

# City of Phoenix

*Meeting Location:  
City Council Chambers  
200 W. Jefferson St.  
Phoenix, Arizona 85003*



**City of Phoenix**

## **Agenda**

**Wednesday, September 17, 2025**

**10:00 AM**

**City Council Chambers**

### **Transportation, Infrastructure, and Planning Subcommittee**

*Councilwoman Debra Stark, Chair  
Councilman Jim Waring  
Councilwoman Kesha Hodge Washington  
Councilman Kevin Robinson*

If viewing this packet electronically in PDF, open and use bookmarks to navigate easily from one item to another.

### OPTIONS TO ACCESS THIS MEETING

#### Virtual Request to speak at a meeting:

- Register online by visiting the City Council Meetings page on phoenix.gov at least 2 hours prior to the start of this meeting. Then, click on this link at the time of the meeting and join the Webex to speak:

<https://phoenixcitycouncil.webex.com/phoenixcitycouncil/onstage/g.php?MTID=e6b64ac5fee93b96c6e676d6da647af4a>

- Register via telephone at 602-262-6001 at least 2 hours prior to the start of this meeting, noting the item number. Then, use the Call-in phone number and Meeting ID listed below at the time of the meeting to call-in and speak.

#### In-Person Requests to speak at a meeting:

- Register in person at a kiosk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003. Arrive 1 hour prior to the start of this meeting. Depending on seating availability, residents will attend and speak from the Upper Chambers, Lower Chambers or City Hall location.

- Individuals should arrive early, 1 hour prior to the start of the meeting to submit an in-person request to speak before the item is called. After the item is called, requests to speak for that item will not be accepted.

#### At the time of the meeting:

- Watch the meeting live streamed on phoenix.gov or Phoenix Channel 11 on Cox Cable, or using the Webex link provided above.

- Call-in to listen to the meeting. Dial 602-666-0783 and Enter Meeting ID 2553 423 4804# (for English) or 2553 423 4804# (for Spanish). Press # again when prompted for attendee ID.

- Watch the meeting in-person from the Upper Chambers, Lower Chambers or City Hall depending on seating availability.

Para nuestros residentes de habla hispana:

- Para registrarse para hablar en español, llame al 602-262-6001 al menos 2 horas antes del inicio de esta reunión e indique el número del tema. El día de la reunión, llame al 602-666-0783 e ingrese el número de identificación de la reunión 2553 423 4804#. El intérprete le indicará cuando sea su turno de hablar.

- Para solamente escuchar la reunión en español, llame a este mismo número el día de la reunión (602-666-0783; ingrese el número de identificación de la reunión 2553 423 4804#). Se proporciona interpretación simultánea para nuestros residentes durante todas las reuniones.

- Para asistir a la reunión en persona, vaya a las Cámaras del Concejo Municipal de Phoenix ubicadas en 200 W. Jefferson Street, Phoenix, AZ 85003. Llegue 1 hora antes del comienzo de la reunión. Si desea hablar, regístrese electrónicamente en uno de los quioscos, antes de que comience el tema. Una vez que se comience a discutir el tema, no se aceptarán nuevas solicitudes para hablar. Dependiendo de cuantos asientos haya disponibles, usted podría ser sentado en la parte superior de las cámaras, en el piso de abajo de las cámaras, o en el edificio municipal.

Miembros del público pueden asistir a esta reunión en persona. El acceso físico al lugar de la reunión estará disponible comenzando una hora antes de la reunión.

## **CALL TO ORDER**

## **MINUTES OF MEETINGS**

### **1 Minutes of the Transportation, Infrastructure, and Planning Subcommittee Meeting**

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*Attachments*

[Attachment A - June 18, 2025 TIP Minutes](#)

## **INFORMATION ONLY**

- 2      **Phoenix Bus Rapid Transit Program Update - 35th Avenue - Preferred Corridor Alignment - Districts 1, 4, 5, and 7**      **Page 13**

*Attachments*

[Attachment A - BRT Lane Options](#)

[Attachment B - Community Engagement Summary](#)

## **INFORMATION AND DISCUSSION**

- 3      **Shade Phoenix Plan Progress Report for Fiscal Year 2024-25 - Citywide**      **Page 42**

*Attachments*

[Attachment A - Shade Plan Progress Report Draft Sept9](#)

## **CALL TO THE PUBLIC**

## **FUTURE AGENDA ITEMS**

## **ADJOURN**

For further information or reasonable accommodations, please call the City Council Meeting Request line at 602-262-6001. 7-1-1 Friendly.

Persons paid to lobby on behalf of persons or organizations other than themselves must register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-534-0490.

**Members:**

Councilwoman Debra Stark, Chair  
Councilman Jim Waring  
Councilwoman Kesha Hodge Washington  
Councilman Kevin Robinson





City of Phoenix

## Transportation, Infrastructure, and Planning Subcommittee

### Report

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**Agenda Date: 9/17/2025, Item No. 1**

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### **Minutes of the Transportation, Infrastructure, and Planning Subcommittee Meeting**

This item transmits the minutes of the Transportation, Infrastructure, and Planning Subcommittee Meeting on June 18, 2025 for review, correction or approval by the Transportation, Infrastructure, and Planning Subcommittee.

### **THIS ITEM IS FOR POSSIBLE ACTION.**

The minutes are included for review as **Attachment A**.

### **Responsible Department**

This item is submitted by Interim Deputy City Manager Amber Williamson and the City Manager's Office.

## **ATTACHMENT A**

### **Phoenix City Council Transportation, Infrastructure, and Planning (TIP) Subcommittee Summary Minutes Wednesday, June 18, 2025**

City Council Chambers  
200 W. Jefferson St.  
Phoenix, Arizona

#### **Subcommittee Members Present**

Councilwoman Debra Stark (Chair)  
Councilwoman Laura Pastor  
Councilwoman Kesha Hodge Washington

#### **Subcommittee Members Absent**

#### **CALL TO ORDER**

Chairwoman Debra Stark called the Transportation, Infrastructure, and Planning Subcommittee to order at 10:02 a.m. with Councilwoman Hodge Washington present.  
\*Councilwoman Pastor arrived at 10:07 a.m.

#### **CALL TO THE PUBLIC**

None.

#### **MINUTES OF MEETINGS**

##### **1. Minutes of the Transportation, Infrastructure, and Planning Subcommittee Meeting**

Councilwoman Hodge Washington made a motion to approve the minutes of the May 21, 2025, Transportation, Infrastructure, and Planning meeting. Chairwoman Stark seconded the motion which passed unanimously, 3-0.

#### **INFORMATION AND DISCUSSION (ITEM 2)**

##### **2. State Route 85 (SR85) Landfill Update - Citywide**

Public Works Director Felipe Moreno introduced Assistant Public Works Director Lorizelda Stoeller and Deputy Public Works Director Christopher Fine. Ms. Stoeller summarized the history and essential functions of the SR85 Landfill, emphasizing the Department's commitment to environmental protection and operational standards. Mr. Fine outlined landfill operations, including permitting, technology, and staffing. He highlighted innovative efforts to capture more airspace, resulting in \$1.6 million in savings for the City. Mr. Fine also discussed the Department's dedication to a cleaner, more sustainable City. He concluded by providing updates on current capital projects and outlining future goals.

Chairwoman Stark praised the Public Works Department staff for their dedication in providing this essential function to residents. She prompted the Department to provide details about other City landfills and any potential plans regarding their development.

Mr. Moreno explained the City manages six closed landfills and will manage each site indefinitely to monitor for environmental quality. He highlighted the 19<sup>th</sup> Avenue Golf Course and Skunk Creek Landfill as successful examples of reuse and emphasized the City's commitment to sustainable and innovative landfill redevelopment.

Chairwoman Stark recalled a previous Public Works tour she attended at the North Gateway Transfer Station.

Councilwoman Pastor mentioned wanting to bring children to the North Gateway Transfer Station to tour and learn more about City operations.

Councilwoman Hodge Washington praised the landfill team for their dedication to making the City landfills clean and efficient. She asked how often the Department tests the ground water and reviews the gas monitoring system.

Mr. Fine stated tests are usually done monthly but can increase to weekly or daily for up to 90 days if elevated levels are detected.

Councilwoman Hodge Washington asked if the technology utilized at the landfill can be utilized in other areas to support safety.

Mr. Moreno assured the Council that the Department uses similar tests and sampling at closed landfills to ensure safety.

Councilwoman Hodge Washington asked how the City methane capture system compares to other landfills in the region.

Mr. Fine stated the City uses horizontal wells to capture gas levels. He mentioned this method is now widely adopted as an industry standard throughout many municipalities.

Councilwoman Hodge Washington thanked the Department for the \$16 million dollars in savings.

### **INFORMATION AND POSSIBLE ACTION (ITEM 3)**

#### **3. High-Visibility Crosswalk Markings and Stop Bars - Citywide**

Interim Street Transportation Director Brandy Kelso introduced Assistant Street Transportation Director Briana Velez. Ms. Kelso discussed the recent citizen petition to update the City's policy and design guidelines to require the use of high-visibility crosswalk markings at all signalized and pedestrian crossings and to require stop bars at all pedestrian crossings.

Ms. Velez discussed how the Street Transportation Department is following the standards in place by the Manual of Uniform Traffic Control Devices adopted by the Arizona Department of Transportation. She explained the different types of crosswalks, and roadway types utilized throughout the City. Ms. Velez emphasized how all new and existing crosswalks have been evaluated by Street Transportation Department engineers, and high visibility markings can be applied when appropriate.

Councilwoman Pastor asked for clarification regarding the stop bars.

Ms. Velez stated the solid line is where motorists should stop prior to entering the intersection.

Councilwoman Pastor noted motorists sometimes do not abide by the stop bars.

Ms. Velez explained the situations which would lead to stop bar placement. She compared pavement markings in the City to other surrounding municipalities. Ms. Velez discussed the installation costs for high-visibility crosswalks and stop bars.

Ms. Kelso reviewed the Vision Zero Community Advisory Committee's decision to adopt new standards for all crosswalks including the goals of adopting new standards for all City crosswalks to have high visibility crosswalks with stop bars. She discussed the Street Transportation path forward includes continuing to use high-visibility crosswalks at all mid-block crosswalks on arterial and collector roadways, continuing to use high-visibility crosswalks at all high-intensity activated crosswalks (HAWK) and Circular Flashing Beacons, and identifying and implementing high-visibility crosswalks at 16 different locations over the next year with a focus on school zones, high schools, and the high injury network.

Chairwoman Stark discussed the goal for Council to pursue a Streets Foundation. She discussed partnering with engineering firms.

Ed Hermes discussed the Vision Zero Community Advisory Committees recent vote to ask the City to upgrade its standards to focus on high visibility crosswalks and stop bars. He emphasized the importance of eliminating traffic deaths.

Chairwoman Stark acknowledged the shared goal of progress. She emphasized the importance of identifying high-priority areas.

Mr. Hermes agreed with Councilwoman Stark and expressed his hope that the City would increase its goal beyond 16 to better address safety concerns.

Councilwoman Hodge Washington asked about the Committee's suggested timeframe.

Mr. Hermes stated the Committee supported phasing out low-visibility transverse striping as roads were being repaved. He noted how repaving was already occurring frequently across the City and the transition to high-visibility markings was being guided

by the repaving schedule. Mr. Hermes suggested part of the City's \$10 million annual Vision Zero budget could support this work and his hope for the City to be fully standardized with high-visibility markings and stop bars soon.

Stacy Champion discussed recent sidewalk fatalities.

Nicole Rodriguez shared her concern regarding the timeline to update sidewalks.

Councilwoman Hodge Washington inquired about the number of midblock crosswalks that still require conversion.

Ms. Velez stated that the Street Transportation Department had completed around 30% of midblock crosswalk conversions. She acknowledged the Department still has a significant amount of collector systems they still need to update.

Councilwoman Hodge Washington asked if stop bars are being considered during the repaving process.

Ms. Velez stated traffic engineers look at several factors to see if stop bars are recommended.

Ms. Kelso agreed and stated multiple factors go into the decision of stop bar placement such as the high injury network, crash data, and information provided by Police and Fire.

Councilwoman Pastor asked who is reviewing the information.

Ms. Kelso stated Street Transportation Engineer IIIs are reviewing these metrics.

Councilwoman Hodge Washington requested the Street Transportation Department to create objective metrics for when a stop bar will be required.

Ms. Kelso stated she will work with her team to review objective metrics to create and scoring sheet for stop bar placement.

Councilwoman Hodge Washington recommended involving advisory committees in the process. She also asked whether the Department had evaluated how the City's pavement marking policies compared to similar sized municipalities.

Ms. Kelso stated that the Department interviewed neighboring cities to gather the data presented and will follow up with additional cities to discuss their implemented policies.

Councilwoman Hodge Washington asked how the team determined implementing high-visibility crosswalks at the 16 locations they discussed.

Ms. Kelso stated the 16 locations were identified for improvements for this upcoming year by timeframe and cost, but there will be more sites determined in the future.

Councilwoman Hodge Washington asked for feedback regarding the US Department of Transportation study on high visibility crosswalks and if the study was considered in the Department's analysis.

Ms. Velez reviewed the Federal Highway Administration's (FHWA) suggestions for safety countermeasures to install high visibility markings at all midblock crosswalks where drivers are not required to stop with a traffic signal or stop sign. She said the Streets Department is following this guidance, and as a result are converting arterial roadways and are in the process of completing the collector roadways.

Councilwoman Hodge Washington asked for a timeframe to complete the midblock collector roadways.

Ms. Kelso explained the difficulty of providing a timeframe since most sidewalks need re-paving prior to new installations. She stated, currently, the Department is repaving \$70 million dollars' worth of projects each fiscal year.

Councilwoman Hodge Washington acknowledged the frustration of lacking a clear timeline and recognized the financial limitations in reaching these goals. She expressed a goal of 16 was insufficient and should be re-evaluated. She also asked whether data was collected to determine which of the 16 locations had the greatest need for improvement.

Ms. Kelso stated the Department does not currently map every crosswalk but will provide the Council with the 16 locations identified.

Councilwoman Hodge Washington asked how many additional locations the Street Transportation Department must improve for the project to be considered complete.

Ms. Kelso stated her team will review how many collector streets are being paved and return to the Council with information.

Councilwoman Hodge Washington asked if information regarding pedestrian collisions is being collected and how the information is being utilized to determine projects.

Ms. Velez confirmed the Department does track crash data to identify opportunities for improvement.

Councilwoman Hodge Washington asked how often the data is updated.

Ms. Velez stated the data is collected from the Arizona Department of Transportation and there is a lag of 18 months. She stated the current data is from 2023.

Councilwoman Hodge Washington asked if the high injury network also has a lag in availability.

Ms. Velez confirmed.

Councilwoman Hodge Washington asked for the Department to continue collaborating with the committee.

Councilwoman Hodge Washington advised the Department to review any ongoing lawsuits when formulating a timeline. She also requested the Department to come up with a mechanism to allow neighborhood associations to give feedback. She asked what the timeframe would be if all the signalized intersections in the City were upgraded to the discussed standards.

Ms. Kelso said it would take a decade to upgrade all intersections.

Councilwoman Hodge Washington expressed her appreciation for the presentation and encouraged the Department to articulate a clear plan forward.

Chairwoman Stark asked for the Department to explain why repaving is necessary when installing a new traffic signal.

Ms. Velez explained thermoplastic material does not adhere to damaged pavement and can harm the equipment used for its installation.

Chairwoman Stark emphasized the need to advance with a plan that incorporates a scoring system, prioritizes key needs, and is developed and reviewed by our advisory boards.

Councilwoman Pastor referenced her experience working with the Street Transportation Department and requested that high visibility crosswalks be included in the repaving plan. She asked for the plan to outline a timeline, phasing, and costs, and requested involvement from the Vision Zero Committee. Councilwoman Pastor also cited a Bloomberg Philanthropies study showing how high visibility crosswalks influence driver behavior.

Councilwoman Hodge Washington asked if the high visibility crosswalks are already in the Department's plan.

Ms. Kelso stated installing high visibility crosswalks is the plan for collector streets and midblock crossings.

Councilwoman Hodge Washington asked if the suggestion includes adding high visibility crosswalks and stop bars to all local roadways.

Councilwoman Pastor reinforced her suggestion of adding stop bars and high visibility crosswalks to all areas.

Chairwoman Stark expressed her concern of drivers becoming used to seeing the high visibility crosswalks and then ignoring traffic laws.

Councilwoman Hodge Washington stated there needs to be a mechanism to measure the streets that are in the most need of improvement and expressed the importance of having a plan in place.

Councilwoman Pastor made a motion for the Street Transportation Department to develop a five-year plan for phased implementation of high-visibility crosswalks and stop bars at intersections, to be presented at the November TIP Subcommittee meeting. The five-year plan will have multiple options, including an option based on the current five-year re-pavement plan and an option that covers implementation beyond the intersections in the current five-year re-pavement plan. The five-year plan will not recommend a blanket-approach to implement high-visibility crosswalks and stops bars citywide. Instead, the five-year plan will be based on actual data, such as intersections where pedestrian contact has occurred and intersections where pedestrian contact has led to litigation. The five-year plan will include a cost analysis for all options, a method to coordinate with the Vision Zero Committee, and a process for neighborhood engagement. Councilwoman Hodge Washington seconded the motion, and the motion passed unanimously, 3-0.

