resources for education, employment, and personal growth, the City of Phoenix aims to help residents develop skills and tools to become self-sufficient. This empowerment contributes to breaking the cycle of homelessness and promotes equitable outcomes.

Overall, the allocation of funds for the acquisition and conversion of the Super 8 Hotel into affordable rental housing units with on-site supportive services demonstrates the City of Phoenix's commitment to addressing the pressing need for affordable housing and supporting people experiencing homelessness. By providing access to housing and comprehensive support services, the City strives to create an equitable environment that promotes stability, well-being, and long-term success for all residents.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:** There are no current KPIs for the program as it only has consisted of the purchase of the property.

**Outcomes:**

- Improved housing stability:
- Enhanced physical and mental health outcomes
- Increased economic opportunity
- Enhanced social and community integration:
- Improved educational outcomes
- Reduced strain on emergency services
- Strengthened community resilience:



<b>Project Name</b>	<b>Homeless Youth Reunification</b>
<b>Allocation</b>	\$1,000,000
<b>Expenditure Category</b>	2.16 Long-Term Housing Security: Services for Unhoused Persons*^
<b>Overview</b>	<p>The Homeless Youth Reunification Program includes two programs with A New Leaf and the Aeroterra housing site.</p> <p>The program with A New Leaf is aimed at connecting youth experiencing homelessness with housing and social support needs. The program allows youth to be reconnected with family/friends, pay for housing deposits and other move-in needs and unexpected barriers that prevent youth from exiting homelessness. Services provided include: housing search and placement, housing stability case management, mediation, legal services and credit repair.</p> <p>The Permanent Supportive Housing (PSH) Program at Aeroterra provides stable, supportive housing for individuals and families who have experienced chronic housing instability, as defined by two or more shelter stays. Qualifying individuals and families are referred to the Aeroterra property by the Human Services Department (HSD). As of June 2024, all 33 PSH units are filled, encompassing 99 individuals, of which 63 are youth participants. Aeroterra has 33 apartments specified as PSH units, of which 25 are designated as family housing units. The HSD Team provides case management for the adults participating in the Aeroterra PSH program, and the Housing Supportive Services (HSS) PSH Youth Team provides case management and after-school programming to the youth participants.</p>
<b>Project Demographics</b>	This program targets youth (ages 5-24) experiencing homelessness.
<b>Community Outreach</b>	There was no additional community outreach completed for this program.
<b>Promoting Equitable Outcomes</b>	<p>The City of Phoenix’s allocation for homelessness services for youth promotes equitable outcomes in the following ways:</p> <p><u>Holistic approach to well-being:</u> The inclusion of supportive services promotes the overall well-being of people formerly experiencing homelessness. By addressing physical, mental, and emotional needs, the City of Phoenix takes a holistic approach to supporting individuals</p>



in achieving long-term stability. This approach acknowledges the interconnectedness of various factors contributing to homelessness and works towards comprehensive solutions.

Equitable access to support: By offering on-site supportive services, the City of Phoenix ensures that residents have equitable access to these resources. This eliminates barriers such as transportation, cost, or limited availability of services in different areas of the city. Equitable access ensures that all residents, regardless of their background or circumstances, have equal opportunities to benefit from the supportive services provided.

Empowerment and self-sufficiency: The goal of supportive services is to empower individuals and families to regain control over their lives and achieve long-term stability. By providing resources for education, employment, and personal growth, the City of Phoenix aims to help residents develop skills and tools to become self-sufficient. This empowerment contributes to breaking the cycle of homelessness and promotes equitable outcomes.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:**

- # of participants enrolled in A New Leaf: **12**
- # of participants enrolled in Aeroterra program: **63**
- Percentage of participants enrolled in school: **100%**

**Outcomes:**

- Positive Exit Destinations

<b>Project Name</b>	<b>Infrastructure, Technology, and Capital Needs: 2021 Local Drainage Mitigation Program</b>
<b>Allocation</b>	\$13,000,000
<b>Expenditure Category</b>	5.6 Clean Water: Stormwater
<b>Overview</b>	This project aims to complete several priority flood control projects by mitigating localized drainage issues caused by existing surrounding topography and designing a solution to address the drainage.



<b>Project Demographics</b>	This project targets residents citywide and emphasizes marginalized communities where most of the household’s income levels have a median income at 80% below the Area Median Income.
<b>Community Outreach</b>	The public will be informed through various media, including public meetings, flyers, door hangers, posters, and a website during the design and construction phase, informing them of the flood mitigation improvement benefits to their particular area/neighborhood.
<b>Promoting Equitable Outcomes</b>	The project aims to mitigate stormwater flooding in the affected areas, reducing the potential for property damage to the affected residents. With an increased benefit to those areas with reduced incomes as the costs associated with property damage is a more significant proportion of their income.
<b>Use of Evidence</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Performance Report</b>	<p><b>KPIs:</b></p> <p><b>Four</b> projects have been advertised with an anticipated construction start date of July 31, 2024.</p> <p><b>Five</b> projects have been submitted to be advertised with an anticipated advertised date of June 28, 2024.</p> <p><b>Two</b> projects are at the final design stage and are sealed with an anticipated advertisement date of August 30, 2024.</p> <p><b>Two</b> projects are at the pre-final design stage with an anticipated design completion date of June 25, 2024. These projects are also anticipated to be advertised on August 30, 2024.</p> <p>All 13 projects are anticipated to be advertised and/or proceeding with construction by Fall/Winter 2024.</p> <p><b>Outcomes:</b> The project aims to mitigate flooding in the affected areas, reducing the potential for property damage to the affected residents. This ultimately helps to improve public health and safety.</p>

<b>Project Name</b>	<b>Infrastructure, Technology, and Capital Needs: 27<sup>th</sup> Ave. Materials Recovery Facility</b>
<b>Allocation</b>	\$10,000,000
<b>Expenditure Category</b>	1.14 Other Public Health Services^



**Overview**

The COVID-19 pandemic had a significant negative economic impact on Phoenix’s capability of processing recyclable materials at the City of Phoenix 27<sup>th</sup> Avenue Materials Recovery Facility (MRF). During the pandemic, the City had inbound recycle tonnage increase by over 20% as more people stayed at home to help reduce the spread of the virus. In January 2021, the City made the difficult decision of suspending the 27<sup>th</sup> Avenue MRF operations due to the equipment reaching the end of its useful life and no longer being effective at capturing commodities that are prevalent in the current recycle stream. The design of the facility was also not conducive to social distancing making it difficult for sorters to work side-by-side without danger of spreading the virus.

In December 2021, the Phoenix City Council awarded Machinex Technologies, Inc. a contract to get state-of-the-art recycling equipment with improved processing speeds, adaptability for new materials, reduced maintenance costs, and greater efficiency to increase the capture rate and product quality. \$10 million in ARPA capital expenditures were applied for the replacement of the 27<sup>th</sup> Avenue MRF. The City also contributed an additional \$17 million dollars on equipment and retrofitting existing building footprint to meet new specifications and regulations.

**Project Demographics**

The COVID-19 pandemic had a significant negative economic impact on Phoenix’s capability of processing recyclable materials at the City of Phoenix 27<sup>th</sup> Avenue Materials Recovery Facility (MRF). During the pandemic, the City had inbound recycle tonnage increase by over 20% as more people stayed at home to help reduce the spread of the virus. The impact was citywide for residents.

**Community Outreach**

Once the MRF is built, it will be used to process recyclable material that is collected from Phoenix residents and neighboring cities that rely on the facility. The state-of-the-art equipment will improve processing speeds, be adaptable for new materials, will reduce maintenance costs, and will have greater efficiency to increase the capture rate and improve product quality. Residents did not feel the impact of the closure of the facility as staff developed an interim plan to ensure items were processed at other facilities throughout the Valley.

**Promoting Equitable Outcomes**

Once the MRF is built, it will be used to process recyclable material that is collected from Phoenix residents and neighboring cities that rely on the facility.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.



**Performance Report** Contractor completed all duties with funding as described in its agreement with the City. All funds have been expended for this project.

**Project Name** **Justa Center**

**Allocation** \$175,804

**Expenditure Category** 2.16 Long-Term Housing Security: Services for Unhoused Persons\*^

**Overview** Justa Center provides outreach, housing placement, and supportive service for seniors (55+) who are experiencing homelessness. The funds were utilized to expand outreach and engagement services, non-urgent facility base card care and housing support services such as move in-kits (linens, towels, kitchen items, bedding, etc.), classes on independent living, weekly check-in visits from a social worker, assistance with scheduling health care related appointments, and transportation to health care appointments, if needed. All funding for this program has been expended.

**Project Demographics** This project provides services to unsheltered seniors 55 years and older or earn 0-30% of the Area Median Income.

**Community Outreach** Justa Center staff engaged in direct outreach efforts to connect with community members who were experiencing homelessness. They visited local parks, shelters, community centers, and other areas where seniors experiencing homelessness were known to gather. In addition, Justa Center staff created and distributed printed materials, such as flyers, posters, and brochures, which contained information about their services.

**Promoting Equitable Outcomes** Providing services to seniors experiencing homelessness promotes equitable outcomes by decreasing the number of individuals experiencing homelessness, increasing access to emergency services including healthcare, and increasing housing stability.

**Use of Evidence** <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:**

- # of unduplicated clients served: **580**

**Outcomes:**

- Improved Housing Stability
- Enhanced Health and Well-being



- Increased Independence and Quality of Life
- Access to Supportive Services
- Increased Economic Opportunity
- Social Inclusion and Community Integration

<b>Project Name</b>	<b>Library Bookmobile for Underserved Areas</b>
<b>Allocation</b>	\$700,000
<b>Expenditure Category</b>	2.22 Strong Healthy Communities: Neighborhood Features that Promote Health and Safety^
<b>Overview</b>	<p>The purpose of this project is to provide services to households disproportionately impacted by the COVID-19 pandemic, to improve public delivery of government programs and services, and to address educational disparities (31 CFR 35.6.b.3.ii.A.11.vi), (Federal Register, Vol. 87, No. 18, Pg. 4388), (31 CFR 35.6.b.3.ii.A.11.v). The Library owns a large vacant lot on the corner of 67<sup>th</sup> Ave and Lower Buckeye, a fast-growing area in the West Valley that currently has no Phoenix Public Library serving it. Improvements to the lot will be made, and a bookmobile purchased that will provide regular services at this location, including library materials for checkout, hotspot lending, access to free Wi-Fi, early literacy programming, and more. In addition, the book mobile will make irregular visits throughout the Greater Phoenix community.</p> <p>The Library’s bookmobile officially went into service on March 25, 2024.</p>
<b>Project Demographics</b>	Bookmobile services will focus on an underserved community which does not currently have easy access to library services in their neighborhoods. Besides providing services to the general public at the 67 <sup>th</sup> Ave and Lower Buckeye location, the bookmobile will also make regular visits to targeted populations, such as K-8 schools and senior centers in the area.
<b>Community Outreach</b>	<p>The Library has many existing channels in which it can make residents aware of the service, including but not limited to:</p> <ul style="list-style-type: none"> <li>• Social media presence posts</li> <li>• Public Website</li> <li>• Online Calendar of events</li> <li>• Monthly eNewsletter</li> <li>• Leveraging our community and City partnerships</li> </ul>



- Leveraging our relationships with local print, radio, and television media outlets

**Promoting Equitable Outcomes**

Any Phoenix resident can checkout items from the bookmobile by getting a free library card. All programs and services that are offered via the bookmobile will be free and open to all Phoenix residents.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

**KPIs:**

- Number of customer visits: **4,797**
- Number of items checked out: **1,049**
- Number of library cards issued: **375**
- Number of programs held: **4**
- Number of attendees: **114**
- Number of outreach visits: **76**
- Number of hours spent at outreach locations: **224.5**

**Outcomes:**

- Decrease the library access gap in the Phoenix community

<b>Project Name</b>	<b>Library Hotspot lending Program</b>
<b>Allocation</b>	\$550,000
<b>Expenditure Category</b>	2.4 Household Assistance: Internet Access Program*^
<b>Overview</b>	<p>The purpose of this project is to provide assistance to households disproportionately impacted by the COVID-19 pandemic (31 CFR 35.6.b.3.ii.A.11). Funds will be used to pay for continued broadband Internet service for the Library’s fleet of hotspots, which can be checked out by members of the community free of charge. All but two or three of our Libraries are in Qualified Census Tracts, and this project assists those in these areas who do not have reliable internet connectivity.</p> <p>It is important to note that the hotspot collection has multiple funding sources. Of the KPIs reported, approximately 50% of the check outs are from ARPA-funded hotspots.</p>



**Project Demographics** Although the devices are available for checkout by anyone in the community, the target audience for this program are households who are unable to afford broadband internet service.

**Community Outreach** The Library has many existing channels in which it can make residents aware of the service, including but not limited to:

- Social media presence posts
- Public Website
- Online Calendar of events
- Monthly eNewsletter
- Leveraging our community and City partnerships
- Leveraging our relationships with local print, radio, and television media outlets

**Promoting Equitable Outcomes** The devices are available free of charge to any member of the public with a Phoenix Public Library card.

**Use of Evidence** <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/broadband-initiatives-for-unserved-and-underserved-areas>

**Performance Report** **KPIs:**

- Number of hotspots checked out: **17,263**

**Outcomes:**

- Increased access to free broadband internet

<b>Project Name</b>	<b>Library Technology, Capitol, and Staff Support Projects</b>
<b>Allocation</b>	\$5,000,000
<b>Expenditure Category</b>	1.14 Other Public Health Services^
<b>Overview</b>	<p><b>Outdoor Materials Holds Lockers</b></p> <p>The purpose of this project is to assist with the mitigation and prevention of the COVID-19 pandemic and to increase public access and improve public delivery of government programs and services (31 CFR 35.6.b.3.i.A), (Federal Register, Vol. 87, No. 18, Pg. 4388). Outdoor automated materials holds lockers will be installed at all 17 library locations. These lockers will allow customers to pick up library</p>



materials (books, DVDs, etc.) on hold for them 24/7 without needing to enter a Library building or interacting with staff.

The Library's first Outdoor Materials Holds Locker went live at the Acacia Library in March of 2024. Site improvements for the remaining 15 library locations should begin in July of 2024, with lockers installed at all of those locations by the Winter of 2025.

### **Outdoor Digital LED Signage**

The purpose of this project is to increase public access and improve public delivery of government programs and services and to assist with public communications efforts (Federal Register, Vol. 87, No. 18, Pg.4388 and Pg.4352). Outdoor digital LED signs will be installed at all 17 library locations. These signs will be able to communicate current health and public safety warnings, COVID-19 prevention and treatment messages, and programs and services that are going on at each individual location. The content for the signs will be controlled and pushed out from one central location, meaning that Citywide messages about service changes, emergencies, COVID-19 prevention measures, police activity in a given area, etc, can be quickly and easily pushed out to all 17 locations spanning the entire City.

The construction procurement process for the Outdoor Digital LED Signage project should begin in July of 2024.

### **Vega Online Catalog and Mobile App**

The purpose of this project is to increase public access and improve public delivery of government programs and services and to assist with public communications efforts (Federal Register, Vol. 87, No. 18, Pg.4388 and Pg.4352). The Vega Online Catalog and its accompanying mobile app will provide new features, including modern communication and promotion tools and improved discoverability of library services and resources for our customers. This platform will allow the Library to reach more users and provide a more realistic reflection of visiting a physical branch, all virtually.

The Library's mobile app was launched in November of 2023. The beta version of the Vega online catalog went live in December of 2023.

### **Automated Materials Handler Replacement at Mesquite**



The purpose of this project is to assist with the mitigation and prevention of the COVID-19 pandemic and to increase public access and improve public delivery of government programs and services (31 CFR 35.6.b.3.i.A), (Federal Register, Vol. 87, No. 18, Pg. 4388). The Library will replace an aging Automated Materials Handler at the busiest branch library, Mesquite Library. Automated Materials Handlers allow customers to return their items with no person-to-person interaction. The handler then sorts the materials into bins without the need for staff members to touch or handle the just-returned materials. The newer system has enhanced features, including the ability to allow for bulk check-ins of items that need to be shipped back to other library locations.

Mesquite’s Automated Materials Handler will be installed in August of 2024.

**Project Demographics**

A majority of libraries are located in QCTs and services are available to all members of the community.

**Community Outreach**

The Library has many existing channels in which it can make residents aware of the service, including but not limited to:

- Social media presence posts
- Public Website
- Online Calendar of events
- Monthly eNewsletter
- Leveraging our community and City partnerships
- Leveraging our relationships with local print, radio, and television media outlets

**Promoting Equitable Outcomes**

These projects are free and open to all members of the community. Increasing technology and support services such as the projects listed here promote equitable outcomes by providing greater access to digital resources, promoting digital literacy, supporting job seekers and entrepreneurs, enhancing access to information and services, and fostering community engagement.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

**KPIs:**

- Number of items checked in and processed (Automatic Material Handler / book sorter): **0**
- Number of card holders using lockers (Outdoor Materials Holds Lockers): **61**



- Number of items circulated (Outdoor Materials Holds Lockers): **160**
- Number of lockers installed (Outdoor Materials Holds Lockers): **1**
- Number of online catalog visits (Vega): **2,937**
- Number of signs installed (outside digital LED signage): **0**
- Number of new downloads of the mobile app (Library Mobile App): **7,585**

**Outcomes:**

- Increase access to physical Library materials 24/7 in a way that also allows for social distancing (book lockers)
- Increase the Department’s and the City’s ability to communicate important messages to the community (digital signage)
- More effectively connect the community to the library’s collections and services (Vega and Mobile App)

<b>Project Name</b>	<b>Resilient Food System Program – Local Food Consumption</b>
<b>Allocation</b>	\$2,495,148
<b>Expenditure Category</b>	2.1 Household Assistance: Food Programs*^
<b>Overview</b>	The <b>Phoenix Backyard Garden Program</b> , implemented by Lehr Innovations LLC, NxT Horizon, LLC, and TigerMountain Foundation, has installed gardens systems and is providing training, support, and maintenance for 12 months to residents living in zip codes with high COVID-19 case counts and food deserts that were low income, with consideration given to Black, Indigenous, and People of Color (BIPOC). The <b>Agrivoltaics Project</b> will provide funds to establish a container vertical farm with photovoltaics to a small business for food production project that incorporates solar energy, water efficiency and agriculture. The funding directly assists the business with up to 20% of the produce donated to the local community surrounding the project site. The project site is located with a high COVID-19 impacted and disadvantaged community. This project will be initiated July 2024.
<b>Project Demographics</b>	The population served are residents living in zip codes with high COVID-19 case counts and food deserts that were low income, with consideration given to Black, Indigenous, and People of Color (BIPOC), seniors and children and businesses and nonprofits that were negatively affected by COVID-19. For the Backyard Garden Program, 75% of the residents participating in the program are BIPOC.



**Community Outreach**

Outreach for the Backyard Garden Program was conducted by each of the Subrecipients and by the City through an online application process that was promoted via website and social media. Application and outreach materials were provided in Spanish and English.

**Promoting Equitable Outcomes**

This program promotes equitable outcomes because eligibility requirements targeted to low income, BIPOC, individuals and families living in zip codes with high COVID-19 case counts. Garden system materials were provided in Spanish and English and Spanish interpreters were available for webinars and orientations as well as when the garden was installed and for assistance during support or maintenance.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/community-gardens>

**Performance Report**

**KPIs**

Backyard Garden Program:

- # of gardens installed: **218**
- # of individuals assisted: **678**
- # of pounds of food produced: **1,951**

**Outcomes:** The outcomes of the Backyard Garden Program are to increase access to healthy food resulting in reduced hunger and improved health outcomes, including physical activity, and well-being. Economic benefits can also be realized as a result of the households' ability to purchase less from retail food outlets.

<b>Project Name</b>	<b>Resilient Food System – Meals that Work</b>
<b>Allocation</b>	\$632,697
<b>Expenditure Category</b>	2.1 Household Assistance: Food Programs*^
<b>Overview</b>	This program prepared and delivered healthy meals to residents living in the highest COVID-impacted areas and food deserts, utilizing the services of Aventura Catering at the Phoenix Convention Center. Aventura prepared 1,000 meals per week for 26 weeks that were delivered by Waste Not, a nonprofit organization to six social services or faith-based organizations that were serving COVID-impacted residents.



**Project Demographics** The population served were residents living in zip codes with high COVID-19 case counts and food deserts that were low income, with consideration given to Black, Indigenous, and People of Color (BIPOC), seniors and children.

**Community Outreach** Outreach was conducted by each of the six organizations receiving the meals to make the community aware of the service and City staff provided information about the program on a website and through social media. Outreach materials were provided in Spanish and English.

**Promoting Equitable Outcomes** This program promotes equitable outcomes because it specifically targeted low income, BIPOC, seniors and children living in zip codes with high COVID-19 case counts by specifically providing meals to those organizations that serve this population. Additionally, the organizations chosen to distribute meals were hyper-local and were not part of a larger food bank/pantry network. This program increased access to healthy food. Program information was provided in Spanish and English.

**Use of Evidence** <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/food-hubs>

**Performance Report** **KPIs:**

**1,000** meals prepared and delivered weekly. (This number was agreed upon within the original Agreements with Aventura and Waste Not.)

**Outcomes:** The outcomes of this program were to maintain jobs at Aventura and the Phoenix Convention Center, and to increase access to healthy meals for residents impacted by COVID.

<b>Project Name</b>	<b>Memory Café Program</b>
<b>Allocation</b>	\$1,200,000
<b>Expenditure Category</b>	1.14 Other Public Health Services^
<b>Overview</b>	Older adults faced greater economic challenges and disruptions in their care throughout the COVID-19 pandemic. Memory Cafés offer a place where both an individual experiencing memory loss and/or early onset dementia and their care partner can connect with others in a similar situation through participation in social activities, memory stimulation, music therapy, and different forms of art. Cafes are held multiple times a week in-person at various senior centers and community locations, virtually, and both English and Spanish sessions



are available to the public. To increase dementia awareness and acceptance, Dementia Friends training is provided to city staff and the community to educate participants on how best to support individuals suffering from dementia and other related disorders. The Memory Café team also participates in dementia coalitions, awareness campaigns, and provides resources to anyone seeking support for themselves or their loved ones.

