

Minutes Human Relations Commission March 9, 2021

Minutes of the HUMAN RELATIONS COMMISSION held on Tuesday, March 9, 2021, 6:00 p.m., virtually through Microsoft Teams at the following link: [Join Microsoft Teams Meeting](#) or by telephone: +1 480-498-8745 United States, Phoenix (Toll), Conference ID: 936 327 717#

(MEMBERS) Present:

Melissa Farling
Jana Lynn Granillo
Michelle Donati-Grayman (Arrived late)
William Ortega
Jeanne Powers
Joe Rojas
Peggie Simmons (Arrived late)
Hugo Tapia
Kate Vawter

(MEMBERS) Absent:

Beth Dietz

City Staff Present:

Jonae Harrison, Equity & Inclusion Manager
Megan Hutchison, Executive Assistant to the City Manager's Office

Guests:

Brenda Abney, Interim Deputy Community Services Director - Art/Culture
Joseph Brudnock, Sergeant
Lindsey Fernandez, Police Officer
Brianna Fisher, Mayoral Aide
Kim Hale, Commander
Craig Hayton, Deputy Community Services Director – Parks & Rec
Kris Scharlau, Human Services Manager – CARE 7
Shawn Wagner, Deputy Community Services Director – Parks & Rec

Call to Order

Chair Vawter called the meeting to order at 6:02 p.m.

Agenda Item 1 – Public Appearances

None

Agenda Item 2 – Consideration of Minutes: HRC – February 9, 2021

Motion made by Commissioner Granillo to approve the meeting minutes of February 9, 2021; Second by Vice Chair Tapia. Motion passed on a 7-0 vote. Ayes: Chair Vawter, Vice Chair Tapia, and Commissioners Melissa Farling, Jana Lynn Granillo, William Ortega, Jeanne Powers, and Joe Rojas. Nays: None. Absent: Commissioner Beth Dietz, Michelle Donati-Grayman, and Peggie Simmons

Agenda Item 3 – Presentation: Parks and Recreation

Chair Vawter welcomed Craig Hayton and Shawn Wagner to the Commission. Craig and Shawn introduced themselves and thanked the Commission for the opportunity to present. Before starting their presentation, they let the Commission know that the Parks & Rec Master Plan has been two years in the making and is currently open to the public for review and feedback. They then began their presentation, see attached. The Commission asked Craig and Shawn if they are currently assessing infrastructure that is currently available to the City and what in their plan addresses equity deficits in our community. Craig and Shawn let the Commission know that they have an inclusion strategy in place. Part of this strategy includes Urban Forestry, which ensures trees are being planted throughout the City equitably, they also regularly utilize available equity mapping in decision making, and part of their program includes a full survey report indicating available infrastructure. They are also engaging in an Equity study to help them proactively plan for the future with the goal of serving the community. The Commission then inquired if they offer inclusion when providing their programming and events and if they have looked in to partnering with faith groups. Craig and Shawn responded that they are currently revamping their event scheduling procedures in order to create more flexibility on the dates. They also partner with faith-based groups on some of their programs and they are actively seeking more programming either done internally or through partnerships with other organizations. They then let the Commission know that if they had any recommendations, they could email them with any ideas, or they can provide comments through the public forum. The Commission thanked Craig and Shawn for their presentation.

Agenda Item 4 – Presentation: History Museum Research Status and Naming Committee Update

Chair Vawter welcomed Brenda Abney to the Commission. Brenda thanked the Commission for the opportunity to report back on their ongoing research. She then provided a brief recap of what was discussed at the last meeting. Brenda then let the Commission know that the archives are still closed due to COVID and that no more names have been uncovered. With the research that they have been able to do so far, they have identified a few names that should be addressed.

Jonae Harrison invited Brianne Fisher to speak about the current City of Tempe naming policy and provide an update on where the City is at regarding one of the names identified by the Museum. Brianne thanked the Commission for the invitation. She then informed them that the policy was updated by Mayor & Council in 2017. She then read from the policy, see attached. Brenda made note that they would like to update the naming procedure to include it being routed through the museum to have the name researched and verified before being approved.

Brianne then updated the Commission on the status of one of the names identified by the Museum as having ties with the KKK, Laird. Since the City was looking into changing the street name, it would be logical to investigate changing the name of the elementary school as well. Mayor Corey Woods has reached out to Tempe Elementary School District Superintendent, Dr. Christine Busch with the information discovered surrounding the name and they are currently in discussions regarding changing the name of the elementary school.

Brenda then let the Commission know that additional information regarding the Klan activity in Tempe is available at the Tempe African American Advisory Committee's website:

<https://www.tempe.gov/government/community-services/tempe-history-museum/african-american-advisory-committee-aaac>. The information can be downloaded in a pdf,

<https://www.tempe.gov/home/showpublisheddocument?id=83033>, and can be found on pages 15-16.

Agenda Item 5 – Presentation: Care 7

Chair Vawter welcomed Kris Scharlau to the Commission. Kris Scharlau thanked the Commission for the invitation. She then began her presentation, see attached. Kris then opened the floor to any questions. The Commission asked if Kris would be willing to come back and expand upon CARE 7's current levels of engagement with communities that are not presently being reached. Kris graciously agreed and thanked the Commission for their time.