### **CALL TO THE PUBLIC**

Jerry Van Gasse expressed his concern regarding 3PI funds.

Tim Sierakowski thanked Brandie and John for readily fixing a bathroom door in the women's restroom at Papago Park. He also expressed his concerns regarding 3PI funds.

Stacy Champion thanked the Council for their questions to Item 3. She expressed her concern with getting public records requests in a timely manner.

Nicole Rodriguez thanked Councilwoman Hodge Washington and Councilwoman Pastor for their comments and questions. She discussed the importance for the City of Phoenix to be a leader in streets development.

### **FUTURE AGENDA ITEMS**

Councilwoman Pastor asked for a Parks and Recreation presentation regarding aquatics and cancer prevention.

### **ADJOURNMENT**

Chairwoman Stark adjourned the meeting at 11:49 a.m.

Respectfully submitted,

Destinee Sior  
Management Fellow





## **Phoenix Bus Rapid Transit Program Update - 35th Avenue - Preferred Corridor Alignment - Districts 1, 4, 5, and 7**

This report provides the Transportation, Infrastructure, and Planning Subcommittee with information on the Bus Rapid Transit Program's Phase III Community and Business Engagement results, and the community's preferred corridor alignment option (center-running) on 35th Avenue.

### **THIS ITEM IS FOR INFORMATION ONLY.**

#### **Summary**

In 2015, Phoenix voters approved Proposition 104, creating the 35-year street and transit plan known as Transportation 2050 (T2050). This plan identified Bus Rapid Transit (BRT) as a key component to continue expanding the City's high-capacity transit network. BRT is a high-capacity bus service that focuses on improved speed, reliability, convenience, and overall transit experience. There are common recurring elements found in successful BRT systems, such as advanced fare collection, enhanced stations, dedicated lanes, custom buses, transit signal priority to improve traffic flow, and unique branding.

Based on a robust technical analysis and community education and engagement efforts, the initial BRT corridor of 35th Avenue / Van Buren Street was approved in October 2021.

Before designing the corridor, determining how it will operate in the roadway needs to first be established. To help answer this question, in Spring 2025, the Phoenix BRT Program conducted Phase III Community and Business Engagement along 35th Avenue. Engagement efforts focused on two alignment options (Attachment A): a fully dedicated side-running corridor and a fully dedicated center-running corridor on 35th Avenue. Between February 17 and April 10, 2025, the BRT Program hosted in-person community workshops, in-person business-focused workshops, and pop-up events, and also launched an online meeting tool and survey on [MeetPhoenixBRT.com](https://MeetPhoenixBRT.com). All outreach materials were provided in English and Spanish. Meetings were also offered to residents, community organizations, and business owners to discuss the corridor's elements relative to the two options provided.

In addition, to promote public outreach activities and events, the team utilized multiple notification tools including:

- Direct mail to residents and businesses within ¼-mile of the BRT corridor, including off-site property owners.
- Transit bus posters, bus stop posters, and Light Rail kiosk posters.
- Email notifications to stakeholders.
- Blog posts and web updates.
- Social media.
- News releases.
- Targeted digital ads.
- Phoenix water bill inserts.
- Door hangers.
- Ads on English and Spanish radio stations.
- Spanish print ads.

To supplement the outreach efforts, a third-party team of community activators, Novle, canvassed businesses along 35th Avenue throughout the Phase III Community and Business Engagement to garner business feedback on the BRT lane options.

The BRT Program launched an intensive survey effort to gather public input on the two fully dedicated lane options. The survey received a total of 552 responses, including 88 from business owners and 464 from community members. Center-running BRT was the most preferred choice among overall respondents. Survey results and detailed engagement efforts can be found in the BRT Phase III Alternatives Analysis Community Engagement Summary (Attachment B).

### BRT Program Next Steps

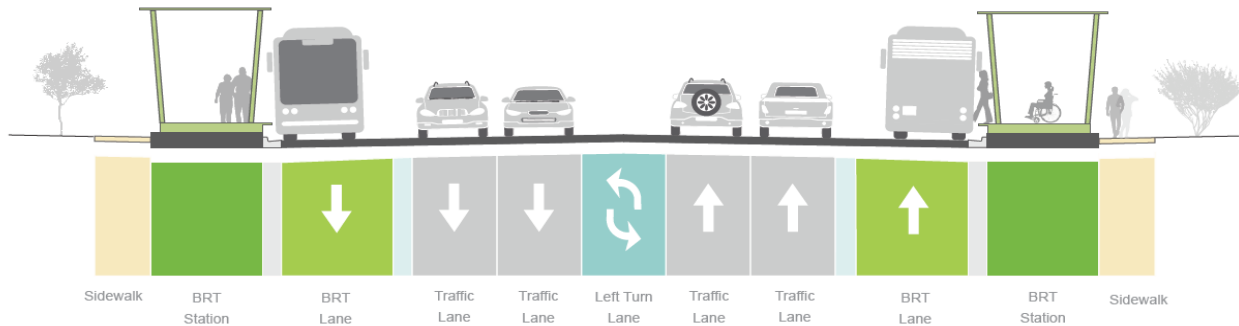
- Work on 15 percent design plans for center-running BRT on 35th Avenue.
- Prepare efforts for the next round of Phase IV Community and Business Engagement for Van Buren Street in Fall 2025.
- Continue coordination and design efforts with ongoing and correlating projects along the corridor.
- Continue business canvassing, with Novle, along 35th Avenue and Van Buren Street to provide BRT education and continue checking in with businesses and property owners.

**Responsible Department**

This item is submitted by Interim Deputy City Manager Amber Williamson and the Public Transit Department.

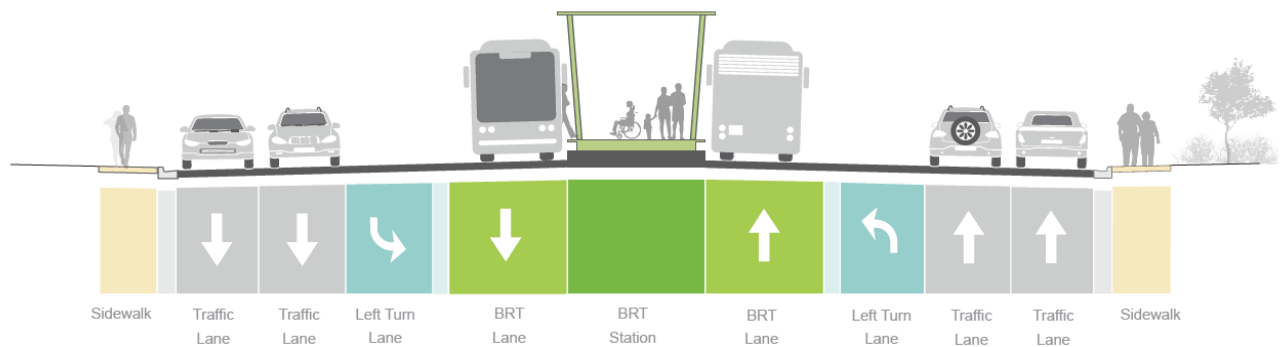
## Bus Rapid Transit Program – 35th Avenue Lane Options

### Lane Option A: Side-Running BRT



Lane configuration for side-running BRT along 35th Avenue at a signalized intersection where BRT stations are proposed.

### Lane Option B: Center-Running BRT



Lane configuration for center-running BRT along 35th Avenue at a signalized intersection where BRT stations are proposed.

# Community Engagement Summary

Phase III Alternatives Analysis - BRT Lane Options for 35th Avenue



**2025**  
February - April

Phoenix Bus Rapid Transit Program  
35th Avenue Corridor

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# Introduction

In Spring 2025, the Phoenix Bus Rapid Transit (BRT) team launched the third phase of community outreach to educate and engage the public on the BRT Program. Outreach was targeted to surrounding communities, residents, and private business owners along the 35th Avenue Corridor. Outreach focused on providing the latest program information and collecting community and stakeholder input on the proposed BRT lane options—side-running or center-running—to help guide the next phase of the program, which is design. Between February and April 2025, the BRT Program team successfully connected with nearly **9,000** people including community leaders, elected officials, business owners, residents, and transit riders. We used **12** different methods of communication to reach stakeholders along the corridor and the community at large. More than **550** people took our survey. Read on to learn about our outreach strategies, metrics, and the results of the Lane Option Survey.



# Notifications and Metrics

To reach multiple audiences, the BRT team used a variety of communication tools and notifications to share project information, invite the public to attend workshops, and encourage input and survey participation. **All notifications were created in English and Spanish.** A summary of the notifications and metrics can be found on the following pages.







## Water Bill Inserts

In February, we utilized the PHX atYour Service newsletter, included with water bill inserts, to share notifications with all Phoenix city services customers. The insert included a link to [MeetPhoenixBRT.com](https://MeetPhoenixBRT.com) directing residents to additional information regarding the workshops, online open house, and survey.

## Direct Mailers

**4** direct mailers were sent to residents, businesses, and property owners within a 1/2 mile of the BRT corridor.

**2** mailers were sent to residents and businesses and **2** mailers were sent to offsite property owners.

## Business Door Hangers

**5,500** businesses along the corridor received a hand-delivered door hanger.

## Poster Distribution



### Buses

**44** posters were displayed at bus shelters along the 35th Avenue corridor

**517** buses displayed posters:

- » South Facility – **218** posters
- » North Facility – **129** posters
- » West Facility – **170** posters



### 8 Light Rail Station Ad Kiosks

- » 19th Avenue/Montebello Avenue
- » Central Avenue/Camelback Road
- » McDowell Road/Central Avenue
- » Van Buren Street/Central Avenue
- » Van Buren Street/1st Avenue
- » 3rd Street/Washington Street
- » 12th Street/Washington Street
- » 38th Street/Washington Street

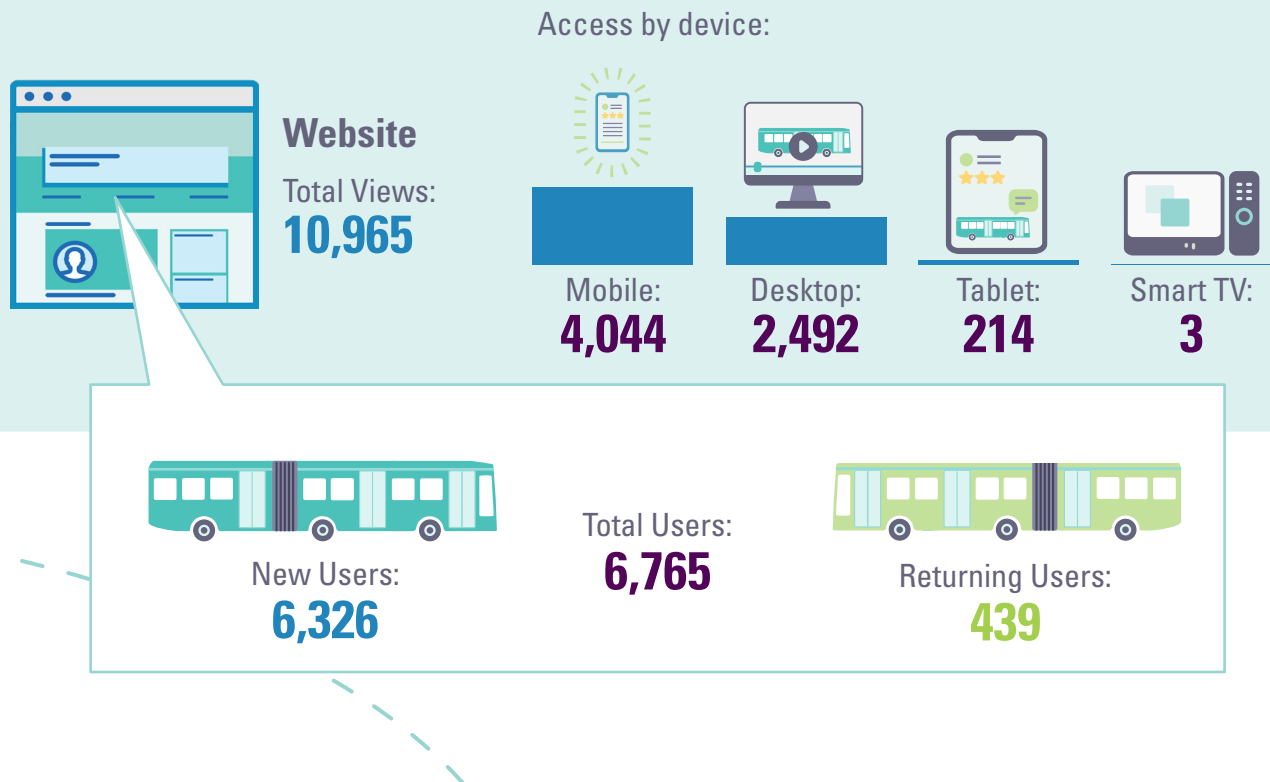


### 4 Transit Centers

- » Ed Pastor
- » Greg Stanton Central Station
- » Thelda Williams
- » Sunnyslope

## Online Metrics

The MeetPhoenixBRT.com website is designed to create transparent communication, foster community collaboration and build connections. We updated the website on February 5, 2025, to include project information, blog posts, workshop details, the survey, and more!



### Top Trends:

» **4,300** users accessed the site through paid digital and email ads

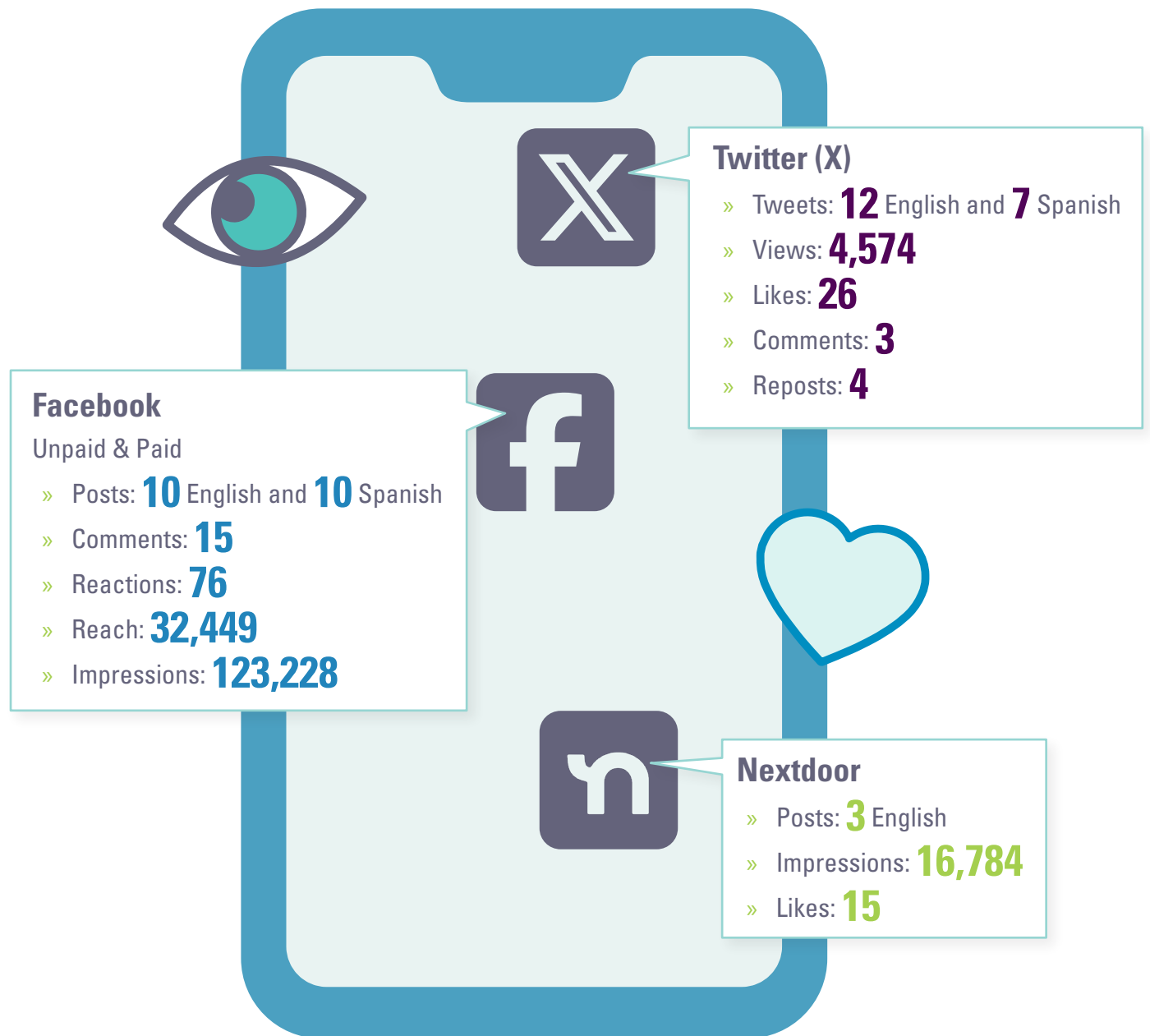
» The most accessed blog was *"Upcoming Community & Business Events"*



» **3,200** users were located in Phoenix

» **390** users utilized the Spanish Language tool on the site

## Social Media



## Email Blasts

Email blasts were sent through the project email to our stakeholder list and several paid email blasts were geofenced to specifically garner feedback from residents and businesses along the corridor.