### **Project Demographics**

Any individual with early to moderate dementia and their care partner are eligible to participate in the Memory Café sessions. Participants currently consist of City of Phoenix Senior Center members; however, the program will eventually be expanded to include community members as well. Senior Center members must be over 18 years of age and registered. Scholarships are available to those who cannot afford the \$20 annual membership fee. Additional Information section includes breakdown of participant demographics.

Anyone in the Phoenix community can attend Dementia Friends training delivered by Memory Café Program staff at no cost.

### **Community Outreach**

The Memory Café team engages in numerous community outreach efforts. Participation occurs in quarterly Arizona Memory Café Leadership meetings to update other Memory Café leads across the state on the status of the program. The team's Community Worker provides Dementia Friends trainings twice a month and conducts weekly outreach to inform community members about the program and to educate about dementia and related disorders. The team attends community events and health fairs monthly to provide resources and information about the program. The team also manages and provides regular updates to the following website: [Human Services Dementia Friendly Phoenix](#).

Outreach Activity Examples:

1. Memory Café Program sponsored and participated in the 2022 WALK to End Alzheimer's event. The WALK is hosted annually by the Alzheimer's Association to raise funds, bring awareness, support, and research.
2. Memory Café Program was promoted through PHX At Your Service (PAYS). PAYS is a monthly newsletter for City residents that provides news, updates, articles, and upcoming events. A printed copy is mailed with residents' City Services bill.
3. City of Phoenix Council District 8 hosted a South Mountain Festival at Francisco Highland Park. Memory Café staff provided outreach and community resources.



4. Memory Café staff provided outreach at a Getting Arizona Involved in Neighborhoods (GAIN) event hosted by the Villa de Paz Block Watch group with Council District 5. Staff provided outreach and community resources.
5. AZ Diamond Events hosted the second Annual Kickball Game & Picnic at South Mountain Community Center. Memory Café Program and Senior Center staff hosted a table and shared community resources with attendees.

**Promoting Equitable Outcomes**

The COVID-19 pandemic harshly exposed the economic vulnerability of older adults in the United States, and increasing access to care is essential. The Memory Café team intentionally provides stimulating activities to engage participants of all physical, emotional, and cognitive functioning levels. A similar curriculum, services, and resources are available at all café locations, and light case management services are offered to program participants. Team members host office hours at various senior center locations to provide resources and information to senior center membership and the general public. The City of Phoenix has 15 geographically dispersed senior center locations throughout the city. Members from all 15 senior centers are encouraged to attend the cafés. Cafes are geographically dispersed at targeted locations, and a virtual café is offered to remove transportation and mobility barriers. One café is currently offered in Spanish, and Chinese cafés have also been offered as needed.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

**KPIs**

- Number of participants: **3,577**
- Number of Memory Cafés offered: **149**

**Outcomes:** Program participants have responded very positively to attending the Memory Cafes. Considerable anecdotal comments have been received by staff. Care partners report their loved ones exhibit higher energy and enthusiasm when attending the cafes, leading to greater quality of life. As a result of this positive feedback, café offerings continue to grow and expand, which has also resulted in increasing membership at the senior centers. Related accomplishments are listed below:

- Number of Dementia Friends Trainings: **24**
- Number of Participants Trained: **260**



## Additional Information

### Memory Café Locations:

Devonshire Senior Center – 2802 E. Devonshire Ave.

Paradise Valley Senior Center – 17402 N. 40<sup>th</sup> St.

Harmon Library – 1325 S. 5<sup>th</sup> Ave.

Casa de Primavera – 1617 N. 45<sup>th</sup> Ave.

Pecos Senior Center – 17010 S. 40<sup>th</sup> St.

Chinese Senior Center – 734 W. Elm St.

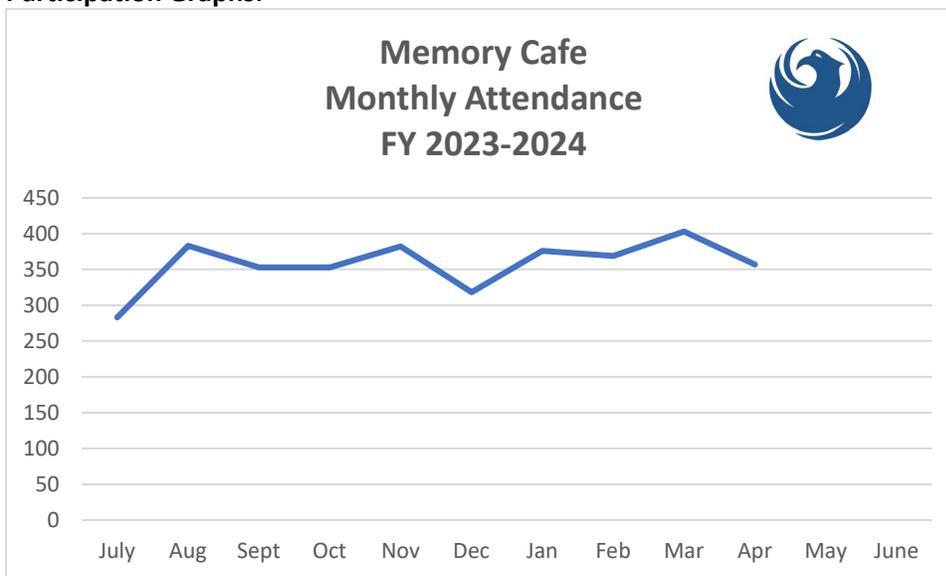
Demographic Categories	Number of Attendees (duplicated)	Percentage
Female	2665	75%
Male	912	25%
Ethnicity/Race		
White	1630	46%
Hispanic	1176	33%
Black	404	11%
Asian	319	9%
Native America	34	1%
Asia Indian	14	0.40%
Council District or Residing City of Participants		
Council District 1	129	4%
Council District 2	460	13%
Council District 3	502	14%
Council District 4	427	12%
Council District 5	100	3%
Council District 6	1156	32%
Council District 7	122	3%
Council District 8	291	8%
City of Avondale	32	1%
City of Chandler	53	1%
City of Gilbert	0	0%
City of Glendale	85	2%
City of Goodyear	20	1%
City of Mesa	1	0%
City of Peoria	59	2%
City of Scottsdale	97	3%
City of Tempe	0	0%
City of Tolleson	2	0%
City of Youngtown	41	1%

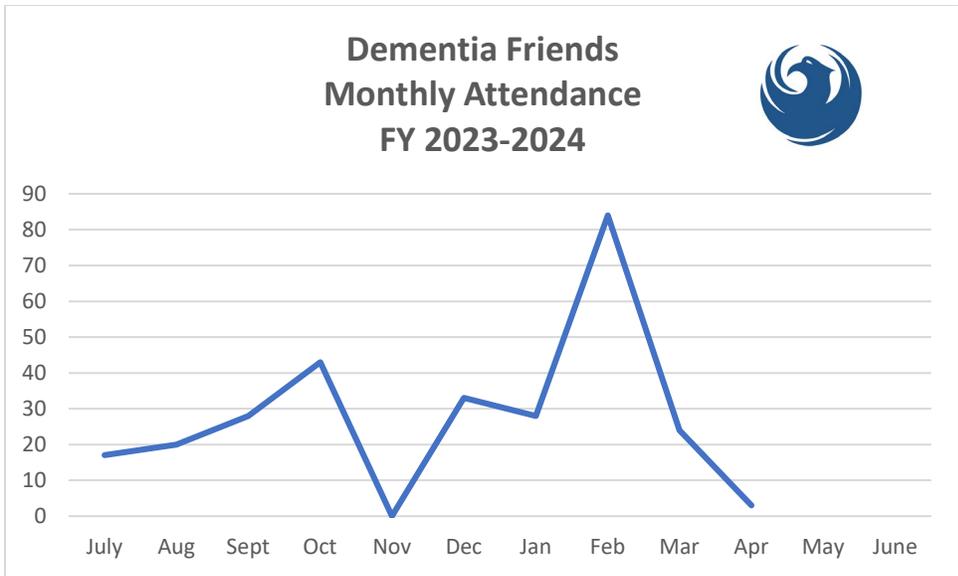


**Other:**

- A.T. Still University began operating its CarePLaCe program in June 2023. The program provides support services, resources, and education tailored for caregivers of individuals living with dementia and other related conditions. The program is facilitated by A.T. Still University instructors and students from their Occupational Therapy and Health Programs.
- Drop-in Memory Cafés have been offered at various Phoenix locations to expand the diversity of member participation and reach more seniors in need.
- City of Phoenix senior center staff began offering free dementia screenings in October 2023 and have completed 75 to date.
- Partnerships developed and/or strengthened over the past fiscal year include Alzheimer's Association, City of Phoenix Public Libraries, A.T Still University, Area Agency on Aging, Region One, Arizona Coalition on Aging, Chicanos Por La Causa and Casa de Primavera, Phoenix Veterans Affairs Caregiver Support Services, and Pima County Area Agency on Aging.

**Participation Graphs:**





**Marketing Material:**

### HISTORY

In April 2020, the City of Phoenix became the largest city in the nation to be designated a Dementia Friendly City. Dementia friendly cities foster the ability of individuals living with dementia to remain, thrive, and feel part of the community in which they live. This accomplishment followed Mayor Kate Gallego's public commitment to increasing focus and attention on dementia care and services for Phoenix residents.

Memory Cafés are growing in popularity across the nation as one component of being a dementia friendly city. They offer a place where care partners and loved ones may connect with others experiencing similar circumstances through participation in social activities, music, therapy, and different forms of art. Early evidence suggests Memory Cafés help with social interactions and brain stimulation.

The Human Services Department has been facilitating virtual Memory Café groups since September of 2020. In June 2021, Phoenix City Council approved expansion of Memory Cafés to increase availability for individuals living with early to moderate dementia and those caring for and supporting them.

## MEMORY CAFÉS TAKE PLACE AT THE FOLLOWING LOCATIONS:



**PECOS COMMUNITY CENTER**  
Second and fourth Monday of the month  
10:00 to 11:00 a.m.

**CASA DE PRIMAVERA (BILINGUAL SPANISH MEMORY CAFE)**  
First and third Tuesday of the month  
10:00 to 11:00 a.m.

**PARADISE VALLEY COMMUNITY CENTER**  
Every Wednesday  
10:30 to 11:30 a.m.

**VIRTUAL MEMORY CAFÉ**  
Second and fourth Wednesday of the month  
10:30 to 11:30 a.m.

**DEVONSHIRE SENIOR CENTER**  
Every Thursday  
10:30 to 11:30 a.m.

HUMAN SERVICES DEPARTMENT  
SENIOR PROGRAMS



*Memory Café*





### WHAT IS A MEMORY CAFÉ?

A Memory Café is an environment for learning, support, and social engagement. It's a place to talk with others who understand what you are going through, forget about limitations, focus on strengths, enjoy each other's company, and explore something new. This regular event may include structured activities – like music or art projects – or educational events like guest speakers, along with fresh snacks and refreshments.

Memory Cafés provide a safe and supportive place where individuals with memory loss and their caregivers can connect.



### HOW DOES IT WORK?

We welcome you and your loved one anytime. Registration in advance is requested to ensure a comfortable and personalized experience. To register for a future Memory Café, simply call 602-534-5750 or email [memory.cafe@phoenix.gov](mailto:memory.cafe@phoenix.gov).

### DOES IT COST ANYTHING?

The Memory Café is a free event and there is no fee to attend.



### WHO IS IT FOR?

Memory Cafés are not just for those experiencing memory loss. We welcome:

- Care partners
- Family members
- Friends
- Those just starting to experience memory loss

*"It is an easy process. I leave here happy, fulfilled, and have made new friends. The activities we have are interactive, stimulating, and enjoyable." - Leonard (Memory Café participant)*



### CAN MY LOVED ONE ATTEND ALONE?

Attendees should be joined by a care partner, family member or friend, to ensure a safe and quality experience for all participants. It's a place for all to socialize and learn, no matter if you're facing dementia or caring for someone who is.



### MEMORY CAFÉS TAKE PLACE AT THE FOLLOWING LOCATIONS:



- ★ **CASA DE PRIMAVERA (BILINGUAL SPANISH MEMORY CAFE)**  
1617 N 45th Ave.  
Phoenix, AZ 85035  
First and third Tuesday of the month  
10:00 to 11:00 a.m.
- ★ **PARADISE VALLEY COMMUNITY CENTER**  
17402 N 40th St.  
Phoenix, AZ 85032  
Every Wednesday  
10:30 to 11:30 a.m.
- ★ **DEVONSHIRE SENIOR CENTER**  
2802 E Devonshire Ave.  
Phoenix, AZ 85016  
Every Thursday  
10:30 to 11:30 a.m.
- ★ **PECOS COMMUNITY CENTER**  
17010 S 48th St.  
Phoenix, AZ 85048  
Second and fourth Monday of the month  
10:00 to 11:00 a.m.
- ★ **VIRTUAL MEMORY CAFÉ**  
Second and fourth Wednesday of th month  
10:30 to 11:30 a.m.

**CONTACT US**  
PHONE: 602-534-5750  
EMAIL: [memory.cafe@phoenix.gov](mailto:memory.cafe@phoenix.gov)

### EL CAFÉ DE LA MEMORIA SE LLEVA ACABO EN LOS SIGUIENTES LUGARES:



- ★ **CASA DE PRIMAVERA (ESPAÑOL BILINGÜE CAFÉ DE LA MEMORIA)**  
1617 N 45th Ave.  
Phoenix, AZ 85035  
Cada 1 y 3 martes del mes  
de 10:00 - 11:00 a.m.
- ★ **PARADISE VALLEY COMMUNITY CENTER**  
17402 N 40th St.  
Phoenix, AZ 85032  
Todos los miércoles  
de 10:30 - 11:30 a.m.
- ★ **DEVONSHIRE SENIOR CENTER**  
2802 E Devonshire Ave.  
Phoenix, AZ 85016  
Todos los jueves  
de 10:30 - 11:30 a.m.
- ★ **PECOS COMMUNITY CENTER**  
17010 S 48th St.  
Phoenix, AZ 85048  
Cada 2 y 4 miércoles del mes de  
10:30 - 11:30 a.m.
- ★ **CAFÉ DE LA MEMORIA VIRTUAL**  
Cada 2 y 4 miércoles del mes  
de 10:30 - 11:30 a.m.

**CONTÁCTANOS**  
LLAME: 602-534-5750  
CORREO ELECTRONICO: [memory.cafe@phoenix.gov](mailto:memory.cafe@phoenix.gov)



<b>Project Name</b>	<b>Micro and Small Business Assistance</b>
<b>Allocation</b>	\$8,000,000
<b>Expenditure Category</b>	2.29 Loans or Grants to Mitigate Financial Hardship^
<b>Overview</b>	In November 2021, the City launched PHXbizGrants to provide COVID-19 pandemic relief in the form of micro and small business grants for eligible Phoenix businesses. The program closed in August 2022 after awarding 1,165 grants totaling \$7.47 million. The balance of funding was used for grant administration and outreach costs.
<b>Project Demographics</b>	Small businesses located in Phoenix with fewer than 26 employees and less than \$3 million in revenue that were negatively impacted by the COVID-19 pandemic were eligible to apply for a PHXbizGrant.
<b>Community Outreach</b>	The City used earned media to promote the grants and contracted with community-based organizations to help connect business owners with the program.
<b>Promoting Equitable Outcomes</b>	Based on lessons learned from the CARES Act-funded small business pandemic relief grants offered at the onset of the COVID, PHXbizGrants used a weighted approach to provide more grant funding to small businesses located in Qualified Census Tracts (QCTs).
<b>Use of Evidence</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Performance Report</b>	<p><b>KPIs:</b></p> <ul style="list-style-type: none"> <li>• Number of applications awarded: <b>1,170</b></li> <li>• Number of applications awarded in QCTs: <b>707</b></li> <li>• Number of applications received: <b>2,858</b></li> <li>• Number of applications received in QCTs: <b>1,775</b></li> <li>• Percentage of awardees that complete Use Report: <b>87%</b></li> <li>• Grant amount awarded in QCTs: <b>\$5,285,000</b></li> </ul> <p><b>Outcomes:</b> The PHXbizGrant program successfully awarded relief funding to small businesses impacted by the COVID-19 pandemic and promoted economic equity by directing 70% of awarded grant funds to small businesses located in QCTs.</p>



<b>Project Name</b>	<b>Mobile Career Unit</b>
---------------------	---------------------------

<b>Allocation</b>	\$500,000
-------------------	-----------

<b>Expenditure Category</b>	2.10 Assistance to Underemployed or Underemployed Workers*^
-----------------------------	---

**Overview**

The Mobile Career Unit (MCU), which takes a data-driven approach to delivering workforce services to high unemployment areas of Phoenix, was developed in collaboration with job seekers and employers to increase accessibility to job opportunities by bringing career services directly to underserved communities.

The MCU assists job seekers, who may have challenges entering the workforce or furthering their careers due to barriers to employment, and employers with hiring needs; and partners with community-based organizations that provide additional resources to job seekers. Participating employers provide on-the-spot contingent job offers to qualified job seekers engaged at MCU recruitment events.

The MCU team is currently using a temporary vehicle, with the permanent vehicle to be deployed in Fall 2024. The new vehicle will feature individual computer workstations, including ADA-compliant stations, equipped with the latest technology. Job seekers will use these workstations to create resumes, apply for jobs, and conduct in-person and virtual interviews, thereby helping job seekers and employers connect. The MCU will offer multi-lingual support, ensuring accessibility for all community members.

**Project Demographics**

Job seeker surveys reveal a snapshot project demographics as shown below.

- Educational Background**
- No High School Education: 2.48%
  - Some High School Education: 7.45%
  - High School Graduates: 37.89%
  - Some College Education: 18.01%
  - Community College Graduates: 15.53%
  - Undergraduate Degree Holders: 11.80%
  - Postgraduate Degree Holders: 4.35%
  - Certifications/Apprenticeships: 2.48%

- Employment Status**
- Currently Employed: 30.41%
  - Not Currently Employed: 69.59%

### **Geographic Distribution**

The MCU primarily operates in areas with the highest economic disengagement rates, determined by various data points such as literacy rates and Temporary Assistance for Needy Families (TANF) recipient numbers.

Job seekers reside primarily in the following ten zip codes: 85041, 85008, 85040, 85033, 85035, 85037, 85051, 85042, 85339, and 85020. Of these, the zip code with the most participants (29) is 85041 and the zip code with the fewest participants (10) is 85020.

### **Community Outreach**

Community outreach has extended the MCU's reach through a diverse range of community organizations and educational institutions to amplify connections to job seekers. These organizations include ARIZONA@WORK, Boys and Girls Club, Chicanos Por La Causa, City of Phoenix libraries, Dress for Success, Grand Canyon University, Phoenix College, UMOM, and YMCA.

Phoenix Business and Workforce Development Board members have also played crucial outreach roles by leveraging their extensive employer networks.

Employer partners include AAA Landscape, AJ's Fine Foods, Aramark, Bashas Foods, Beecroft, Corbin's Electric, Emerging Domestic Market Venture, Food City, Fry's Food & Drug, Marriott Hotels, Washington Elementary School District, and Wilson Electric, as well as other City departments including Aviation, Parks and Recreation, and Planning & Development.

Additionally, MCU has partnered with employers that provide essential services such as transportation and housing assistance, further supporting job seekers in overcoming barriers to employment.

### **Promoting Equitable Outcomes**

The MCU promotes equitable outcomes by engaging residents who may lack a resume, interview skills, or vocational training; experience challenges with language or transportation issues; or need assistance with appropriate work clothing or childcare by connecting them to local resources. Additionally, the MCU targets individuals affected by the digital divide by providing access to essential digital resources and skills needed in today's job market.

### **Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/adult-vocational-training>



**Performance Report**

**KPIs:**

- Number of Events: **13**
- Number of Hires: **136**
- Number of Employer, Nonprofit, and Service Provider Partnerships: **64**
- Number of Resident to use or enroll in career or development services: **93**

**Outcomes:** The MCU aims to increase accessibility to job opportunities by bringing career services directly to underserved communities. Through innovative outreach programs, the unit endeavors to empower individuals with the tools and resources needed to thrive in their professional pursuits.

<b>Project Name</b>	<b>Arts and Culture Nonprofit Stabilization Grants</b>
<b>Allocation</b>	\$2,750,000
<b>Expenditure Category</b>	2.34 Assistance to Impacted Nonprofit Organizations^
<b>Overview</b>	The Phoenix City Council approved using federal American Rescue Plan Act (ARPA) funds for the Office of Arts and Culture to support nonprofit arts and culture organizations and artists still hurting financially due to the COVID-19 pandemic. As part of the ARPA funding, Nonprofit Arts and Culture Stabilization Grants provided one-time emergency recovery funds to Phoenix’s cultural organizations of all sizes in managing their operations, personnel, and programming as they welcome back audiences, guests, and patrons to their services to demonstrate intent, commitment, and strategies to sustain well beyond the COVID-19 pandemic.
<b>Project Demographics</b>	<p>In a recent study, we asked organizations to self-identify as BIPOC/ African, Latinx, Asian, Arab, Native American (ALAANA) or non-BIPOC/ALAANA organizations. We have cross-referenced the information and included a table below and a heat map of grantees.</p> <p>Additionally, organizations that received Arts and Culture Nonprofit Stabilization Grants included various operations budget sizes. Starting from \$5,000 to \$2.5M +.</p>
<b>Community Outreach</b>	To make funds available to nonprofit arts and culture organizations as quickly as possible to mitigate the pandemic-related financial impact,



organizations that applied for and were recommended an annual Community Arts Grant from the Phoenix Office of Arts and Culture were immediately eligible to apply and received a simple, supplemental application to complete. Nonprofit arts and cultural organizations that did not apply or were not recommended for an annual Community Arts Grant were considered for recovery funding on a case-by-case basis.

**Promoting Equitable Outcomes**

Based on the agency’s experience providing CARES ACT emergency relief grants to arts and culture organizations, the staff knew the agency needed to adjust to the City’s grant-funding structure and application questions to address various pandemic-related impacts.