Agenda Item 6 – Presentation: PD – School Resource Officers

Chair Vawter welcomed the Police Department staff to the meeting and asked they introduce themselves to the Commission. Joseph Brudnock introduced himself, Lindsey Fernandez, and Kim Hale to the Commission and thanked them for the opportunity to present. Joseph then gave a quick overview of the School Resource Officer (SRO) program. This program is unique to Tempe and provides a safe campus and helps to break down walls between PD and students. SRO's are currently placed at all eight of the Tempe high school and middle schools. Having an SRO at each campus allows them to work closely and be a resource for the school staff, kids, and parents. They have recently expanded the school safety program by adding counselors and social workers and they maintain a close partnership with CARE7. One of their commitments to the students is to use restorative justice as often as it is applicable. Joseph then turned the floor over to Lindsey to discuss her time as an SRO at Fees middle school. Lindsey let the Commission know that this will be her second year at Fees and this year has been quite different due to COVID. She is seeing a lot of anxiety, depression, and suicidal thoughts in the students. School staff is able to somewhat keep an eye on the students as they are notified if any of the students using a school supplied computer google key words that would cause alarm. When this does happen, the group will meet, and the SRO will go out to do a welfare check on the child. Depending on the situation, CARE7 will be asked to come along. Most times the parents are unaware there is an issue with their child. They will usually sit down with the family and come up with a safety plan. This interaction with the families helps to build strong ties and trust with CARE7 and the SRO's. Unfortunately, not every student has logged on over the past year. It has been extremely difficult to keep track of everyone. They are anticipating an increase in reports when everyone is back on campus this coming Monday, March 15. Everyone at the school is working hard to make sure the students feel safe and secure when they are back to in person schooling. Joseph reiterated the issues the SRO's are seeing over the past year due to COVID. They work with school staff, perform welfare checks, provide food to those families in need, and they have counselors available. With the schools opening on Monday, with both in person and online options, they are expecting 60-70% back on campus. Their goal is to work together, keep their eyes open, and ensure a safe campus for everyone. He then thanked the Commission again for being able to present and let them know that if they had any questions or wanted any additional information regarding the program, they could email him. The Commission thanked Joseph, Lindsey, and Kim Hale for coming.

Agenda Item 7 – Events

Jonae Harrison provided a presentation on the statistics of the 2021 MLK and Unity Walk events. She let the Commission know that both events went very well and had high levels of attendance.

Jonae then let the Commission know that the upcoming Dolores Huerta Award was well underway. Chicanos Por La Causa is sponsoring the event and the application is currently available online.

Agenda Item 8 – Proposed Future Agenda Items

Chair Vawter mentioned that nothing had been discussed during the meeting that would require being addressed at the next meeting. She then opened the floor for any items that should be on the next Agenda. The Commission discussed and it was decided to invite CARE7 and the SRO's to do a joint presentation and any questions the Commission would want discussed should be emailed to Jonae Harrison. Chair Vawter let the Commission know that if they have any additional items they would like added to future agendas, they should contact Jonae Harrison or Megan Hutchison.

Agenda Item 9 – Upcoming Meeting April 13, 2021

Meeting will be held virtually through Microsoft Teams

**Motion made by Vice Chair Tapia to adjourn the meeting
Second by Commissioner Rojas
Meeting adjourned at 8:12 p.m.**



MEMORANDUM

TO: Human Relations Commission
FROM: Craig Hayton, Deputy Community Services Director – Parks & Recreation
Shawn Wagner, Deputy Community Services Director – Parks & Recreation
DATE: March 9, 2021
SUBJECT: Draft Parks & Recreation Master Plan

Human Relations Commission;

Tempe strives to provide its residents and visitors with valuable park and recreation experiences through a diverse offering of parks, programs, events and facilities. In order to ensure that Tempe’s parks and recreation systems and services continue to meet the needs of our community and visitors, an updated Parks and Recreation Master Plan will become the division’s comprehensive planning document, ensuring Tempe’s parks and programs benefit the community and its visitors for the next decade. Much has changed in Tempe and in the larger park and recreation field since the last Parks and Recreation Master Plan was adopted in 2001, highlighting the importance of this comprehensive planning effort. We appreciate the opportunity to provide an update at an upcoming Human Relations Commission meeting. In order to maximize our time at the upcoming meeting, this memo is intended to provide general background information, allowing us to focus on Human Relations Commission specific areas of interest of the draft plan during the meeting.

Planning Process

The draft Parks and Recreation Master Plan provides a system-wide approach to evaluating parks and recreation amenities, facilities and programs to develop goals, policies, guidelines and achievable strategies. It creates a 10-year roadmap for ensuring an appropriate balance of facilities, amenities and programs throughout the community. Phoenix-based PLAN*et Communities, a team that is passionate about Tempe and what the master plan will provide for the city, its residents and park users, has been the plan’s lead consultant. In addition to the consultant and project team, a Technical Advisory Committee was formed including staff within multiple city departments, as well as two members of the Parks, Recreation, Golf & Double Butte Cemetery Board, ensuring that the overall process and final plan is consistent with, and supports, other city planning efforts and strategic priorities. Additionally, because the planning approach relies on an inclusive strategy that engages stakeholders and the public in multiple ways, key partners also include City Council, boards and commissions, individual residents, park, facility, and program users, community partners and service providers. The overall planning process has included five (5) interrelated steps, identified in the following graphic, providing multiple opportunities to listen and engage with stakeholders and the public.