### Stakeholder Email Blasts:

#### PHX BRT: Business Workshops Announcement

📧 Sent on February 6, 2025

📧 Opens: **112**

👉 Clicks: **4**

↩ Replies: **0**

#### PHX BRT: Community Workshops Announcement

📧 Sent on February 6, 2025

📧 Opens: **640**

👉 Clicks: **38**

↩ Replies: **3**

#### REMINDER: Phoenix BRT is Seeking Feedback on Proposed BRT Lane Options

📧 Sent on February 26, 2025

📧 Opens: **328**

👉 Clicks: **1**

↩ Replies: **2**

#### REMINDER: Phoenix BRT is Seeking Feedback on Proposed BRT Lane Options

📧 Sent on March 6, 2025

📧 Opens: **341**

👉 Clicks: **122**

↩ Replies: **3**

#### There's Still Time: Take The PHX BRT 2025 Survey

📧 Sent on March 25, 2025

📧 Opens: **428**

👉 Clicks: **1**

↩ Replies: **3**

### Paid Email Blasts:

#### BRT Spring 2025 Eblast (Workshops) – English

📧 Sent on February 11, 2025

👤 Audience: **57,000**

👁 Views: **8,661**

👉 Clicks: **1,584**

#### BRT Spring 2025 Eblast (Workshops) – Spanish

¡Hola! ¡Es Phoenix BRT!

📧 Sent on February 12, 2025

👤 Audience: **22,000**

👁 Views: **3,381**

👉 Clicks: **644**

#### BRT Spring 2025 Reminder Eblast - English

Hey there! It's Phoenix BRT!

📧 Sent on February 18, 2025

👤 Audience: **57,000**

👁 Views: **10,083**

👉 Clicks: **1,184**

#### BRT Spring 2025 Reminder Eblast – Spanish

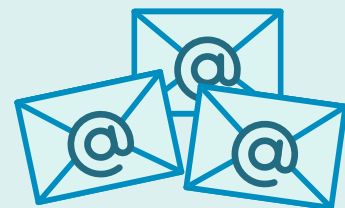
¡Hola! ¡Es Phoenix BRT!

📧 Sent on February 19, 2025

👤 Audience: **22,000**

👁 Views: **3,442**

👉 Clicks: **626**



## Press Releases



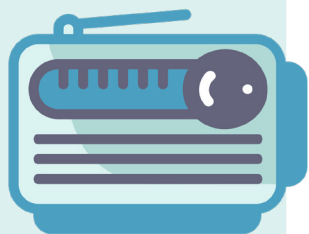
We distributed a press release to over **320** media outlets and contacts on February 11, 2025, informing the public about our outreach events and survey.

The press release was viewed **39** times as of April 13, 2025.

### Key Media

- » ABC 15
- » KTAR
- » Arizona Republic
- » Signals AZ
- » Telemundo
- » The Associated Press
- » City Sun Times
- » FOX 10
- » KJZZ
- » Arizona Informant
- » La Voz Arizona
- » Prensa Hispana
- » Axios
- » Phoenix Business Journal
- » AZ Family
- » 12 News
- » Cronkite News
- » Univision
- » Phoenix New Times
- » Arizona Mirror
- » Downtown Devil

## Spanish Radio Ads



Radio advertisements were a great way to reach the Spanish speaking communities.

### La Campesina 101.9 FM (February 10 – March 23, 2025)

- » KNAI-AM
- » **72** spots
- » Coverage: Phoenix and the greater Phoenix area, Tucson, and Prescott
- » Listeners: **500,000** daily

### Contacto Total (February 5 – March 21, 2025)

- » KNUV-AM
- » **90** spots
- » Coverage: Phoenix and the greater Phoenix area



## Digital and Print Ads



Digital and print advertisements were published to announce the community engagement activities. Most of the advertisements were geofenced and/or targeted specifically to the corridor and reached both English and Spanish speakers in the area.

### English Digital Ads

- » Campaign dates: February 4 – March 6, 2025
- » Impressions: **60,235**
- » Clicks: **107**

### Spanish Digital Ads

- » Campaign dates: February 4 – March 6, 2025
- » Impressions: **19,482**
- » Clicks: **43**

### Print Ads

One Spanish print advertisement ran in the Contacto Total Magazine beginning February 5, 2025. This magazine distributes over **30,000** copies per month to more than **300** locations across the valley.



# Community & Business Meetings and Events

Providing an opportunity for in-person interaction with the BRT Program team was an important component to our outreach.





## Community Workshops

- » #1 – Tuesday, February 18, 2025, at 6 p.m. – Alta Vista Elementary School – **16** people attended
- » #2 – Saturday, March 8, 2025, at 11 a.m. – Carl Hayden High School – **19** people attended

## Business Workshops

- » #1 – Wednesday, February 19, 2025, at 6 p.m. – Alta Vista Elementary School – **5** people attended
- » #2 – Saturday, March 1, 2025, at 9:30 a.m. – Carl Hayden High School – **5** people attended
- » #3 – Wednesday, March 12, 2025, at 6 p.m. – Bret Tarver Learning Center – **7** people attended

## Pop-Up Events

Seven informal pop-up events were set up at various locations along the corridor. Pop-up events are temporary, unexpected events hosted for a few hours in high traffic/activity areas.

- » #1 – Thursday, February 20 – Thelda Williams Transit Center
- » #2 – Monday, February 24 – Helen Drake Senior Center
- » #3 – Friday, February 28 – DoubleTree by Hilton Phoenix North
- » #4 – Tuesday, March 4 – Thelda Williams Transit Center
- » #5 – Tuesday, March 25 – Grand Canyon University
- » #6 – Saturday, March 29 – Grand Canalscape
- » #7 – Wednesday, April 2 – Taco Tote

## Online Open House Analytics

As part of the engagement process, the Phoenix BRT team developed an online open house and launched it on February 17, 2025. The site was easy to navigate and provided BRT 101 information, lane option information, the survey, and more.



# BRT Lane Option Survey Results

## We asked, you answered...

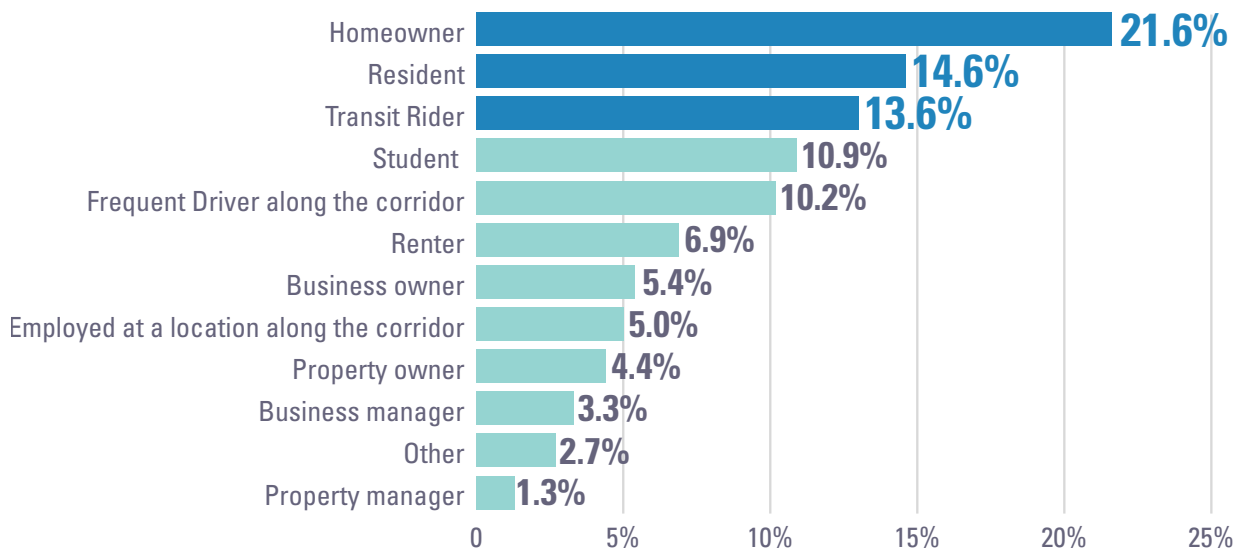
The survey was available on the [www.MeetPhoenixBRT.com](http://www.MeetPhoenixBRT.com) website and printed within the activity book used at the workshops. In all, **552** Phoenix community members, residents, and business owners participated in the survey. Here's what we heard!



## Results

### You are a:

Homeowner (**21.6%**), resident (**14.6%**), and transit rider (**13.6%**) were the top three types of participants who submitted surveys.

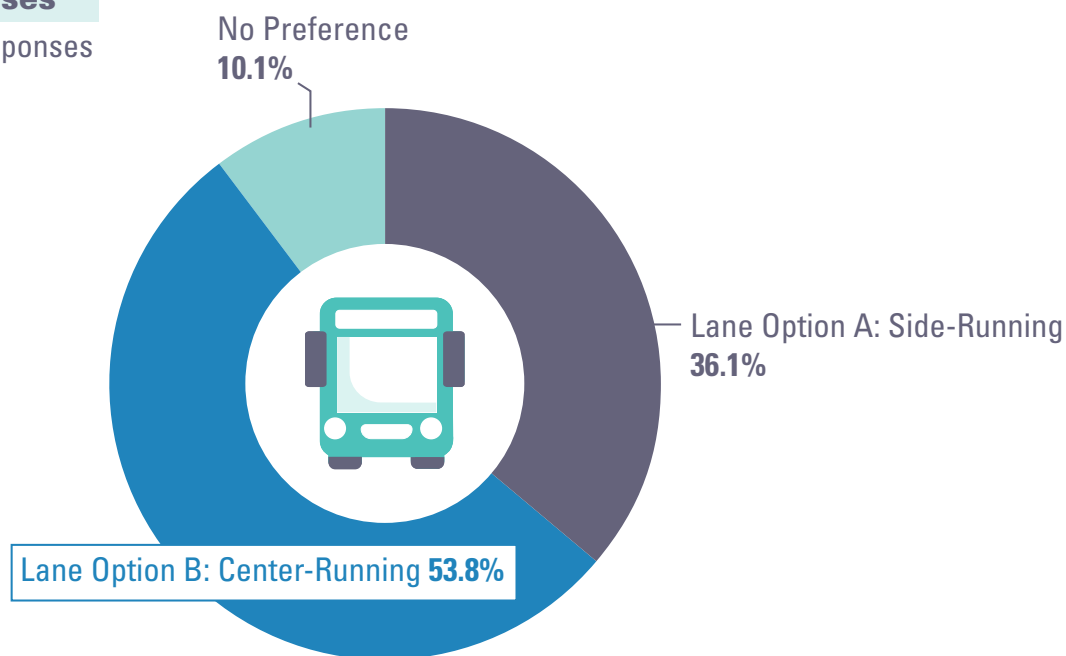


### After learning about the impacts of center-running versus side-running dedicated BRT lane options, which lane option do you prefer?

Center-running BRT was the most popular choice among overall respondents with **54%** of the responses.