Organizations were allowed to apply for funding in one of three ways: 1) for direct income loss, 2) for proposals that would strengthen the organization to sustain beyond the pandemic, or 3) a combination of income loss and proposal. Mid-sized to large organizations could easily show direct income loss; small to mid-sized organizations had a more difficult time showing direct income loss but were encountering a number of other pandemic-related impacts – these applicants mostly chose to apply via the proposed route. It should be noted that all eligible organizations who are BIPOC or LGBTQ-led chose to apply using the proposal option since they are all small and already don’t have large incomes.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

The KPIs for the Arts and Culture Nonprofit Stabilization Grants include the number of applications received, the number of grants awarded, and the number of new and returning organizations.

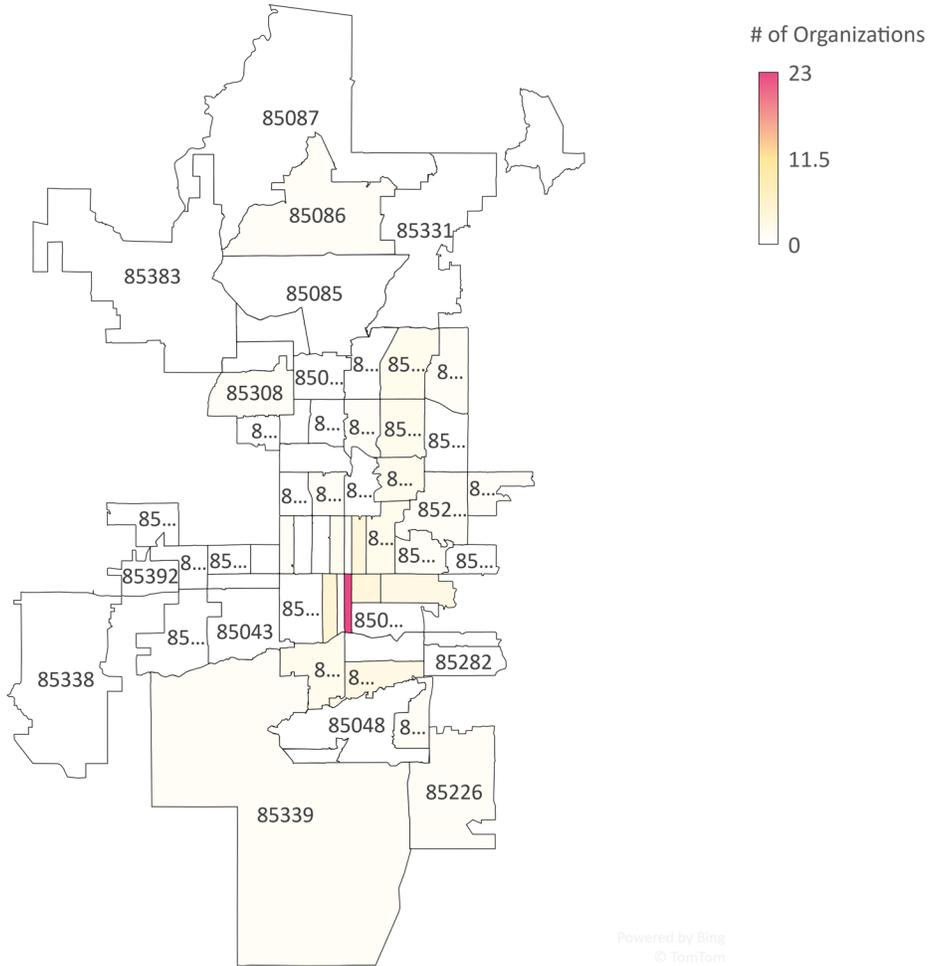
The Arts and Culture Nonprofit Stabilization Grants received 93 applications, and 90 received a grant award. Of the 90 grantees that received funding, 10 were new organizations, and 80 were returning.

The outcome of the Arts and Culture Nonprofit Stabilization Grants was to provide one-time emergency recovery funds to Phoenix’s cultural organizations of all sizes in managing their operations, personnel, and programming as they welcomed back audiences, guests, and patrons to their services to demonstrate intent, commitment, and strategies to sustain well beyond the COVID-19 pandemic.



# Heat Map

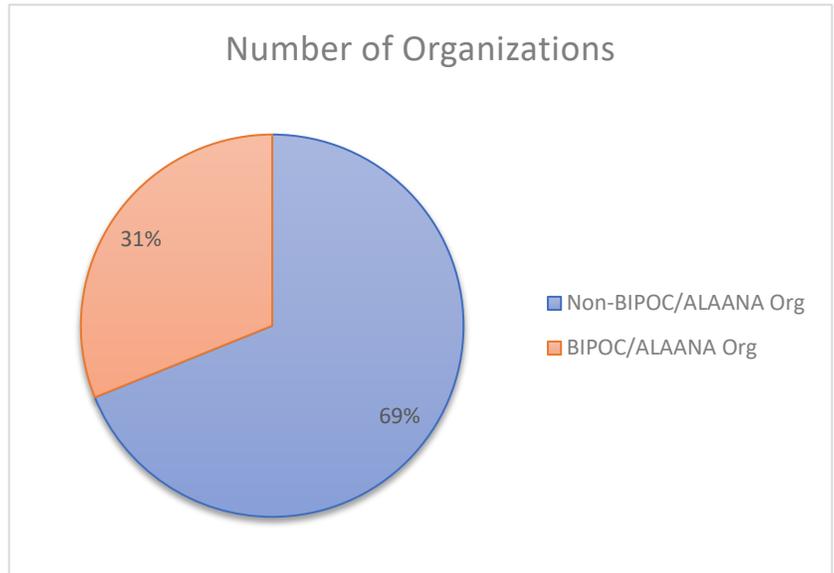
## ARPA ARTS AND CULTURE STABILIZATION GRANTEEES



Powered by Bing  
© TomTom



**BIPOC / ALAANA vs  
Non-BIPOC/ALAANA Organizations**



<b>Project Name</b>	<b>Resilient Food System – Outreach and Support</b>
<b>Allocation</b>	\$625,842
<b>Expenditure Category</b>	7.1 Administrative Expenses
<b>Overview</b>	Funding for two temporary full-time temporary staff positions: Project Management Assistant, Administrative Assist I to implement all ARPA Resilient Food Systems Programs. In addition, funding for printing and translation of outreach materials. A contractor was engaged to assist in the development of an urban agriculture text amendment that will update and clarify zoning codes and ordinances. The work was completed in November 2023, which included two reports detailing recommended urban agriculture terms and definitions to consider in the text amendment and a summary of approaches to urban agriculture in other communities. Both documents will be utilized to develop the zoning text amendment.
<b>Project Demographics</b>	Programs target residents living in zip codes with high COVID-19 case counts and food deserts that are low income with consideration given to Black, Indigenous, and People of Color (BIPOC). Staff assists with the implementation of all programs in these areas.
<b>Community Outreach</b>	Outreach for each specific programs was tailored for each program and the community was engaged through existing city mechanisms, such as



websites, social media, press releases, and through various city departments that could assist with outreach to the community.

**Promoting Equitable Outcomes**

All Resilient Food Systems Programs embedded equity within the eligibility requirements of each program and focused on targeting residents that were low income, BIPOC, and living in zip codes with high COVID-19 case counts, food deserts. Programs for businesses, nonprofits, community organizations, and school districts were focused on those that were directly impacted by COVID or were serving residents impacted by COVID that were also low income or BIPOC.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

This section is not applicable per U.S. Treasury Guidance.

**Project Name**

**Overnight Summer Heat Respite**

**Allocation**

\$2,500,000

**Expenditure Category**

2.16 Long-term Housing Security: Services for Unhoused Persons\*^

**Overview**

The City of Phoenix, through its Office of Homeless Solutions (OHS) and the Office of Heat Response and Mitigation (OHRM), is implementing a project to provide comprehensive support and relief for individuals experiencing homelessness during the summer months from May 1 to September 30, 2024. This initiative includes 24/7 heat relief services at Burton Barr Library, overnight heat respite at the City of Phoenix Senior Opportunities West from 6 p.m. to 6 a.m. daily, and navigation services at the City of Phoenix Cholla, Harmon, and Yucca Libraries from 5 p.m. to 10 p.m. Monday to Saturday and 1 p.m. to 10 p.m. on Sunday. These services aim to offer refuge from extreme temperatures, provide essential resources, and ensure the safety and well-being of vulnerable populations. Collaborative efforts between the OHS and OHRM will drive holistic solutions, addressing immediate needs and advancing long-term strategies to combat homelessness in the region. Subrecipient support will include security at Burton Barr Library and security and janitorial services at the City of Phoenix Senior Opportunities West.

**Project Demographics**

Eligible participants are individuals experiencing unsheltered homelessness within the City of Phoenix and any person seeking cooling center sites.

**Community Outreach**

Extensive community outreach was conducted. Meetings were held between regular participants of the temporary cooling centers to



provide information on the purpose and timeline of the centers. Meetings were also held with business/community representatives in the surrounding areas of the cooling centers.

## Promoting Equitable Outcomes

The project's overarching goal is to promote equitable outcomes for all members of the target population, ensuring that no individual experiencing homelessness is left behind. To achieve this, several strategies and interventions are integral to the project's design:

1. **Accessibility and Inclusivity:** The temporary overnight cooling centers and navigation operations will be strategically located to ensure accessibility for individuals across various neighborhoods and communities within Phoenix. Efforts will be made to eliminate barriers to access, including transportation challenges, language barriers, and cultural considerations, to ensure inclusivity for all members of the target population.

2. **Trauma-Informed Care:** Many individuals experiencing homelessness have faced significant trauma in their lives, contributing to their current circumstances. The project will employ trauma-informed approaches in service delivery, recognizing the impact of trauma on individuals' well-being and behavior. This approach involves creating safe and empowering environments, building trust, and offering services that are sensitive to individuals' past experiences and current needs.

3. **Targeted Outreach and Engagement:** Recognizing that certain subpopulations within the homeless community may face additional barriers to accessing services, such as veterans, youth, or individuals with disabilities, targeted outreach and engagement efforts will be implemented. These efforts may involve collaborating with community organizations and stakeholders that specialize in serving these populations, tailoring services to their specific needs, and providing dedicated support and resources.

4. **Data-Driven Decision Making:** The project will utilize data to identify gaps in services, monitor progress, and evaluate outcomes. By collecting and analyzing data disaggregated by demographic characteristics such as race, ethnicity, gender identity, age, and disability status, the project can ensure that interventions are effectively reaching all members of the target population and address any disparities that may arise.

## Use of Evidence

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>



## Performance Report

### KPIs:

- The number of unduplicated clients served: **1,253**
- Number and percent of clients that received case management or navigation services.
- Number and types of services provided to clients.

**Outcomes:** The project aims to achieve several key outcomes that will improve the well-being and quality of life for individuals experiencing homelessness in the City of Phoenix. These outcomes include:

1. **Improved Health Outcomes:** By providing access to temporary overnight cooling centers, individuals experiencing homelessness will have a safe refuge from extreme heat during the scorching summer months. This will reduce the risk of heat-related illnesses and injuries, such as heat exhaustion and heat stroke, leading to improved overall health outcomes for this vulnerable population.
2. **Increased Stability and Safety:** Through navigation operations, individuals will receive support in accessing essential services, including housing assistance, behavioral health services, and other supportive resources. By connecting individuals with stable housing and necessary support systems, the project aims to increase stability and safety for those experiencing homelessness, reducing their vulnerability to harm and exploitation while living on the streets.
3. **Enhanced Economic Opportunity:** Stable housing is foundational to accessing employment, education, and other economic opportunities. By prioritizing housing solutions and supportive services, the project seeks to empower individuals experiencing homelessness to rebuild their lives and pursue economic independence. This may include assistance with job training, employment placement, and financial literacy education to support individuals in achieving their long-term economic goals.
4. **Reduction in Emergency Service Utilization:** Providing comprehensive support and services through the project can lead to a reduction in emergency service utilization, including emergency room visits, law enforcement interactions, and other crisis interventions. By addressing the root causes of homelessness and providing proactive, wraparound support, the project aims to mitigate the need for costly emergency responses, benefiting both individuals experiencing homelessness and the broader community.



### 5. Increased Social Connectedness and Community Engagement:

Access to temporary overnight cooling centers and navigation operations provides opportunities for individuals experiencing homelessness to engage with supportive service providers, volunteers, and peers. These interactions can foster social connectedness, reduce isolation, and empower individuals to become actively engaged in their communities. Through supportive relationships and community connections, individuals can access additional resources and opportunities for personal growth and development.

Cooling Centers visitors from 5/30/24 to 6/5/24:

### Location Count

Burton Barr - Respite	775
Senior Opportunities West - Respite	213
Cholla Library - Cooling Center	77
Harmon Library - Cooling Center	112
Yucca Library - Cooling Center	76
<b>Grand Total</b>	<b>1,253</b>

<b>Project Name</b>	<b>Parks Activation Grants</b>
<b>Allocation</b>	\$500,000
<b>Expenditure Category</b>	2.22 Strong Healthy Communities: Neighborhood Features that Promote Health and Safety^
<b>Overview</b>	The Phoenix Parks and Recreation Department builds healthy communities through parks, programs and partnerships; and makes the City a better place to live, visit and play. Over the past decade, the Phoenix area has seen significant growth, and the use of parks by community members has increased notably since the COVID-19 pandemic. However, some parks and facilities in Phoenix face considerable challenges related to illegal or negative behaviors. These behaviors include drug use, violent crimes, theft, trespassing, vandalism, excessive littering and the misuse of park amenities. Such activities not only disrupt the community and pose health and safety risks but also result in costly repairs or the need for complete re-engineering of park facilities. These issues have been further aggravated by the economic instability and hardship brought on by the COVID-19 pandemic.



To address these challenges, the Parks and Recreation Department has focused on activating park spaces to promote positive behaviors and uses. The ARPA-funded Park Activation Neighborhood Grant program enhances this initiative by providing neighborhood groups and nonprofits a valuable opportunity to activate parks within their communities. The program allocated funding to these groups to facilitating activation events and programming in parks located within Qualified Census Tracts and serving affected populations. This initiative created additional opportunities for park activation in communities most impacted by the COVID-19 pandemic. Programming launched this spring, 2024.

**Project Demographics**

Events and programming are occurring in Qualified Census Tracts within each of the eight Phoenix council districts.

**Community Outreach**

Primary outreach consists of community flyers for events at each designated park. Program staff have also shared information regarding upcoming events on social media channels, media alerts, local news programming. Several organizations shared a digital newsletter, reminders, and facilitated Facebook event promotion events. Some hosted community canvassing events and shared information on local radio stations such as Mega 104.7 FM. Additionally, some organizations are involved with and collaborated with the United States Attorney's Office, Community Conversation Listening Sessions.

**Promoting Equitable Outcomes**

To promote equitable outcomes, the department has actively leveraged social media platforms to reach and engage residents in Qualified Census Tracts. By tailoring posts to highlight programs, events, and resources available in these areas, it ensures that information reaches those who can benefit the most. Additionally, the department collaborated with neighborhood groups to disseminate information and foster community involvement, ensuring that initiatives are accessible and inclusive for all community members, especially those in underserved areas. Through these collaborations, the department has successfully increased participation and usage of our parks and programs among residents from these areas.

To further assess the effectiveness of efforts, feedback was received among residents who participated in the programs and engaged with the department's social media content. The feedback has been overwhelmingly positive, with respondents indicating that they found the events to be highly engaging. One participant noted, "Appreciation for the AZ(LAND) for holding this event because we (community members) have never had an event like this." Overall, the feedback



results validate the department’s approach (see below for more examples), demonstrating that targeted outreach efforts are effectively bridging the information gap and fostering greater community engagement and participation at local community parks.

**Use of Evidence**

[www.ebccp.cancercontrol.cancer.gov/programDetails.do?programID=201624](http://www.ebccp.cancercontrol.cancer.gov/programDetails.do?programID=201624)

**Performance Report**

**KPIs:**

- Approximately **\$332,000 funds** were distributed to parks/communities within the Qualified Census Tracts
- **47 organizations** (including non-profits) received grants
- **94 Park Activation Events** held throughout various City Park locations
- **65 Park Activation Events** will occur from June – October 2024

A total of **39 Parks locations/sites have been activated.**

**Additional Information**

Below is feedback and images from various events throughout the community.

*“This is a great community, how can I get more involved?” “We encouraged the neighbors to come out and simply spend time together.”* Washington Park, Pup-a-Palooza, April 2024

*“Just what the community needs!” “Thank you for the food, my family needed it! We also needed a new car seat and the firefighters helped us.”* Esteban Park, Grilling In the Park, March 2024

*“Appreciation for the AZ(LAND) for holding this event because we (community members) have never had an event like this.” “Thank you for FEEDING US. Humans bond over food and sharing meals. Staying inside that bond is how communities get strong.”* Barrios Unidos Park, Tierra Madre Mother’s Day Movie In the Park, May 2024





<b>Project Name</b>	<b>Parsons Center for Health and Wellness - Southwest Center for HIV and Aids Contract</b>
<b>Allocation</b>	\$1,000,000
<b>Expenditure Category</b>	2.34 Assistance to Impacted Nonprofit Organizations^
<b>Overview</b>	This program provides funding for mental and physical health services for unfunded or underfunded clients seeking services through the Parson's Center for Health and Wellness.
<b>Project Demographics</b>	The Southwest Center offers services to all individuals, with a focus on the Queer and BIPOC communities. Anyone needing primary health



care or mental health care is eligible for services at The Southwest Center.

**Community Outreach**

The services include free HIV/STI testing at the downtown Phoenix clinic and community businesses and events, HIV treatment and care, prevention navigation and treatment (PrEP and PEP medication), medical and non-medical case management to help individuals living with HIV connect with treatment and achieve long-term positive health outcomes, primary care, reproductive health and family planning, nutrition services including nutrition assessments, food voucher distributions and a vitamin shop, mental health therapy for individuals, couples, families and groups, empowerment coaching and programs, and more.

**Promoting Equitable Outcomes**

Throughout its history, the Southwest Center for HIV and Aids has aimed to eliminate infection and improve the quality of life for communities touched by HIV/AIDS. The organization believes in treating people with dignity and respect, and empowers clients to live healthy lives.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

**KPIs:**

The Southwest Center provided services to over 3,653 individuals at the clinic from January 1, 2023, to November 3, 2023. The primary health clinic providers had 8,987 visits, including free HIV/STI testing, reproductive healthcare visits, PrEP and PEP visits, gender-affirming care visits, psychiatric medicine visits, HIV care, and primary healthcare visits. The mental health providers had over 7,717 visits, including individuals.

**Outcomes:**

The Southwest Center provided mental and primary health services to marginalized communities, ensuring that the most vulnerable populations had access to affirming, culturally reactive health services in downtown Phoenix. The goal was to maintain staffing levels to ensure consistency in care and that the service lines supported the community's needs.

<b>Project Name</b>	<b>Arts and Culture Technical Assistance and Professional Development</b>
<b>Allocation</b>	\$250,000
<b>Expenditure Category</b>	2.30 Technical Assistance, Counseling, or Business Planning*^



**Overview**

The Phoenix City Council approved using federal American Rescue Plan Act (ARPA) funds for the Office of Arts and Culture to support nonprofit arts and culture organizations and artists still hurting financially due to the COVID-19 pandemic. As part of the ARPA, funds hired contractors, consultants, and personnel for program technical assistance, professional development workshops, and resources in financial sustainability, business practices, and reopening strategies. In addition, community engagement ambassadors would be contracted to help with special outreach to distribute resources fairly.

**Project Demographics**

Organizations receiving services experienced financial hardship due to the pandemic. No further demographic information has been collected for this initiative.

**Community Outreach**

This program was promoted to agency partners and collaborators, grantees, and those associated with the agency outside of grants or contracts. This program also served as a connection to new partners, contractors, and providers.

**Promoting Equitable Outcomes**

This program has promoted equitable outcomes by:

1. Providing translations for ARPA grant programs, including applications, guidelines, and portals.
2. Contracting with BIPOC-led organizations to provide professional development opportunities to children, adults, and artists.
3. Sponsoring arts and culture administrators and artists to attend professional development opportunities, such as conferences and training programs.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/sector-based-workforce-initiatives>

**Performance Report**

The KPIs for the Arts Technical Assistance and Professional Development are the number of constituents engaged, nonprofits/small businesses/artists served, and workshops completed.

Since the beginning of funding, 3,679 constituents have been engaged, and 74 nonprofits, small businesses, and artists have been served. Through the engagement of nonprofits, small arts and culture businesses, and artists, the agency provided professional development opportunities through conferences and workshops.



## Additional Information

An example of workshops provided to the sector through these funds.

## Artists Workshops



In partnership with Artlink, artists are invited to watch this on-demand a series of workshops designed to support an artist's career that was held in conjunction with Art Detour 35.

### **"Photograph Your Work" WATCH ON DEMAND**

Led by professional photographer, Nader Abushhab who demonstrates basic photography techniques on capturing work in the most effective and easiest way. This course welcomes all levels of expertise no matter how big or small. Learn best tips and practices for capturing your work in a professional manner.

### **"Submit Your Work" WATCH ON DEMAND**

The workshop provides insights and tips on submitting your work to open calls as well as commercial businesses. The conversation will include Carrie Brown, Deputy Director of Phoenix Office of Arts and Culture; Chad Campbell, co-owner of For The People/dialog; and Catrina Kahler, President & CEO of Artlink Inc.

### **"Prepare Your Work" WATCH ON DEMAND**

This workshop provides insights and tips on preparing your work for exhibition. The conversation will include Laura Spalding Best, Senior Director of Exhibits for Desert Botanical Garden, and Robert Gentile, Curatorial Programs Manager for Artlink Inc.

### **"Promote Your Work" – Due to Scheduling, This Workshop Will be Rescheduled**

This workshop provides insights and tips on promoting your work. The conversation will include Kris Mocny, Owner of Clyint; Leslie Criger Articipant Liaison for Artlink Inc.

A PUBLIC ART EDUCATION FORUM TO BE HELD AT THE SHEMER ART CENTER IN PARTNERSHIP WITH THE CITY OF PHOENIX OFFICE OF ARTS AND CULTURE AND THE PARKS AND RECREATION DEPARTMENT.



**FRIDAY, OCTOBER 20, 2023**

**PHOENIX IS ONE OF THE TOP PUBLIC ART CITIES IN THE COUNTRY.**

This forum will provide an educational and networking opportunity for all Arizona artists engaged in public art, and for those who want to be! A strong line-up of speakers, including Arizona public artists, fabricators and arts administrators from across the state, will make this an exciting and informational day you won't want to miss!

