

# Citywide Service Plan



CITY OF PHOENIX  
2017

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# Message from Phoenix Mayor Greg Stanton



## *Message from Phoenix* **MAYOR GREG STANTON**

The volunteer spirit is as much a part of what makes Phoenix great as our year-round sunshine, friendly people and entrepreneur energy. Giving back is just something we do, naturally. Each year, more than 35,000 volunteers participate in Volunteer Phoenix programs, helping to make Phoenix shine.

Phoenix Sky Harbor Navigators are the first to welcome visitors to our great City. Volunteers lend a hand to keep our parks, streets and neighborhoods safe, clean and free of graffiti. Hundreds of Read on Phoenix volunteers make sure our kids are reading at grade level by third grade, and College Depot ensures everyone has a path to high school completion and a chance at college.

Volunteers support our veterans, seniors and people with disabilities, and help return more than six million dollars each year to low-income residents, and our local economy, through the Volunteer Income Tax Assistance Program.

In 2016, Phoenix was honored to receive a Cities of Service Leadership Grant to maximize the positive impact volunteers have on our community, and make sure the efforts are sustained for years to come. The Leadership Grant supported the creation of the Chief Service Officer position to lead volunteer efforts across the city, and build partnerships with residents, businesses and community organizations, and to lead the development of this Citywide Service Plan.

This plan will serve as a roadmap for volunteering moving forward, and ensuring these efforts address the key priorities of our residents and the City of Phoenix.

I would like to thank our amazing volunteers and all who participated in the shaping of this plan and Cities of Service for helping Phoenix become a national leader in citizen engagement and impact volunteering.

A handwritten signature in black ink that reads "Greg Stanton".





# Executive Summary

## Executive Summary

The Volunteer Phoenix Service Plan was developed to coordinate volunteer and service efforts across all City departments, including partnerships with non-profit organizations, businesses and neighborhood groups. The overall goal of the Service Plan is to ensure that all service efforts support key citywide priorities identified through community engagement efforts and by the mayor, City Council, city manager and the executive team.

The three key focus areas of the Service Plan are: Neighborhood Revitalization, Youth and Education, and Community Resilience.

This Service Plan was developed with generous financial and technical support from Cities of Service. The creation of the City's first Chief Service Officer (CSO) was also made possible by support from Cities of Service. The CSO will, among other things, be responsible for implementing this service plan throughout the coming year.

The Service Plan includes three impact volunteering initiatives:



### ***Love Your Block PHX***

A mini-grant program to support neighborhood revitalization projects.



### ***Resilient PHX***

An initiative to support low-income neighborhoods in efforts to mitigate the impact of extreme heat and monsoon flooding.



### ***Read on Phoenix***

The City's education initiative to support third grade reading through volunteer tutoring.

All three initiatives address the three focus areas of this plan. They are powered by volunteers and implemented in partnership with non-profit organizations in our community.

The City has conducted comprehensive engagement campaigns in recent years as part of PlanPHX, the City's General Plan update, and ReinventPHX, the City's vision for development along the light rail line. Thousands of citizens dedicated hundreds of hours of time to share their vision for the future of Phoenix. It was important that this Service Plan align with these earlier efforts. We also conducted a neighborhood specific survey to fill in the gaps related to volunteering and service.

A Cities of Service Working Group was formed to help shape this plan and ensure that a comprehensive approach to design and implementation of the initiatives is taken. This group is comprised of non-profit organizations and key City departments engaged in volunteer efforts.

This plan will serve as a foundation for current service efforts in the City and will transform in the coming months and years to ensure that changes in priorities are reflected in our service efforts.



# VOLUNTEER

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 PHOENIX

## The Volunteer Phoenix Program

The City Manager's Office Volunteer Phoenix Program was created in 2011 to offer a single point of entry for all volunteering opportunities at the City. The program is led by the City's Chief Service Officer.

More than 35,000 volunteers participate annually in 45 programs in City departments, including Aviation, Human Services, Parks, Library, Police, Fire, Neighborhood Services, Phoenix Convention Center, Office of Arts & Culture, Streets, City Clerk, Housing, Public Works, Community and Economic Development, Phoenix Municipal Court, Government Relations, Law, Planning & Development and the My Brother's Keeper and Youth and Education offices.