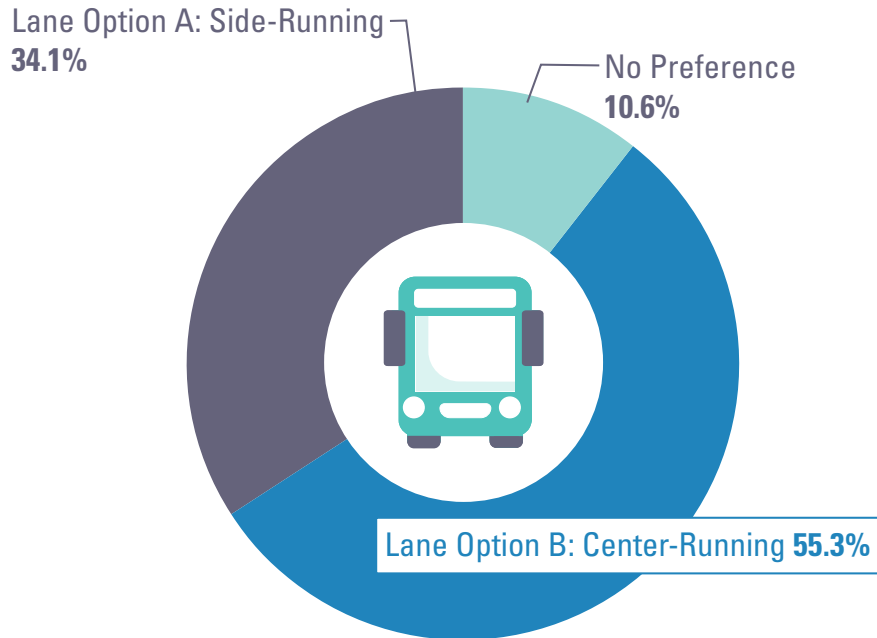
#### All Responses

545 survey responses



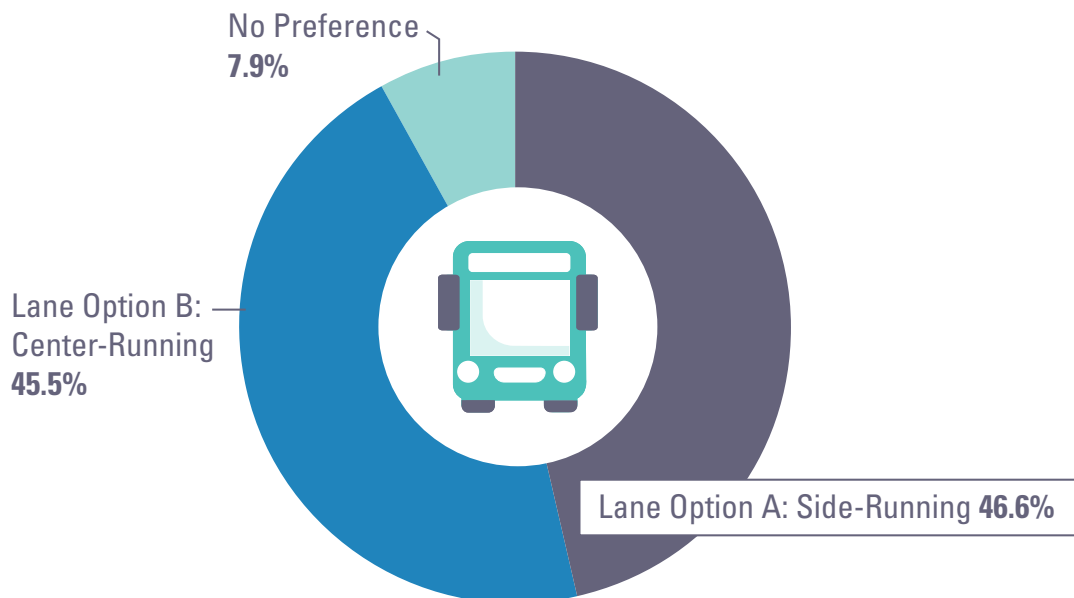
### Community-Specific

454 survey responses

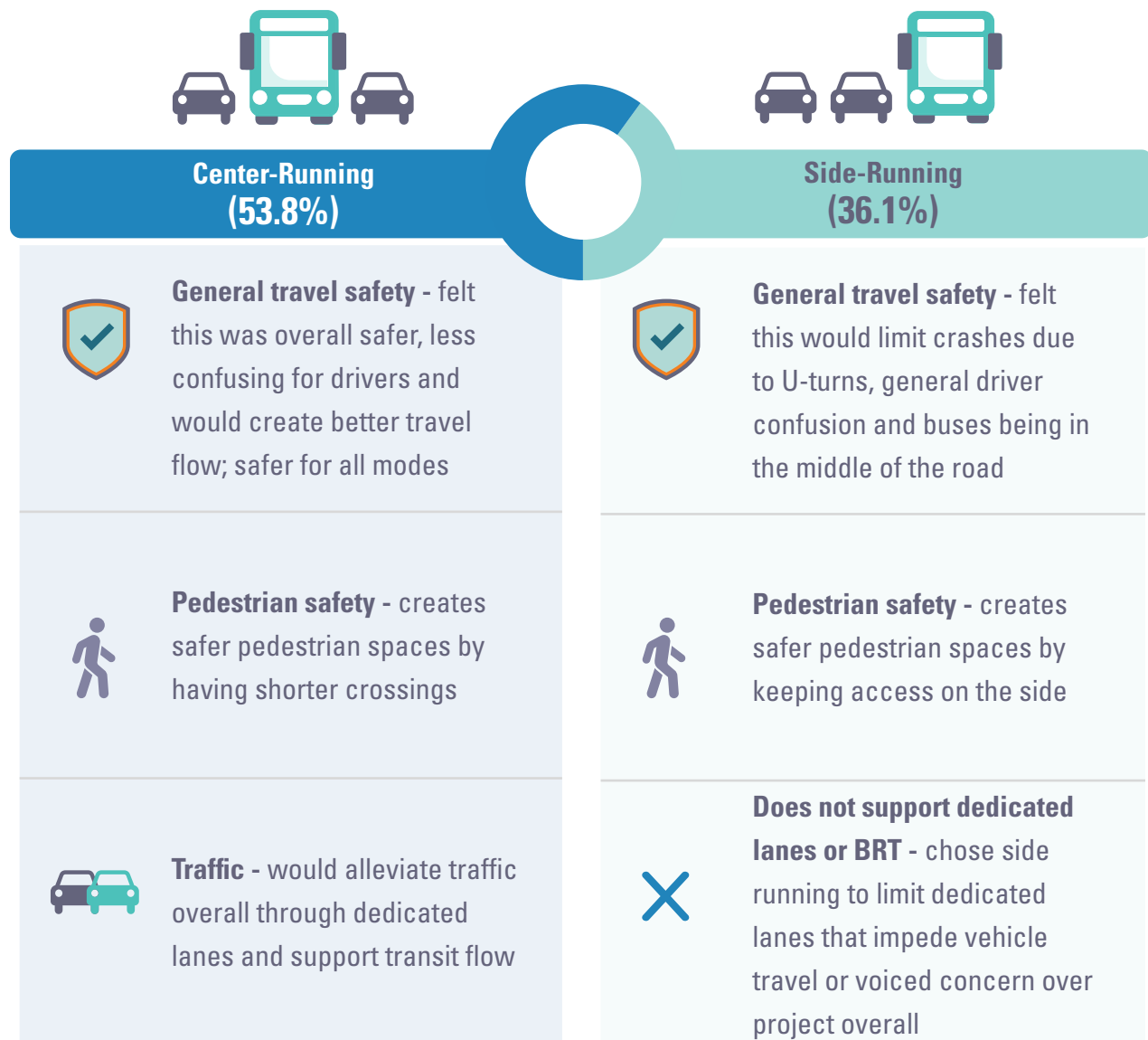


### Business-Specific

88 survey responses



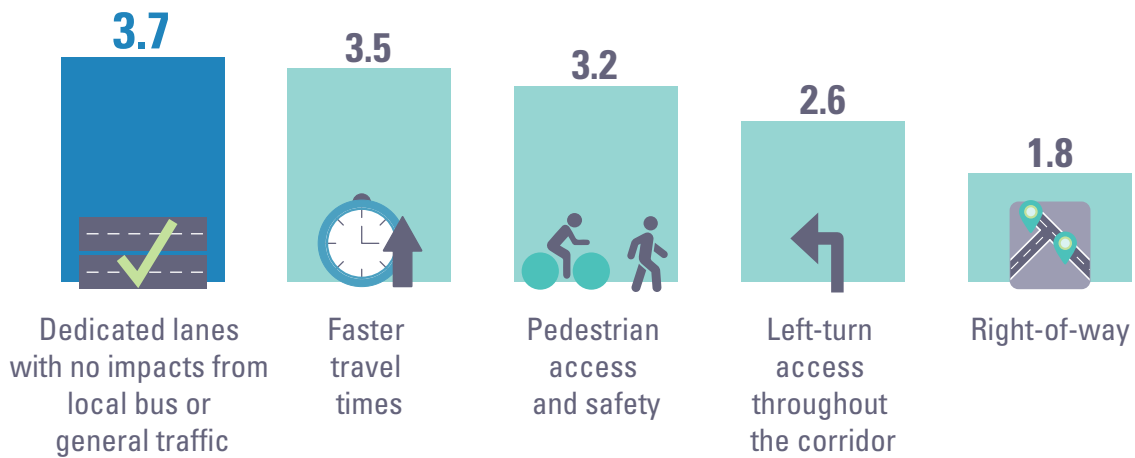
## Why do you prefer this option?



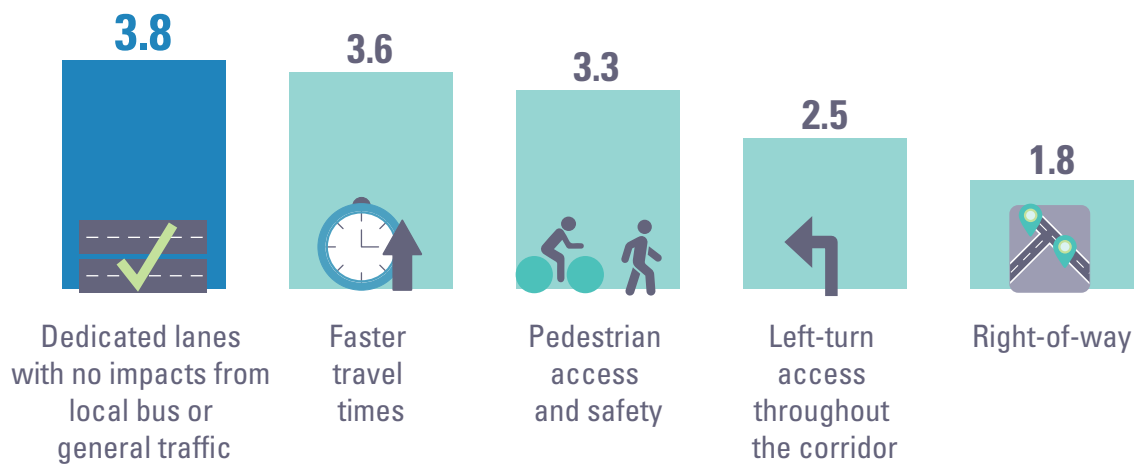
Please rank the following design considerations in order of importance with 1 being the most important factor to you and 5 being the least important.

The following response rates highlight the average rank score per category.

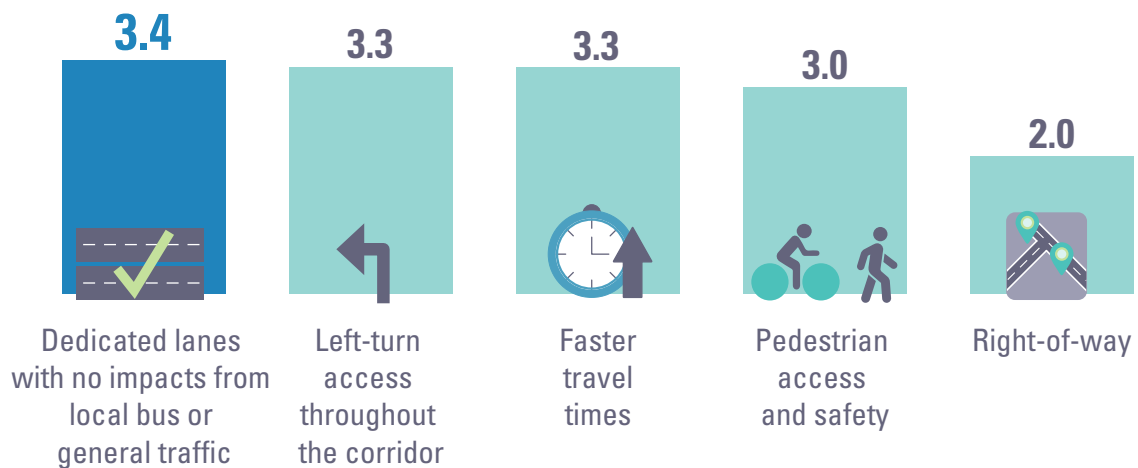
### All Responses



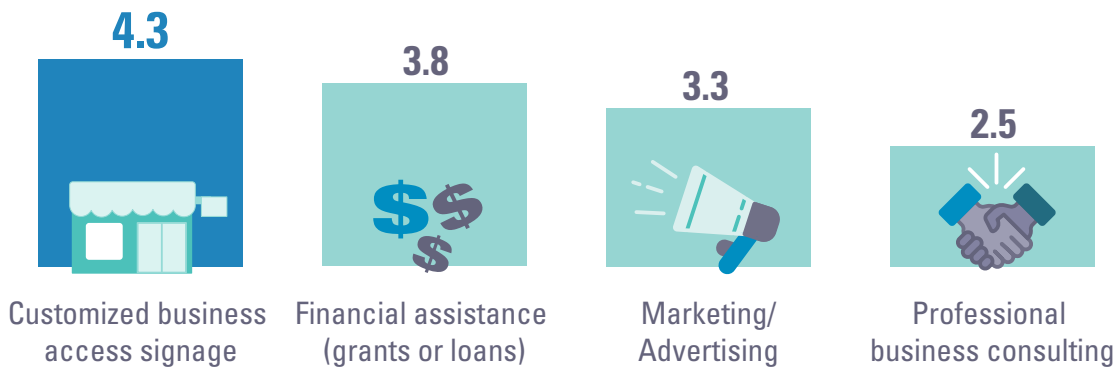
### Community-Specific



### Business-Specific

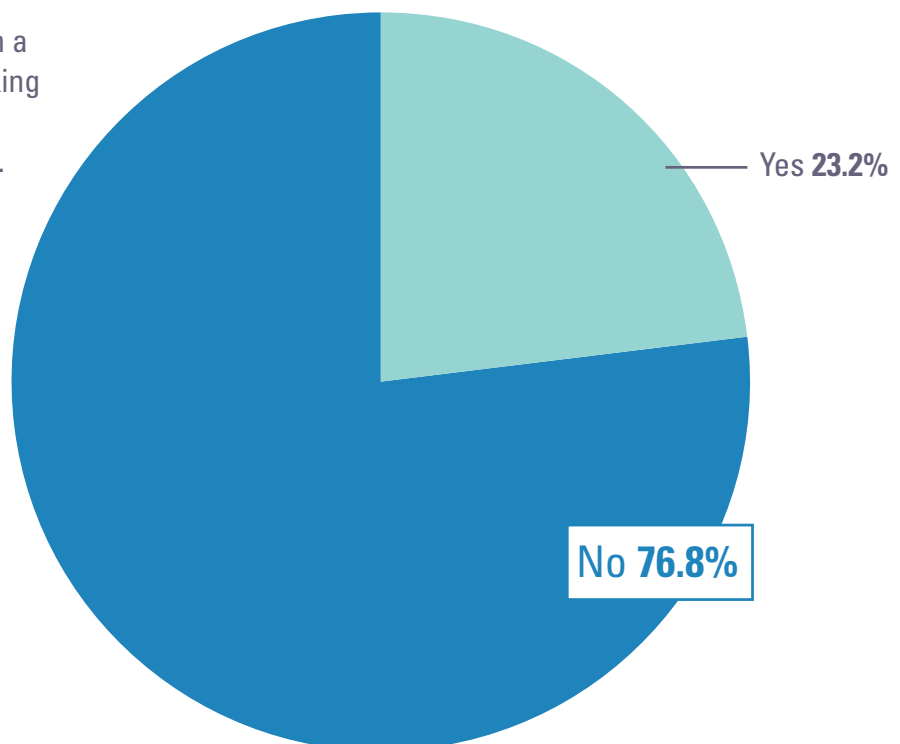


**If a business assistance program is offered as part of this BRT project, what type of assistance would be most helpful to your business?**



**Are you interested in participating in a BRT business focused working group or committee?**

**76.8%** of business owners indicated they were not interested in participating in a BRT business focused working group or committee despite **23.2%** expressing interest.



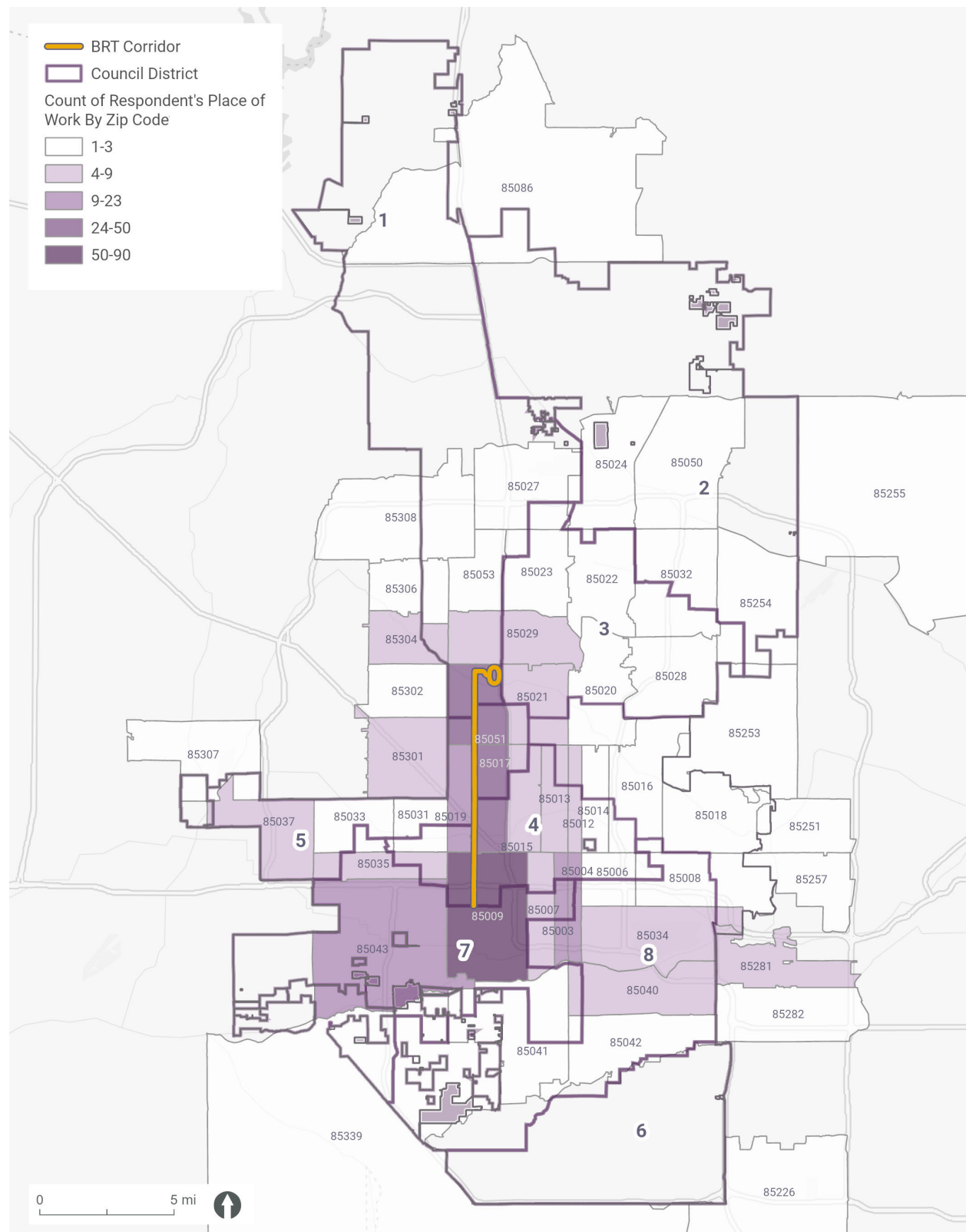
85009 **(13%)**, 85051 **(12.6%)**, and 85017 **(7%)** were the top three zip codes where survey participants live.





## Where do you work?

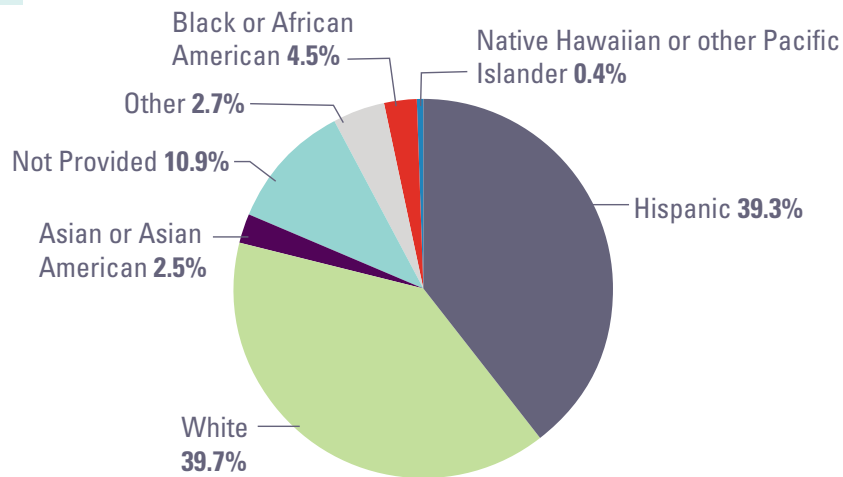
85009 (**22%**), 85051 (**13%**), and 85017 (**10%**) were the top three zip codes where survey participants work.