Draft Plan

The draft plan engages the user through an innovative format, known as a StoryMap, designed to be an interactive, online document, utilizing summarizing text, supporting images and graphs, and interactive maps. The plan is organized into nine (9) separate yet interrelated sections, providing the reader with the opportunity to move through the plan systematically or jump into specific plan sections of interest. At a high level, the plan includes background information about Tempe and its parks and recreation system in 2020, what the future could look like and how we get there. Like other recent planning efforts, guiding principles have shaped the entire process. These four (4) key guiding principles (inclusion, resilience, strategic and sustainability) provide the framework for the current, near and mid-term strategies, diplomatically guiding the city as it puts the plan into action over the next decade. The plan ends with important financial information, highlighting funding opportunities and potential costs for plan implementation.

For additional information and to view the draft plan, please visit the project's webpage:

<https://www.tempe.gov/government/community-services/parks/parks-recreation-master-plan>

Draft
Parks & Recreation
Master Plan

Human Relations Commission
March 9, 2021



Tempe
Making waves in the desert

City Council Strategic Priorities



Safe & Secure
Communities



Strong Community
Connections



Quality of Life



Sustainable Growth
& Development



Financial Stability
& Vitality

3.16 Achieve ratings of "Very Satisfied" or "Satisfied" with the "Quality of City parks, recreation, arts, and cultural centers" greater than or equal to the top 10% of the national benchmark cities as measured in the Community Survey.

3.17 Achieve ratings of "Very Satisfied" or "Satisfied" with the "Quality of Community Services programs" greater than or equal to the top 10% of the national benchmark cities as measured in the Community Survey.



- Plan overview
- Plan format
- Guiding principles
- Draft plan review
 - Plan principle
 - Plan strategies
- Next Steps & timeline
- Questions & input



Plan Overview



What is a parks & recreation master plan?

- Comprehensive, 10- year planning document
- Utilizes multiple public outreach efforts
- Evaluates & recommends
- Shapes delivery of services
- Provides guidance & policy direction
- Identifies short-term strategies to achieve long-term success

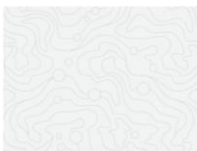




- Online, interactive & explore-able guide
- Tells the story through maps, text & media
- Engages & enhances the user experience
- Visually attractive & user friendly format
- Print option

Tempe Parks & Recreation Master Plan Update

The Tempe Parks & Recreation Master Plan Update includes Principles & Strategies to guide management, programming & development of Tempe's parks & facilities to the community. Click on any section to view or print it.



1 How to Use This Plan



2 Acknowledgements & Table of Contents



3 Introduction



4 Parks & Recreation Master Plan Process



5 About Our City



6 Our Parks and Recreation System Today



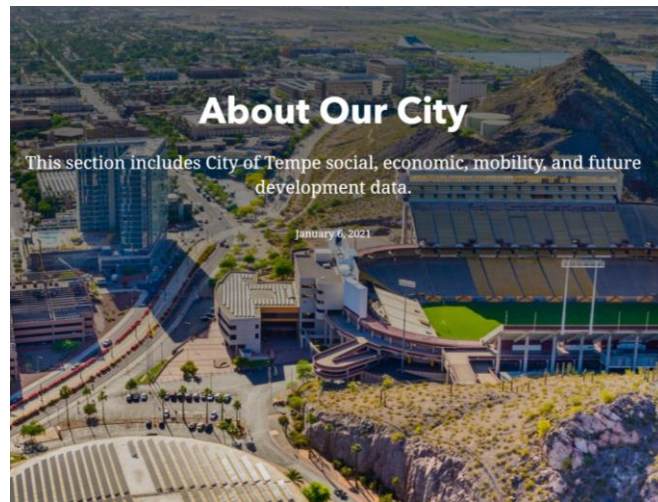
7 A Parks & Recreation System for Our Future



8 Plan Principles & Strategies



9 Implementation & Finance



AGE

People use different recreation facilities at different ages. Field sports, team sports, and physical challenge sports are most popular with people under age 65.

Tempe's population is younger than most jurisdictions in the Phoenix Metropolitan Area. In part, this is due to the large number of students at Arizona State University (ASU). ASU provides recreation facilities for its students, & ASU students use City parks & recreation facilities. ASU facilities are not considered in this Master Plan, but students at ASU use City facilities.





City of Tempe Strategic Priorities

-  Financial Stability & Vitality
-  Quality of Life
-  Safe & Secure Communities
-  Strong Community Connections
-  Sustainable Growth & Development



Parks & Recreation Master Plan Guiding Principles

-  Inclusion
-  Resilience
-  Strategic
-  Sustainability





Providing community access and opportunity regardless of color, gender orientation, age, income, or ability.