Volunteer Phoenix manages several impact volunteering initiatives, including Let's Grow Phoenix Gardens, Cool Roofs, Love Your Block and Resilience AmeriCorps, and serves as the lead



office for citywide days of service. Impact Volunteering is a strategy that engages citizen volunteers to identify and solve public problems alongside city leaders. It is a participatory process in which citizens and city officials develop a shared vision, set short- and long-term goals for their community, and then work together to achieve those goals.

The Chief Service Officer manages the City's National Service Program, including an AmeriCorps VISTA cohort of 8–12 members each year, and engages additional AmeriCorps and AmeriCorps NCCC members

to support the City's impact volunteering priorities. The Corporation for National and Community Service administers these programs, empowering millions of Americans to improve the lives of their fellow citizens through service.

Ongoing technical assistance and financial support from Cities of Service continues to transform Volunteer Phoenix, most recently through the Leadership Grant. This grant established a Chief Service Officer position to lead the Volunteer Phoenix Program and the development and implementation of this Citywide Service Plan.

Other key partners include HandsOn Greater Phoenix, Mountain Park Health Center, Keep Phoenix Beautiful, LISC, Valley of the Sun United Way, among others.



**CITIES** OF  
**SERVICE**

## Cities of Service

A national nonprofit organization, Cities of Service helps mayors and city leaders tap the knowledge, creativity, and service of citizens to solve public problems and create vibrant cities.

Cities of Service works with cities to build city-led, citizen-powered initiatives that target specific needs, achieve long-term and measurable outcomes, improve the quality of life for residents, and build stronger cities.

Started in 2009 by New York Mayor Michael R. Bloomberg, the Cities of Service coalition is now comprised of over 235 cities in the US and UK, representing nearly 55 million people in 45 states, and more than 10 million people in the UK.

In 2016, Phoenix received a Cities of Service Leadership Grant. Cities of Service established a new cohort of chief service officers in three major U.S. cities, including Phoenix. As a result, the city used the grant to establish the Chief Service Officer position, responsible for planning, directing, coordinating and evaluating the implementation of the city's first comprehensive service plan.







# Service Plan Methodology

## Service Plan Methodology

In 2015, the City of Phoenix began implementing the Love Your Block program, funded through a grant from Cities of Service. This grant prompted the City to create a Citywide Service Plan identifying key impact volunteering priority areas and priority projects. Mayor Greg Stanton, members of the Phoenix City Council and City Manager Ed Zuercher provided direction on priorities throughout the process. Education was identified by Mayor Stanton and members of the City Council as an overall priority. In 2016, the City received a Leadership Grant from Cities of Service to complete the development of this plan and to launch its implementation.

### Comprehensive Outreach Review

As part of this process, we reviewed previous community input gathered during extensive outreach campaigns as part of two major City initiatives: ReinventPHX and Plan PHX. Reinvent Phoenix, a partnership with Arizona State University and funded by the U.S. Department of Housing and Urban Development, focused on improving the quality of life for neighborhoods along the City's light rail system. The plan was completed in 2014. Plan PHX, completed in 2015, is an update of the City's General Plan required by law every 10 years. For PlanPHX, the community was asked to share their big ideas to improve the quality of life in Phoenix, via the community engagement online platform MindMixer. 12,000 ideas were received. Outreach also included hundreds of presentations and community forums. For ReinventPHX, citizens were engaged through public forums and other outreach opportunities.

Twenty-two percent of respondents to the Plan PHX outreach wanted greater focus on our downtown neighborhoods and 16 percent were focused on continuing to be an environmental leader, including the planting of more trees to mitigate the heat island effect in neighborhoods. Other priority areas identified during both outreach initiatives include activation of the Grand Canal that runs through Phoenix, access to healthy foods, removal of blight and graffiti and shade creation.

## Community Survey

In 2015, we conducted a City-wide survey asking residents what they thought the community's most pressing needs were. The survey was distributed in English and Spanish and promoted through the City's newsletter distributed via the City's utility bill, City Council newsletters, social media, Spanish language radio, newspapers and neighborhood newsletters, among other platforms.