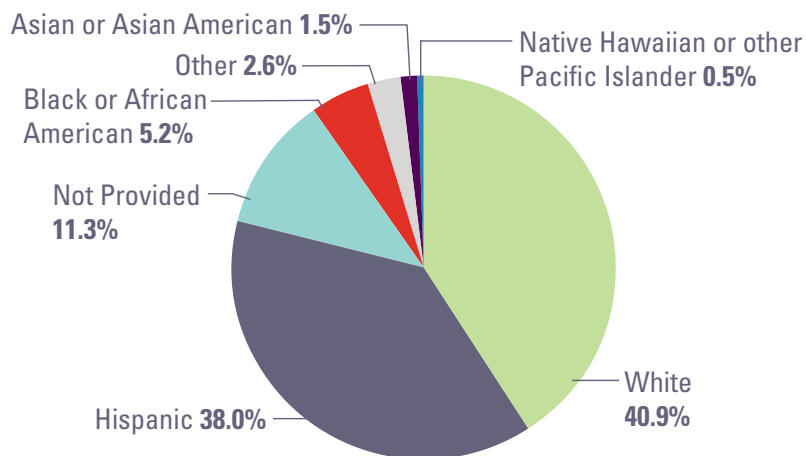
# Who Participated

## What is your ethnicity?

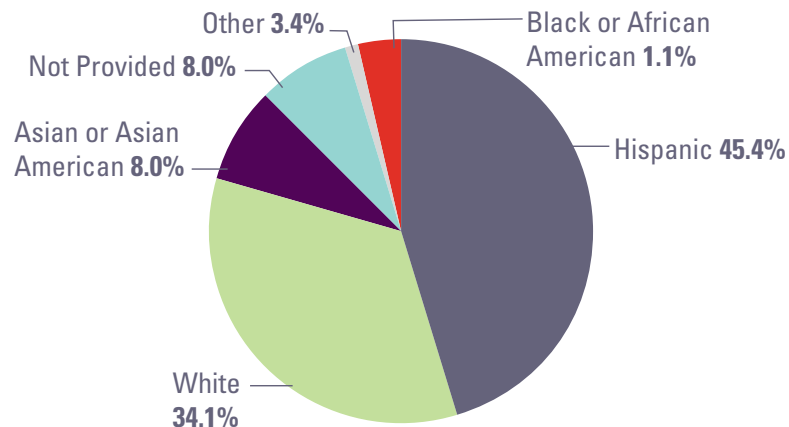
### All Responses



### Community-Specific

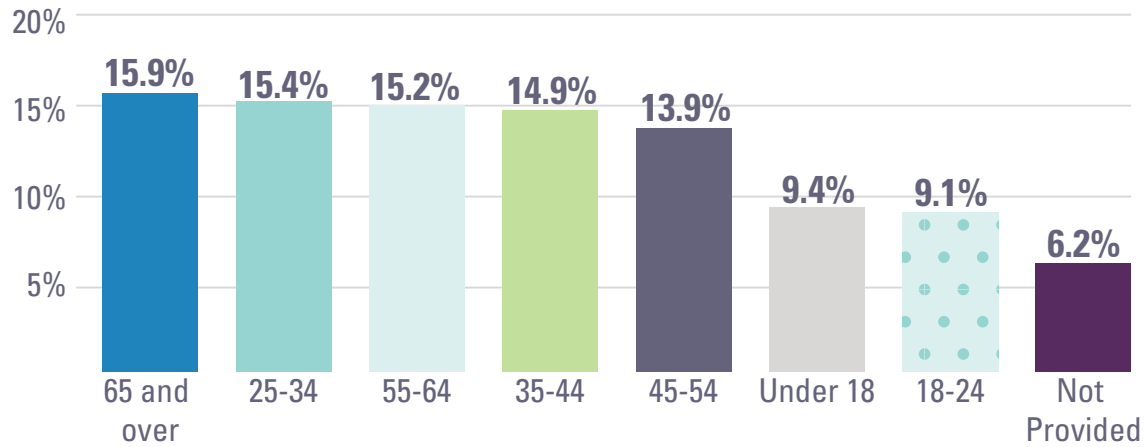


### Business-Specific

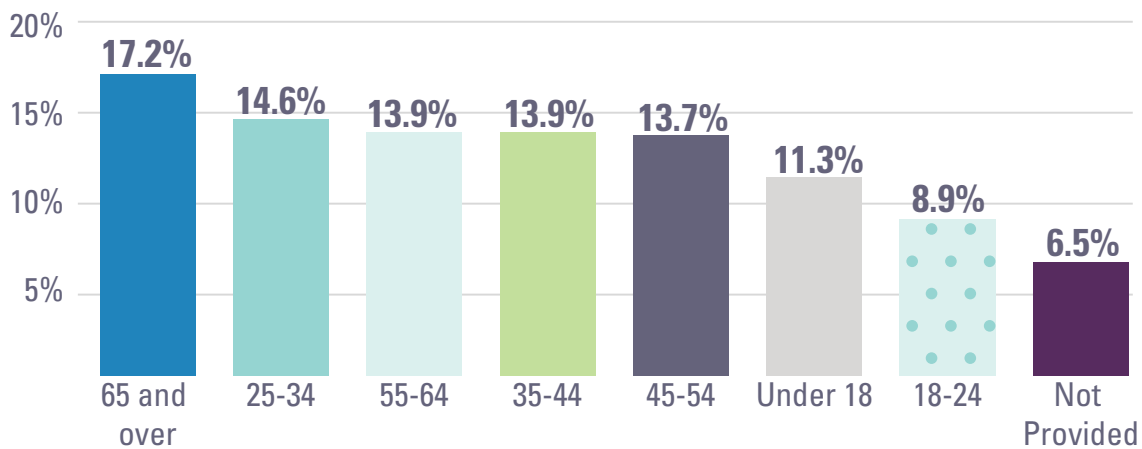


## What is your age?

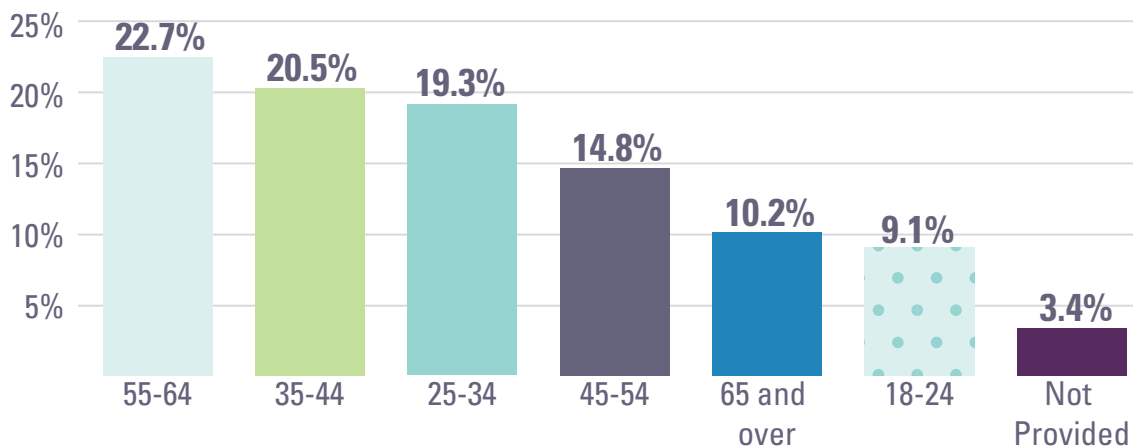
### All Responses



### Community-Specific

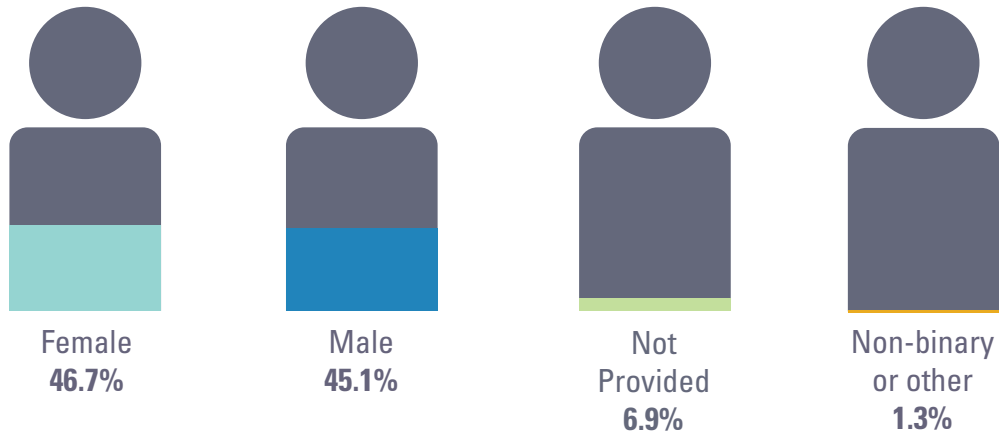


### Business-Specific

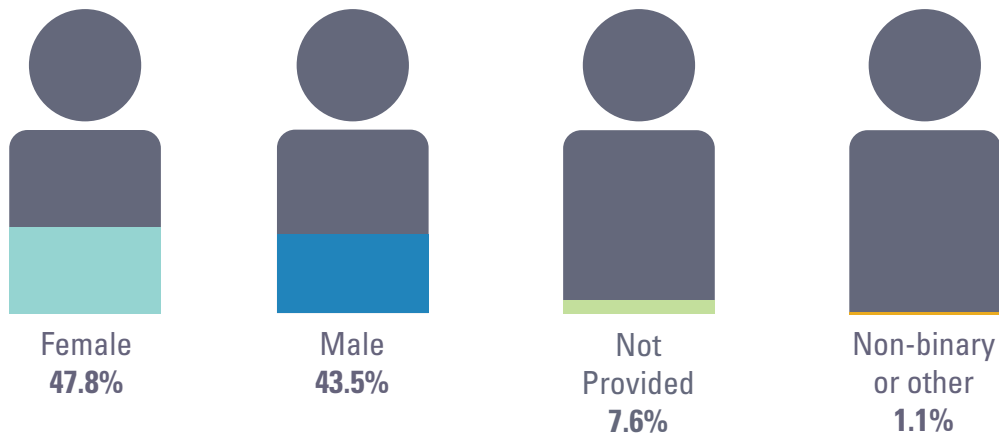


## What is your gender?

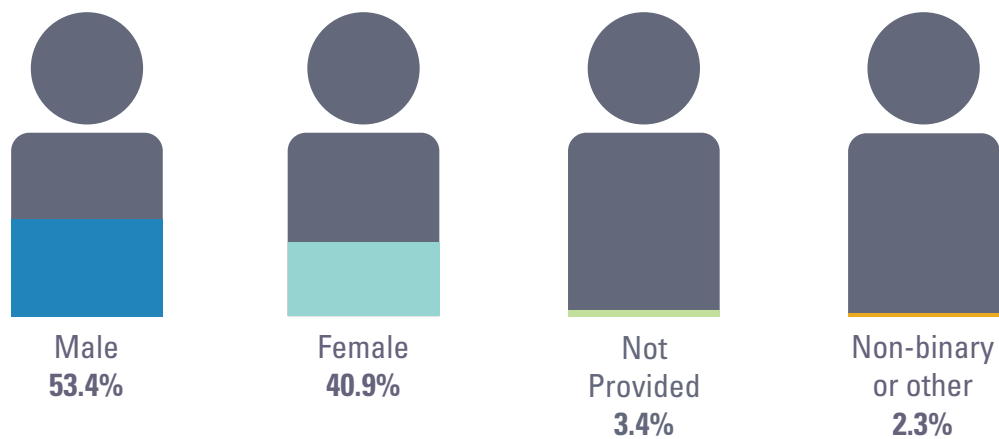
### All Responses



### Community-Specific



### Business-Specific





[MeetPhoenixBRT.com](http://MeetPhoenixBRT.com)



## **Shade Phoenix Plan Progress Report for Fiscal Year 2024-25 - Citywide**

This report presents to the Transportation, Infrastructure and Planning Subcommittee the first annual progress report on citywide tree and shade initiatives following the November 2024 adoption of the Shade Phoenix Plan.

### **THIS ITEM IS FOR INFORMATION AND DISCUSSION.**

#### **Summary**

##### Shade Phoenix Plan

Phoenix City Council unanimously adopted the Shade Phoenix Plan in November 2024. The plan provides policy direction regarding the addition and maintenance of natural and built shade to protect public health, improve quality of life, and create community resilience. It presents a vision of a future where all community members experience the benefits of trees and built shade throughout the City, and contains 36 actions addressing four broad strategies:

1. Expand Shade, increasing shade for people where they need it most.
2. Preserve and Maintain Existing Shade, ensuring that the community is working together to support a thriving urban forest and well-maintained built shade.
3. Evaluate and Institutionalize the ongoing implementation and improvement of shade efforts to scale their impacts and maximize benefits.
4. Educate and Empower, so that all Phoenixians understand the importance and value of trees and shade and how they can support them.

The 36 actions in the Shade Phoenix Plan represent an estimated \$60 million in allocated and planned funding from local, federal, and private sources to be invested over the period 2024-2029. Guided by the plan's core values to target actions where shade can have the greatest impact on human health, and to address inequities in tree and shade resources, more than 85 percent of the funding was to be directed to low-, moderate-, and middle-income communities.

#### Overview of Progress

Progress was achieved on all 36 actions in the Shade Phoenix Plan over the period July 1, 2024 - June 30, 2025. Of the 36 actions, staff determined that 31 (86 percent)

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had fully met or exceeded their Year 1 milestone. The remaining five actions are still in progress. No actions were identified to be facing obstacles impacting their full and successful implementation. The complete Shade Phoenix Year 1 progress report is included as **Attachment A**.

Shade Phoenix actions completed over the past year led to meaningful changes that impact residents' safety, comfort, and quality of life. Across all departments, City investments enabled more than 7,200 trees to be planted with a net addition of more than 5,500 trees to Phoenix's urban canopy. Additionally, 155 new shade structures were installed benefiting pedestrians, public transit users, park visitors, and local youth. More than 130 City staff members participated in at least one relevant training opportunity, strengthening the City's workforce and its capacity to deliver and maintain shade for residents. The total first year investment for Shade Phoenix actions is estimated to be \$16 million, including planting and installation, maintenance costs, supplies, and human resources.

#### Next Fiscal Year Priorities

An immediate priority for the next year is to ensure that the five actions that did not fully meet their reporting milestone are accelerated to be on track. Factors contributing to slower progress than anticipated for these actions include limitations on staff capacity and delays in hiring timelines and contracting. The five actions identified to be not fully on track are: developing consistent tree and shade maintenance protocol to be used by City departments, creating a pilot program to enhance enforcement of the City's tree code, completing a comprehensive inventory of municipal tree and shade assets, completing stakeholder engagement to inform a pilot public shade fund, and launching a new Tree Steward program.

Additionally, staff will be placing special emphasis on all actions that pertain to tree and shade management and maintenance practices. As the pace of tree planting and shade structure installation accelerates, it is imperative to ensure that management and maintenance practices are optimized to maximize the return on investments in new assets. City departments have made positive strides in recent years to shorten maintenance intervals, improve contractor accountability, and increase staff capacity, but staff and residents continue to seek better overall outcomes. Completion of the City's new tree inventory, anticipated in 2026, will be particularly instructive for staff to understand successes and deficiencies in current maintenance practices. Recent storms reveal challenges with maintenance that need to be addressed in future years. Factors that compromise trees' ability to withstand storms and other environmental stressors include poor site and species selection, inappropriate planting and pruning technique, and mismanaged watering schedules.

### Upcoming Events and Milestones

The public is invited and encouraged to engage with a variety of Shade Phoenix Plan actions in Fall 2025 and beyond. Notable events upcoming this season include:

1. The Sombra! Celebration of Shade, a free, family-friendly event to be held September 20 at Memorial Hall at Steele Indian School Park.
2. Neighborhood tree planting celebrations to be held throughout Phoenix as part of the Community Canopy Program beginning in early October.
3. Installation of shade structures created through the American Rescue Plan Act (ARPA) funded Sidewalk Shade Program, anticipated to begin in late 2025.

More information about Phoenix's upcoming tree and shade programs, and opportunities to apply for grants and other initiatives, is available at [phoenix.gov/shade](https://phoenix.gov/shade).

### **Responsible Department**

This item is submitted by Deputy City Manager Gina Montes and the Office of Heat Response and Mitigation.



## ATTACHMENT A

# SHADE PHOENIX YEAR 1 PROGRESS REPORT



DRAFT FOR CITY COUNCIL SUBCOMMITTEE REVIEW  
SEPTEMBER 2025

## ACKNOWLEDGEMENTS

This report is the first annual assessment of the Shade Phoenix Plan, which was adopted by Phoenix City Council in November 2024. This report provides a status update on the plan's 36 actions for the reporting period July 1, 2024, to June 30, 2025. To assess the progress made in the plan's first year the Office of Heat Response and Mitigation collected data from city departments and community partners. City staff extend appreciation to all residents and organizations who supported this process.

### City of Phoenix Mayor and Council

Mayor Kate Gallego

Vice Mayor Ann O'Brien- District 1

Jim Waring – District 2

Debra Stark – District 3

Laura Pastor – District 4

Betty Guardado – District 5

Kevin Robinson - District 6

Anna Hernandez – District 7

Kesha Hodge Washington – District 8

**City of Phoenix Departments** Arts & Culture, Aviation, Budget and Research, City Engineer, City Manager's Office, Communications, Community and Economic Development, Convention Center, Environmental Programs, Fire, Heat Response and Mitigation, Homeland Security and Emergency Management, Homeless Solutions, Housing, Human Services, Innovation, Law, Library, Neighborhood Services, Parks and Recreation, Planning and Development, Police, Public Health, Public Transit, Public Works, Street Transportation, Sustainability, Volunteer Programs, Water Services, Youth and Education.

**City of Phoenix Advisory Boards** The City of Phoenix appreciates the contributions of the many community members who serve on public advisory boards and commissions that have provided input to the development and implementation of the Shade Phoenix Plan, including the Environmental Quality and Sustainability Commission and all 15 Village Planning Committees.'

**Local Regional and National Partners** Organizations listed below are partners in the tree and shade programs that the City operates or supports, and/or have provided input to the development and implementation of the Shade Phoenix Plan.

American Forests, American Society of Landscape Architecture Arizona Chapter, Arizona Community Tree Council, Arizona Conservation Corps, Arizona Cooperative Initiative, Arizona Department of Forestry and Fire Management, Arizona Landscape Contractors Association, Arizona Nursery Association, Arizona Public Service, Arizona State University, Arizona Sustainability Alliance, Artlink, Bloomberg Associates, Bloomberg Philanthropies, CHISPA AZ, Keep Phoenix Beautiful, Maricopa Association of Governments, Maricopa County, Phoenix Metro Urban Forestry Roundtable, Resilient Cities Catalyst, Salt River Project, The Design Laboratory, The Nature Conservancy, Trees Matter, U.S. Forest Service, University of Arizona, University of Arizona Maricopa County Cooperative Extension, University of California Los Angeles, Unlimited Potential, Venture Café Phoenix, Watershed Management Group.