Tempe welcomes you as you are.



www.tempe.gov/diversity

email: diversity@tempe.gov

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Parks and recreation facilities and programs that:

- Are connected to and integrated into the community.
- Meet the recreation needs of our diverse community.
- Are welcoming and designed for all regardless of race, income, ability, age, gender or sexual orientation.
- Are equitably distributed through out the community.
- Are accessible, ADA-compliant and affordable.
- Connect the community to multiple modes and networks of transportation to easily travel throughout Tempe.

Providing community access and opportunity regardless of color, gender orientation, age, income, or ability.



Tempe welcomes you as you are.



www.tempe.gov/diversity

email: diversity@tempe.gov

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- Implement city's ADA Transition Plan.
- Design and construct a fully accessible and inclusive play area.
- Consider working with a social justice entity to support community engagement.
- Conduct an equity study to impact park distribution and access.
- Conduct an equity study and based on the study, develop a service philosophy that promotes equitable recreation program and facility.
- Ensure that the results of equitable studies and community input are incorporated timely.



- March & early April: Boards & commissions; public meeting & survey
- April: City Council Work Study Session
- May: Finalize plan
- June: Formal plan adoption





Questions & Input

RESOLUTION NO. R2017.96

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, APPROVING REVISIONS TO THE PROCEDURES FOR NAMING OF CITY FACILITIES

WHEREAS, the City Council of Tempe adopted written procedures for naming of City facilities, including parks, buildings, structures and rights of way (except for streets and alleys) in 2012 by Resolution No. 2012.130; and

WHEREAS, the City of Tempe desires to revise these procedures to further the establishing of fair and consistent procedures for naming of City facilities;

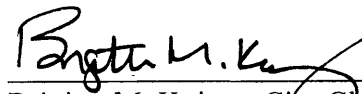
NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, as follows:

1. That the procedures for naming of City facilities as set forth on *Exhibit A*, attached hereto and incorporated herein by this reference, is hereby approved and adopted.
2. That should the need arise, the Mayor or his designee is hereby authorized to execute any documents that may be necessary to carry out the purpose of this resolution.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, THIS 14th day of September, 2017.


Mark W. Mitchell, Mayor

ATTEST:


Brigitta M. Kuiper, City Clerk

APPROVED AS TO FORM:

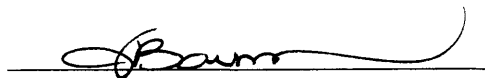

Judith R. Baumann, City Attorney

EXHIBIT A to Resolution No. R2017.96

Procedure for Naming of City Facilities

Purpose:

This document establishes a process for naming a City facility in recognition of an individual or organization, and includes procedures to follow when completing a naming request.

Definitions:

“City facility,” any building, structure or property owned by the City of Tempe and any City right-of-way excluding the naming of City streets and alleys (the naming of which is governed by Chapter 25, Article III of the Tempe City Code). City facility shall include City administrated programs;

“Individual,” a natural person whose name is submitted as part of, or in whole, as a proposed facility name;

“Organization,” a group or association of individuals who are joined together either formally or legally;

“Felony,” an offense involving moral turpitude for which a sentence to a term of imprisonment in the custody of any state within the United States or the Federal Bureau of Prisons is authorized by a law of any state, or the United States;

“Naming guidelines,” suggested information to include in any City facility naming request;

“Naming request,” the City facility naming request and all supporting documentation;

“Proposed facility name,” the City facility name that the requesting entity proposes be adopted by the City Council;

“Requesting entity,” the individual, entity, or group that is initiating the naming request;

“Supporting documentation,” any documents used to support the naming guidelines.

The following information must be included in any City facility naming request:

- 1) Current City facility name and street address;
- 2) Requesting entity and contact information;
- 3) Proposed facility name;

- 4) A written summary that includes information about the individual in the proposed facility name. The summary should explain how the individual's contribution relates to any one or more of the guidelines listed in the following section;
- 5) Proof of consent to the proposed facility name by the individual for whom the City facility is to be named or, in the case of a deceased individual, proof of consent of a family or legal representative.

The following guidelines apply to any naming request:

- 1) The requesting entity should not be the same as the proposed facility name;
- 2) The proposed facility name should not be similar to any existing City facility name;
- 3) The connection between the contribution of the individual and the City facility should be compelling and thoroughly explained;
- 4) The naming request should contain information supporting the affiliation between the individual and the City;
- 5) The naming request should summarize the individual's contributions through outstanding community service, involvement, or dedication beyond an ordinary interest level that clearly resulted in tangible benefits to the City. Examples of tangible benefits to the City may include:
 - a. An enhanced well-being and quality of life for City residents;
 - b. Preservation of the City's history;
 - c. Contributions toward the acquisition, development, or conveyance of land, buildings, structures or other amenities to the City or community;
 - d. Local, state or national recognition for work in public service that directly impacted the City;
 - e. An act of heroism;
 - f. Any other contribution that resulted in tangible benefits to the City or City residents.
- 6) The naming request shall not include a proposed facility name for an individual who has been convicted of a felony involving moral turpitude.
- 7) When submitting a naming request for a deceased individual, the individual must have been deceased at least 5 (five) years.