**SCHEDULE:**

Morning Breakfast with Speaker	8:30 a.m. – 9:30 a.m.
Break Out Sessions	9:45 a.m. – 11:15 a.m.
Lunch with Moderated Panel of Speakers	11:30 a.m. – 1 p.m.
Break Out Sessions	1:15 p.m. – 3:15 p.m.
Closing Cocktail Reception	3:30 p.m. – 5 p.m.

**REGISTRATION NOW OPEN AT [SHEMERARTCENTER.ORG](https://shemerartcenter.org)**

Limited space available – Register today!

Presented in partnership with:  

<b>Project Name</b>	<b>Phoenix Parks Improvements – Adaptive Playgrounds</b>
---------------------	--

<b>Allocation</b>	\$1,000,000
-------------------	-------------

<b>Expenditure Category</b>	2.22 Strong Healthy Communities: Neighborhood Features that Promote Health and Safety^
-----------------------------	--

**Overview**

The Parks and Recreation Department has been allocated \$2.9 million for park improvements, with a portion dedicated to incorporating adaptive playground elements and features. This initiative aims to enhance accessibility to outdoor play for youth of all abilities, ensuring that every child, regardless of physical or cognitive limitations, can enjoy and benefit from recreational activities. This financial support is aimed at improving parks in areas that were most impacted by the COVID-19 pandemic.

The identification of playgrounds for adaptive enhancements was conducted using a strategic approach, taking into account several key criteria:

- **Funding Availability for Adaptive Elements** - The allocation of funds was meticulously planned to cover a range of adaptive playground features, ensuring a balanced distribution that maximizes inclusivity and accessibility across multiple playgrounds.
- **Number of Qualifying Census Tracts (QCTs) served** - Playgrounds serving the highest number of QCTs were prioritized. These areas are characterized by high poverty rates and low median incomes, and often lack accessible recreational facilities, making them ideal targets for adaptive improvements.
- **Age and Condition of Existing Playground Equipment** - An assessment was conducted to identify playgrounds with outdated or inadequate equipment. Sites with the oldest and most deteriorated amenities were prioritized to ensure that the new adaptive features would have a significant impact.
- **Community Needs and Challenges** - Input from previously gathered community needs assessments highlighted areas with the greatest demand for accessible play options. This information helped in identifying playgrounds where adaptive elements would address significant gaps in recreational access for children with disabilities.
- **Geographic Distribution Throughout the City** - Ensuring a fair distribution of adaptive playground enhancements across different neighborhoods was essential. This approach promotes inclusivity and ensures that children in all parts of the city have equitable access to adaptive play facilities.



This project focuses on installing various adaptive elements to create inclusive play environments that cater to children with a range of abilities. Adaptive play structures are designed with features such as ramps, transfer stations, and wider platforms to accommodate children who use wheelchairs or have limited mobility. These structures allow all children to engage in active play and exploration.

### **Project Demographics**

This project is particularly focused on serving the diverse demographic groups within the city, especially those residing in Qualifying Census Tracts (QCTs). By prioritizing playgrounds in these areas, the project aims to provide equitable access to outdoor play facilities for children of all abilities. The adaptive playground elements are designed to cater to a wide range of physical and cognitive needs, ensuring that children with disabilities, who are often marginalized in recreational planning, are fully included. This demographic focus ensures that the benefits of the improvements reach the most vulnerable and underserved populations, promoting inclusivity and equal opportunities for healthy, active lifestyles for all children.

### **Community Outreach**

For this particular project, community outreach was not conducted as it was deemed unnecessary. The selection criteria were based on objective data and comprehensive assessments, utilizing existing information from previous community needs assessments to identify playgrounds in need of adaptive enhancements. However, once the adaptive playground elements are installed, we will actively engage with the community to inform them of these new amenities. This will be done through various events, announcements, and promotional activities to ensure that families are aware of and can take full advantage of the inclusive play opportunities available to them.

### **Promoting Equitable Outcomes**

This project is committed to promoting equitable outcomes by targeting playgrounds in Qualifying Census Tracts (QCTs) and other underserved areas. By focusing on regions with high poverty rates and low median incomes, the project ensures that the benefits of adaptive playground enhancements reach those who need them most. The initiative aims to create inclusive environments where children of all abilities can play together, thereby reducing social and physical barriers. By prioritizing equity in the selection and implementation processes, the project seeks to foster a more inclusive and equitable community, where every child has the opportunity to engage in and enjoy outdoor play.



## Use of Evidence

This section is not applicable per U.S. Treasury Guidance.

## Performance Report

### Expected Outcomes

The installation of adaptive playground elements is expected to yield several positive outcomes:

- **Enhanced Accessibility:** By providing inclusive play equipment, the project ensures that children of all abilities can participate in outdoor play, promoting physical and social development.
- **Social Inclusion:** Adaptive playgrounds create environments where children with and without disabilities can play together, fostering understanding, empathy, and friendships.
- **Community Engagement:** The presence of accessible playgrounds encourages families with children of all abilities to visit parks, strengthening community bonds and enhancing overall park usage.
- **Health Benefits:** Inclusive play promotes physical activity, which is essential for the health and well-being of all children. Adaptive elements ensure that children with disabilities also reap these benefits.

The allocation of ARPA funding for the incorporation of adaptive playground elements represents a significant step towards creating inclusive recreational spaces. By carefully selecting playgrounds based on comprehensive criteria and focusing on adaptive features, the Parks and Recreation Department aims to enhance accessibility, promote social inclusion, and improve the quality of life for children of all abilities. These efforts underscore the city's commitment to equity, inclusivity, and the well-being of all its residents.

Below is the list of projects.

#### *Cortez Park (District 1)*

- *Adaptive features will be added to existing playground.*
- *Park serves 20 qualifying census tracts within a 3-mile radius.*

#### *Mountain View Community Center Park (District 2)*

- *Playground will be replaced with a new model with adaptive features.*
- *Park serves 7 qualifying census tracts within a 3-mile radius.*

#### *Mountain View Park (District 3)*

- *Adaptive features will be added to existing playground.*



- *Park serves 15 qualifying census tracts within a 3-mile radius.*

*Sueño Park (District 4)*

- *Playground will be replaced with a new model with adaptive features.*
- *Park serves 40 qualifying census tracts within a 3-mile radius.*

*Mariposa Park (District 5)*

- *Adaptive features will be added to existing playground.*
- *Park serves 8 qualifying census tracts within a 1-mile radius.*

*El Reposo Park (District 7)*

- *Adaptive features will be added to existing playground.*
- *Park serves 17 qualifying census tracts within a 3-mile radius.*

*Harmon Park (District 8)*

- *Adaptive features will be added to existing playground.*

Park serves 33 qualifying census tracts within a 3-mile radius.

<b>Project Name</b>	<b>Phoenix Parks Improvements – Sport Court Resurfacing</b>
---------------------	---

<b>Allocation</b>	\$1,000,000
-------------------	-------------

<b>Expenditure Category</b>	2.22 Strong Healthy Communities: Neighborhood Features that Promote Health and Safety^
-----------------------------	--

<b>Overview</b>	<p>The Parks and Recreation Department has been allocated \$2.9 million for park improvements, with a portion dedicated to resurface, renovate, and convert athletic courts in parks with underutilized courts or those experiencing negative activities. The goal is to revitalize these spaces, encourage positive community engagement, and provide safe, high-quality facilities for sports and recreation. This financial support is aimed at improving parks in areas that were most impacted by the COVID-19 pandemic.</p>
-----------------	---

The selection of athletic courts for resurfacing, renovation, or conversion was guided by several critical criteria to ensure effective and impactful use of the allocation funds:

- **Funding Availability for Each Type of Improvement** - Funds were allocated to cover a variety of improvements, including resurfacing, renovation, and conversion of athletic courts. This ensures a



balanced approach to enhancing different types of recreational facilities based on specific needs.

- Utilization Rates of Existing Courts - Courts that are currently underutilized were identified for enhancement. The goal is to transform these spaces into attractive, functional, and appealing areas that encourage greater community use and engagement.
- Incidence of Negative Activity - Parks experiencing negative activities, such as vandalism or antisocial behavior, were prioritized. Renovating and converting these courts can help mitigate such issues by attracting positive usage and increased community presence.
- Community Needs and Input - Although new community outreach was not conducted specifically for this project, existing data from previous community needs assessments were used. These assessments helped identify areas where improved athletic facilities were highly desired.
- Geographic Distribution Throughout the City - To promote equitable access to high-quality athletic facilities, the project ensured a fair geographic distribution of improvements across the city. This approach aims to benefit a wide range of neighborhoods, particularly underserved areas.

This project focuses on several types of improvements to athletic courts to enhance their functionality and appeal. Resurfacing involves repairing and upgrading the court surface to ensure safety and improve playability. This includes fixing cracks, leveling the surface, and applying new coatings to enhance traction and durability. Renovation goes beyond resurfacing and includes upgrading existing facilities with new equipment, improved lighting, and enhanced accessibility features. These renovations make the courts more inviting and usable for a wider range of activities and participants. Conversion involves transforming underutilized courts into spaces that better meet community needs. For example, a rarely used tennis court might be converted into a multi-use sports court that accommodates basketball, soccer, or pickleball, thereby attracting a broader user base.

## **Project Demographics**

The project aims to serve diverse demographic groups within the city, particularly focusing on areas within Qualifying Census Tracts (QCTs). These areas often have higher concentrations of low-income households and minority populations, who face disproportionate challenges and limited access to quality recreational facilities. By prioritizing these regions, the project seeks to provide equitable access to well-maintained athletic courts, fostering community well-being and promoting inclusivity. The enhancements are designed to cater to a



wide range of users, ensuring that residents from all backgrounds can enjoy the benefits of improved sports and recreational facilities.

**Community Outreach**

For this particular project, new community outreach was not conducted as it was deemed unnecessary. The selection criteria were based on objective data and comprehensive assessments, utilizing existing information from previous community needs assessments to identify courts in need of enhancement. However, once the renovations and conversions are complete, we will actively engage with the community to inform them of these new and improved amenities. This will be done through various events, announcements, and promotional activities to ensure that residents are aware of and can take full advantage of the upgraded athletic facilities.

**Promoting Equitable Outcomes**

This project is committed to promoting equitable outcomes by targeting athletic courts in underserved and underutilized areas. By focusing on parks in Qualifying Census Tracts (QCTs) and areas with higher incidences of negative activities, the project ensures that the benefits of improved recreational facilities reach those who need them most. By providing high-quality, accessible athletic courts, the initiative aims to create inclusive environments that encourage positive community interactions and reduce social inequities. Prioritizing equity in the selection and implementation processes helps foster a more inclusive and vibrant community, where all residents have equal opportunities for recreational activities.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

**Expected Outcomes**

The renovation and conversion of athletic courts are expected to yield several positive outcomes:

- **Increased Community Engagement:** Enhanced and well-maintained courts will attract more residents, fostering positive social interactions and community cohesion.
- **Reduction in Negative Activities:** By improving the quality and appeal of athletic courts, the project aims to reduce incidents of vandalism and other negative activities through increased positive use.
- **Health and Wellness Benefits:** Upgraded facilities will encourage more physical activity among residents of all ages, promoting health and well-being.



- Economic and Social Impact: Vibrant recreational spaces can boost local economies by attracting visitors and enhancing the overall attractiveness of neighborhoods.

The allocation of ARPA funding for the resurfacing, renovation, and conversion of athletic courts represents a significant investment in the city's recreational infrastructure. By carefully selecting courts based on comprehensive criteria and focusing on areas with underutilized or negatively impacted spaces, the Parks and Recreation Department aims to enhance community engagement, promote health and wellness, and create safer, more vibrant neighborhoods. These efforts underscore the city's commitment to equity, inclusivity, and the well-being of all its residents.

Below is the list of projects:

*Deer Valley Park (District 1)*

- Existing basketball court will be resurfaced.
- Park serves 11 qualifying census tracts within a 5-mile radius.

*Buffalo Ridge Park (District 2)*

- Existing basketball court will be renovated.
- Park serves 7 qualifying census tracts within a 3-mile radius.

*Norton Park (District 3)*

- Existing basketball court will be renovated.
- Park serves 3 qualifying census tracts within a 1-mile radius.

*Sueño Park (District 4)*

- Existing basketball court will be resurfaced.
- Park serves 40 qualifying census tracts within a 3-mile radius.

*Marivue Park (District 4)*

- Existing volleyball court will be resurfaced.
- Park serves 44 qualifying census tracts within a 3-mile radius.

*Solano Park (District 5)*

- Existing basketball court will be resurfaced.
- Park serves 8 qualifying census tracts within a 1-mile radius.

*El Reposo Park (District 7)*



- Existing basketball court will be renovated.
- Park serves 17 qualifying census tracts within a 3-mile radius.

<b>Project Name</b>	<b>Phoenix Parks Improvements – WalkPHX</b>
---------------------	---

<b>Allocation</b>	\$900,000
-------------------	-----------

<b>Expenditure Category</b>	2.22 Strong Healthy Communities: Neighborhood Features that Promote Health and Safety^
-----------------------------	--

<b>Overview</b>	<p>The Parks and Recreation Department has been allocated \$2.9 million for park improvements, with a portion dedicated to improve the WalkPHX infrastructure in parks. This financial support is aimed at improving parks in areas that were most impacted by the COVID-19 pandemic. The objective of these improvements is to enhance community well-being, provide accessible recreational opportunities, and address the pressing needs of underserved communities.</p>
-----------------	---

The identification of project sites was conducted using a multifaceted approach, taking into consideration several crucial criteria to ensure the effective use of the allocated funds:

- Funding available for each category of improvements - The distribution of the \$2.9 million was carefully planned to address various categories of park improvements, ensuring a balanced allocation that maximizes the impact across different types of amenities and infrastructure.
- Number of Qualifying Census Tracts (QCTs) served - Priority was given to parks serving the highest number of QCTs. These tracts are defined by the U.S. Department of Housing and Urban Development (HUD) as areas with high poverty rates and low median incomes, which were significantly affected by the pandemic.
- Age and condition of existing amenities and plans for future improvements - An assessment of the current state of park amenities was conducted, focusing on those in poor condition or at the end of their useful life. This also included consideration of existing plans for future enhancements, ensuring that investments complement long-term development goals.
- Park and surrounding community needs and challenges - Community input and needs assessments were integral in identifying parks with the most pressing challenges. Factors such as



population density, accessibility issues, and lack of recreational facilities were considered to address gaps effectively.

- Geographic distribution throughout the City - Ensuring a fair and equitable distribution of improvements across different neighborhoods was essential. This geographic consideration helps in promoting inclusivity and balanced development citywide.

To promote health and wellness, several WalkPHX paths and fitness stations will be installed. These initiatives are designed to increase accessibility to free fitness equipment and provide ample opportunities for physical activity, particularly in communities that may lack such resources. These paths are strategically designed walking routes within parks that encourage regular exercise. They are clearly marked, safe, and easily accessible to all age groups. The creation of these paths aims to foster a culture of health and fitness within the community.

### **Project Demographics**

A critical focus of this project is addressing the needs of the communities within Qualifying Census Tracts (QCTs).

By targeting parks in these areas, the project aims to directly benefit populations that are predominantly low-income and minority groups, who face significant barriers to health and wellness resources. This demographic focus ensures that the improvements will support the most vulnerable communities, providing equitable access to recreational facilities and contributing to the broader goal of reducing health disparities and promoting social equity across the city.

### **Community Outreach**

For this particular project, community outreach was not conducted as it was deemed unnecessary. The selection criteria for the project sites were based on objective data and comprehensive assessments of park conditions, demographic needs, and geographic distribution. The focus was on using existing information, such as census data and previously gathered community needs assessments, to identify the most impacted areas and prioritize improvements efficiently. This approach ensured that the project could be implemented swiftly to address urgent needs in the aftermath of the COVID-19 pandemic without the delays that a new round of community consultations might entail. However, once the projects are complete, the Parks and Recreation Department will actively engage with the community to inform them of these new amenities. This will be done through various events, announcements, and promotional activities to ensure that residents are aware of and can take full advantage of the new recreational opportunities available to them.



**Promoting Equitable Outcomes**

This project is designed to promote equitable outcomes by specifically targeting parks in Qualifying Census Tracts (QCTs), which are home to some of the city's most underserved and vulnerable populations. By focusing on areas with high poverty rates and low median incomes, the project ensures that the benefits of improved recreational facilities reach those who need them most. The installation of WalkPHX paths and fitness stations provide free and accessible opportunities for physical activity, addressing health disparities that disproportionately affect low-income and minority communities. Furthermore, the equitable geographic distribution of these improvements across the city ensures that no neighborhood is left behind, fostering inclusivity and balanced development. By prioritizing equity in the planning and implementation phases, the project aims to create healthier, more vibrant communities and reduce the systemic inequalities exacerbated by the COVID-19 pandemic.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Project Name**

**PHXWorks at Burton Barr and Ocotillo**

**Allocation**

\$600,000

**Expenditure Category**

2.10 Assistance to Unemployed or Underemployed Workers\*^

**Overview**

The purpose of this project is to provide assistance for individuals who want and are available to work (31 CFR 35.6.b.3.ii.A.8). Funds will be used to expand the PHXWorks space on the second floor of the Burton Barr Central Library. As part of the expansion, a new meeting room will be added for workforce programming, and smaller study room spaces will be added that can be used by community partners to provide one on one services, or by customers to conduct workforce related business, such as online interviewing. In addition, a new study room space will also be added at the Ocotillo Library that can be used by community partners to provide one on one services, or by customers to conduct workforce related business, such as online interviewing.

The construction procurement phase of the PHXWorks space expansion will be starting in July of 2024, with construction hopefully starting in the Fall of 2024.

**Project Demographics**

This project will serve individuals who are either actively pursuing employment or who are looking to improve their job seeking skills. The free nature of all of the programs and services offered in these spaces puts the emphasis of the project on assisting those in the community



who may not otherwise have the money or resources to be able to participate in similar services.

**Community Outreach**

The Library has many existing channels in which it can make residents aware of the service, including but not limited to:

- Social media presence posts
- Public Website
- Online Calendar of events
- Monthly eNewsletter
- Leveraging our community and City partnerships
- Leveraging our relationships with local print, radio, and television media outlets

**Promoting Equitable Outcomes**

Library programs and services held in these spaces will be free and open to any member of the public who wishes to participate in them, and the same level of service will be provided to all community members who participate. Assisting unemployed workers post-pandemic promotes equitable outcomes by providing immediate financial relief for families, supporting reemployment to reduce the chances of prolonged economic hardship, promoting skills development, strengthening social safety nets, and addressing systemic inequalities.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/adult-vocational-training>

**Performance Report**

**KPIs:**

- Percentage of project completed

**Outcomes:** The additional spaces and technology components added by this project will allow the library to expand its workforce offerings for the public, resulting in:

- Improved success rates when seeking employment
- Increased comfort with skills needed to secure a job in today’s market (Ex: resumes, applying for a job online, virtual interviews)

<b>Project Name</b>	<b>PPE/Heat Relief Program - 2022</b>
<b>Allocation</b>	\$600,000
<b>Expenditure Category</b>	1.14 Other Public Health Services^



## **Overview**

This program was implemented by the City’s Office of Heat Response and Mitigation (OHRM). The COVID-19 pandemic exacerbated the national crisis of homelessness and affordable housing, disproportionality impacting low-income residents, people with underlying health conditions, low-income families, and Black, Latino, and Indigenous communities. These same groups are also those more vulnerable to heat stress.

As of April 3, the Maricopa County Department of Public Health had confirmed 424 heat-associated deaths for 2022, with a limited number of additional cases pending further review. The 2022 total reflects an increase of 25% above the heat-associated death total from 2021 and is the highest number of heat-associated deaths reported since formal tracking began in 2006.

COVID-19's negative impacts reinforced systemic barriers limiting these organizations' ability to obtain necessary funding and support to provide heat relief resources. Additionally, the COVID-19 pandemic exacerbated the national homelessness crisis by limiting social services and open spaces and creating detrimental economic consequences.

To immediately assist vulnerable populations, OHRM staff used funding to provide resources to individuals experiencing homelessness during the summer of 2022. These resources included drinking water, body cooling products such as neck wraps, water with electrolytes, and heat relief clothing and accessories. Resources were provided to community partners and were used by city staff at heat relief events in the most vulnerable areas.

## **Project Demographics**

This program is targeting individuals experiencing homelessness or low-income individuals, heat vulnerable residents, and transit riders.

## **Community Outreach**

Staff worked closely with community partners to provide the necessary heat relief resources to their clients. Community partners provided safe spaces for residents to be protected from the heat in safely, distanced areas. Staff additionally provided resources at heat relief events.

## **Promoting Equitable Outcomes**

Staff provided heat relief resources to disproportionately impacted communities. These efforts contribute to improved health, mitigation of environmental risks, enhanced educational opportunities, and fosters social equity. The program helped reduce the likelihood of heat-related illnesses and deaths.



**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

Additional data resources

<https://www.fema.gov/press-release/20230621/fema-announces-first-summerready-extreme-heat-campaign-promote-preparedness>

<https://www.weather.gov/rah/heat>

<https://www.osha.gov/heat>

**Performance Report**

**KPIs:**

- # of community partners distributing resources: **50**
- # of items distributed: **38,000**

**Outcomes:** Several outcomes for this program includes reduction in heat-related illness, decreased mortality rates, enhanced community resilience, improved access to cooling spaces and resources, and increased collaboration and partnerships.