Residents from 136 neighborhoods across the City responded to the survey. Sixty-two percent of respondents identified the need for shaded sidewalks. Forty-three percent identified the need for parks enhancements; 49 percent saw a need for more trees; 46 percent cited the need for access to healthy foods, such as a community garden; 40 percent identified vacant lot cleanups/activation and illegal dumping as priority areas.

## Service Plan Working Group

In mid-2016, we convened a working group made up of community partners and key City service departments to inform the shaping of



this plan and ensure a comprehensive approach to impact volunteering in the City of Phoenix. Participants include Keep Phoenix Beautiful, HandsOn Greater Phoenix, LISC Phoenix, Mountain Park Health Center, Valley of the

Sun United Way, JustServe.org and the City's Parks and Recreation and Neighborhood Services departments. The group met five times during the shaping of the plan and will continue to convene during the implementation of the plan on a bi-monthly basis.

Working group members are engaged in programs and projects addressing priority areas, including literacy and education, neighborhood revitalization and community resilience. Areas of expertise include: community gardens, literacy tutoring, refugee engagement, tree shade implementation, among others.

The working group was provided information from the survey and outreach initiatives as well as input from meetings with Mayor, Council and City executives to identify the three priority areas.



# Impact Volunteering Initiatives

## Focus Areas

- A. Neighborhood Revitalization
- B. Community Resilience
- C. Education

## Impact Volunteering Initiatives

### Love Your Block PHX

***The Public Problem:*** Blight and graffiti degrade our neighborhoods, lead to crime, inhibit investment and economic development and negatively impact quality of life for residents. Addressing these problems and identifying and implementing solutions have long been key priorities of the City. City leadership believes clean, safe and engaged neighborhoods are the foundation of a vibrant,

desirable and healthy city. Prevention and education are the first line of defense. Citizen volunteers must play a key role in the solution.



#### ***The Program:***

In 2015, Phoenix was one of seven U.S. cities to receive a Cities of Service Love Your

Block AmeriCorps VISTA grant of \$30,000 to support resident-driven neighborhood revitalization projects that address the most pressing needs in our City. Love Your Block PHX is led by Mayor Greg Stanton and supported by two full-time AmeriCorps VISTA members. LYB awards \$1,000 mini-grants to neighborhoods for neighborhood revitalization projects including alley cleanups, community gardens, murals and other public art projects.

Love Your Block (LYB) PHX takes a fresh approach to engaging residents in volunteering projects that focus on creating lasting, positive impact on the community. This program is the first time the City has offered mini-grants and support to address identified public problems through projects envisioned and implemented by neighborhoods.

### ***Volunteer Roles:***

The LYB mini-grant process is designed to identify and engage lead volunteers in the target neighborhoods. Lead volunteers then engage other resident volunteers, non-profit organizations and businesses, to support the LYB revitalization projects from application to completion, resulting in more resident participation and community cohesion. Volunteers plant trees and community gardens, paint over graffiti, remove trash and debris from vacant lots and alleys, paint murals, among other projects. LYB projects offer a wide-range of opportunities so that everyone can get involved, regardless of age, skill level, or physical ability.

### ***Focus Area:***

In Year One, the program granted \$1,000 mini-grants to five neighborhoods in a pilot area of central Phoenix in census track-identified low- and moderate-income neighborhoods: Grand Park, Melrose, Pasadena, Triangle and Woodlea-Melrose.

Year Two of the program leveraged additional funds and engaged community partners to allow for applicant neighborhoods just



outside the pilot area. The goal for Year Three is to complete the transformation of this pilot program to support resident driven neighborhood revitalization projects across Phoenix.

### ***Allocated City Resources:***

The City has a strong network of Neighborhood Specialists in the Neighborhood Services Department (NSD), each assigned to defined sections of the City. Their role is to serve as neighborhood liaisons, connecting residents to programs and services and to encourage and support neighborhood volunteer projects. NSD manages the graffiti abatement and shopping cart retrieval programs, and re-launched its Blight Buster Volunteers program to train volunteers to be neighborhood revitalization leaders who engage other citizen volunteers to be part of the solution. The Public Works Department focuses on illegal dumping – a critical problem in our alleys, vacant lots and outlying desert areas – through education and enforcement.