- 8) When submitting a naming request for a City of Tempe elected official or employee, it shall be after five (5) years of the end of that individual's service or employment.
- 9) Development or construction of improvements such as public art, living infrastructure, interpretive displays, monuments, etc. shall be considered separately from the naming request and must undergo the appropriate evaluation by the applicable City Department to ensure the suitable commitment of resources. Examples of evaluations include consideration in the annual budget, commission review, public outreach, ongoing maintenance costs, required permits and insurance, etc. The requesting entity must include enough detail in their submittal for thorough consideration, including detailed funding plans.
- 10) Excludes corporate sponsorships.

Re-Naming:

The City Council reserves the right to re-name any City facility previously named, if it is determined that it is in the best interest of the community that the facility should no longer bear its current name. The City Manager shall remove the name from any City facility if the person for whom the facility was named has been subsequently convicted of a felony. If a name is removed from a facility, it shall immediately revert to its previous name, until the City Council approves a new name.

Procedure:

The requesting entity shall deliver the naming request, in writing, to the City Clerk's Office. Naming requests are reviewed twice per calendar year with due dates of January 1 and July 1. The City Clerk shall determine if the naming request is complete and, if so, shall submit the naming request to the Mayor. The Mayor shall convene an ad hoc Naming Committee to review the naming request per the guidelines and report its recommended action to the City Council. The Naming Committee shall be made up of eleven (11) members, including the current chair, or their designee, of the 1) Tempe Arts and Culture Commission; 2) Library Advisory Board; 3) Neighborhood Advisory Commission; 4) Transportation Commission; 5) Parks, Recreation, Golf, and Double Butte Cemetery Advisory Board; 6) Tempe Human Relations Commission; 7) Tempe Historic Preservation Commission; 8) Mayor's Youth Advisory Commission; 9) city staff member; 10) member at large – teen; and, 11) member at large. The members at large will be selected by the Mayor and shall not be currently serving on a city board or commission. The Naming Committee shall be staffed by the City Manager or designee.

Naming requests recommended by the Naming Committee shall be forwarded to the City Council for consideration. Naming requests not recommended by the Naming Committee will be forwarded to the City Clerk's Office for notification of the applicant. Naming requests, specific to individuals or organizations, not recommended for approval by the Naming Committee or City Council shall not be resubmitted for a minimum of twenty-four (24) months.

~~The requesting entity shall deliver the naming request to the City Clerk. The City Clerk shall determine if the naming request is complete and, if so, shall submit the naming request to the Mayor for assignment to the appropriate Board, Commission or Committee. The Board, Commission, or Committee so assigned shall review the naming request and report its recommendation action to the City Council.~~

Approval by City Council Resolution shall accomplish the naming of the City facility.

CARE 7



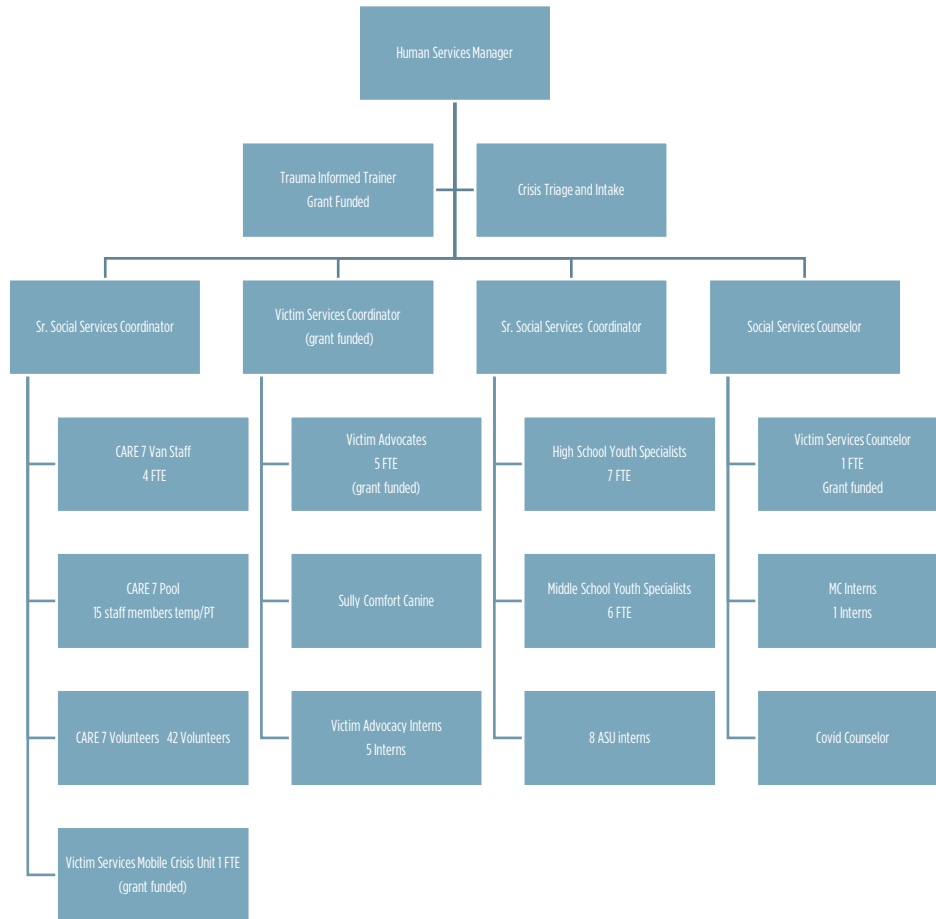
Tempe

Making waves in the desert



CARE 7 Programs

- CARE 7 Crisis Response Unit
- VS276 Victim Services Crisis Response Unit
- Victim Services
- Case Management/Veteran Services
- Clinical Counseling
- High School Youth Specialists/Middle School Youth Specialists
- Trauma Informed Care Training
- Financial Navigator
- Crisis Triage and Intake