Project Name	Premium Pay
Allocation	\$21,073,250
Expenditure Category	4.1 Public Sector Employees
Overview	<p>Premium pay was provided to eligible City of Phoenix staff performing essential work during the COVID-19 public health emergency, intended for those who have been and continue to be relied on to maintain continuity of operations of essential critical infrastructure sectors, including those who are critical to protecting the health and wellbeing of their communities. As determined under the Final Rule, this does not include work performed by teleworking from a residence that involves regular in-person interactions with the public or co-workers of the individual who is performing the work or regular physical handling of items that were handled by or are to be handled by the public or the individual’s co-workers. The City of Phoenix provided up to a \$2,000 one-time premium pay payment to eligible full-time employees and up to a \$1,000 a \$250 one-time premium pay payment to eligible non-seasonal part-time employees.</p>
Project Demographics	<p>Premium pay was available to all City of Phoenix employees who met the criteria.</p>



<b>Community Outreach</b>	Employees were notified by several email notifications and a number of department meetings.
<b>Promoting Equitable Outcomes</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Use of Evidence</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Performance Report</b>	Number of government FTEs responding to COVID-19 supported under this authority: <b>12,385</b>

<b>Project Name</b>	<b>Residential Tree Equity Accelerator and Trees and Shade for Schools</b>
<b>Allocation</b>	\$5,500,000
<b>Expenditure Category</b>	2.22 Strong Health Communities: Neighborhood Features that Promote Health and Safety^
<b>Overview</b>	<p>In June 2022, City Council supported a new initiative named the Residential Tree Equity Accelerator and Trees and Shade for Schools program. Office of Heat Response and Mitigation (OHRM, Office of Heat) created 3 grant programs for site in Qualified Census Tracts:</p> <p><b>Community Canopy:</b> grants for individuals, neighborhood groups and 501(c)(3) groups for trees, services and support for planting at single family residences, multifamily residences and community-oriented sites</p> <p><b>Canopy for Kids:</b> grants for public school districts, nonprofit schools and youth education focused 501(c)(3) nonprofits for funding for trees, services, and education for plantings on their campuses. The individual grant funding for tree planting programs is allowed up to \$75,000 for individual schools and up to \$249,999 for umbrella school organizations, such as school districts. OHRM set the grant amounts high, which is intended to fund not only tree planting, but irrigation infrastructure and community and student tree and urban forestry education.</p> <p><b>Shade for Students:</b> grants for public school districts, nonprofit schools and youth education focused 501(c)(3) nonprofits to install built shade on their campuses. The individual grant funding for shade structures is allowed up to \$75,000 for individual schools and up to \$249,999 for</p>



umbrella school organizations, such as school districts. OHRM set the grant amounts high, which is intended to completely fund all the elements of building a successful large shade structure in schools in underserved locations.

The programs began in Fall 2023 and will end December 31, 2024

**Project Demographics**

All funding will be spent in Qualified Census Tracts, which is a U.S. Department of Housing and Urban Development designation of underserved communities.

**Community Outreach**

OHRM has engaged the Youth and Education Department and Neighborhood Services Department at the City of Phoenix and various neighborhood associations and school districts to promote the three grant programs through their networks. OHRM has attended and presented to neighborhood groups identified by the Neighborhood Services Departments and other community partners. Additionally, staff has utilized the network within the Phoenix Metro Urban Forestry Roundtable to promote the three grant programs. To reach audiences throughout Phoenix, staff has promoted all programs through social media campaigns and on city services bills, in both English and Spanish.

**Promoting Equitable Outcomes**

The majority of funding has been spent in QCTs which prioritizes diverse populations. A handful of schools did not fall within a Qualified Census Tract and use a second criteria for qualification: 80% of more of students received free or reduced lunch.

OHRM provided translation services for Spanish speaking organizations and community members during meetings and phone calls. Application and education materials were translated for the Canopy for Kids and Community Canopy grant programs.

OHRM provides programmatic support to recipients of the community tree grant program for the life of the grant, in addition to tree planting supplies and services. Staff also provides grantees the tools to organize and maintain a successful tree canopy in their community as well as hire labor for planting. Tree grant recipients also receive a supply bag to assist in their tree maintenance, including: a soil moisture meter, 100-foot-long hose, irrigation timer, educational materials outlining proper care (in English and Spanish) and two t-shirts to assist in marketing the program to others.



Canopy for Kids grant recipients can apply for funding to hire contracted labor to help with tree planting and to hire existing tree nonprofits to support their goals of community engagement and student education in tree planting projects on their campuses.

The two tree grants can be spent on all elements of tree planting, including materials, labor, tree planting, irrigation infrastructure and the trees themselves. This will reduce barriers to a successful tree planting and will support long term positive outcomes.

Projects will improve access to tree and built shade in the hottest parts of the city with the lowest tree and shade canopy coverage.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

**KPIs:**

- Number of grant applications: **199**
- Number of grants awarded: **158**
- Number of new shade structures: **1**
- Number of shade structures repaired: **0**
- Number of trees planted **1,036**
- Number of homes served **437**
- Number of schools served: **7**
- Number of children served: **3,148**

Outcomes: Increased shade in residential and educational spaces. Shade effectively improves thermal comfort of individuals, which increases the safety and accessibility of outdoor spaces for residents and school children. Additionally, increased tree canopy reduces urban heat which has numerous positive health outcomes.

<b>Project Name</b>	<b>Resilient Food System Program - Resilient &amp; Sustainable Agriculture Grant Program</b>
<b>Allocation</b>	\$244,949
<b>Expenditure Category</b>	2.1 Household Assistance: Food Programs*^
<b>Overview</b>	The Resilient & Sustainable Agriculture Program provided grant funding to six (6) Phoenix food producers that were negatively impacted by COVID-19 for advancing their operations to maintain or expand their production using sustainable technologies and methods that incorporate



water and energy efficiency and our changing climate resulting in long term resiliency.

**Project Demographics**

The population served are residents living in zip codes with high COVID-19 case counts and food deserts that were low income, with consideration given to BIPOC, seniors and children and businesses and nonprofits that were negatively affected by COVID.

**Community Outreach**

Outreach for the program was conducted by City staff through an online application process that was promoted via website and social media and through the Office of Environmental Program’s existing food system network. Outreach materials were provided in Spanish and English.

**Promoting Equitable Outcomes**

This program promotes equitable outcomes because eligibility requirements targeted to low income, BIPOC, individuals and families living in zip codes with high COVID-19 case counts.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

**KPIs:** Data will be included in a future report.

- # of pounds of food produced: **4,175**
- # of households served: **15,835**
- # of pounds of food distributed: **22,534**
- # of residents trained: **532**

**Outcomes:** The outcomes of these programs are for increased economic opportunity and increased access to healthy food to COVID-19 impacted residents resulting in improved health outcomes.

Project Name	Revenue Replacement
<b>Allocation</b>	\$20,000,000
<b>Expenditure Category</b>	6.1 Provision of Government Services
<b>Overview</b>	Funds will be used to replace lost revenue at the Convention Center. COVID-19 has had a severe impact on the Convention Center bookings. It is likely that large conventions and the associated hospitality industry will be among the slowest to recover and revenue will continue to be weak. Funds have been utilized to reimburse infrastructure capital improvement projects and operational expenditures used to maintain, repair, and operate the venues at the Convention Center.
<b>Project Demographics</b>	This section is not applicable per U.S. Treasury Guidance.



<b>Community Outreach</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Promoting Equitable Outcomes</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Use of Evidence</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Performance Report</b>	This section is not applicable per U.S. Treasury Guidance.

<b>Project Name</b>	<b>Shade Structures</b>
<b>Allocation</b>	\$3,500,000
<b>Expenditure Category</b>	2.22 Strong Healthy Communities: Neighborhood Features that Promote Health and Safety^
<b>Overview</b>	In June of 2022, City Council approved the allocation of \$3 million for the installation of shade structures in the public right-of-way to improve outdoor walkability in neighborhoods with limited shade coverage. The design phase of this program is underway with a scheduled completion in August 2024. Following design completion, the project will immediately go to bid for construction. Three local artists have been selected to contribute artwork on modular components of the shade structures and will begin work with the design firm in July 2024.
<b>Project Demographics</b>	The shade structures will be installed only in Qualified Census Tracts, which are designated by the U.S. Treasury and U.S. Department of Housing and Urban Development as areas of underserved and disproportionately impacted communities.
<b>Community Outreach</b>	Community input has already been received about shade need in underserved pedestrian areas. A virtual public meeting to share information about the project is planned for August 2024.
<b>Promoting Equitable Outcomes</b>	Neighborhoods in the City with the highest temperatures and worst health outcomes related to heat also tend to have the least amount of shade. Additionally, these neighborhoods tend to be among the lowest income and have the highest proportion of ethnic minority populations. This project is intended to promote shade equity by focusing all efforts in these underserved communities. All shade structure locations for this project are at major crosswalks and stoplight intersections with high pedestrian traffic to improve comfort and walkability for communities relying on transit without a personal vehicle.



**Use of Evidence** This section is not applicable per U.S. Treasury Guidance.

**Performance Report** **KPIs:** Number of new shade structures constructed: 0 (construction has not yet begun)

**Outcomes:** The project aims to increase shade coverage for pedestrians in the public right-of-way to increase the safety and walkability of Phoenix streets, especially during the hot season. Shade can dramatically improve the thermal comfort of pedestrians, which ultimately improves the safety and walkability of shaded spaces.

**Project Name** **Small Business Workforce Programs (Small Business Workforce Training Improvement Grant and Online Small Business Platform [PHXb!zConnect])**

**Allocation** \$2,000,000

**Expenditure Category** 2.30 Technical Assistance, Counseling, or Business Planning\*^

**Overview** The Small Business Workforce Training Improvement Grant provides grant funds to Phoenix-based organizations with small business training programs and/or demonstration projects that benefit Phoenix entrepreneur/small business community. Organizations can apply for up to \$250K to expand/enhance their offerings.

PHXb!zConnect is a social media platform where business owners connect, ask questions, share successes, and find solutions to business-related issues. PHXb!zConnect streamlines support for small businesses in one central, virtual location and provides access to funding opportunities, educational webinars, business events, community partners and city staff.

**Project Demographics** Grants are offered to the Phoenix small business and entrepreneur community. Additional demographics for PHXb!zConnect are available in the attachment.

**Community Outreach** The Small Business Workforce Training Improvement Grant is promoted through targeted outreach to organizations that work with small business/entrepreneurs and CED’s website.

The launch of PHXb!zConnect included outreach to the business community, chambers of commerce, industry partners and geographical business alliances. These efforts included social media, email communication and presentations. An on-going Digital Marketing



Program focuses on Brand Awareness and utilizes Google Ads to attract new PHXb!zConnect members to the exclusive Phoenix virtual platform. PHXb!zConnect is marketed by staff on businesses visits and on CED’s website.

**Promoting Equitable Outcomes**

The Small Business Workforce Training Improvement Grant provides funding to create training opportunities for small business owners and entrepreneurs to help them develop new skills to grow and continue to positively impact the economy.

**Use of Evidence**

PHXb!zConnect is focused on helping underrepresented business owners connect with key business services. The site is open to any Phoenix business regardless of industry or size, accessible in English and Spanish 24/7, and free to join.

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/adult-vocational-training>

**Performance Report**

The data below is as of May 2024.

**Small Business Workforce Training Improvement Grant KPIs:**

- Number of applications received: **11**
  - Number of applications received from QCTs: **5**
- Number of awards: **7**
  - Number of awards in QCTs: **4**
- Grant funds awarded: **\$1,061,079.52**
- Percentage of awarded dollars to programs aligned with COVID or city/board priorities – **100%**
- Total individuals completing training: **320**

**Outcomes:** Increase training opportunities for small business and entrepreneurs.

**PHXbizConnect KPIs:**

- # of small businesses registered on PHXbizConnect: **1,103**
- # of training sessions attended by PHXbizConnect businesses: **293**
- # of website hits at PHXbizConnect: **121,598**

**Outcomes:** Increase access to more free resources, including grant information, a training library, consulting services, and direct access to City staff in a convenient online platform.

<b>Project Name</b>	<b>St. Joseph the Worker</b>
<b>Allocation</b>	\$1,583,000



<b>Expenditure Category</b>	2.10 Assistance to Unemployed or Underemployed Workers*^
<b>Overview</b>	In 2020, SJW’s Workforce Villages program was established in response to the COVID-19 pandemic and operates in various scattered sites in the Phoenix area. The program provides housing and support services to employed individuals experiencing homelessness to assist in ending their homelessness without housing voucher assistance. Individuals successfully complete the program by securing housing and being responsible for rent on their own. The City included this program in the ARPA Second Tranche Strategic Plan in an effort to provide a unique housing program focusing on individuals experiencing homelessness who are employed and able to end their homelessness with intensive case management services, financial management planning, and life skills training. The program requires the participant to have a full-time job, earn at least \$15 per hour, work a minimum of 35 hours per week, save 80 percent of their net income, live off the remaining 20 percent, meet weekly with their Workforce Village specialist, provide copies of their pay stubs and savings account balances, and complete assignments, a credit report, background check, and budget.
<b>Project Demographics</b>	This project provides services to unsheltered individuals with a full-time job
<b>Community Outreach</b>	St. Joseph the Worker staff coordinates with local community organizations, and service providers to attract participants to its program. In addition, caseworkers conduct street outreach in areas with high concentrations of individuals experiencing homelessness in which they provide information about the St. Joseph the Worker program, its resources, and the benefits of the program.
<b>Promoting Equitable Outcomes</b>	This program targets a vulnerable population and provides intensive case management services. The program will increase housing stability and increase individuals access to needed resources.
<b>Use of Evidence</b>	<a href="https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/adult-vocational-training">https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/adult-vocational-training</a>
<b>Performance Report</b>	<p><b>KPIs:</b></p> <ul style="list-style-type: none"> <li>• Minimum of 244 unduplicated participants will be served for the term of the contract. <b>131</b></li> <li>• 100% of clients will be assessed for service needs and will be connected to a community and internal resource. <b>100%</b></li> </ul>



- 60% of participants will have an exit into permanent housing, as defined by HUD. **61%**

**Outcomes:**

- Increase housing stability
- Increased access to resources

<b>Project Name</b>	<b>St. Vincent de Paul Transitional Housing Project – Ozamon Manor II</b>
<b>Allocation</b>	\$6,000,000
<b>Expenditure Category</b>	2.16 Long-term Housing Security: Services for Unhoused Persons*^
<b>Overview</b>	This program will provide funding to St. Vincent de Paul to build 100 new transitional housing beds for people experiencing homelessness in the City of Phoenix. The facility will include wraparound services to remove barriers to end homelessness. Maricopa County is matching funding for capital costs.
<b>Project Demographics</b>	This program targets individuals experiencing homelessness.
<b>Community Outreach</b>	Outreach will be completed to inform potential residents of openings at the facility. More information will be provided in a future report.
<b>Promoting Equitable Outcomes</b>	Once completed, this program will provide transitional housing units for those experiencing homelessness. The building of transitional housing units expands the availability of affordable housing options for the people previously experiencing homelessness. This addresses the pressing need for safe and affordable housing, creating opportunities for individuals to secure stable housing and break the cycle of homelessness. Wraparound services will be included to provide case management services to tenants.
<b>Use of Evidence</b>	<a href="https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first">https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first</a>

<b>Project Name</b>	<b>StartUpPHX at Burton Barr Library</b>
<b>Allocation</b>	\$1,375,000
<b>Expenditure Category</b>	2.32 Business Incubators and Start-Up or Expansion Services*^



## Overview

The purpose of this project is to assist the small business and entrepreneur community who were adversely affected by the COVID-19 pandemic (31 CFR 35.6.b.3.ii.B.1 & B.2). The current second floor StartUpPHX space at Burton Barr Central Library will be remodeled to expand meeting room capacity and provide increased tools such as graphics computer stations. Programming will be provided at Burton Barr and departmentwide that assists those who are interested in starting their own business. Temporary staffing and promotional materials will be included to support these efforts.

## Project Demographics

This project will serve individuals who are entrepreneurs or small business owners. The free nature of all of the programs and services offered in these spaces puts the emphasis of the project on assisting those in the community who may not otherwise have the money or resources to be able to participate in similar services.

## Community Outreach

The Library has many existing channels in which it can make residents aware of the service, including but not limited to:

- Social media presence posts
- Public Website
- Online Calendar of events
- Monthly eNewsletter
- Leveraging our community and City partnerships
- Leveraging our relationships with local print, radio, and television media outlets

## Promoting Equitable Outcomes

Library programs and services held in these spaces will be free and open to any member of the public who wishes to participate in them, and the same level of service will be provided to all community members who participate. Assisting small business and the entrepreneur community, which were negatively impacted by the COVID-19 pandemic, contributes to creating a more equitable society by providing economic opportunities, promoting job creation, encouraging inclusive innovation, supporting community development, and empowering underrepresenting groups through entrepreneurship education and support.

## Use of Evidence

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/sector-based-workforce-initiatives>

## Performance Report

### KPIs:

- Number of programs offered: **453**



- Number of program attendees: **4,136**
- Number of partnerships established: **14**
- Number of business plans created: **63**

**Outcomes:**

- Increase the number of small businesses created
- Improve the skillset of those either wanting to start their own business or those who already own a small business

<b>Project Name</b>	<b>Summer Heat Respite</b>
<b>Allocation</b>	\$2,209,533
<b>Expenditure Category</b>	1.4 Prevention in Congregate Setting*^
<b>Overview</b>	In 2021 the Phoenix City Council entered into an agreement with the Human Services Campus through June 30, 2026, for summer heat respite equipment and sprung structure. The City of Phoenix provided summer respite for individuals experiencing by constructing a sprung structure which includes a moveable structure, for the sole purpose of providing day and night heat respite and shelter to individuals experiencing homelessness. The moveable structure was utilized for up to 100 individuals experiencing homelessness for daytime indoor respite, and for overnight sleeping accommodations. It was in operation 24 hours per day, seven days per week. This temporary sprung structure enabled the Human Services Campus to offer a regional approach to providing heat respite and homeless services. All funding has been spent on this project.
<b>Project Demographics</b>	This program provided services to unsheltered individuals.
<b>Community Outreach</b>	Services were provided at the Human Services Campus. Community outreach was not completed specifically for this project as staff was fulfilling an emergency need in downtown Phoenix.
<b>Promoting Equitable Outcomes</b>	Providing shelter from the heat to unsheltered individuals promotes equitable outcomes by addressing basic needs, decreasing the number of individuals experiencing heat-related illness, increasing access to safe and comfortable environments, and increase opportunities for unsheltered individuals to receive services to work towards long-term stability.
<b>Use of Evidence</b>	<a href="https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first">https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first</a>



**Performance Report**

**KPIs:**

- # of persons served: **886**
- # of households receiving case management services: **714**
- # of individuals using shade structure: **13,426**
- % completion of capital improvements: **100%**

**Outcomes:**

- Improved Health Outcomes
- Enhanced Safety and Security
- Increased Stability and Support
- Improved Quality of Life
- Pathways to Housing and Economic Opportunities
- Pathways to Housing and Stability

<b>Project Name</b>	<b>Transit Heat Relief</b>
<b>Allocation</b>	\$71,498
<b>Expenditure Category</b>	1.4 Prevention in Congregate Setting*^
<b>Overview</b>	The goal of this summer program was to provide a 40-foot bus at the Human Services Campus where individuals experiencing homelessness are located to prevent heat-related illnesses and deaths among vulnerable populations. The program ran from July 2021 to September 2021. Total number of individuals on the bus was tracked by the hour each day. These numbers may have been duplicated throughout the day.
<b>Project Demographics</b>	This program targeted individuals experiencing homelessness around the Human Services Campus.
<b>Community Outreach</b>	As part of this program, individuals were informed of available case management services.
<b>Promoting Equitable Outcomes</b>	Providing shelter to individuals experiencing homelessness promotes an equitable outcome by reducing disparities in access to safe and secure housing. As homelessness is often associated with heightened vulnerability to various risks, including extreme weather conditions, violence, and health, issue, providing shelter during the extreme heat allows individuals to protect themselves from these dangers. Additionally, shelter during the heat prevents heat-related illnesses and saves lives, promoting equitable access to healthcare and improves overall well-



being. Overall, this project increased safety and well-being for individuals experiencing homelessness around the Human Services Campus.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

**Performance Report**

**KPIs:**

**Transit Heat Relief Passengers by month**

July 2021 – **2,275**

August 2021 – **5,103**

September 2021 – **5,452**

**Outcomes:** This project improved mental health, well-being, and overall safety for individuals experiencing homelessness.

Project Name	Tuition Assistance (Phoenix Promise)
<b>Allocation</b>	\$5,000,000
<b>Expenditure Category</b>	2.25 Addressing Educational Disparities: Academic, Social, and Emotional Services
<b>Overview</b>	<p>On August 31, 2022, City Council approved the allocation of \$5M to support the Phoenix Promise Program in partnership with the Maricopa County Community College District Foundation (MCCCDF), which will provide a minimum of 400 students with financial assistance to attend and complete their post-secondary education, to lead to higher employment opportunities. Funding provides tuition scholarships and student support (up to \$965 for each fall and spring semester) for out-of-pocket costs not covered by other financial aid resources, and wraparound academic support. The program began Spring Semester 2023 and will end with the Spring Semester 2025.</p>
<b>Project Demographics</b>	<p>The Phoenix Promise Program KPIs and Demographic Report attachment includes breakdown of participant demographics to date. Students qualify for the program by Pell Grant eligibility or another qualified Federal program.</p>
<b>Community Outreach</b>	<p>MCCCDF initiated outreach for the Phoenix Promise Program for the Spring 2023 semester by partnering with local high schools, Maricopa County Community Colleges, and by contracting with Aliento, LLC to deliver a digital and in person outreach campaign. MCCCDF continues</p>



these outreach efforts to connect eligible Phoenix residents with the Program.

Additionally, staff in the Community and Economic Development Department participated in the information sessions at community colleges and utilized earned media for releasing information about the Program and conducted media interviews upon request.

**Promoting Equitable Outcomes**

The Phoenix Promise Program promotes equitable outcomes by intentionally engaging residents that may be experiencing unemployment, undergoing food insecurity, encountering housing insecurity, or that qualify for certain federal programs (e.g., Free and Reduced-Price School Meals Program, Supplemental Nutrition Assistance Program [SNAP], Temporary Assistance for Needy Families [TANF]). Priority for Phoenix Promise has been providing funding to students who graduated from high school since Spring of 2020 or who are first-generation college students, single parents, veterans, and/or reside in historically under-served areas of our community.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/college-access-programs>

**Performance Report**

**KPIs:**

- Number of Scholarship Awards: **493**
- Aggregate Value of Scholarships Awarded: **\$428,019**
- Number of Student Support Awards: **2,566**
- Aggregate Value of Student Support Awarded: **\$2,463,645**
- Total Funds Awarded: **\$2,891,664**

**Outcomes:** The Phoenix Promise Program aims to assist Phoenix residents with an opportunity to increase employment opportunities and livable wages, reduce family poverty, and strengthen economic opportunities by providing them tuition assistance and support services to complete their postsecondary education.