The City of Phoenix also deeply appreciates contributions from many individual community members, as well as neighborhood and business associations, who have provided input to the Shade Phoenix Plan and shared their feedback on tree and shade efforts at other community forums in recent years.

# INTRODUCTION TO SHADE PHOENIX

Phoenix City Council unanimously adopted the Shade Phoenix Plan in November 2024. The plan provides policy direction regarding the addition and maintenance of natural and built shade to protect public health, improve quality of life, and create community resilience. It presents a vision of a future where all community members experience the benefits of trees and built shade throughout the City and contains 36 actions addressing four broad strategies:

- 1. Expand Shade, increasing shade for people where they need it most.
- 2. Preserve and Maintain Existing Shade, ensuring that the community is working together to support a thriving urban forest and well-maintained built shade.
- 3. Evaluate and Institutionalize the ongoing implementation and improvement of shade efforts to scale their impacts and maximize benefits.
- 4. Educate and Empower, so that all Phoenixians understand the importance and value of trees and shade and how they can support them.

The 36 actions in the Shade Phoenix Plan are supported by an estimated \$60,000,000 in allocated and planned funding from local, federal, and private sources to be invested over the period 2024-2029. Guided by the plan's core values to target actions where shade can have the greatest impact on human health, and to address inequities in tree and shade resources, more than 85% of the funding was to be directed to low-, moderate- and middle-income communities.

## Shade Phoenix Core Values

	<b>Focus on people first</b> by targeting actions where shade can have the greatest impact on human health and wellbeing, especially for vulnerable populations.		<b>Respect the unique landscape and heritage of the Sonoran Desert</b> , one of the most special places in the world.
	Recognize that <b>shade is a critical resource</b> provided to the community by public and private assets.		<b>Collaborate</b> within City government, between public and private actors, and with the communities of Phoenix <b>to accelerate collective action</b> .
	<b>Lead with an environmental justice and equity lens</b> to address inequities.		<b>Go beyond the status quo</b> by innovating and taking risks to change historical trajectories and realize the Plan's vision.

## SUMMARY OF YEAR 1 PROGRESS

This report is the first annual assessment of the Shade Phoenix Plan. This report provides a status update on the plan’s 36 actions for the reporting period July 1, 2024, to June 30, 2025. To effectively assess the progress made in the plan’s first year the Office of Heat Response and Mitigation collected data from city departments and community partners. Progress on each action was evaluated based on the provided data as compared to the original milestone for Year 1 established in the Shade Phoenix Plan.

Progress was achieved on all 36 actions in the Shade Phoenix Plan last year, and each action was assessed into one of three categories:

- Milestone Met: Applied to actions that fully met or exceeded their year 1 milestone. 31 of 36 (86%) actions in the Shade Phoenix Plan met their year 1 targets.
- Making Progress: Applied to actions that are projected to be fully completed but did not meet their year 1 milestone. 5 of 36 actions were identified in this category.
- Facing Obstacles: Applied to actions with significant resource constraints or implementation challenges that jeopardize full implementation within the Shade Phoenix Plan’s five-year time horizon. No actions were identified in this category.

Actions completed over the past year led to meaningful changes in the infrastructure, processes, and people that impact residents' safety, comfort, and quality of life. Across all departments, city investments enabled more than 7,200 trees to be planted with a net addition of more than 5,500 trees to Phoenix's urban canopy. Additionally, 155 new shade structures were installed benefiting pedestrians, public transit users, park visitors, and local youth. The total first year investment for Shade Phoenix actions is estimated to be \$16,000,000, including planting and installation, maintenance costs, supplies, and human resources.

### Year 1 Key Metrics

<b>7,216</b> trees planted	<b>155</b> shade structures installed	<b>86%</b> of actions are fully on track
<b>4,000+</b> residents engaged	<b>78</b> schools with new shade	<b>130+</b> staff members trained
<b>81</b> new transit shade shelters	<b>22,000+</b> trees inventoried	<b>9</b> artistic installations

## ACTION SUMMARY TABLE

### MILESTONE MET



### MAKING PROGRESS



### FACING OBSTACLES



#	ACTION	YEAR 1 MILESTONE	PROGRESS
1	Shade for Students Grant	Install 47 structures	
2	Canopy for Kids Grant	Plant 1,000 trees	
3	Build shade at playgrounds	Increase shade at 5 playgrounds	
4	Plant trees at City Parks	Plant at least 120% of the number of trees lost the prior year	
5	Add shade to city facilities	Increase shade coverage at 5 facilities	
6	Build Green Stormwater Infrastructure	Finalizing location for 3 projects	
7	Expand Cool Corridors Network	Assess potential project sites and complete prioritization assessment	
8	Add built shade at bus stops	Install at least 80 shade structures	
9	Construct shade in right-of-way	Begin construction of 10 structures	
10	Pilot built shade right-of-way permit	Draft requirements for permit	
11	Community Canopy Grant	Plant 1,000 trees	
12	Develop permit for planting projects	Draft requirements for permit	
13	Enhance shade stipulations	Complete review of existing stipulations and begin drafting	
14	Expand tree replacement program	Plant 500 replacement trees	
15	Maintain City trees and built shade	Develop maintenance protocol across all departments	
16	Strengthen tree code enforcement	Create pilot program for enhanced enforcement	
17	Complete tree and shade assessment	Complete tree assessment; Complete shade assessment	

#	ACTION	YEAR 1 MILESTONE	PROGRESS
18	Create tree and shade inventory	Finalize tree inventory; Finalize shade inventory	
19	Provide annual progress report	Develop reporting mechanisms and begin data collection	
20	Update Shade Phoenix every 5 years	n/a	
21	Improve processes for city tree care	Complete initial study, pursue recommendations in working groups	
22	Improve maintenance practices	Collect data and benchmarking guidelines to inform assessment	
23	Build City capacity for GSI	Train at least 10 employees on GSI	
24	Establish working groups for trees and shade	Urban Forestry work group meeting regularly; Launch Built Shade work group	
25	Update City plant species guidance	Analyze existing tree species guidance	
26	Embed shade recommendations into City design standards	Review projects for compliance with shade recommendations	
27	Pilot a Public Shade Fund	Conduct research, stakeholder and public engagement	
28	Integrate tree and shade goals in City plans	All relevant City plans incorporate tree and shade goals	
29	Create a Tree Steward Program	Create contracts with non-profit partners to operate program	
30	Support urban forestry career pathways	Design and launch program with non-profit partners	
31	Provide Certified Arborist training	Promote Certified Arborist training to other City Departments and the public	
32	Launch Shade Phoenix campaign	Consult with stakeholders on communications campaign	
33	Create award for innovative shade projects	Develop shade award and identify other recognition opportunities	
34	Commission artists to create public art shade installations	Announce winning artists and install temporary public art projects	
35	Develop neighborhood tree plans	Host 4 workshops	
36	Create and distribute education on trees and shade	Create single packet of 'Shade Phoenix' materials for distribution	



## ACTION HIGHLIGHTS

### **City of Phoenix Tree and Built Shade Grant Programs**

In June 2022, the Phoenix City Council allocated \$6 million from the American Rescue Plan Act to address extreme heat and promote environmental equity through the Residential Tree Equity Accelerator and Trees and Shade for Schools initiatives. These programs aim to enhance climate resilience in underserved Phoenix neighborhoods by increasing natural and built shade, improving air quality, and fostering healthier outdoor spaces.

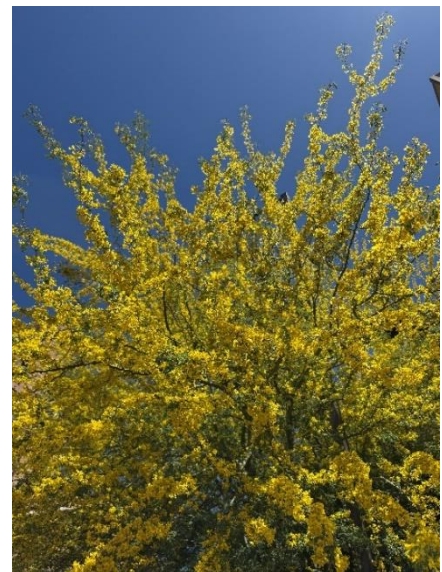


*Shade Structure built through a grant with Shade for Students*

The Shade for Students program allocated \$1.5 million to build 47 shade structures at 26 institutions, benefiting over 10,000 children by creating safer outdoor learning and play spaces. The Canopy for Kids program, with \$2 million in funding, planted 1,238 trees at 56 school campuses, installed irrigation systems, and engaged youth in environmental stewardship through partnerships with organizations like Trees Matter and Arizona Sustainability Alliance. The Community Canopy program provided \$2 million to

distribute and plant 1,984 trees at private properties in neighborhoods with low economic resources, reducing barriers to planting and ensuring tree health with irrigation tools and education. By offering free native, low-water-use trees, this program lowers cooling costs and supports water conservation.

Together, these initiatives address the disproportionate impacts of extreme heat on vulnerable populations, improve public health, and promote environmental justice. With a \$10 million award from the US Forest Service, Phoenix will continue the Community Canopy and Canopy for Kids grant programs with the goal of long-term sustainability, resilience, and community empowerment in the face of climate challenges.



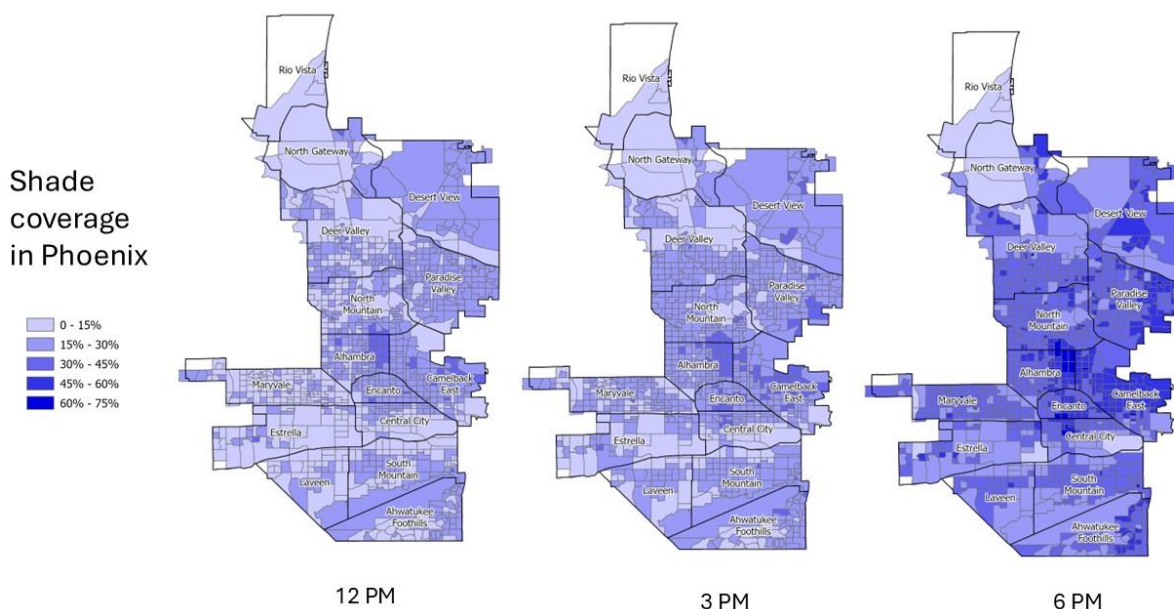
*Palo Verde tree in bloom in April 2025*

## **Shade Data and the American Forests Tree Equity Score Analyzer**

Through a partnership with the UCLA Luskin Center for Innovation and American Forests, residents can now access state-of-the-art, county-wide shade data through the Maricopa County Tree Equity Score Analyzer [<https://www.treeequityscore.org/analyzer/maricopa>].

This new resource makes it possible to easily determine the areas with the highest shade need throughout Phoenix and to understand how natural and built shade each contribute to overall shade coverage.

Shade data from all sources, including vegetation (primarily trees) and built features (such as buildings and built shade), are summarized by Census Block Group in the sample maps presented below. The maps show modeled shade on the summer solstice (June 21) at 12 PM, 3 PM, and 6 PM.





## **¡Sombra! Experiments in Shade**

¡Sombra! is an innovative public art project that brings together local and national artists, civic leaders, and residents to experiment with cooling and shading solutions in response to Phoenix's extreme urban heat. The program is funded in part by the Public Art Challenge, a Bloomberg Philanthropies initiative that invites mayors, artists, and community to collaborate on temporary public art projects that shine a light on critical local issues and encourage action to address them.

More than 80 design teams applied to participate in the project, from which nine winning artists were selected by a diverse panel of specialists from the City of Phoenix's Office of Heat Response and Mitigation, the Office of Innovation, the Phoenix Office of Arts & Culture, as well as local and national artists and design professionals. The ¡Sombra! artists experimented with innovative materials and processes, creative themes, and community engagement activities that resulted in temporary art installations which were unveiled throughout the City of Phoenix in the Spring of 2025.



*Shade structure constructed with artists Josie Davis and Jenny Boehme through the Sombra! project*



*Shade structure constructed with artists from the collective AZ(LAND) through the Sombra! project*

ACTION DESCRIPTIONS

STRATEGY 1: EXPAND SHADE

Increase shade for people where they need it most

1

Complete implementation of the Shade for Students program – Milestone Met



The Shade for Students program funded and constructed shade structures at 26 schools and youth-serving non-profits, with a total of 47 individual structures added or refurbished. The program is serving over 10,000 students annually by making outdoor spaces safer and more comfortable for outdoor recreation, education, and socialization. In November 2024, the City hosted a celebration of shade at Solano Elementary in the Osborn School District, where the first shade structure was completed through this program. The Shade for Students program was jointly recognized with a 2025 Award of Distinction for Climate Action Solutions through Arizona Forward's Environmental Excellence Award Program.

Year 1 Milestone	Install 47 structures
Metrics	47 shade structures installed; 26 campuses
Funding	American Rescue Plan Act (ARPA) Funding (\$1.5M)
Lead Department	Office of Heat Response and Mitigation
Partners	Office of Youth and Education



A colorful Shade Structure built through a grant with Shade for Students



A checked Shade Structure built through a grant with Shade for Students. Two of the structures have wheels.

## 2

### Complete implementation of Canopy for Kids program – Milestone Met



The Canopy for Kids program planted 1,237 trees at public and non-profit charter schools and at campuses of youth-focused non-profit organizations. Trees planted through this program to date are serving over 21,500 students annually. Local environmental non-profit groups worked with participating schools to educate students about tree planting, ecology, water use, and heat mitigation property, and collaborated with facility staff to complete planting projects.

The Canopy for Kids programs won a joint 2025 Award of Distinction for Climate Action Solutions through Arizona Forward's Environmental Excellence Award Program, and was also recognized as part of the City’s 2024 Ponderosa Pine Partnership Award through Arizona Department of Forestry and Fire Management for outstanding urban forestry projects in Arizona. Paideia Academies, one of the Canopy for Kids grant awarded schools located in South Phoenix, won the 2024 Palo Verde award for Urban Forestry Enhancement through Arizona Department of Forestry and Fire Management.

The Canopy for Kids program is funded to continue for an additional four years and will be conducted in partnership with Arizona State University’s Sustainability Teachers’ Academy with the College of Global Futures, Watershed Management Group and EcoRise.

<b>Year 1 Milestone</b>	Plant 1,000 trees
<b>Metrics</b>	<b>1,237</b> trees planted; <b>56</b> campuses
<b>Funding</b>	ARPA (\$2M), IRA (\$2M)
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	ARPA: various school partners, Youth and Education Office, Arizona Public Service, Trees Matter, AZ Sustainability Alliance, Keep Phoenix Beautiful; IRA: Watershed Management Group, Arizona State University



Trees planted with help from students with the Canopy of Kids Grant



Instructor from Arizona Sustainability Alliance teaching students about tree and shade.



3

Integrate shade in new construction and renovation at municipal playgrounds – Milestone Met

✓

The Parks and Recreation Department constructed new shade structures at five municipal playgrounds and refurbished shade structures at two municipal playgrounds. Additional funding from the GO Bond will be used over the next few years to increase the number and size of shade structures installed in new construction and renovation of playgrounds.

Year 1 Milestone	Increase shade at 5 playgrounds
Metrics	9 shade structures installed; 2 structures repaired
Funding	Parks Capital Improvement Program (CIP) and General Obligation (GO) Bond
Lead Department	Parks and Recreation
Partners	Street Transportation, Planning and Development, Office of Heat Response and Mitigation, Office of the City Engineer

4

Plant trees in City parks – Milestone Met

✓

Each year the Parks and Recreation Department strives to plant 120% of the number of trees lost or removed the prior year. In 2023-2024, Parks and Recreation reported losing or removing 687 trees at city parks, which established a planting goal of 824 trees for 2024-2025. This milestone was exceeded with 1,302 trees planted in city parks last year. Parks and Recreation reported 834 trees removed or lost at city parks in 2024-25, which sets the 2025-26 milestone for tree planting at 1,001.