CARE 7 Crisis Response Unit

- Dispatched to 9-1-1 calls to provide support to residents experiencing traumatic situations
- Assess clients' physical and mental health needs and provide resources on-site or via referral to meet those needs
- Coordinate follow-up services with appropriate CARE 7 programs such as Victim Services, Case Management, other departments/agencies

Victim Services

- Interact with victim/victim's families to provide on-going assistance and emotional support
- Court accompaniment to hearings and assisting with Orders of Protection and Injunctions Against Harassment
- Serve as a liaison with the Tempe Police Department and Tempe Municipal Court
- Information and assistance regarding the investigation and criminal justice system
- Information on Victim's Rights and Victim Compensation program
- Provide case management for 4 emergency units used to shelter victims of crime

VS276 Victim Services Crisis Response Unit

- Respond to the scene of a criminal investigation per Tempe Police and/or Fire's request to provide support and mobile advocacy to victims of crime after an incident
- Assess clients' physical and mental health needs and provide resources on-site or via referral to meet those needs
- Complete a safety plan when necessary
- Coordinate follow-up services with Victim Services, Case Management, or other departments/agencies

Case Management / Veteran Services

- Provide long-term supportive and navigation services to individuals and families referred by the crisis team, TFMR, TPD, Patient Advocacy Services (PAS) and other community partners
- Conduct assessments for individuals in need of services
- Make appropriate referrals to community agencies for a variety of service needs including VA benefits, mental health, senior, and youth services
- Attend East Valley Regional Veterans Court and provide services to defendants in court; provide compliance reports to Court as requested
- Attend Mental Health Court to ensure participants are evaluated and connected to support services. Provide weekly assistance and compliance checks.
- Case manage 6 emergency units for veterans and other CARE 7 referrals

Counseling

- Conduct intakes and assessments; make appropriate referrals as needed. Telehealth sessions, currently
- Assess for safety and connect to community agencies, if appropriate.
- Provide services to high school students in the Substance Abuse Program (SAP)
- Coordinate with CARE 7 for wraparound services as needed, including dedicated, free counseling services for victims of crime
- Provide low-cost counseling sessions to community members who do not have insurance or cannot afford their co-pay
- Provide non-traditional methods as options-Eye Movement Desensitization and Reprocessing (EMDR), Trauma, and Support Groups

TUHSD Youth Specialists/TD3 Youth Specialists

- On-site at each of the 7 Tempe high schools and 6 middle schools
- Struggling students, at-risk students, gen-ed students
- Meet with students one-on-one
- Run peer support groups
- Provide referrals and connect back to CARE 7 for wrap-around support and services
- Facilitate school wide activities using the Sandy Hook Promise curriculum
- Conduct home visits to offer services and address any lack of basic needs

Trauma-Informed Care Initiative

Create a resilient Tempe that recognizes trauma as a major public health threat and is responsive. Through policy to the needs of individuals who have experienced toxic stress in their lives.

- Assist with trainings and ongoing professional development of City of Tempe personnel
- Provide education and training for school staff
- Support implementation of trauma informed care



Financial Navigation

- Free financial navigator sessions
- Provide financial assessment and determine resources available
- Non-traditional assistance provided such as addressing student loan debt, credit card debt, mortgage assistance, etc.
- Connect residents to CARE 7 for additional services

The background is a solid yellow color. On the left and right sides, there are decorative elements consisting of multiple overlapping, curved lines in a dark blue color, forming a partial circular frame around the central text.

Questions?

Some MLK Social Media Stats:

Posts from MLK nominations and event promotions:

7 posts for the event, not including Nextdoor

About 33,000 views

About 500 link clicks from posts to website or to Mailchimp email.



City of Tempe, AZ @Tempegov

They make our city better for everyone. Read about 11 amazing people and organizations who are this year's winners of the Tempe MLK Diversity awards. The ceremony will be broadcast live at 1:30 p.m. Friday, Jan. 15.

Details: <https://mailchi.mp/tempe/2021-mlk-diversity-award-winners> ... #tempeaz #MLK #mlkday #ourtempe

pic.twitter.com/4A8I6dTR2u

W Wrangler News

Nominations deadline approaching for 23rd Annual MLK Diversity Awards

TEMPE BRIEFS. The MLK Diversity Awards, hosted each year by Tempe and the Human Relations Commission, honor those in Tempe who ...
Dec 10, 2020



P Patch.com

Tempe Will Honor ASU Project Humanities With MLK Diversity ...