<b>Project Name</b>	<b>U.S. Vets and Veteran Relief</b>
<b>Allocation</b>	\$4,500,000
<b>Expenditure Category</b>	2.23 Strong Healthy Communities: Demolition and Rehabilitation of Properties^
<b>Overview</b>	The project consists of acquiring, renovating, and converting a hotel into a 132-bed facility to provide transitional and permanent



supportive housing for US homeless veterans and at-risk of being homeless veterans. Supportive services include case management, job skills development, addiction treatment, financial assistance, legal advocacy, and necessities.

**Project Demographics**

The project is under construction and when completed will provide housing and supportive services to US veterans who are homeless and at-risk of being homeless. Project demographics will be provided once the construction is completed, and the facility is occupied.

**Community Outreach**

The United States Veterans and Veterans Relief is supported by the United States Veteran Initiative (US VETS) organization that has been serving Phoenix since 2001. US VETS has a 15-member Advisory Council, comprised of community members, most of whom are veterans themselves. The Advisory Council represents local interests throughout Maricopa County and supports the sustainability of the Phoenix operation.

**Promoting Equitable Outcomes**

The outcome will be the development of a facility where US homeless veterans and at-risk of being homeless veterans can receive permanent and transitional housing in conjunction with supportive services including case management, job training, medical and mental health treatment, addiction treatment, life skills training, legal advocacy, food, clothing, and other basic needs.

**Use of Evidence**

This section is not applicable per U.S. Treasury Guidance.

**Performance Report**

The project is approximately 60% completed.

**Project Name** **Utility and Rental Assistance Program**

**Allocation** \$16,583,211

**Expenditure Category** 2.2 Household Assistance: Rent, Mortgage, and Utility Aid

**Overview** This program includes three assistance programs: the Human Services Department Utility and Rental Assistance Program, the Housing Department Landlord Incentive program, and the Water Services Department Deferred Payment Arrangement Program.

*Human Services Department*

Over the past two years, the U.S. Treasury Department allocated nearly \$150 million to the City of Phoenix Human Services Department for emergency rental and utility assistance to Phoenix residents facing eviction due to impacts from the COVID-19 pandemic or other financial



hardship. This program required households be at or below 80% Area Median Income (AMI) to ensure the lowest income level families were prioritized. A growing number of Phoenix residents just above the 80% eligible income threshold also surfaced needing assistance and therefore the Phoenix City Council allocated specific funding to provide similar services to households between 80% - 120% Area Median Income.

Human Services Department (HSD) caseworkers utilized this fund source for households not meeting the income requirement for the Emergency Rental Assistance (ERA) Program, and in early May 2023 the City Manager's Office dedicated funding to serve displaced mobile home residents when property owners sell off trailer parks. These specific mobile home parks largely consisted of monolingual Spanish speaking undocumented residents with varying levels of documentation for the trailer homes they owned or were leasing.

While resources through the Arizona Department of Housing and trailer parks themselves were being offered to the residents, considerable navigational needs were identified, including financial assistance with temporary (gap) housing and start over funding to ensure residents successfully relocated within the deadlines trailer park owners established.

To support the urgent and complex needs of the over 150 mobile home residents, the Human Services Department (HSD) contracted with the Phoenix Industrial Development Authority (IDA), who then contracted with a local social services agency, Helping Families In Need (HFIN) to provide housing navigation, benefit application assistance, and case management to residents in need.

#### *Water Services Department*

Water Customer Services Division (CSD) implemented a program available through ARPA in which the city would pay 2/3 of a customer's Deferred Payment Arrangement (DPA) balance after the customer pays the initial 1/3 payment. The Deferred Payment Arrangement Program is serving low-income residents who are unable to pay their City Service bill, which includes both the water and solid waste utility. Residents are self-attesting to a negative economic COVID-19 impact to receive services.

#### *Housing Department*



The Housing Department's Landlord Incentive Program incentivizes Phoenix landlords to make their properties available to Housing Choice Voucher (HCV) holders by offering landlords a one-time \$2,000 payment for executing a Section 8 Housing Assistance Payment (HAP) contract and renting their unit to a voucher holder. The incentive is per unit and a property owner can be eligible for more than one incentive if the owner executes multiple HAP contracts. Utilizing American Rescue Plan Act funding, the program began in October 2021 and is currently active.

## **Project Demographics**

### *Human Services Department*

Any household within the city of Phoenix meeting the income threshold of 80% - 120% Area Median Income and requesting emergency rental or utility assistance was provided services, in alignment with ERA Program guidelines. And, beginning May 5, 2023, eligible households now include mobile home residents from three specific Phoenix trailer parks. Mobile home residents from the Las Casitas, Weldon Court and Periwinkle mobile home parks.

Additional Information section below includes breakdown of participant demographics.

### *Water Services Department*

Specific criteria were set for customers to qualify and receive funding. Customers must have an active account with City of Phoenix for at least one year, made at least four payments over the past year, no more than one NSF fee in the past year, no leaks on the premise, no water theft at the premise and it must be a single-family residential account. Additionally, customers had to self-attest to a negative economic COVID-19 impact.

### *Housing Department*

All landlords throughout the city of Phoenix that successfully execute a HAP contract can participate in the Landlord Incentive Program. Specific demographic information is not collected on landlords.

## **Community Outreach**

### *Human Services Department*

HSD posted information, flyers and a policy about this program to the Department's Emergency Assistance and Emergency Rental Assistance (ERA) Program websites:  
<https://www.phoenix.gov/humanservices/rental-assistance>. Marketing



was also shared through media interviews and stories, water bill services, and community resource events over the past year.

For the portion of funding assisting residents in mobile home parks, Phoenix IDA, HFIN, HSD, Housing, and several community advocates provided extensive community outreach to these three mobile home parks, along with Trellis, who was specifically assigned to assist Periwinkle mobile home residents. Resource information, applications, flyers and brochures were provided to residents in their homes and through regular community meetings held in the evenings.

#### *Water Services Department*

Over 10,000 letters were mailed to residential customers. Staff also made outbound calls to customers who had delinquent accounts, to discuss the possibility of ARPA funding if they met the criteria.

#### *Housing Department*

The Housing Department has employed various methods to advertise the availability of the program. Biannually, the department hosts Landlord Open House events to engage with and educate Phoenix-area property owners on the benefits of participating in the Housing Choice Voucher program and learn more about the \$2,000 incentive for property owners. The included bilingual English/Spanish program flyer has been disseminated at various community events to the public. Digital marketing efforts using the department's website, social media, listserv email messages, and published stories have helped to inform the community of the program.

### **Promoting Equitable Outcomes**

#### *Human Services Department*

The Utility and Rental Assistance Program provided financial assistance for Phoenix households not eligible for the ERA Program due to being over 80% AMI. Effective May 5, 2023, the program has been reserved to assist mobile home residents from three specific trailer parks. In most circumstances, Spanish speaking caseworkers were provided to ensure residents were able to completely communicate their needs and plans for future housing. The program has reduced homelessness and increased housing stability.

#### *Water Services Department*



Deferred Payment Arrangements (DPA) were offered to customers who were affected by COVID-19. The DPA were set for 12 months for all customers and would not have to begin repayment until October 2021. Services were restored for customer who had low flow devices or were turned off.

Assisting customers with their utility debt promotes an equitable outcome by addressing financial disparities and providing relief to individuals/households who struggled to meet their basic needs during the pandemic. Utility debt placed a significant burden on low-income individuals, even more so during the pandemic, leading to financial instability and exacerbating existing inequalities. As well, water is an essential service and was crucial in eliminating the spread of the virus with hand washing and cleaning of common areas. Overall, utility debt affects those disproportionately impacted by COVID-19 and assisting with customer's utility debt promotes equity by addressing financial disparities, providing access to essential services, maintaining health and well-being and preventing further disproportionate burdens on marginalized communities

#### *Housing Department*

The Landlord Incentive Program is designed to help combat the shrinking number of units and fewer affordable housing opportunities for residents in Phoenix searching for rental housing with a voucher. The Housing Choice Voucher (also known as Section 8) program provides participants, at or below 50 percent of the Area Median Income, with a rental subsidy to afford rental housing in the private market. Voucher holders face difficulties locating available units due to various factors including stigma of the program, owners no longer being interested in leasing to tenants with a voucher, and/or being outpriced in the rental market. With the incentive program, voucher holders have leverage when seeking housing in the private rental market, which increases the housing stock for low-income families.

#### **Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

#### **Performance Report**

#### **KPIs**

#### *Human Services Department*

- Number of Households Served: **686**
- Number of Residents Served: **1,859**
- Number of Households Receiving Housing Navigation: **134**



- Number of Households Receiving Case Management Services: **134**

*Water Services Department*

As of June 30, 2024, **7,530** customer received ARPA assistance resulting in **\$4,280,754.00**, which is approximately 93% of accounts reviewed.

*Housing Department*

- # of total incentives released/paid to landlords: **3,704**
- # of landlords that received an incentive payment: **1,391**
- # of incentives paid to first-time Section 8 landlords: **832**

**Outcomes:** The Utility and Rental Assistance Program (all three programs) aims to provide emergency rental and utility bill assistance to low-income Phoenix households to ensure they remain stably housed and not at risk of eviction and/or possible homelessness. Additionally, the program provides housing navigation, benefit application assistance, and case management to Phoenix mobile home residents displaced from Las Casitas, Weldon Court and Periwinkle trailer parks due to property owners selling or repurposing the land.

**Additional Information**

*Human Services Department*

**Family Services Center Locations:**

John F. Long Family Services Center, 3454 N. 51<sup>st</sup> Ave.  
 Sunnyslope Family Services Center, 914 W. Hatcher Rd.  
 Travis L. Williams Family Services Center, 4732 S. Central Ave.

**Other**

**Participation Graphs:**

Month/Year	# Of Households Served	# Of Residents Served	Expenditures
July 2022	8	23	\$52,066.99
August 2022	12	29	\$82,363.45
September 2022	2	3	\$713.78
October 2022	10	21	\$72,308.99
November 2022	11	35	\$94,860.50



December 2022	7	17	\$28,491.23
January 2023	8	25	\$57,320.35
February 2023	4	7	\$31,802.55
March 2023	9	27	\$49,987.34
April 2023	8	17	\$43,824.11
May 2023	9	27	\$46,613.14
<b>Total</b>	<b>88</b>	<b>231</b>	<b>\$560,352.43</b>

Month/Year	# of Households Served	# of Residents Served	Expenditures
July 2023	31	93	\$77,234.00
August 2023	34	103	\$109,414.46
September 2023	29	77	\$118,326.58
October 2023	12	32	\$41,082.08
November 2023	10	21	\$28,925.77
December 2023	81	220	\$489,554.52
January 2024	138	420	\$932,171.33
February 2024	42	104	\$235,198.24
March 2024	53	132	\$268,256.19
April 2024	42	94	\$167,284.75
May 2024	31	84	\$93,199.26
<b>Total</b>	<b>503</b>	<b>1380</b>	<b>\$2,560,647.18</b>

### Mobile Home Relocation Phoenix IDA Expenditures

In addition to contracting with Phoenix IDA, the Human Services Department also contracted with Community Legal Services for \$300,000 to provide legal assistance, advocacy, and representation to mobile home residents from all three trailer parks.

Month	Expenditures
November 2022	\$21,560
December 2022	\$31,020
January 2023	\$39,600
February 2023	\$29,260
March 2023	\$48,620
April 2023	\$94,600
May 2023	\$35,340
June 2023	\$57,360
July 2023	\$34,760
August 2023	\$51,755
September 2023	\$54,120
October 2023	\$37,840
November 2023	\$26,840
December 2023	\$17,600
January 2024	\$20,050
February 2024	\$19,675
<b>Total</b>	<b>\$620,000</b>



<b>Project Name</b>	<b>Vacant Storefront Improvement Assistance Program</b>
<b>Allocation</b>	\$2,000,000
<b>Expenditure Category</b>	2.22 Strong Healthy Communities: Neighborhood Features that Promote Health and Safety^
<b>Overview</b>	<p>Prior to the COVID-19 pandemic (Pandemic), the retail market was undergoing several changes leading to a significant increase in retail vacancy. Disruptions such as advances in shopping technology, retailers/brands that had become irrelevant, and shifts in consumer spending behavior all served as a catalyst to a decline in brick-and-mortar retail space occupancy. The Pandemic exacerbated the issues struggling landlords were already experiencing as retailers were forced to close and further change how they did business. Technology advances from e-commerce competitors greatly affected businesses that did not have the technological advances or the funding to pivot and compete with online retailers. Restrictions placed on in-person shopping and services further constrained retailers dependent on their brick-and-mortar spaces. These issues ultimately forced the permanent closure of many businesses, resulting in a significant increase in citywide retail vacancy.</p> <p>While the Phoenix market has experienced success in Pandemic recovery, premium, minimally challenged and newer retail properties were among the first to be improved and occupied. Challenged commercial retail properties and shopping centers in older, under-served communities continue to experience prolonged vacancy. Many older buildings are good spaces but cannot be used due to infrastructure requirements that are not cost effective or site and building issues, such as no certificate of occupancy, asbestos mitigation, or lack of sprinkler systems, which are required when repurposing older retail buildings that do not have these features. For example, the work that accompanies a fire sprinkler system includes an underground fire line, fire backflow preventer and a street tap. These are costly items that often deter redevelopment efforts, resulting in prolonged retail vacancy; however, updates and improvements to infrastructure can open up possibilities, as these items increase the allowable area of occupancy without changing the building's construction.</p> <p>The Vacant Storefront Improvement Assistance Program aims to alleviate these obstacles by providing financial assistance for public</p>



infrastructure improvements to support the improvement and occupancy of vacant retail properties and the overall safety of the surrounding community. This will allow retail building owners to remain competitive with improved storefronts while revitalizing and beautifying the surrounding community. Examples of potential public infrastructure items include:

- Sidewalk/street repairs
- Street lights
- Place making signage
- Landscape enhancements/improvements in the right-of-way
- Median installation
- Bus shelter enhancements/improvements
- Water/sewer line installation and/or extension
- Public art installation

The maximum amount awarded per project will be approximately \$250,000. An evaluation panel comprised of City staff will review each application for eligibility and provide a recommendation for approval or denial. The panel will consider costs, location, historic nature of the property, and community benefit. Each approved applicant will enter into a contract with the City to outline the terms and conditions of awarded funds.

### **Project Demographics**

Each eligible applicant must own a site in Phoenix and meet one or more of the following criteria:

- Located in or immediately adjacent to a Qualified Census Tract or,
- Adaptive reuse project created by the Pandemic or,
- Experienced 25% revenue loss or 10% vacancy increase when comparing 2019 to 2020 and 2021

### **Community Outreach**

Program information was sent to business and neighborhood groups, advertised in the local media, and promoted through email blast, Phoenix newsletters and social media channels through the City Communications Office.

### **Promoting Equitable Outcomes**

The program will support improvements to challenged commercial properties in underserved communities that have experienced significant vacancy due to costly infrastructure items required for obtaining occupancy. This effort may help ensure local retail options are available in these areas.



<b>Use of Evidence</b>	This section is not applicable per U.S. Treasury Guidance.
<b>Performance Report</b>	<p>KPIs and outcome measures will be reported once the program begins. Data provided below is as of May 2024.</p> <ul style="list-style-type: none"> <li>• Number of applications received: <b>11</b></li> <li>• Number of applications received for locations in or adjacent to a Qualified Census Tracts (QCTs): <b>10</b></li> <li>• Number of applications awarded: TBD</li> <li>• Number of applications awarded for locations in or adjacent to a Qualified Census Tracts (QCTs): TBD</li> <li>• Percent increase in occupancy of commercial properties with approved and funded projects: TBD</li> <li>• Number of jobs created: TBD</li> <li>• Funding awarded: TBD</li> </ul> <p><b>Outcome:</b> The project aims to assist in the economic recovery of businesses operating in underserved communities.</p>

<b>Project Name</b>	<b>Wi-Fi Connectivity for Community Centers and Public Housing Properties– Parks and Recreation</b>
<b>Allocation</b>	\$300,000
<b>Expenditure Category</b>	2.4 Household Assistance: Internet Access Programs*^
<b>Overview</b>	<p>The COVID-19 pandemic underscored the critical need for reliable broadband access, essential for remote work, education, healthcare, and general connectivity. In response, the Phoenix Parks and Recreation Department took significant steps to bridge the digital divide by expanding broadband access to multiple community centers and public housing properties across the Valley.</p> <p>The ongoing enhancement of the community wireless network promises to significantly improve broadband access and promote digital equity. By focusing on digital inclusion, the department is committed to establishing a robust and fair digital infrastructure for all Phoenix residents.</p>
<b>Project Demographics</b>	The selected community centers—Barrios Unidos Recreation Center, Green Valley Recreation Center, Smith Park, and Central Recreation Center—are located in traditionally underserved Phoenix neighborhoods where WiFi is typically unavailable. All these centers serve Qualified Census Tracts (QCTs).



These communities also face challenges such as crime, poverty, and food insecurity. Many students in these areas experience multiple Adverse Childhood Experiences (ACEs), including neglect, abuse, and other forms of household dysfunction. Families in these neighborhoods often struggle with severe income-related issues, including limited access to housing and transportation.

Other statistics prevalent within the target communities served through this program are as follows:

- High-risk, over-age, under-credited, and out-of-school youth
- Schools that average 89% for free and reduced lunch
- Areas that indicate violent crime rates are above 70% (U.S. average is 22.7%)

**Community Outreach**

Through this process community centers with high rates of poverty and low-income families were strongly considered.

**Promoting Equitable Outcomes**

The ARPA funding aimed to provide free WiFi to underserved communities to promote equitable outcomes, including:

- 1) The provision of free WiFi addresses the digital divide by ensuring that individuals who may not have had access to the internet previously can now connect.
- 2) Access to free WiFi enabled students in underserved communities to engage in online learning and access educational resources. It allowed students to participate fully in remote learning, complete assignments, and access educational materials.
- 3) Free WiFi supported economic opportunities for community members by enabling job seekers to search for employment opportunities, submit online applications, and access online training resources. Additionally, small business and entrepreneurs in underserved communities utilized free WiFi to enhance their online presence, reach customers, and explore e-commerce opportunities.
- 4) Many essential services and government resources were increasingly moved online during the pandemic. By providing free WiFi, underserved community members gained access to important services such as telehealth, online banking, government assistance programs, and job placement services.
- 5) Free WiFi promoted community engagement by enabling residents to connect with one another, share information, and participate in



online civic activities. It allowed community members to access social media platforms, join online discussions, and stay connected with local news and events.

By providing free WiFi at the specified community centers, the ARPA funding helped to address the disparities in internet access and promoted equitable outcomes for all members of the community served by those centers. It ensured that individuals have equal opportunities to access education, economic opportunities, vital services, and community engagement, thereby contributing to a more inclusive and equitable society.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/broadband-initiatives-for-unserved-and-underserved-areas>

**Performance Report**

**KPIs:**

WiFi technology was successfully installed at several locations where it is not traditionally available. (Barrios Unidos Recreation Center, Green Valley Recreation Center, Smith Park, and Central Recreation Center).

**Outcomes:** Increased educational and economic opportunity and connectivity among community members as a result of the decreased digital divide.

<b>Project Name</b>	<b>Wi-Fi Connectivity for Community Centers and Public Housing Properties – Housing Department</b>
<b>Allocation</b>	\$5,000,000
<b>Expenditure Category</b>	2.4 Household Assistance: Internet Access Programs*^
<b>Overview</b>	The Housing Department’s digital equity initiative, PHXHousing Connect, received \$5 million for Wi-Fi connectivity. The PHXHousing Connect program, established in May 2020 to help bridge the digital divide that greatly impacted low-income communities during the pandemic, initially focused on assisting Phoenix housing families with school-aged children and senior citizens, to help youth keep up with virtual learning at home and help vulnerable seniors stay connected to the world outside their living rooms. Since its inception, the PHXHousing Connect program has provided over 3,500 devices with two years of unlimited data service, to support low-income families, seniors, veterans, students, and working adults residing in twenty-two



affordable housing communities across Phoenix. Additionally, the program has facilitated training classes for nearly 150 senior residents and collaborated with the Digital Equity Institute to establish two digital equity centers known as the Hive at Aeroterra and The Hive at CTEC. The Hives are open three-four days a week and have aided over 350 residents with their computer and technology inquiries.

The Wi-Fi Connectivity for Community Centers and Public Housing Properties will support the PHX Housing Connect mission to provide over 4,000 affordable housing units with free to the tenant Wi-Fi for a minimum of 3 years and resident digital literacy training. In addition, Phoenix is a ConnectHomeUSA designated community, and participates in local, regional, and national platforms through this U.S. Department of Housing and Urban Development (HUD) initiative.

The first phase of the project will connect approx. 3,484 units through a partnership with Cox Communications. Cox Communications will provide traditional bulk internet packaging to 681 units at 6 senior housing sites: Fillmore Gardens (120 units), Pine Towers (156), McCarty on Monroe (69), Washington Manor (112), Sunnyslope Manor (116) and Maryvale Terrace (108). This phase will also include another 2,803 units at various affordable housing properties owned by the Housing Department. Currently, an average of only 30% of the households in this phase have broadband internet service. Phase II of the program will implement a pilot Community Wi-Fi program partnering with Arizona State University (ASU) and Sun Corridor Network in the Edison-Eastlake Community (EEC). In 2017, the Housing Department was awarded a Choice Neighborhoods Implementation Grant from HUD to undergo a six-year neighborhood transformation effort. This effort focuses on three main components: Housing, Neighborhood and People. Phase II will initially connect 692 units with a managed Wi-Fi approach. The affordable housing sites which are part of the initial pilot program will be Aeroterra (130 units), Aeroterra Senior Village (60 units), Soluna (177 units) and Harmony at the Park (325 units). The program has the capacity, with a sustainable funding plan, to serve all 1,029 planned housing units in the EEC. The Community Wi-Fi will be available in the tenant's unit, as well as in community gathering spaces such as the Aeroterra Community Center, community gardens and Edison Impact Hub.

## **Project Demographics**

Wi-Fi Connectivity for Community Centers and Public Housing Properties program will serve low-income residents at 80% of the AMI and below. Please see the chart in the Additional Information section listing the income limits as determined by HUD for use in its programs.



Demographic data that was collected during the PHXHousing Connect device distribution is also listed in the Additional Information section.