### ***Partners:***

The City's non-profit and community partners – including HandsOn Greater Phoenix, Keep Phoenix Beautiful, Mountain Park Health Center, JustServe.org, Vytalist, LISC, Valley of the Sun United Way, and Tiger Mountain – are our strategic allies in addressing these problems and creating sustainable solutions. Businesses are also being engaged to support this effort, including providing additional volunteer support and funding.

### ***Measures of Success:***

**Goal:** Building on the successes of and lessons learned from the pilot phase of the program, to increase the number of resident-led neighborhood revitalization projects, leading to cleaner, safer neighborhoods throughout Phoenix.

### ***Outputs:***

- 3 new neighborhoods from outside of the pilot area participated in Love Your Block
- 10 vacant lots cleared
- 20 Art displays created
- 20 Trees planted
- 5 bins of trash removed



## Outcome:

- 15 new neighborhoods participated in Love Your Block as a result of relationships created and trust built during the first two years of the program.
- There is a positive change in how residents perceive their Love Your Block neighborhoods, according to survey results.

## Resilient PHX

### *The Public Problem:*

The impact of extreme weather events, including extreme heat and monsoon flooding, on low-income communities can lead to heat-related illnesses,

hospitalizations, and wage/job losses. For more than three months of the year, the temperature in Phoenix can exceed 110 degrees. The negative effects are especially felt by those living in “heat islands” areas, with excessive pavement and few trees or other heat mitigation systems, and those who depend on public transportation to get to and from work.

According to the Maricopa County Department of Public Health, during one summer day in 2016 the valley had more than 120 emergency room visits related to heat.

### *The Program:*

Resilient PHX was created to address problems associated with extreme weather by helping to enhance and coordinate the City’s participation in the county-wide Heat Relief Network, engaging residents in preparedness training to foster personal/community resilience to natural hazards the city faces through the Resilience Workshops, connecting citizens with needed resources through the



Heat Relief Network and empowering citizen volunteers to create shade in their communities (the “We’re Cool” initiative).

### ***Volunteer Roles:***

Resilient PHX will engage volunteers to serve on a steering committee to help shape the upcoming Resilience Workshops. Volunteers engaged in the Resilience Workshops will serve as “connectors” to other residents in their communities, helping them better access City services and support from non-profit organizations to address the program’s goals of reducing the effect of extreme heat. Volunteers will lead projects identified and supported by connections made through the workshops, such as a tree shade project.

Lead volunteers are critical to the success of the We’re Cool initiative to connect those in need to the City’s cooling and hydration stations, dedicating 20 hours to recruit, train and manage

Volunteers. A volunteer team of 20–30 will hand out information to residents over approximately a week in July. These volunteers will serve approximately 10 hours over two days. For shade creation, volunteer leaders will dedicate 10–50 hours to engage other volunteers, plan a shade creation project and implement the project plan. On the day of the event, volunteers will dedicate approximately four hours to implement the project.



### ***Focus Area:***

ResilientPHX will focus on low- to moderate-income communities in Phoenix. Communities including Downtown Phoenix, South Phoenix, Maryvale, Laveen and Sunnyslope.



### *Allocated City Resources:*

The City dedicates resources from the Human Services and Parks departments to support the Valley-

wide Heat Relief Network, created to offer resources to low-income and homeless individuals during times of extreme heat. This includes coordinating the donation and distribution of water for use at designated hydration stations throughout Phoenix. The City also partners with non-profit organizations, such as the Salvation Army, to support these efforts.

The City created a Tree and Shade Master Plan to foster a healthier, more livable and prosperous Phoenix through the strategic investment in the care and maintenance of the urban forest and engineered shade. The Master Plan provides a detailed roadmap to achieve an average 25% shade canopy coverage for the entire city by 2030. The City is engaging support from the Parks, Streets and Neighborhood Services departments, as well as community partners, to achieve the goals of the plan. The City developed a Community Tree Shade Blueprint to guide neighborhoods in volunteer tree shade projects to support the Tree and Shade Master Plan.

### *Partners:*

The Resilient PHX workshops will be supported by a variety of community partners. Mountain Park Health Center will conduct outreach to engage diverse participants, including those from refugee communities. A subject matter expert from the Phoenix Fire Department will facilitate the workshops. Phoenix Homeland Defense Bureau will provide technical assistance in the development of the workshops. Representatives from the Somali Association of Arizona will assist with outreach and will participate in the steering committee during the development of workshops.