Year 1 Milestone	Plant at least 120% of the number of trees lost the prior year
Metrics	1,302 trees planted; 687 trees removed in prior year
Funding	Parks and Recreation
Lead Department	Parks and Recreation
Partners	Office of Heat Response and Mitigation



Shade structures over a playground at Roadrunner Park.



Urban Forester with the Parks department waters a newly planted tree at Indian School Park.

## 5 Add natural and built shade to City facilities – Milestone Met



Nearly 600 trees and 9 shade structures were added to City facilities last year, as well as the new Light Rail corridor, with a focus on outdoor spaces used by the public. This cross-departmental effort will continue as guided by ongoing tree and shade assessments to prioritize facilities that do not meet the standards established in the Shade Phoenix Plan.

<b>Year 1 Milestone</b>	Increase shade coverage at 5 facilities
<b>Metrics</b>	<b>587</b> trees planted; <b>9</b> shade structures installed
<b>Funding</b>	GO Bond Program (portion of \$7.7M Heat Resilience program and other projects), IRA (\$0.25M)
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Aviation, Convention Center, Fire, Housing, Human Services, Innovation, Library, Parks and Recreation, Police, Planning and Development, Public Transit, Public Works, Street Transportation, Water, Office of Environmental Programs, Office of the City Engineer

## 6 Build Green Stormwater Infrastructure projects in the right-of-way – Milestone Met



Street Transportation, Heat Response and Mitigation, and other departments participating in the City's Green Stormwater Infrastructure (GSI) Working Group drafted criteria to rank future GSI projects. Using these criteria, the team ranked 25 candidate projects and finalized 3 locations to be submitted for consideration in the City of Phoenix Streets Department Capitol Improvement Project annual call for projects.

<b>Year 1 Milestone</b>	Finalizing location for 3 projects
<b>Metrics</b>	Metric not yet available for this action
<b>Funding</b>	IRA (\$1.23M), Capital Improvement Program (CIP), Street Transportation Operating Budget
<b>Lead Department</b>	Street Transportation, Office of Heat Response and Mitigation
<b>Partners</b>	Parks and Recreation, Water Services, Planning and Development, Office of Environmental Programs, Green Stormwater Infrastructure Working Group

7

### Expand Cool Corridors network – Milestone Met



The Street Transportation Department has planted more than 3,300 trees throughout the city with dedicated Cool Corridor program funding since the program was launched in 2022. Completed and scheduled tree plantings through the Cool Corridor program are [available online](#). With the adoption of the Shade Phoenix Plan in November 2024, Phoenix City Council directed staff to evolve this program to focus on creating comprehensive, high-impact projects in areas with high pedestrian use and low shade coverage. Multiple city departments have collaborated to identify and evaluate new potential project sites over the past year.

<b>Year 1 Milestone</b>	Assess potential project sites and complete prioritization assessment
<b>Metrics</b>	Metric not yet available for this action
<b>Funding</b>	General Fund (\$1.4M/year), Department Capital Improvement Program (CIP) funds
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Street Transportation, Parks and Recreation, Office of Innovation, Planning and Development

8

### Add shade structures at bus stops – Milestone Met



The Public Transit Department constructed 81 new shade shelters at bus stops. This brings the total number of stops with shelters up to 3,164 and the percentage of stops with shelters up to 78%. Public Transit continues to prioritize unshaded stops with the highest ridership for future investments.

<b>Year 1 Milestone</b>	Install at least 80 shade structures
<b>Metrics</b>	<b>78%</b> of bus stops providing shade; <b>81</b> bus shelters installed
<b>Funding</b>	Public Transportation 2050 (T2050), Public Transit General Fund
<b>Lead Department</b>	Public Transit
<b>Partners</b>	Street Transportation, Office of Heat Response and Mitigation

9

**Construct Phoenix Sidewalk Shade installations in high-traffic public right-of-way – Milestone Met**

✓

Design and engineering for 19 shade structures located at stoplight intersections and crosswalks across the city was completed in Fall 2024. In early 2025, a construction contract was procured. The structures are currently in fabrication, with installation planned to begin in Fall 2025 and be completed by Spring 2026. For more information on the Sidewalk Shade Project, visit the project [website](#).

Year 1 Milestone	Begin construction of 10 shade structures
Metrics	Metric not yet available for this action
Funding	ARPA (\$3M)
Lead Department	Street Transportation
Partners	Office of Heat Response and Mitigation, Office of Arts and Culture, Office of Innovation, Office of Sustainability, Office of Public Health



Mock-up of structures for the Sidewalk Shade project. Artists Sara Altieri with Green Heart Creative Services and Isaac Caruso.

10

**Pilot a shade structure right-of-way revocable permit – Milestone Met**

✓

Staff drafted proposed code changes and internal process updates with the goal of streamlining the process to obtain a revocable permit for shade structures in the right-of-way and minimizing the cost of obtaining and maintaining such a permit. Over the next year, staff will obtain feedback from additional stakeholders on the proposed changes and prepare final versions for consideration by City Council and city management.

Year 1 Milestone	Draft requirements for permit
Metrics	Metric not yet available for this action
Funding	N/A
Lead Department	Planning and Development
Partners	Office of Heat Response and Mitigation, Street Transportation

# 11

## Complete implementation of the Community Canopy Grant Program – Milestone Met



The Community Canopy program planted 1,927 trees on over 1,000 residential properties throughout 31 Phoenix neighborhoods. Through the Community Canopy program, residents in qualifying neighborhoods can have up to two trees professionally planted in their yard at no cost. Program participants also receive complimentary supplies and education to help with tree care. Community Canopy won a joint 2025 Award of Distinction for Climate Action Solutions through Arizona Forward's Environmental Excellence Award Program.

The Community Canopy program is funded to continue for an additional four years. Community members, neighborhood associations, churches and 501(c)(3) groups in qualifying areas can apply for trees, services and support for tree planting at single family residences, churches and multifamily residences (maximum of three units).

<b>Year 1 Milestone</b>	Plant 1,000 trees
<b>Metrics</b>	<b>1,927</b> trees planted; <b>1,000+</b> properties participating
<b>Funding</b>	ARPA (\$2M), IRA (\$2.5M)
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Neighborhood Services, West Coast Arborists, Dusty Landscaping, Treeland Nurseries, Whitfill Nursery, Desert Tree Farm



*Happy caretaker of a new Southern Oak through the Community Canopy Grant.*



*A contractor planting an Ironwood tree through the Community Canopy Grant.*



**12****Develop a permit for small tree planting projects – Milestone Met**

Staff from the Office of Heat Response and Mitigation and the Planning and Development Department have collaborated to draft a streamlined permit for multifamily and commercial properties who are seeking to add up to five trees to their landscape. The next fiscal year will focus on continued engagement with internal and external stakeholders to finalize a new permitting process proposal.

<b>Year 1 Milestone</b>	Draft requirements for permit
<b>Metrics</b>	Metric not yet available for this action
<b>Funding</b>	N/A
<b>Lead Department</b>	Office of Heat Response and Mitigation, Planning and Development
<b>Partners</b>	Street Transportation

**13****Develop sample shade stipulations for Village Planning Committees and Planning Commission – Milestone Met**

Staff from the Office of Heat Response and Mitigation and the Planning and Development Department have reviewed existing stipulations that improve shade on projects. Shade stipulations were applied on 40 rezoning cases in the past fiscal year. Together, the team has started to draft new stipulations and improved language on existing stipulations to increase the tools available to the Village Planning Committees to increase natural and built shade on new developments.

<b>Year 1 Milestone</b>	Complete review of existing stipulations and begin drafting enhancements
<b>Metrics</b>	<b>40</b> shade stipulations issued
<b>Funding</b>	N/A
<b>Lead Department</b>	Planning and Development
<b>Partners</b>	Office of Heat Response and Mitigation

## STRATEGY 2: PRESERVE AND MAINTAIN EXISTING SHADE

The community works together to support a thriving urban forest and well-maintained built shade

**14**

### Continue and expand tree replacement program using 'right tree, right place' and 'no-net-loss' approaches – Milestone Met



The Street Transportation Department manages a tree replacement program for trees lost in public landscape maintenance areas along city streets as well as portions of the freeway system. Last year, 2,052 replacement trees were planted. Tree replacement work is generally performed by contractors, including tree removals and tree planting.

<b>Year 1 Milestone</b>	Plant 500 replacement trees
<b>Metrics</b>	<b>2,052</b> replacement trees planted
<b>Funding</b>	~\$390K/year funding allocated in Street Maintenance Operation budget, Salt River Project, Arizona Public Service
<b>Lead Department</b>	Street Transportation
<b>Partners</b>	Office of Heat Response and Mitigation, Parks and Recreation, Landscape maintenance contractors



*Sign warning drivers to be cautious around arborists.*



Caring for and maintaining the City's existing tree canopy is critical to ensuring a healthy and thriving city. Staff and contractors supporting at least 12 departments continue to perform regular maintenance work, including trimming, pruning, and removal of dead limbs. Staff and contracts have also continued to ensure that shade structures are in good working condition through routine maintenance. Over the past year staff have compiled and begun analysis of maintenance protocol currently used across all departments and contractors and best practices will be adopted into a consistent protocol to be developed in the upcoming year.

<b>Year 1 Milestone</b>	Develop maintenance protocol across all departments
<b>Metrics</b>	Metric not yet available for this action
<b>Funding</b>	Office of Heat Response and Mitigation General Fund
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Planning and Development, Arizona State Department of Forestry and Fire Management, Parks and Recreation, Street Transportation, Office of Innovation



Urban Forestry crew with the City of Phoenix Parks Department.



Shade Structure shading a picnic table in Little Canyon Park

# 16

## Strengthen enforcement of tree code – Making Progress



The City is currently reviewing its processes regarding the enforcement of tree code. Phoenix was awarded a grant from the Ford Foundation to help accelerate business engagement and tree health on private property, including attention to enforcement processes. A new staff member is expected to be hired by the end of 2025 and will work with the Office of Heat Response and Mitigation and Neighborhood Services Department to test and implement process revisions.

<b>Year 1 Milestone</b>	Create pilot program for enhanced enforcement
<b>Metrics</b>	Metric not yet available for this action
<b>Funding</b>	N/A
<b>Lead Department</b>	Neighborhood Services
<b>Partners</b>	Office of Heat Response and Mitigation, Planning and Development, Law



*Dead tree on private property. Please submit complaints about dead or removed trees to myPHX311.*



*Dead trees within a right-of-way in front of a private property.*



## STRATEGY 3: EVALUATE AND INSTITUTIONALIZE

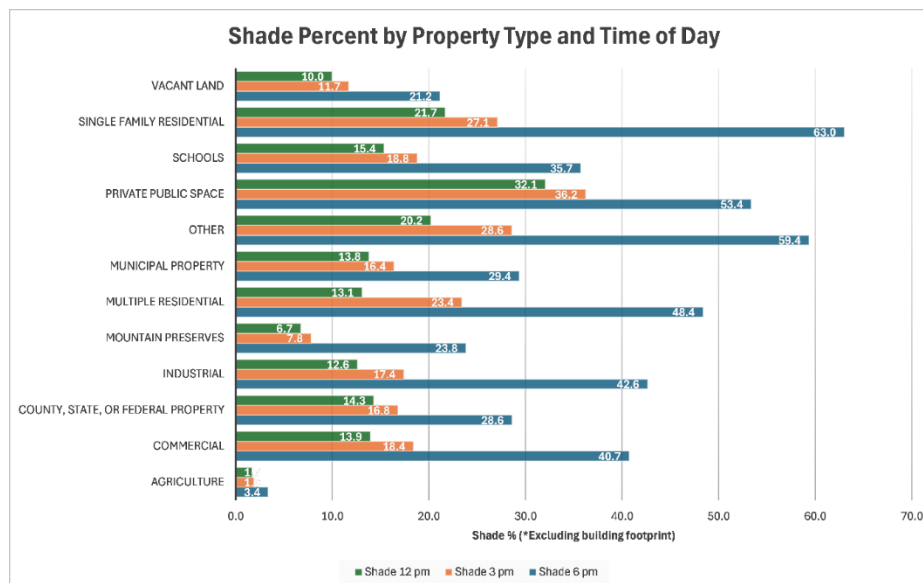
Ongoing implementation and improvement of shade efforts to scale their impacts and maximize benefits of shade

### 17 Complete citywide tree and shade assessments – Milestone Met



Initial citywide tree and shade assessments were completed and presented in the Shade Phoenix Plan. Staff are keeping up to date with new datasets, tools, and partners that can provide the most recent, accurate, and robust information. As new data become available, an updated tree and shade coverage assessment will be conducted and compared to the previous assessment. Further analysis is in progress to measure whether individual sites are meeting shade goals. New to this report, citywide shade coverage by property type has been added to complement the tree canopy coverage analysis from the Shade Phoenix Plan (see below).

<b>Year 1 Milestone</b>	Complete tree assessment; Complete shade assessment
<b>Metrics</b>	<b>11%</b> median census tract canopy coverage; <b>15%</b> median census tract shade cover at 12pm, <b>19%</b> shade cover at 3pm, and <b>41%</b> shade cover at 6pm
<b>Funding</b>	N/A
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Google, University of California Los Angeles (UCLA), Arizona State University (ASU)



**Shade Percent by Property Type and Time of Day.** Shade cover % by parcel property types, with building footprints removed from analysis. Property types are groups of similar property use codes. “Private public space” includes residential recreation centers/clubhouses, greenbelts/retention basins, open space and walkways owned by HOA/community, and golf courses. Shade coverage data is sourced from a partnership with the University of California Los Angeles Luskin Center for Innovation (Buo, 2023), Arizona State University, and American Forests.

**18****Conduct and maintain an inventory of trees and shade structures on City property – Making Progress**

The contract to conduct a new municipal tree inventory was awarded in summer 2024 and the inventory work is ongoing. Approximately 22,000 trees were inventoried as of June 30, 2025. The inventory is expected to be completed in 2026. With respect to shade structures, the City’s master inventory now includes a total of 675 shade structures (ramadas and canopies) in parks and 3,164 bus stops with shade shelters. Work to inventory shade structures on property managed by other city departments is ongoing.

<b>Year 1 Milestone</b>	Finalize tree inventory; Finalize shade inventory
<b>Metrics</b>	<b>21,959</b> trees inventoried so far; <b>3,839</b> shade structures inventoried
<b>Funding</b>	Parks and Recreation (tree inventory), N/A (shade structure inventory)
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Parks and Recreation, Street Transportation

**19****Provide an annual progress report on Shade Phoenix – Milestone Met**

The Shade Phoenix Plan annual report documents the City’s progress on each of the 36 actions approved by City Council in November 2024. The first annual progress report was presented to the Phoenix City Council Transportation, Infrastructure, and Transportation Subcommittee in September 2025 and is posted publicly as part of the City’s commitment to accountability and transparency on tree and shade initiatives.

<b>Year 1 Milestone</b>	Develop reporting mechanisms and begin data collection
<b>Metrics</b>	<b>100%</b> of actions are underway; <b>14%</b> of actions are making progress
<b>Funding</b>	General Fund
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	All relevant City departments

**20****Update the Shade Phoenix Plan every 5 years – Milestone Met**

The next full update to the Shade Phoenix Plan is due by November 2029.

<b>Year 1 Milestone</b>	N/A
<b>Funding</b>	General Fund
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	All relevant departments, all relevant stakeholders, City Council

**21****Review and improve City processes governing landscaping and tree care – Milestone Met**

Office of Heat Response and Mitigation staff met with the Budget and Research Department to review their internal landscape maintenance report which detailed an assessment of current tree care practices and costs throughout the City. The report included a comparison of Phoenix’s maintenance practices with peers around the country through a survey. Moving forward, the Office of Heat Response and Mitigation will continue to engage relevant departments and working groups to explore and pursue the implementation of recommendations that emerged from the study.

<b>Year 1 Milestone</b>	Complete initial study, pursue recommendations in working groups
<b>Funding</b>	General Fund
<b>Lead Department</b>	Budget and Research
<b>Partners</b>	Office of Heat Response and Mitigation, All relevant departments



*Healthy small Desert Willow in a park setting*

**22**

## Assess and improve proper planting and maintenance practices for City managed urban trees, following industry-standard best management practices – Milestone Met



Office of Heat Response and Mitigation staff reviewed City of Phoenix Code and collected departmental tree planting and maintenance practice documents and contracts with landscape maintenance contractors to compare against current best practices and standards as developed by the International Society for Arboriculture (ISA). The interdepartmental Urban Forestry Implementation Team will prepare a comprehensive report to present to City Council that will recommend changes and updates to be made to current City practices including planting and maintenance contracts.

<b>Year 1 Milestone</b>	Collect data and benchmarking guidelines to inform assessment
<b>Funding</b>	N/A
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Parks and Recreation, Street Transportation, Budget and Research

**23**

## Build institutional capacity for Green Stormwater Infrastructure – Milestone Met



Green Stormwater Infrastructure (GSI) involves the use of plant and soil systems to manage water flow into the public storm drain system or across surfaces and is an important tool for creating landscapes that can more sustainably support healthy urban trees and vegetation. Over the past year, 93 employees received training in a variety of GSI topics, and a cross-department GSI working group met quarterly. The working group's efforts include the development of a GSI strategic plan and streamlining the City's permitting processes related to GSI.