Current demographic information for each community will be collected as project is implemented.

## **Community Outreach**

During the COVID-19 pandemic, 1,600 devices were distributed to families with school-aged children and seniors spread across various public and affordable housing sites. In total, 649 of these devices were distributed to senior residents residing in the six identified senior housing sites and Marcos de Niza during several tablet distribution events. During the distribution, residents were provided detailed, custom-made guidebooks specific to the PHXHousing Connect program with essential cyber security information and step by step training on how to use the device, and senior residents received one on one training on basic device functions. Staff helped the new users set up emails, explore the internet and reviewed the predownloaded senior apps available on their devices. As part of this program, senior residents also had access to a free helpline with dedicated support to help with their device and any connection issues. Site-based training classes were held for seniors focused on basic tablet functions, cyber security, navigating the internet, downloading applications, identifying useful websites, social media, and how to use Zoom. In total, 138 residents participated in the training.

During the implementation of first phase of this project, Housing staff will work with Cox representatives to ensure residents understand the Wi-Fi deployment process. Residents will connect with the Cox Communications representative assigned to the site for Tier 1 support. The Cox representative will service each site once a month. Housing staff will provide information door to door and host information sessions giving residents the opportunity to ask questions about the program.

Residents of the EEC are highly engaged in the neighborhood revitalization effort taking place in their community. In 2019, Housing staff created a Community Engagement Plan to coordinate the community engagement and outreach efforts of the Choice Neighborhoods Implementation grant. Community feedback, participation and support is extremely important to the Choice Neighborhoods efforts. In 2023 (Jan-June), 2,450 (duplicated) residents have attended 82 community meetings and events. During these engagement activities residents are able to provide feedback on housing development projects, neighborhood enhancements, and



public safety programs taking place in their community. Since the original distribution of PHXHousing Connect devices in 2020, residents have been trained and able to use virtual platforms to participate in meetings and provide feedback on projects. Virtual platforms include Zoom, Teams, Facebook Rooms, Survey Monkey, NextDoor and email. In 2023, 370 households in the EEC (Aeroterra, Soluna and HATP) participated in a pre-program survey. This survey provided Housing staff with important information about Wi-Fi connectivity, cyber security concerns, digital literacy capacity, and the need for programs to support digital learners of all ages. After evaluating surveys completed by residents, it was determined that only 43% of the households surveyed have Wi-Fi internet in the home. Fifty-seven percent of the households either had no internet or only internet on their phone.

Housing staff will work with Sun Corridor Network to devise a community engagement strategy for notifying residents of the new Community Wi-Fi pilot program. Residents will receive information door to door and in emails announcing the program. Information will also be provided on the EEC Facebook Group page. Residents will also have the ability to attend community meetings where they will be provided information on the program as well as contact numbers for support and questions.

### **Promoting Equitable Outcomes**

Access to the internet is no longer a luxury but a necessity. Students with access to devices and Wi-Fi in the home are able to participate more efficiently and perform better in school. Households with access to the internet and knowledge on how to use it, can upskill, earn higher paying jobs, and increase access to social services and benefits. Additionally, those with Wi-Fi in the home may participate in the digital workforce, improving work/life balance and mental health and help to save money.

Senior residents are also impacted by the digital divide. Many senior households are on a fixed income, making it difficult to pay for additional household cost like Wi-Fi service. Senior residents with access to the internet in home may improve their mental and physical health by staying connected to friends, family, support systems like their church and doctors through the availability of telehealth appointments. In addition, senior residents who have access to the internet and know how to use it safely, may also enjoy participating in online exercise classes, brain games, social media, and access to information to support their hobbies.



In 2022, 113 of the PHXHousing Connect low-income senior residents were surveyed after participating in a digital literacy course, 95 percent of those who participated in the survey shared that their mental health was improved by having access to a device with service in the home. The surveyed participants also shared since receiving a device and training, they were able to participate in Zoom calls with family, telehealth appointments, shop for groceries and household items, apply for social services and benefits, pay bills, read books, continue a hobby, and watch YouTube to learn a new skill or information.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/broadband-initiatives-for-unserved-and-underserved-areas>

**Performance Report**

**KPIs:**

- Number of Residential Units Connected with Wi-Fi
- Number of Residents Trained in Digital Literacy

**Outcomes:**

This project aims to provide improved outcomes in several different areas.

Students – decrease in dropout rates, increase in graduation rates, improvement in grades

Adults – increased economic opportunity, upskilling

Seniors – improved mental and physical health and wellbeing outcomes

**Additional Information**

Phoenix-Mesa-Scottsdale, AZ MSA – FY 2024 Income Limits

Provided by the U.S. Department of Housing and Urban Development

Median Family Income - \$101,300

	<b>1 Person</b>	<b>2 Person</b>	<b>3 Person</b>	<b>4 Person</b>	<b>5 Person</b>	<b>6 Person</b>
<b>80% Income Limits</b>	\$57,600	\$65,800	\$74,050	\$82,250	\$88,850	\$95,450
<b>60% Income Limits</b>	\$43,200	\$49,320	\$55,560	\$61,680	\$66,660	\$71,580
<b>50% Income Limits</b>	\$36,000	\$41,100	\$46,300	\$51,400	\$55,550	\$59,650



<b>30% Income Limits</b>	\$21,600	\$24,700	\$27,800	\$31,200	\$36,580	\$41,960
--------------------------	----------	----------	----------	----------	----------	----------

Demographic Information:

<b>Race/Ethnicity</b>	<b>#</b>	<b># Hispanic</b>
White	178	342
Black/African American	261	
Asian	34	
American Indian/Alaskan Native	6	
Native Hawaiian/Other Pacific Islander		
American Indian/Alaskan Native and White		
Asian and White		
Black/African American and White	3	
American Indian/Alaskan Native and Black/African American		
Other Multi-Racial	21	
<b>TOTAL Unduplicated</b>	<b>845</b>	

<b>Income Levels</b>	<b>#</b>	<b>&amp;</b>
Extremely Low Income (30% or below AMI)	<b>169</b>	<b>20%</b>
Very Low Income (50% or below AMI)	<b>457</b>	<b>54%</b>
Low Income (80% or below AMI)	<b>219</b>	<b>26%</b>
Exceeds Minimum Levels	<b>0</b>	<b>0%</b>
<b>Total Unduplicated Clients Served</b>	<b>845</b>	<b>100%</b>
Female Head of Household	<b>571</b>	<b>67.6%</b>



<b>Project Name</b>	<b>Workforce Training Facility and Training Program (Innovation 27)</b>
<b>Allocation</b>	\$18,500,000
<b>Expenditure Category</b>	2.10 Assistance to Underemployed or Underemployed Workers*^
<b>Overview</b>	<p>The allocation is for the purchase of a former big box department store, located at 2526 W. Northern Ave., redevelopment into a workforce training facility. The City is partnering with Arizona State University (ASU), Maricopa County Community College District (MCCCD), and the Western Maricopa Education Center (West-MEC) to provide advance education opportunities that will upskill, re-skill and provide enhanced workforce development opportunities to nearby residents.</p> <p>Neighborhood Services, Police, Public Transit, Street Transportation, and Human Services staff have been working collaboratively to improve the safety and quality of life along the 27th Avenue Corridor, adjacent to the I-17. This Corridor is consistently a source of violent crime, prostitution, drug use, trespassing, blight and other quality of life concerns. The ease of access to this area, along with challenging hotels, motels and apartment complexes, several of which are immediately north of the Site, have created an area where crime can flourish with few impediments.</p> <p>The challenges of this area have been exacerbated by the pandemic, with this segment of the community hit much harder than others due to the density of population, the distrust of government among many members of the community, and the loss of service sector jobs that are the primary source of employment in the area surrounding this property. This multitude of challenges will require both the City and the community to come together to provide a path to bring the area back to a place where the community feels safe and the residents have a local presence for continued and advancing education, retraining and upskilling into jobs that will be less likely to be challenged as service sector jobs were during the Covid-19 pandemic. Many area residents and their children face tremendous barriers to educational opportunities, with one of the most significant being that they do not have an easy means of transportation to other areas of the City for training, which was exacerbated by the reduction of ridership during the pandemic. This strategic educational partnership</p>



with the City, ASU, MCCC and West-MEC will bring pandemic- and downturn-resistant employment training to this community.

**Project Demographics**

The project will serve residents and businesses in the City villages of North Mountain and Alhambra, which is home to 270,000 people. Twenty-eight percent of these residents earn less than \$25,000 annually and 90% of the area’s student population qualify for free/reduced price school meals. Median age is 35. Race/ethnicity consists of 31% White, 42% Hispanic, 10% Black, 5% American Indian, 4% Asian and 8% identifying as Pacific Islander or other. Median household income is approximately \$46,000 per year (within a 3mi radius of project site. Source: Co-Star, 202).

**Community Outreach**

Several community visioning sessions that included elected officials and City staff were held between 2017-2020 with neighborhood groups to communicate the community’s needs and desires to the former property owner. Results of a 2020 feasibility study that explored potential uses for the building; including: K-12 and higher education, business incubation, workforce development, skills/technical training center, culinary and food innovation hub; presented to the community.

**Promoting Equitable Outcomes**

The site will be transformed into a workforce and education training facility that will focus on cultivating sustainable occupations that can withstand market volatility and foster entrepreneurship and innovation. Programs offered include opportunities in the areas of semiconductor, public safety, biosciences, information technology, food innovation, advanced manufacturing, skilled trades and health care.

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/sector-based-workforce-initiatives>

**Performance Report**

**KPIs:**

- Percent completion of facility improvements: **10%**
- Percent completion of site pre-acquisition activities - **100%**

**Outcomes:** The project aims to assist in the economic and social recovery of an area of Phoenix that was one of the hardest hit by the COVID-19 pandemic as the area has one the highest concentration of population employed by volatile jobs (i.e. service sector,



entertainment, hospitality) and recovery here continues to lag behind the rest of the City.

<b>Project Name</b>	<b>Workforce Wraparound Tuition/Apprentice Program</b>
<b>Allocation</b>	\$9,995,680
<b>Expenditure Category</b>	2.10 Assistance to Unemployed or Underemployed Workers*^
<b>Overview</b>	<p>COVID-19 negatively impacted education in the US and widened the preexisting achievement gap. City of Phoenix Human Services Department is partnering with Maricopa County Community College District (MCCCD) and Arizona Career Pathways (ACP) to support the City of Phoenix with a full-service, full-scope marketing, communications, and enrollment campaign to recruit and enroll program participants into impactful career training programs.</p> <p>The City will fund up to \$5 million for all Tuition cost for individuals enrolled in an eligible ARPA approved training program at any of the Maricopa Community Colleges.</p> <p>The City will provide monthly stipends of \$1,000 to eligible participants to assist with transportation and other personal expenses which will support individuals while completing an ARPA-approved program at one of the Maricopa Community Colleges. Individuals with young children (13 years old and under) will receive an additional \$500 per month to cover childcare expenses. The City will direct pay the approved contractor Partnership for Economic Innovation (PEI) to distribute funds to individuals listed through a debit card.</p> <p>Route to Relief at Maricopa Community Colleges launched in July 2022 and ARPA funding is to provide individuals with paid tuition, monthly stipends, and employment assistance while participants are enrolled in eligible occupational training programs across the 10 Maricopa Community Colleges.</p> <p>Jumpstart at ACP launched in February 2023 and ARPA funding is to provide individuals with paid tuition, monthly stipends, and employment assistance while participants are enrolled in eligible occupational training programs across the 10 Maricopa Community Colleges. This project is designed to assist individuals whose employment or household income was impacted by the COVID-19</p>



pandemic. The expectation is for students to complete short-term training certificates to re-enter the workforce or obtain a better work opportunity. The project is expected to continue through December 2024.

### **Project Demographics**

The attachment below includes a breakdown of participant demographics. Individuals and families whose household income was negatively impacted by COVID-19 with barriers to accessing training and employment are eligible for the program.

### **Community Outreach**

By July 1, 2023, MCCCDC had enrolled nearly 460 participants in ARPA-approved programs, more than double the target amount (218) for the entire project. As a result, the Route to Relief team at Maricopa Community Colleges focused their community outreach efforts on developing employer and nonprofit partnerships to support the employment outcomes and continued success of Route to Relief participants.

During this period, MCCCDC staff attended or participated in 17 events, sponsored two events, and hosted two events. These events aimed to connect participants with hiring employers for pathways to employment and build relationships with community partners that could help provide additional support services to Route to Relief participants.

One of the two MCCCDC-hosted events was JobFest 2024, a large-scale job fair featuring 38 hiring employers across various industries, free professional headshots for attendees, career services support, and more. Participating employers included Abrazo Health, Arizona Department of Transportation, Arizona Department of Economic Security, Child Crisis Arizona, City of Phoenix, Cox Communications, Freeport-McMoRan, HonorHealth, Marriott International Hotels, Tokyo Electron (TEL), Vanguard, and West Pharmaceutical Services. This event generated the following results:

- 38 participating employers
  - 100% positive responses from employers in a post-event survey.
- 205 event attendees
  - Nearly 20% of attendees were Route to Relief students who were given early access to the event to network with employers before general attendees arrived.
  - 40% of attendees completed the post-event survey with the following results:



- 94% would attend a similar event like JobFest 2024 in the future.
- 91% saw the event positively impacting their career goals.
- 85% were satisfied or very satisfied with the quality of the employers and their open positions.

The other MCCCDC-hosted event was a U.S. Department of State Info Session where Route to Relief participants could learn about the career opportunities available within that organization. The event included a virtual and an in-person option with approximately 30 total attendees.

All these efforts, combined with individual outreach to hiring employers and career services support for students, have helped 140 participants gain employment to date.

Although MCCCDC is no longer actively promoting the City of Phoenix’s Route to Relief project, the team has continued to market their Route to Relief project with Maricopa County. This includes social media ads, Google search and display ads, programmatic ads, and video ads with 12News. Although not directly aimed at increasing enrollment for the City of Phoenix Route to Relief project, these efforts have continued to generate awareness and leads for the project. During this reporting period, more than 300 City of Phoenix residents filled out Route to Relief interest forms on MCCCDC’s website and were redirected to Arizona Career Pathways (ACP) for services.

Arizona Career Pathways (ACP) made various outreach efforts to engage the community in the JumpStart program and help bridge relationships with key stakeholders in the community, such as community-based organizations, businesses, and the Maricopa Community Colleges.

During the period of July 1, 2023, through June 30, 2024, ACP connected with potential participants and increased awareness of the JumpStart Program. These outreach efforts resulted in the following:

- 35 community outreach events held in person with partners in the community serving low-income City of Phoenix residents.
- 1203 individuals who attended the events interested in post-secondary education accessed resources and received enrollment and eligibility assistance.



- 43 outreach events targeting primarily programs within the City of Phoenix and Maricopa County Community Colleges, reaching 1168 potential Jumpstart students.
- 72 in-person or virtual information sessions were held to provide information about Jumpstart directly to community organization leadership and staff overseeing departments and programs at the Community College or partner agencies.

### **Promoting Equitable Outcomes**

As detailed in the Workforce Wraparound Tuition/Apprentice- Data Demographic attachment of this report, data indicates the program is effectively reaching members of the target population. The City of Phoenix staff established Policies and Guidelines to guide MCCCDC staff in creating a process that supports equitable outcomes, including strategies to help our participants. These include:

- Monthly check-ins from the participant’s dedicated Career Navigator to ensure adequate progress and to address any potential barriers to completion.
- Assessments and comprehensive approach to ensure that students complete training without delay and mitigating barriers to completion and student success.
- Weekly review of grade reports to identify participants who have withdrawn or are failing courses and immediate follow-up from the Career Navigator.
- Convenient debit cards provided to participants prior to their program start with stipends loaded within the participant’s first week of classes and the first of every month after to address potential financial barriers. Using the City of Phoenix contract with Partnership for Economic Innovation (PEI).
- Holds placed on participants’ MCCCDC student accounts as soon as they are enrolled in classes to ensure they will not be dropped for non-payment with no upfront costs to the participant.
- City of Phoenix will monitor ACP and MCCCDC case files of participants enrolled in each program to ensure career and education assessments were completed and individuals were supported throughout their training.
- Development of partnerships with ARIZONA@WORK, Fresh Start, Dress for Success, and other government and nonprofit entities to refer participants for additional services as needed and to maximize resources by braiding funding where appropriate.



- Employment support by connecting individuals who complete a training program with employers hiring in the industry sector.
- 

**Use of Evidence**

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/adult-vocational-training>

**Performance Report**

**KPIs:**

- Participants Enrolled in Training- **668 (Goal:436)**
- Participant Completed Training-**250 (Goal:335)**
- Participants Who Obtained Employment-**173 (Goal:252)**
- **\$4,006,922.17** stipends disbursed (\$5,000,000.00 allocated)
- **\$707,525.00** tuition reimbursement obligated (\$2,000,000.00 allocated)

**Outcomes:** This project aims to help participants complete short-term occupational training programs to gain employment or upskill into a new position. The outcomes associated with this are:

- Increased earnings and household income
- Reductions in poverty
- Increased family stability
- Increased educational attainment

The eligible programs for the ARPA Workforce Tuition Wraparound program were strategically chosen to prepare participants for careers in the Phoenix area's high-demand industries.



<b>Project Name</b>	<b>Xwing Non-Congregate Shelter Project – 71<sup>st</sup> Avenue</b>
<b>Allocation</b>	\$5,500,000
<b>Expenditure Category</b>	2.16 Long-term Housing Security: Services for Unhoused Persons*^
<b>Overview</b>	In 2022 Phoenix City Council approved \$5.5 million for the X-Wing Non-Congregate Shelter Project. The X-Wing Non-congregate shelter is a vital initiative that aims to increase the availability of non-congregate shelter units in the City. To tackle the issue of homelessness, the project proposed repurposing shipping containers into unique non-congregate shelter units. The project will install four refurbished shipping container pods in an 'X' shape at the city-owned site, providing private sleeping areas for individuals experiencing homelessness. Each 40-foot shipping container unit can accommodate up to 20 people in 5 by 8 feet of private spaces. Additionally, the site will include Sprung Structures to serve as congregate shelter spaces, communal areas, and facilities for essential amenities. By combining shipping container units and Sprung Structures, the project aims to provide a comprehensive, cost-effective, and dignified housing solution that meets the diverse needs of the homeless population.
<b>Project Demographics</b>	This project is serving unsheltered individuals.
<b>Community Outreach</b>	By collaborating with our street outreach teams and partnering with diverse community organizations, we effectively disseminate information within the unsheltered community. Furthermore, our staff actively engages in community stakeholder meetings to gather valuable input from both community members and different organizations.
<b>Promoting Equitable Outcomes</b>	<p>The X-Wing Non-Congregate Shelter Project strives to promote equitable outcomes for people experiencing homelessness by implementing specific strategies and interventions that address the diverse needs and challenges faced by individuals experiencing homelessness. Here are some ways the project aims to promote equity:</p> <p><u>Accessibility:</u> The project ensures accessibility by providing non-congregate shelter units that are designed to accommodate various abilities and disabilities. The units are built to meet accessibility standards, including wheelchair accessibility and features that cater to individuals with mobility challenges.</p>



Gender-specific accommodations: The project recognizes the importance of providing safe and appropriate accommodations for individuals of all genders. It includes designated spaces and facilities for men, women, and gender non-conforming individuals, taking into consideration the unique needs and privacy concerns of each group.

Supportive services: The project incorporates supportive services to address the complex needs of individuals experiencing homelessness. These services may include mental health support, substance abuse counseling, employment assistance, and access to healthcare. By providing these services on-site or through partnerships with service providers, the project aims to enhance the chances of stable housing and successful reintegration into the community.

Trauma-informed care: The project adopts a trauma-informed approach to support individuals who may have experienced trauma while experiencing homelessness. Staff members are trained to understand and respond to the unique needs of individuals who have faced adversity, ensuring a safe and supportive environment.

These strategies and interventions are aimed at ensuring that the X-Wing Non-Congregate Shelter Project provides equitable outcomes for all members of the homeless population. By addressing diverse needs, promoting inclusivity, and involving the community, the project aims to create a supportive and dignified housing solution for individuals experiencing homelessness.

## Use of Evidence

<https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/strategies/housing-first>

## Performance Report

**KPIs:** KPIs will become available once the program has data available and include data from Safe Outdoor Space and the Washington Relief Shelter (X-Wings were deployed to these two other projects).

### Outcomes:

- Increased shelter
- Improved health outcomes
- Increased stability and housing retention
- Enhanced economic opportunities
- Social integration and community building
- Enhanced access to supportive services



<b>Project Name</b>	<b>Youth Sports League Grants</b>
<b>Allocation</b>	\$500,000
<b>Expenditure Category</b>	2.25 Addressing Educational Disparities: Academic, Social, and Emotional Services*^
<b>Overview</b>	<p>The Parks and Recreation Department saw unprecedented levels of park usage throughout the COVID-19 pandemic. While successfully transitioning many programs to a virtual format, in-person after-school and youth sports programs were temporarily suspended. In response, the department devised a plan to provide safe, affordable, and inclusive recreation opportunities for youth during the critical after-school hours, proposing to use ARPA funds to support these efforts in vulnerable communities across the City.</p> <p>When the program initially deployed, the Parks Department utilized a portion of the funds to offer Parks Department sponsored youth sports opportunities. The Department also awarded grants to non-profit organizations to deliver free and/or affordable sports opportunities to Phoenix youth.</p> <p>The Youth Sports ARPA Grants, totaling \$500,000, enabled Phoenix non-profits to offer free youth sports activities during after-school hours. Engaging youth through sports during these hours is crucial, as many are otherwise unable to participate due to financial and access barriers. This program was administered through a structured application process, ensuring equitable distribution of resources and maximizing community impact.</p>
<b>Project Demographics</b>	<p>As part of the application process, school and non-profit applicants were required to identify the demographics they serve in their respective areas. Amidst community investment efforts and the gradual return of parents to the workforce, a pressing challenge emerged: finding reliable, safe, and affordable recreational and educational options for their children. By prioritizing the social, emotional, and mental well-being of children, this program aimed to provide comprehensive support and promote equitable opportunities for all.</p> <p>The selected applicants of this program were specifically chosen to serve traditionally underserved neighborhoods in Phoenix, characterized by high levels of crime, poverty, and food insecurity. In these communities, many students face the harsh reality of multiple Adverse Childhood Experiences (ACEs), including neglect, abuse, and</p>



various forms of household dysfunction. Additionally, their families often struggle with significant income-related challenges such as limited access to housing and transportation. These areas typically exhibit low median household incomes, further highlighting the need for targeted support and resources.