JustServe.org will assist with the recruitment of skilled volunteers to support Resilient PHX projects. Valley Metro, which runs the light rail system, will provide promotion opportunities at light rail stations for the “We’re Cool” campaign. Professors from Arizona State University will provide support on metrics to track the impact of Resilient PHX projects over time.

### ***Measures of Success:***

Goal: To support the City’s overall objective to reduce the negative impact of extreme weather on low-income communities.

### **Resilient Workshops:**

**Outputs:** 10 organizations participate in the workshops  
5 workshops conducted  
200 workbooks distributed

**Outcomes:** Positive change in community resilience perception according to pre and post workshop surveys.

Resilience workshops are integrated into the Office of Emergency Management, becoming part of their citizen preparedness strategy.

### **We’re Cool:**

**Outputs:** Volunteer outreach provides information about heat-relief resources to 2,000 at-risk people.

45 trees planted.

80 volunteers engaged in outreach and tree planting efforts.

**Outcomes:** Reduction in temperature at the tree planting sites (Target = 2 degree reduction)

Increased use of shaded spaces including respite stations and shade structure areas.

## Read on Phoenix

### *Public Problem:*

In 2010, the State of Arizona passed a third grade reading retention law, Move on When Reading, which raises expectations for third-grade students. The law requires third-grade students to read at grade level prior to being promoted to fourth grade. By third grade it is expected students will shift from “learning to read” to “reading to learn.”

Mayor Stanton had a vision for tapping the power of volunteers to provide one-on-one tutoring to students who needed support to reach that literacy goal. On May 31, 2013, Mayor Greg Stanton announced Read on Phoenix, which solidified Phoenix’s commitment to support students grades 1–3 in our City in reaching this State reading-level requirement. The program officially launched in 2014 in ten elementary schools in Phoenix with 92 volunteers tutoring 300 students. It has continued to expand its reach with each new school year. In 2015–16, 147 tutors supported 535 students at 16 schools. In 2016–17, currently there are 158 tutors supporting 570 students at 16 schools.

### *The Program:*

The City of Phoenix implemented Read On Phoenix, in collaboration with Read on Arizona, to engage citizen volunteers to provide literacy resources to the highest need communities to ensure every child is reading on grade level by the end of third grade. This initiative includes the AARP Experience Corps Tutoring Program and the City’s Little Free Libraries, which work together to direct resources and support to this critical age group.

The AARP Experience Corps Tutoring Program pairs students who test below grade level with tutors, age 50+, who provide the students with one-on-one 30-minute tutoring sessions twice a week.

The Little Free Library initiative helps to place reading materials within easy reach of students at schools participating in the tutoring program. Volunteers through Habitat for Humanity of Central Arizona build and install Little Free Libraries and community volunteers maintain the libraries and ensure reading materials are rotated and available. Little Free Libraries ensure students have access to reading materials throughout the school year and during school breaks, when reading losses often occur.

***Volunteer Roles:***

Volunteers are the foundation of the AARP Experience Corps Tutoring Program. AmeriCorps part-time members serve as volunteer leads at each school location. They manage the program and the volunteers assigned to each site. AmeriCorps members and volunteers are recruited through our Experience Matters partner and through the City's Samaritan volunteer recruitment and management system.

Volunteers commit to at least two days each week, for two and a half hours each day, during the school year. They participate in structured training sessions prior to beginning tutoring sessions and receive ongoing support from on-site AmeriCorps members and City of Phoenix Youth and Education staff. While the goal is to engage a minimum of 200 volunteers each year, recruiting this number of volunteers has been a challenge. Currently, approximately 170 volunteers are engaged in the program. The City is currently working on a plan to increase the number of volunteers, age 50-plus, by 10 percent annually.

***Focus Area:***

Read on Phoenix focuses on children most in need of support.

The AARP Experience Corps Tutoring Program and the Little Free Libraries initiative work together to direct resources and support to this critical age group. The tutoring program provides direct support to students in these communities. The tutoring program provides direct support to students to ensure educational gains throughout the school year.