TEMPE, AZ — Arizona State University's Project Humanities program will be honored at the city of Tempe's MLK Diversity Awards on Friday.
1 month ago



W Wrangler News

MLK Diversity Award winners to be honored in virtual ceremony Jan. 15

MLK Diversity Award winners to be honored in virtual ceremony Jan. ... including students, have been named winners of the 2021 MLK Diversity Awards, which ... The program will be available live on Tempe 11, on the
1 month ago



AZFamily

How to celebrate Martin Luther King Jr. Day around the Valley

MLK Diversity Awards - The MLK Diversity Awards will be put on this year by the City of Tempe and the Human Relations Commission.
1 month ago



AZCentral.com

Martin Luther King Jr. Day in metro Phoenix: How to celebrate online and in person

Tempe 2021 MLK Diversity Awards. Tempe will honor 11 community-nominated people and organizations who "exemplify the spirit of Dr. Martin ...
1 month ago



We also had three TV stations attend the live event at the museum and provide coverage. Other media followed after the fact, like KTAR.

City of Tempe Government
Published by Kristina Baxter [?] · January 2 ·

Read about 11 amazing people and organizations who are this year's winners of the MLK Diversity awards. From helping the homeless suffering from COVID-19 to registering people to vote, they are creating a more inclusive and better community for all of us. The virtual award ceremony will be broadcast live at 1:30 p.m. on Friday, Jan. 15. Details: <https://mailchi.mp/tempe/2021-mlk-diversity-award-winners>



TEMPE.GOV
MLK Diversity Awards | City of Tempe, AZ
Honor the winners of the 2021 MLK Diversity Awards thi... [Learn More](#)

9,879 People Reached 1,105 Engagements [Boost Again](#)

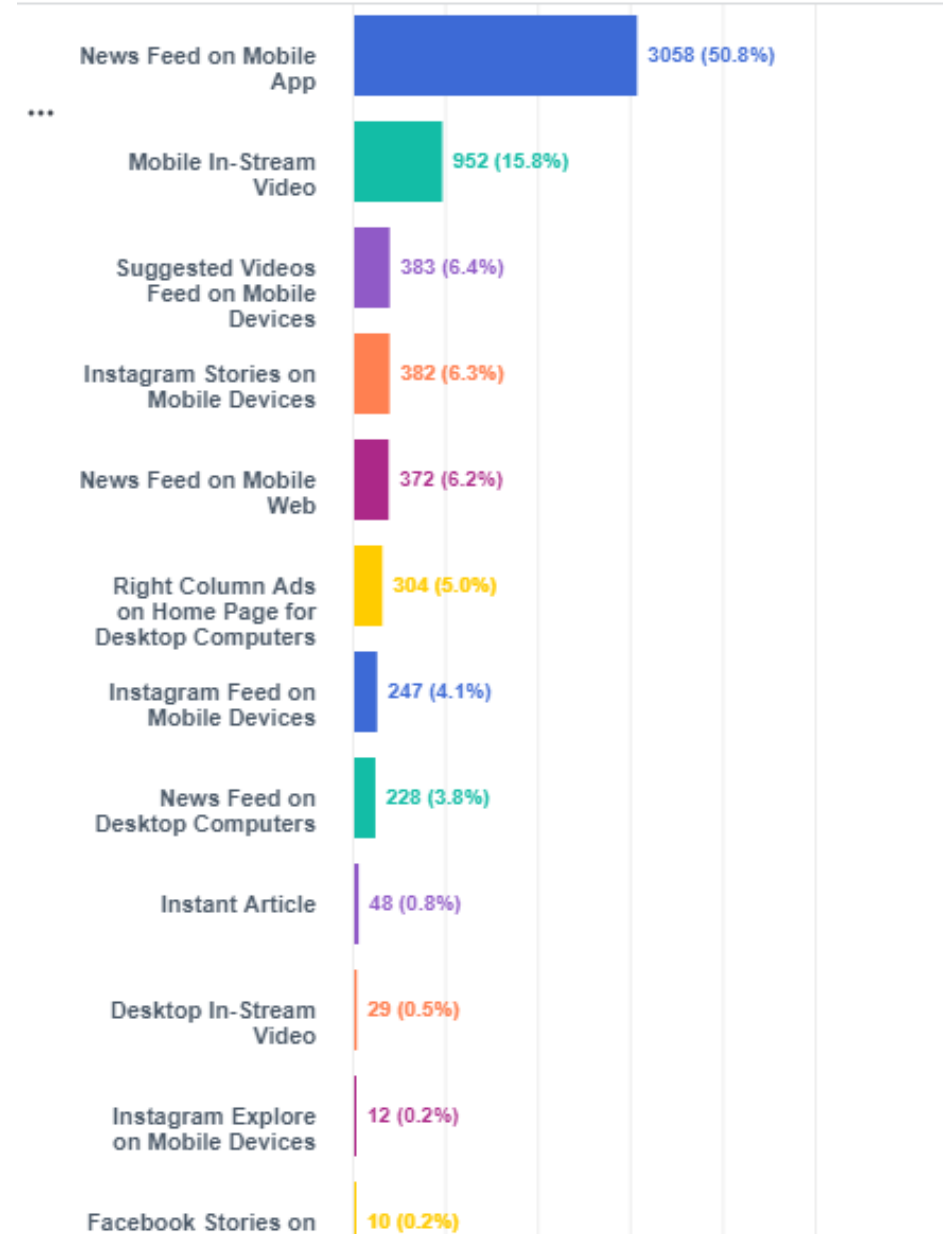
Audience

This ad reached **6,038** people in your audience.