**Community Outreach**

Grant application details were made available online through the City of Phoenix website. Details were also distributed to community partners and through email lists.

**Promoting Equitable Outcomes**

An increasing body of scientific evidence supports the notion that access to exercise and recreational opportunities can improve health outcomes and play a crucial role in alleviating health disparities prevalent among vulnerable populations. By providing equitable access to recreational opportunities, the Parks and Recreation Department has the potential to contribute significantly to improving health outcomes and reducing disparities among vulnerable populations.

Additionally, this program aimed to bridge the opportunity gap for accessing recreational opportunities and provide resources to communities in need. This approach recognized that access to quality recreational programming for youth can have a positive impact on health outcomes, social development, and overall well-being for children, youth and their families.

This program promoted equitable youth league play and clinic availability to areas of program deficiencies citywide and financially supporting youth through funding programs offered by non-profits.

**Use of Evidence**

<https://ebccp.cancercontrol.cancer.gov/programDetails.do?programId=201624>

**Performance Report**

**KPIs:**

- Number of new participants engaged: **974 this year; 4,679** since program inception.
- Number of new/additional opportunities offered: **104 this year; 143** since program inception.
- Number of youth sports opportunities provided for free or at reduced cost: **104 this year.**

**Outcomes:**



Improved access to recreational programs outside of school hours to increase positive health outcomes for youth and their families.



# APPENDIX



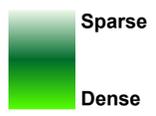
# City of Phoenix ARPA Strategic Plan

Better Health Outcomes – Community Testing - Public Works Department

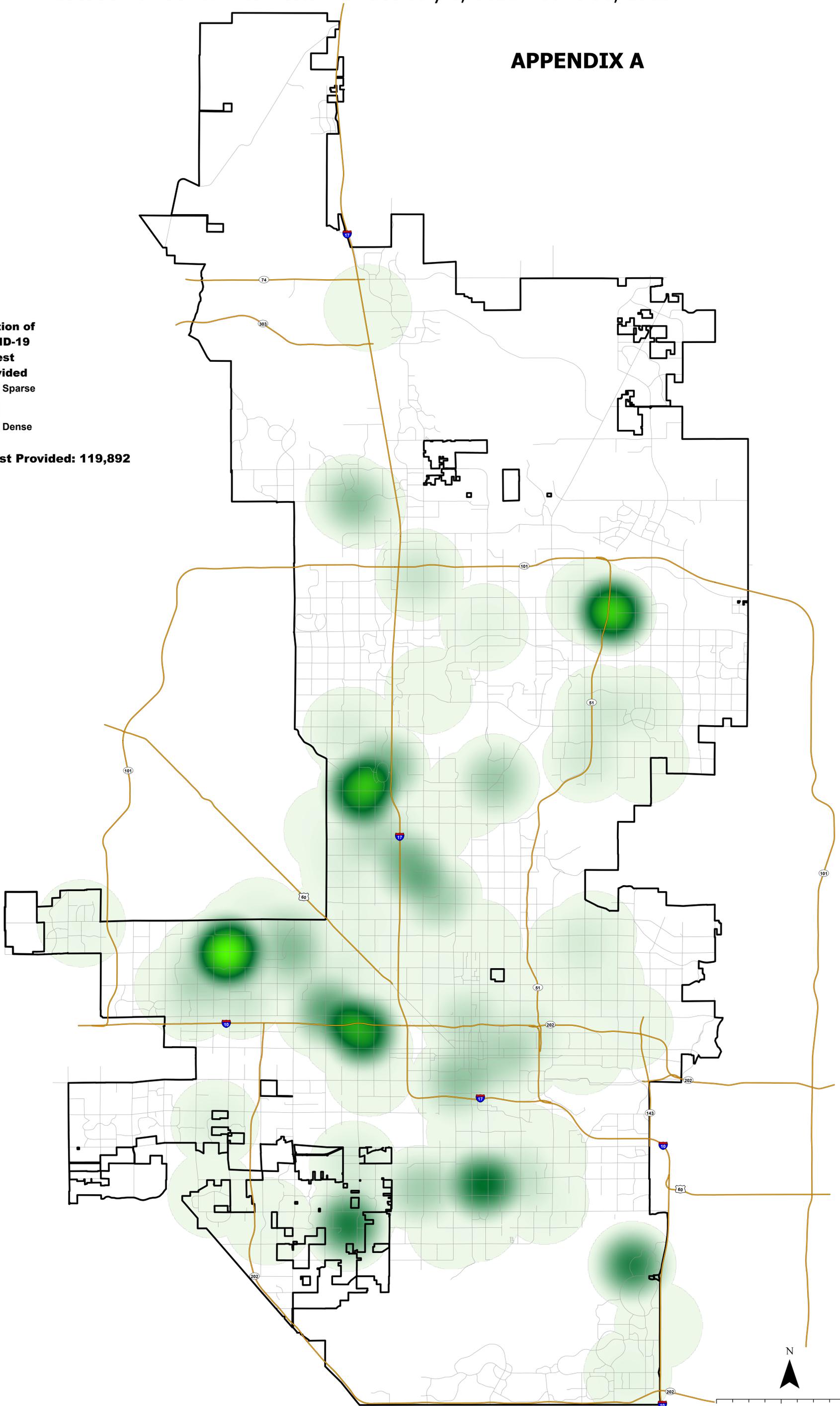
Location of COVID - 19 Tests Provided July 1, 2021 – June 30, 2022

## APPENDIX A

Location of  
COVID-19  
Test  
Provided



Total Number of Test Provided: 119,892



City of Phoenix

# City of Phoenix ARPA Strategic Plan

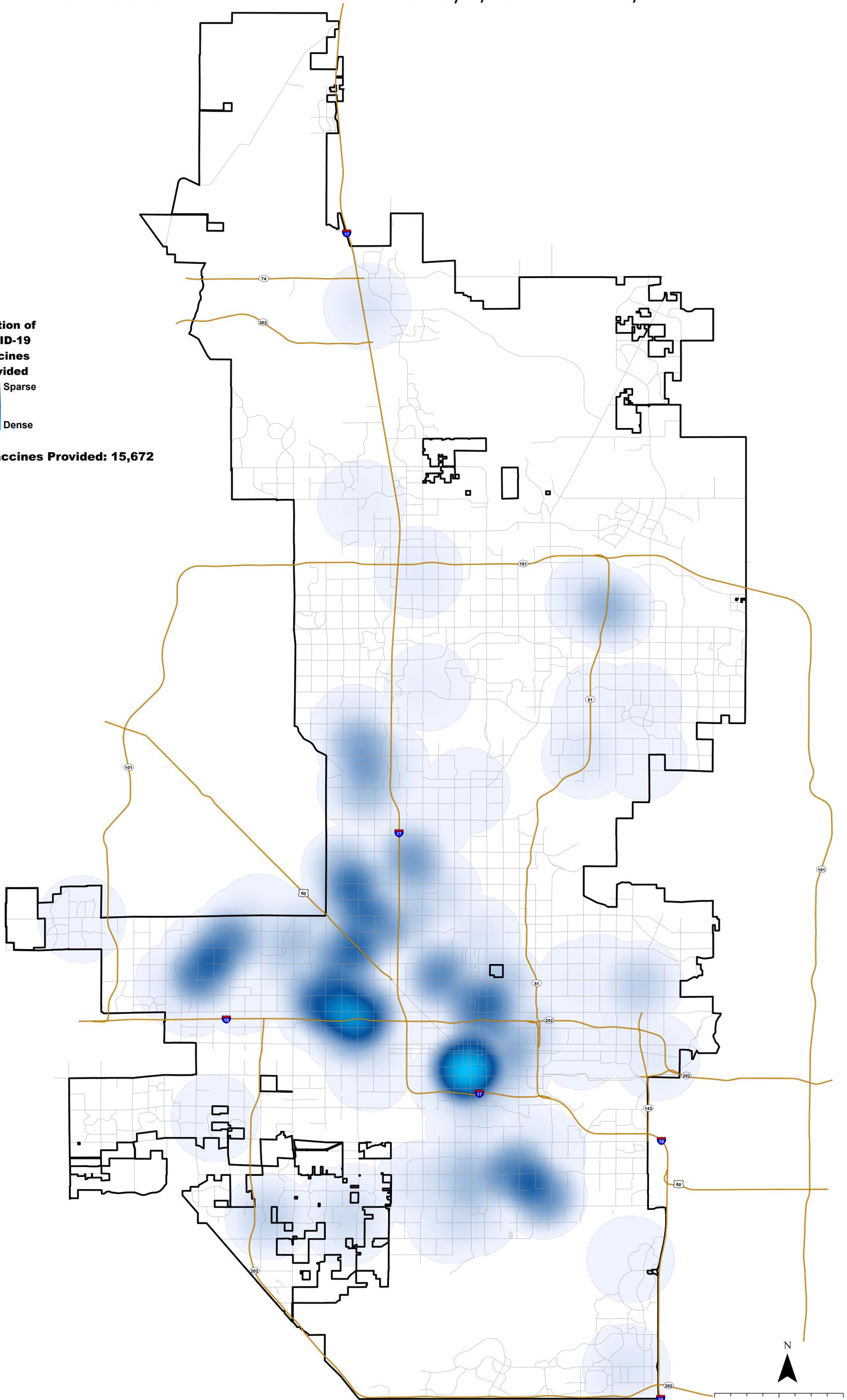
Better Health Outcomes – Community Vaccinations - Public Works Department

Locations of COVID - 19 Vaccines Provided July 1, 2021 – June 30, 2022

Location of  
COVID-19  
Vaccines  
Provided



Total Number of Vaccines Provided: 15,672



City of Phoenix

**APPENDIX B**

**ARPA-funded transit pass program  
Survey Results (July 14, 2022)**

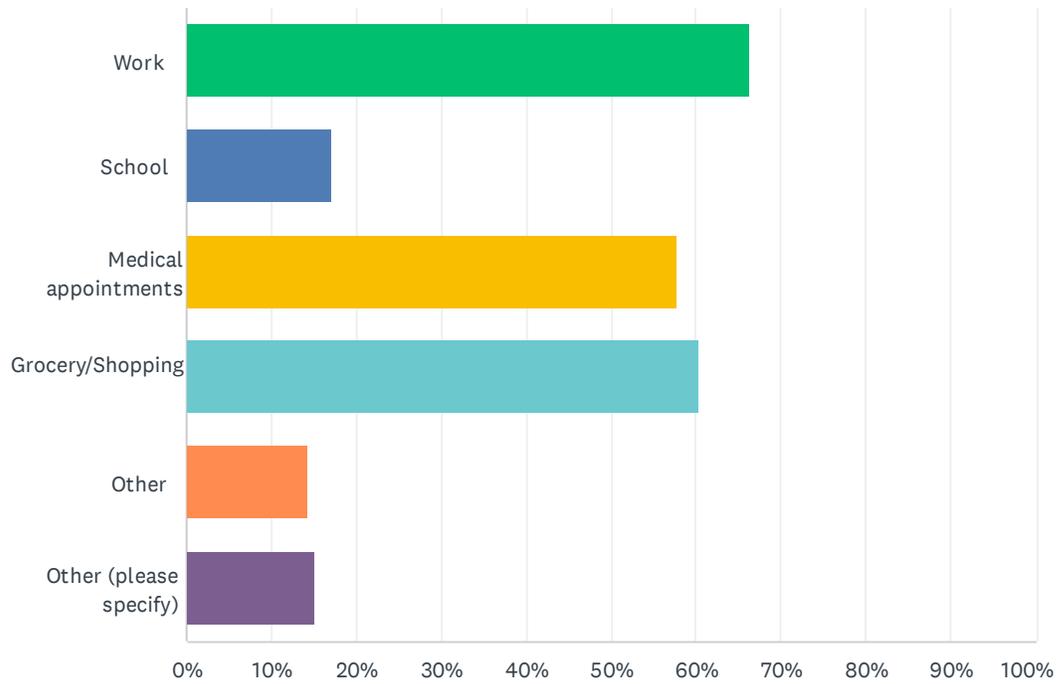
ORGANIZATION	QUANTITY
A Permanent Voice	200
Andre House of Arizona	2,900
Area Agency On Aging	100
Arizona @ Work Cop	300
Arizona School for the Arts	100
Balsz Elementary School District No. 31	100
Black Owned Business Alliance	100
Copper State Academy	150
Cortez High School	100
Defenders of Children	100
Feed Phoenix	4,600
Frame Youth Arts Center	100
Girl Scouts-Arizona Cactus Pine Council	100
Haitian American Center for Social Economic Development	300
Heart Of Isaac Community Center	100
Human Services Campus, Inc.	100
International Rescue Committee	1,000
Isaac School District	100
Labor's Community Service Agency	200
Maricopa Community Colleges (10 Campuses)	3,214
Maryvale Resource Fair	150
Maryvale Resource Fair	150
Moon Valley High School	100
Neighborhood Ministries	300
One-N-Ten	100
Phoenix Legal Action Network	145
PHX - Aviation Department	100
PHX - Housing Dept	4,100
PHX - Human Services	1,000
PHX - Neighborhood Services	100
Poder In Action	100
Pueblo Del Sol	100
Rice	100
Sonoran Prevention Works	1,400
Southwest Center for HIV/AIDS	400
The Florence Immigrant & Refugee Rights Project	100
Tiger Mountain Foundation	100
Trans Queer Pueblo	100
United States Veteran's Initiative	100
Unlimited Potential	100
Valley of the Sun YMCA	25
Zion Institute	100
<b>TOTAL</b>	<b>22,934</b>

# 1. What is your 5-digit home ZIP code?

85019 85307 **85339** 85382 **85302** 85224 **85031** 85253 **85022** 85304 **85013**  
85351 **85035** 85308 **85281** 85044 **85201** 85306 **85032** 85205  
**85020** 85251 **85301** 85210 **85040** 85004 **85041** 85225  
**85017** 85027 **85007** 85204 **85008** 85345  
**85006** 85037 **85015** 85043 **85009** 85202  
**85051** 85226 **85003** 85353 **85029** 85323 **85021** 85203  
**85033** 85012 **85042** 85048 **85014** 85028 **85016** 85305 **85018**  
85283 **85023** 85024 **85034** 85383 **85282** 85050 **85053** 85257 **85303**

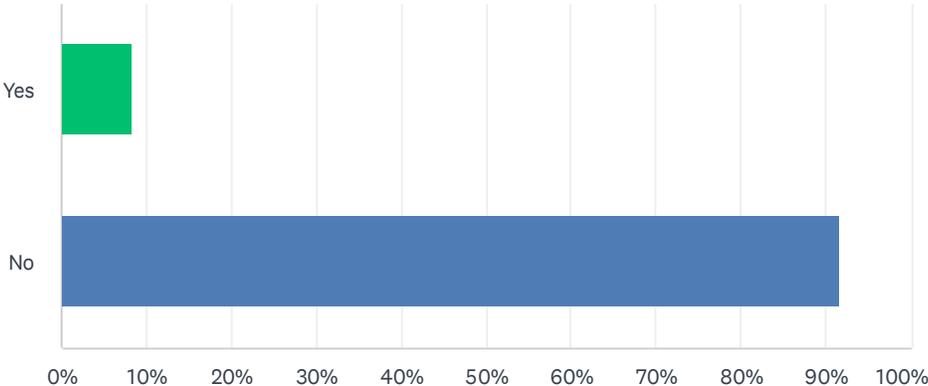
Survey results as of July 14,  
2022

## 2. How do you plan to use this transit pass? (check all that apply)



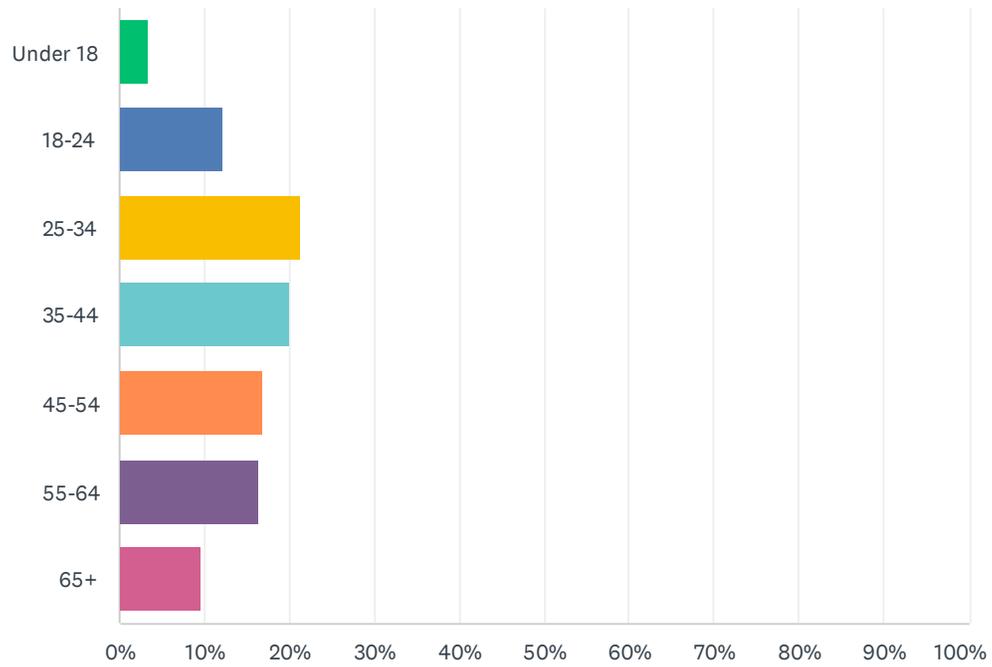
ANSWER CHOICES	RESPONSES	
Work	66.21%	876
School	17.16%	227
Medical appointments	57.75%	764
Grocery/Shopping	60.32%	798
Other	14.36%	190
Other (please specify)	15.19%	201
Total Respondents: 1,323		

### 3. Did you receive multiple transit passes for family members?



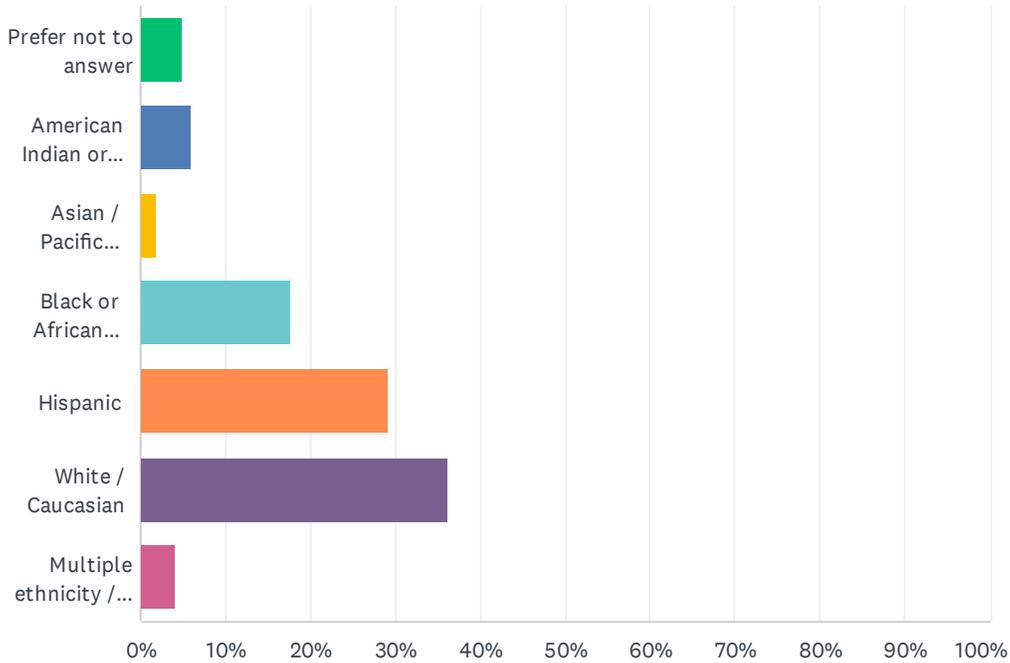
ANSWER CHOICES	RESPONSES
Yes	8.22% 108
No	91.78% 1,206
TOTAL	1,314

## 4. What is your age?



ANSWER CHOICES	RESPONSES	
Under 18	3.33%	44
18-24	12.24%	162
25-34	21.32%	282
35-44	20.11%	266
45-54	16.93%	224
55-64	16.48%	218
65+	9.60%	127
TOTAL		1,323

## 5. Which race/ethnicity best describes you? (Please choose only one)



ANSWER CHOICES	RESPONSES	
Prefer not to answer	4.83%	64
American Indian or Alaskan Native	6.03%	80
Asian / Pacific Islander	1.96%	26
Black or African American	17.72%	235
Hispanic	29.26%	388
White / Caucasian	36.20%	480
Multiple ethnicity / Other (please specify)	4.00%	53
<b>TOTAL</b>		<b>1,326</b>

## APPENDIX C

### Family Assistance Resource Program Demographic Data

The table below describes the demographic data for participants in the Family Assistance Resource program.

Demographic Categories	Frequency	Percentage
<b>Gender</b>		
Female	878	88%
Male	120	12%
Prefer not to say	2	0.2%
<b>Age</b>		
18 – 24	50	5%
25 – 34	335	34%
35 – 44	395	40%
45 – 54	161	16%
55 – 64	46	5%
64 +	13	1%
<b>Ethnicity/Race</b>		
Asian or Pacific Islander	8	1%
Black or African American	427	43%
Hispanic or Latino	309	31%
Multiracial or Biracial	57	6%
Native American or Alaskan Native	40	4%
White or Caucasian	151	15%
Other	8	1%
<b>Children Under 18 in Household</b>		
1	286	29%
2	323	32%
3	174	17%
4 +	217	22%
<b>Annual Household Income</b>		
Less than \$20,000	664	66%
\$20,000 – \$34,999	249	25%
\$35,000 – \$49,000	68	7%
\$50,000 – \$75,000	16	2%
\$75,000 +	3	0.3%