### ***Partners Enlisted:***

AARP and Experience Matters are key partners in the tutoring initiative, helping to brand the program in the community and recruit and manage AmeriCorps members and tutoring volunteers. School districts and individual schools serve as host sites and connectors to the students in need of support.

Habitat for Humanity of Central Arizona recruits volunteers to construct and place Little Free Libraries throughout the City to provide easy access to reading opportunities for tutoring program participants.

### ***Measures of Success:***

Goal: to engage citizen volunteers to provide literacy resources to the highest need communities to ensure every child is reading on grade level by the end of third grade.

**Outputs:** 180 volunteer tutors engaged

700 students tutored as part of the AARP  
Experience Corps Program

16 schools participating

95 percent increase in literacy among participants,  
as measured by a fluency assessment

**Outcomes:** Increase the Arizona merit passing rate of  
participating schools from a 32 percent pass rate  
in 2015 to a 40 percent pass rate in 2020.

Increase to 70 percent students who were below  
grade level at the beginning of the year and  
improved their reading and literacy performance by  
half a grade or more.



# Other City Volunteer Programs



## Other City Volunteer Programs

The City of Phoenix has a rich history of engaging citizen volunteers to solve the most pressing needs in our community. Currently, more than 45 programs and initiatives in City departments engage an average of 40,000 volunteers annually to positively impact our community, in the areas of homelessness, literacy, neighborhood revitalization, seniors, opportunity youth, economic development and more. In addition to Love Your Block, Resilient PHX, and Read on Phoenix, here is a comprehensive inventory of other City volunteer programs:

### My Brother's Keeper

The My Brother's Keeper initiative is partnering with Big Brothers Big Sisters of Central Arizona to enlist 300 volunteers to mentor opportunity youth in the Phoenix area. The goal is to increase high school graduation rates and foster greater access to higher education.

Focus Area: Education

### Streets Department

The Adopt-a-Street program enables community and civic organizations, as well as private businesses and individuals, to actively participate in enhancing the overall appearance of Phoenix streets.

Volunteers adopt streets and agree to remove trash and debris along both sides of a one-mile segment of roadway for a minimum of four times per year, for a two-year period. Currently, 6,000 volunteers contribute 30,000 hours per year to ensuring our City streets are clean.

Focus Area:  
Neighborhood  
Revitalization



## Public Works

Mayor Stanton and the Phoenix City Council set an ambitious goal of diverting 40 percent of trash from the landfill by 2020. In a partnership with Keep Phoenix Beautiful, The Public Works Department engages volunteers at large-scale public events, such as marathons and festivals, to demonstrate, in real time, the importance of waste diversion.

Focus Area: Community Resilience

## Police

Public safety is a top priority of Mayor Stanton and the members of the Phoenix City Council. Citizen volunteers are a key component of the department mission. There are currently 475 Police volunteers in the following programs:

C.O.P.S. (Citizens Offering Police Support) is a volunteer program of the Employment Services Bureau. Uniformed, trained citizen volunteers assist motorists who have encountered vehicular problems while on the city's streets and assist in missing person searches. Volunteers also act as Accessibility Compliance Enforcement aides and patrol the city of Phoenix writing citations for motorists violating disabled parking laws.

Phoenix Neighborhood Patrol volunteers provide eyes and ears in our neighborhoods to support the community policing mission of the department. Last year, 350 dedicated citizen volunteers donated more than 4,300 hours to keep our neighborhoods safe.

Focus Areas: Community Resilience

## Phoenix Public Library

Phoenix Public Library is a system of 16 branch libraries and Burton Barr Central Library supporting the Phoenix Achieves education initiative. Volunteers are engaged in a variety of ways to promote Library programs and services and overall literacy in our community. More than 3,000 citizens support the following impact volunteering programs:

- Summer Reading is an eight-week library initiative engaging more 300 teenage volunteers during the summer to promote literacy.
- College Depot engages AmeriCorps members and citizen volunteers to support anyone in need of assistance with the college planning process.
- The Workforce Literacy Assistance program empowers citizen volunteers to provide one-on-one support or lead workshops in workforce literacy to enhance the community's job skills.
- ESL-Talk Time program volunteers are trained to facilitate English as a Second Language programs to enhance the vocabulary and confidence of English language learners.
- PAWS to Read engages certified therapy dogs and their volunteer handlers to be read to by children to increase the reader's literacy, confidence, and fluency skills. In 2015, children read to a therapy dog 2,407 times at a Phoenix Public Library location.
- MACH1 engages STEM and STEAM volunteers to aid with science, technology, engineering, math or art programs to increase the Library's educational and literacy-based programs with 3-D printing, coding academy and digital device assistance.