<b>Year 1 Milestone</b>	Train at least 10 employees on GSI
<b>Metrics</b>	93 people trained
<b>Funding</b>	N/A
<b>Lead Department</b>	Planning and Development, GSI Working Group
<b>Partners</b>	Office of Heat Response and Mitigation, Office of Environmental Programs, Street Transportation, Parks and Recreation



**24****Re-establish cross-departmental working group on urban forestry and establish a new built shade working group – Milestone Met**

The Office of Heat Response and Mitigation convened multiple cross-departmental working groups to address urban forestry and built shade needs. The cross-departmental Urban Forestry Implementation Team (UFIT) includes 12 city departments and representatives from Downtown Phoenix, Inc. Three separate working groups were established to address specific built shade challenges as related to both public and private property.

<b>Year 1 Milestone</b>	Urban Forestry workgroup meeting regularly; Launch Built Shade workgroup
<b>Metrics</b>	<b>29</b> City Departments engaged; <b>36</b> City employees engaged
<b>Funding</b>	N/A
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Aviation, Convention Center, Office of Environmental Programs, Fire, Housing, Human Services, Library, Neighborhood Services, Parks and Recreation, Planning and Development, Police, Public Transit, Public Works, Street Transportation, Sustainability, Water Services



Office of Heat Response and Mitigation staff analyzed species lists from the primary tree planting and maintenance departments at the City of Phoenix. Lists were reviewed to determine if the included species were consistent across various departments and if new research has suggested the removal or inclusion of any other tree species. An interdepartmental working group will next determine if there are any species to remove from the lists, especially those that are deemed to be too high-water use or are not suitable for our climate. Ongoing work with the Planning and Development Department will next examine species lists used in guidance for private development. Moving forward, City of Phoenix departments will use one consistent recommended tree list for trees along the streetscape, parks and city owned and privately owned properties. This list will address the Planning and Development Department goal of integrating planting requirements into project specific zoning stipulations and updated area specific planting lists.

<b>Year 1 Milestone</b>	Analyze existing tree species guidance
<b>Funding</b>	N/A
<b>Lead Department</b>	Planning and Development
<b>Partners</b>	Office of Heat Response and Mitigation, Office of Environmental Programs, Parks and Recreation, Street Transportation, Law, Water Services



*Palo Verde is a low water, native tree.*



*Red Push Pistache is an arid adapted, low water, non-native tree*

26

## Embed shade recommendations into City-owned building design standards and facility review – Milestone Met



The City of Phoenix Facility Review Committee is a cross-departmental team of subject matter experts that provide input on the design and construction of City facilities. The Committee has been reorganized within the past fiscal year in preparation for the review of new projects funded by the voter-approved General Obligation Bond. The Committee is expected to begin reviewing individual projects in fall 2025 and the review will include attention to shade and landscaping components as aligned with the Shade Phoenix Plan and other city policy.

<b>Year 1 Milestone</b>	Review projects for compliance with shade recommendations
<b>Metrics</b>	Metric not yet available for this action
<b>Funding</b>	N/A
<b>Lead Department</b>	Public Works
<b>Partners</b>	Office of Heat Response and Mitigation, Street Transportation, Office of the City Engineer

27

## Pilot a Public Shade Fund – Making Progress



Staff have completed initial research regarding the potential implementation of a development offset fund for projects unable to meet tree and shade requirements (e.g., because of utility conflicts). Research and stakeholder engagement will continue into 2026.

<b>Year 1 Milestone</b>	Conduct research, stakeholder and public engagement
<b>Metrics</b>	Metric not yet available for this action
<b>Funding</b>	N/A
<b>Lead Department</b>	Planning and Development
<b>Partners</b>	Private developers, Office of Heat Response and Mitigation, Law

## 28

### Integrate tree and shade goals in all relevant City plans – Milestone Met



The City of Phoenix relies on a network of plans to guide its efforts to become the most sustainable desert city in the world. Staff from the Office of Heat Response and Mitigation have worked with colleagues across several departments to align relevant sections of city plans currently in revision or in development with the values, goals, and actions of the Shade Phoenix Plan. Focal points of this work over the past year include the update to Phoenix’s Climate Action Plan, as well as ongoing Transit Oriented Development planning processes. Staff have also started work to align Shade Phoenix Plan goals with future updates to the Parks and Recreation Master Plan and the City’s new Energy Access Plan.

<b>Year 1 Milestone</b>	All relevant City plans incorporate tree and shade goals
<b>Metrics</b>	Metric not yet available for this action
<b>Funding</b>	FEMA BRIC Grant (\$300K)
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	All relevant departments

## 29

### Create a Tree Steward Program – Making Progress



The grant application for the Tree Steward grantee organization opened in June 2025. With funding from the Inflation Reduction Act (IRA), the City will collaborate with a non-profit community organization to hire and train ten Community Tree Stewards. These stewards will work in conjunction with the City to educate the public on tree care, lead neighborhood tree plantings, inventory and monitor trees, and inspire residents about the value of trees.

The Arizona Department of Forestry and Fire Management has developed a training manual in collaboration with Phoenix’s Office of Heat Response and Mitigation that will be available in English and Spanish. Community Tree Stewards will be trained in the following subjects: tree biology, soil, water, tree identification, tree selection and planting, tree maintenance and on-going care, biological and physical tree threats, and the benefits of trees and environmental justice. Recruitment and training will begin Fall 2025.

<b>Year 1 Milestone</b>	Create contracts with non-profit partners to operate program
<b>Metrics</b>	Metric not yet available for this action
<b>Funding</b>	Inflation Reduction Act (IRA) (\$2M)
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Parks and Recreation, Community-based organizations, Arizona State Department of Forestry and Fire Management

**30****Support youth workforce development for urban forestry career pathways – Milestone Met**

The Arizona Conservation Corps (AZCC) is launching a new urban tree workforce program, which will start in Fall 2025. The program primarily supports aspiring and young professionals aged 18–30. Phoenix will collaborate with AZCC to be able to host cohorts of Corps members to support a range of duties related to tree maintenance on public and private sites.

<b>Year 1 Milestone</b>	Design and launch program with non-profit partners
<b>Metrics</b>	Metric not yet available for this action
<b>Funding</b>	Inflation Reduction Act (IRA) via Arizona State University
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Arizona State University, Arizona Conservation Corps, Arizona Landscape Contractors Association, Bartlett Tree Experts, Arizona Community Tree Council, Arizona Nursery Association, Arizona Cooperative Initiative, Parks and Recreation

**31****Provide Certified Arborist Training to professionals and residents – Milestone Met**

The Arizona Community Tree Council (ACTC) holds an educational training every spring in Maricopa County to prepare students for the certified arborist test that occurs at the end of the training. The springtime training is open to qualified members of the public and is held weekly for six weeks. The class is also open to current arborists who need annual CEU training. The Parks Department collaborated with the Street Transportation Department and the Office of Heat Response and Mitigation to promote this opportunity to internal and external partners in the City of Phoenix. Seven City of Phoenix staff members participated in the training in Spring 2025. Two city staff members became certified arborists. Additionally, two staff members from partner organizations took the training and became certified arborists. Staff are currently promoting the next iteration of this course, to be held in Spring 2026.

<b>Year 1 Milestone</b>	Promote Certified Arborist training to other City Departments and the public
<b>Metrics</b>	1 training provided
<b>Funding</b>	General Fund
<b>Lead Department</b>	Parks and Recreation, Office of Heat Response and Mitigation
<b>Partners</b>	Arizona Community Tree Council

## STRATEGY 4: EDUCATE AND EMPOWER

Phoenicians understand and support the importance and value of trees and shade

**32**

### **Launch Shade Phoenix public communications campaign – Milestone Met**



City staff developed and distributed content through a variety of traditional and social media channels over the past year to engage residents and businesses on the Shade Phoenix Plan. Highlights include targeted outreach campaigns and promotional materials for the Community Canopy Program, launching and updating a public-facing StoryMap, speaking at several community events and neighborhood meetings, and participating in interviews with print, radio, and television media partners. Staff continue ongoing dialogue with stakeholders to refine priorities for public engagement and to develop new engagement and promotional strategies.

<b>Year 1 Milestone</b>	Consult with stakeholders on communications campaign
<b>Metrics</b>	<b>1,000+</b> people reached
<b>Funding</b>	Inflation Reduction Act (IRA) Urban and Community Forestry program
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Communications, Departmental Public Information Officers

**33**

### **Create shade award and recognition opportunities for innovative projects in Phoenix – Milestone Met**



The Office of Heat Response and Mitigation recognized the contributions of community members who participated in the Community Canopy program. In collaboration with Flying Fists Media, staff produced a documentary titled *Phoenix Heroes: Giving Trees a Voice*, which showcases the work accomplished during the first year of Community Canopy. Staff hosted a film premiere and end-of-season tree planting celebration in May 2025, at the Encanto Park Clubhouse. The event featured highlights from the documentary, which captured the stories and successes of local residents and partners involved in enhancing urban tree coverage, as well as a panel discussion with local experts and community leaders.

<b>Year 1 Milestone</b>	Develop shade award and identify other recognition opportunities
<b>Metrics</b>	<b>1</b> project awarded
<b>Funding</b>	Office of Heat Response and Mitigation General Fund
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Planning and Development, Arizona State Department of Forestry and Fire Management, Parks and Recreation, Street Transportation, Office of Innovation



# 34

## Commission local artist to design and deploy public art installations in public art spaces – Milestone Met



As part of the ¡Sombra! Experiments in Shade project, nine winning artists were selected from over 80 submissions by a diverse panel of specialists from the City of Phoenix’s Office of Heat Response and Mitigation, the Office of Innovation, the Phoenix Office of Arts & Culture, as well as local and national artists and design professionals. The ¡Sombra! Artists experimented with innovative materials and processes, creative themes, and community engagement activities resulting in temporary art installations which were unveiled throughout the City of Phoenix in the Spring of 2025. In total, the celebratory unveiling events engaged 1,591 community members. In Fall 2025, the Office of Arts and Culture will be working closely with partners to determine which projects are suitable candidates for permanent installation.

To learn more about Sombra, visit: [sombraphx.org](https://sombraphx.org)

<b>Year 1 Milestone</b>	Announce winning artists and install public art projects
<b>Metrics</b>	8 shade structures installed; <b>1,591</b> people participating in the program
<b>Funding</b>	Bloomberg Philanthropies’ Public Art Challenge (\$1M)
<b>Lead Department</b>	Arts and Culture
<b>Partners</b>	Office of Heat Response and Mitigation, Parks and Recreation, Office of Innovation, Artlink, Arizona State University (ASU)



1Shade structure constructed with artist and landscape architect Jessica Arias through the Sombra! project.



Shade structure constructed with artist Feng-Feng Yeh through the Sombra! project.



This new initiative, named Urban Nature, is led by staff and professors from Arizona State University's Sustainable Solutions Services and The Design School and with community organizers from Unlimited Potential. Urban Nature is working with 4 neighborhoods in the City of Phoenix: South Phoenix, Central City, Maryvale and Sunnyslope. Year 1 of this program focused on one neighborhood around Lindo Park and one along the South Central Corridor Area. Two workshops were held to collect data and stories through playing a community learning game called "Dreams of Shade." 95 people attended the workshop in Lindo Park and 175 people attended the workshop in South Central Corridor. The collected data and stories were analyzed and presented back to the community in two follow up workshops where residents could see their values and places within their community where they wanted to see more trees. Subsequently, draft neighborhood plans were developed. The process is being iteratively evaluated and improved ahead of upcoming workshops in Maryvale and Sunnyslope.

<b>Year 1 Milestone</b>	Host 4 workshops
<b>Metrics</b>	1 plan written; <b>2,500+</b> residents engaged
<b>Funding</b>	Inflation Reduction Act Funds to Arizona State University
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	ASU Rob and Melani Walton Sustainability Solution Service, Neighborhood Services, Planning and Development

**URBAN NATURE**

**REGISTER TODAY!**

**SHADE FOR ALL**  
MOUNTAIN VIEW  
SUNNYSLOPE - PHOENIX

Come be a part of creating a Neighborhood Tree Action Plan, where you want to see the shade in your community?

**Workshop 1**  
Thursday, September 11 | 5:00 - 7:00 pm  
Phoenix Sunnyslope Senior Center  
802 E. Vogel Ave, Phoenix, AZ 85020

**Workshop 2**  
Thursday, October 10 | 5:00 - 7:00 pm  
Mountain View Park  
5901 N 7th Ave, Phoenix, AZ 85021

**What We'll Cover**

- Benefits of Urban Trees
- Opportunities for Neighborhood Plantings
- Urban Tree Care
- Creating Tree Action Plans

**More Information**  
info@unlimitedpotentialaz.org  
602.305.4742  
Childcare available for first workshop.

HeatReady PHX, Unlimited Potential, ASU Rob and Melani Walton Sustainability Solution Service, USDA

**URBAN NATURE**

**¡REGISTRATE HOY!**

**SOMBRA PARA TODOS**  
MOUNTAIN VIEW  
SUNNYSLOPE - PHOENIX

Acompáñame a crear un Plan de Acción Vecinal para la sombra de árboles. ¿Qué lugares de tu colonia debes guardar la sombra para todos?

**Taller 1**  
Martes, 10 de septiembre | 5:00 - 7:00 pm  
Phoenix Sunnyslope Senior Center  
802 E. Vogel Ave, Phoenix, AZ 85020

**Taller 2**  
Martes, 10 de octubre | 5:00 - 7:00 pm  
Mountain View Park  
5901 N 7th Ave, Phoenix, AZ 85021

**Lo que cubriremos**

- Beneficios de los árboles urbanos
- Oportunidades para la plantación de árboles en tu colonia
- Cuidado de los árboles en la ciudad
- Creación de Planes de Acción para los árboles

**Más información**  
info@unimscopotatla.az.org  
602.305.4742  
Servicio de guardería durante el primer taller

HeatReady PHX, Unlimited Potential, ASU Rob and Melani Walton Sustainability Solution Service, USDA

Flyers for a recent workshop in Sunnyslope for the neighborhood tree plans.





Staff used new and existing resources created by public and private partners to engage and activate a variety of audiences throughout Phoenix. Topics included proper tree maintenance practices (e.g. trimming and watering), tree and heat equity, urban climate science, Green Stormwater Infrastructure, and public health. All resources aligned with the values of this plan and were provided in Spanish and English.

<b>Year 1 Milestone</b>	Create single packet of 'Shade Phoenix' materials for distribution
<b>Metrics</b>	<b>1000+</b> people reached
<b>Funding</b>	Citywide General Fund
<b>Lead Department</b>	Office of Heat Response and Mitigation
<b>Partners</b>	Street Transportation, Planning and Development, Water Services, Office of Environmental Programs, Office of Innovation, Parks and Recreation, Communications, Trees Matter, Maricopa County, American Forests, Arizona Sustainability Alliance, U.S. Forest Service, Watershed Management Group



*A blessing sign installed with a tree planted with the Community Canopy program. Neighborhoods often pay to put their own spin on the group tree plantings.*

## MOVING FORWARD

An immediate priority for Fiscal Year 2025-26 is to ensure that the five actions that did not fully meet their reporting milestone are accelerated to be on track. No significant obstacles were encountered that jeopardize the completion of these actions within the overall framework of the Shade Phoenix Plan. The five actions identified to be not fully on track are: developing consistent tree and shade maintenance protocol to be used by city departments, creating a pilot program to enhance enforcement of the city's tree code, completing a comprehensive inventory of municipal tree and shade assets, completing stakeholder engagement to inform a pilot public shade fund, and launching a new Tree Steward program. Factors contributing to slower progress than anticipated for these actions include limitations on staff capacity and delays in hiring timelines and contracting.



*Shade structure constructed with artist Bobby Zokaites through the Sombra! Project.*

Additionally, in Fiscal Year 2025-26, staff will be placing special emphasis on all Shade Phoenix Plan actions that pertain to tree and shade management and maintenance practices. As the pace of tree planting and shade structure installation accelerates, it is imperative to ensure that management and maintenance practices are optimized to maximize the return on investments in new assets. City departments have made positive strides in recent years to

shorten maintenance intervals, improve contractor accountability, and increase staff capacity, but staff and residents continue to seek better overall outcomes. Completion of the city's new tree inventory, anticipated in 2026, will be particularly instructive for staff to understand successes and deficiencies in current maintenance practices.

Recent storms in late August and early September that have led to significant losses in the urban canopy in certain neighborhoods of Phoenix highlight some of the persistent challenges that need to be addressed in future years to improve survival rates and the overall resilience of our urban forest. Factors that compromise trees' ability to withstand storms and other environmental stressors include shallow root systems, poor planting techniques, girdling roots, poor drainage systems, pruning techniques, internal rot, insect damage, wounds, overwatering, and soil health and the planting environment. The City's inter-departmental Urban Forestry Implementation Team (UFIT), as well as the Metro Phoenix Urban Forestry Roundtable, will play important roles in convening relevant stakeholders to address these challenges.



*Unloading a full truck of trees for the Community Canopy program.*

Residents are invited to continue to follow the implementation of the Shade Phoenix Plan and engage with Shade Phoenix data and resources by visiting [phoenix.gov/shade](https://phoenix.gov/shade) and the Shade Phoenix StoryMap.

## FOR MORE INFORMATION

Web: [Phoenix.gov/Shade](https://phoenix.gov/Shade)

E-mail: [shadephx@phoenix.gov](mailto:shadephx@phoenix.gov)

Phone: 602-262-1800 (Office of Heat Response and Mitigation)



**City of Phoenix**