Focus Areas: Education

## Water Services

Water resource management plays a key role in Mayor Stanton's focus on growing smarter. The Water Services Department engages citizen volunteers to support or lead conservation workshops and teach



youth and adults about water resources. Skilled volunteers also assist in designing collateral materials to communicate the programs to the public. University student volunteers assist with water demand research, primarily concentrated on changes in landscapes that affect outdoor water use.

Focus Areas: Community Resilience

## Human Services

- Senior Center volunteers assist residents 60 year and older with activities and meals as well as offering a friendly smile and someone to talk to. An average of 800 volunteers provide support throughout the year at the City's 15 senior centers.

Focus Areas: Community Resilience

- Volunteer Income Tax Assistance (VITA) volunteers provide free tax preparation assistance to low- and moderate-income individuals who qualify for the Earned Income Tax Credit. In 2016, 200 volunteers assisted 1,600 residents with their taxes, returning \$6.6 million to the local economy. More than 60 percent of participants responded to a survey that they would use all or part of their refund to pay bills, including utilities. Nearly 5 percent stated refunds would go toward educational expenses.

Focus Areas: Community Resilience

- Winter/Summer Respite Program volunteers support homeless individuals and families during extreme weather conditions by collecting and distributing bottled water, clothes, sunscreen and other items.

Focus Areas: Community Resilience

- Homeless Street Count volunteers are trained to conduct a required count of individuals in order to access an average of \$20 million in federal dollars to support homeless programs.

Focus Areas: Community Resilience

## Parks and Recreation

- The Adopt-A-Park program engages citizen volunteers – either groups or individuals – to adopt a park or portion of a park. These volunteers agree to maintain the park and work to keep it preserved and clean. Projects include cleaning the park, removing graffiti, painting a mural or maintaining benches. Volunteers also provide administrative support for the events or programs offered at each park.



- Volunteers power the afterschool sports programs at City parks, serving as coaches, event support, and customer service representatives and also assist with the maintenance of preserves and trailheads to ensure public safety.

Focus Areas: Neighborhood Revitalization and Education

## Neighborhood Services

Strong neighborhoods are a priority of Mayor Stanton and the City Council. In 2016, more than 2,000 citizen volunteers helped revitalize

neighborhoods, fight blight, enhance public safety, foster literacy, and more. Neighborhood Services programs support and enhance the resident-driven projects funded by the Love Your Block initiative.

- Neighborhood Leadership Studio offers workshops to empower citizen volunteers with the leadership skills and tools to successfully energize and revitalize neighborhoods.
- The Volunteer Assistance Program engages citizen volunteers and skilled volunteers to assist Phoenix homeowners who are physically and financially unable to maintain their property, including seniors and veterans.

- The Blight Buster Volunteer program promotes community pride and beautiful neighborhoods by keeping Phoenix free of graffiti and blight. Resident volunteers receive free training to learn how to address graffiti and a variety of blight-related issues. These trained volunteers also lead groups of volunteers in neighborhood revitalization projects.

Focus Areas: Neighborhood Revitalization, Education, Community Resilience

## **Law Department**

Volunteers provide administrative support for the Diversion Unit of the Community Prosecution Bureau. Volunteers in the Phoenix Prosecutor's Office Victim Services Unit provide support for the Victim Advocates in the department. Victim Advocates educate crime victims regarding victims' rights and assist with navigation through the criminal justice process. In this role, volunteers help keep track of cases, offer appropriate referrals to clients, and help provide a safe environment throughout the criminal justice process.

Focus Areas: Education

## **Office of Environmental Programs**

Office of Environmental Programs engages volunteer youth ambassadors at local high schools to lead volunteer efforts within each school. They serve as lead volunteers who recruit other student volunteers for a variety of projects.

Focus Areas: Education and Community Resilience

## **Office of Arts & Culture**

Volunteers offer support for the portable works collection of the department, distributing, updating, archiving, and documenting the collection. Citizen volunteers, including youth, are engaged in projects that maintain public art installations, such as the Ed Pastor Pedestrian Bridge in west Phoenix.





Every five years, the department coordinates an economic impact study of art patrons. During this study, they will send out teams of volunteers to a variety of arts and cultural events to administer a brief survey to quantify the economic impact associated with arts events.

Focus Areas: Neighborhood Revitalization and Education

## Fire Department

Last year, nearly 300 volunteers performed 31,000 hours of service to the community.

- The Community Assistance Program (CAP) Crisis Response Unit engages trained citizen volunteers to provide 24/7 on-scene victim assistance, crisis intervention, emotional support, and other support for both the department and the community throughout City.
- The Community Emergency Response Team (CERT) are skilled volunteers who support the Phoenix Homeland Defense Bureau, Fire and Police Departments, and the Emergency Manager. Recent large scale events include the Super Bowl, College Football Championships as well as assisting residents with flood damage assessments due to extreme weather.

Focus Areas: Community Resilience



# Citywide Volunteer Website



## Citywide Volunteer Website

The Volunteer Phoenix website, [phoenix.gov/volunteer](http://phoenix.gov/volunteer), is a customized marketing, recruitment, and management tool that serves as a single-point of contact for all volunteer programs and initiatives in the City.

The website offers citizen volunteers an easy way to search all volunteer opportunities in the City, by department, volunteer type, Council district, interest area, and more. Once a volunteer signs up for an opportunity they are able to manage their schedules and track their own hours. The software makes it easy for volunteer liaisons in City departments to manage teams of volunteers, track overall program hours, direct message volunteers, and more – all in one place.



# National Service

The City of Phoenix was one of the first cities in the nation to commit to being an Employer Of National Service, offering a pathway to employment for alumni of National Service Programs, including Peace Corps, AmeriCorps and AmeriCorps VISTA. Our National Service Program is supported by the Corporation for National and Community Service, Arizona Governor's Office for Service and Volunteering, Cities of Service and HandsOn Greater Phoenix.



## AmeriCorps VISTA

Each year, the City of Phoenix hosts 8–12 AmeriCorps VISTA members in the Mayor's Office, Council Offices, City Manager's Office and various City departments. AmeriCorps VISTA (Volunteers in Service to America) members bring their passion and perseverance where the need is greatest: to organizations that help eradicate poverty. The most pressing challenges we face as a nation require the most courageous and creative people to address them. An AmeriCorps VISTA member serves as a catalyst for change, living and working alongside community members to advance local solutions. VISTA members in Phoenix address priorities including homelessness, veterans, seniors, opportunity youth, neighborhood revitalization, economic development, access to healthy foods, resilience to extreme weather, among others.





## AmeriCorps

The City hosts 10–20 AmeriCorps members each year to support opportunity youth, after school programs, healthy eating programs, public safety, and more.



## AmeriCorps NCCC

The City regularly engages AmeriCorps NCCC teams to support environmental stewardship and conservation projects.





# Service Plan Development Committee

# Service Plan Development Committee

The City of Phoenix engaged a group of internal and external stakeholders to support the development of the Citywide Service Plan. The group includes non-profit organizations, community health providers, funding organizations, volunteer engagement organizations and City departments.

## *Valley of the Sun United Way*

Community garden and access to health food initiatives.

## *HandsOn Greater Phoenix*

Volunteer engagement organization and partner in Love Your Block Phoenix.

## *Keep Phoenix Beautiful*

Corporate volunteer engagement, community gardens and administer of the City's PHX Renews refugee garden project. Also a partner in Love Your Block PHX.

## *JustServe.org*

Volunteer recruitment support, including teams. Partner for Let's Grow and Resilience AmeriCorps.

## *Mountain Park Health Center*

Community health agency and refugee community liaison. Supports Love Your Block, Resilient Phoenix, Let's Grow.

## *JP Morgan Chase*

Leadership Grant funder.

## *LISC Phoenix*

Transit oriented development focus.

## *Neighborhood Services Department*

Lead city department on citizen engagement and neighborhood revitalization. Partner department for Love Your Block PHX.

## *Parks and Recreation Department*

Lead department for volunteer engagement.