25-34-year-old men (#1)
and 65+ women (#2)
were top audiences

Where Jan. 2 ad showed up and who saw it ...
Post itself had 3,800 additional views.



Mailchimp stats

MLK

Separate emails and part of citywide newsletters
See Jan. 13 update to right – used as header for newsletter for a week.

Reach - 35,643 people

Average open rate of 30 percent – super high for email

Unity Walk

Part of MLK releases, Instagrammys and its own releases

Reach about 32,000



Enjoy art showcasing the spirit of unity in several Valley cities. Check out the Regional Unity

ArtWalk map. tempe.gov/unitywalk

In observance of Dr. Martin Luther King, Jr. Day, there will be no COVID-19 newsletter on

Monday, Jan. 18.

Wednesday, Jan. 13: Tempe COVID-19 update

Vaccinations, MLK Day closures and how to nominate a neighbor

Mailchimp sample



Honor 2021 MLK Diversity Award winners Watch the virtual ceremony live on Jan. 15

Tempe, AZ - Honor the winners of the **2021 MLK Diversity Awards** this year and thank them for helping to make Tempe a more inclusive community.

The MLK Diversity Awards honor people who demonstrate a commitment to diversity, inclusion and who exemplify the spirit of Dr. Martin Luther King, Jr. This year's program honors 11 people and organizations, including students, who work to make Dr. King's dream a reality.

WATCH THE AWARDS

The MLK Diversity Awards are hosted by the City of Tempe and the Human Relations Commission. The award ceremony will be broadcast live at 1:30 p.m. on Friday, Jan. 15. You can watch the program on **16.2%** **City of Tempe** **23%** on Cox cable channel 11 and on Century Link 8012.

Learn more about the winners, listen to music and hear keynote speaker Mayor Corey D. Woods discuss Tempe's equity and inclusion efforts.



MLK DIVERSITY AWARD WINNERS

Winners are nominated by the Tempe community and chosen by the Tempe Human Relations Commission. Here are some of the reasons these people and organizations were selected:

African American Advisory Committee - Prayer Breakfast Sub-Committee

Vera Brooks, Michelle Brooks-Totress, and Kim Dartez established the Black History Month Faith Action Prayer Breakfast in 2019 as part of their work with the **1.4%** **in Advisory Committee**. The Prayer Breakfast has included representatives from the Christian, Jewish, and Muslim Faiths. At this breakfast, groups have the opportunity to show what Faith in Action looks like in their communities in Tempe. Interest in this breakfast grows each year.

Vera, Michelle, and Kim have given a combined total of more than 30 years through volunteering and educating Tempeans about the contributions of African Americans.

Joseph Delgado

As a freshman at Northeastern University, Joseph Delgado was introduced to Rev. Martin Luther King, Jr. just after Dr. King had finished speaking at the Roxbury Church in Boston. After hearing Dr. King, Joseph made a vow to live his life in service to others. He has dedicated his time and energy getting people registered to vote in Arizona. He has registered thousands of people at ASU as well as at the Aloha Festival, the Salute to Service events, Juneteenth and the AGC Collectors Club of Arizona.

Joseph was recently appointed to the **Arizona Commission on African Americans**. He has helped form future leaders by inviting over 500 middle and high school students to visit the Arizona State Capitol to learn about state government.

Jazin Hodge

An NYU student with his sights set on law school, Jazin Hodge can be found volunteering at the **0.7%** **Hub Ladmo Branch**, working with national groups on civic and leadership opportunities for young Black men or working on local food drives during the pandemic to ensure vulnerable youth don't go hungry.

Understanding that systemic change comes from active and visible participation

In the past, she served underserved communities while working at A New Leaf. She was also a part of the Obama Foundation Community Leadership Corps where she developed a 6-month youth program targeted toward teens in low-income families.

Devynn Thurston

Devynn Thurston is involved in Arizona Department of Education's Equitable and Inclusive Practices Advisory Council working to create guidelines for the Department of Education to send out for schools to foster equitable and inclusive schools for LGBTQ students.

Since 2018, he has been a program member of the **0.2%** **Gay, Lesbian, Straight Education Network** Phoenix Shine Leadership program. He is also the City of Tempe Mayor's Youth Advisory Commissioner and President of Tempe High School's Gender Sexuality Alliance, where he plans and runs weekly meetings and created a transgender support group.

He has refined a variety of leadership skills around communication by giving public and recorded speeches and presentations and being a voice for LGBTQ high school youth.

Kay Wright

Kay Wright dedicates her time to ensuring women of all socio-economic circumstances have feminine hygiene items projects. She started **3.4%** **Women4Women** to distribute women's hygiene and incontinence products to homeless, Native American and low-income women who had no other way to get them. She and her members have distributed thousands of these items to women, tirelessly and continually, for several years. In October alone, the organization distributed more than 1,400 products.

While her primary purpose at Women4Women is providing feminine hygiene to women, she also takes the time to sit with those she helps, to share a story or learn a name. She is truly loved by our homeless community.

She has made women's hygiene products a needed item rather than something hidden or to be ashamed of, as social construct has done these last centuries. That in itself takes courage.

Want to take part in other diversity and inclusion events? Check out the Regional Unity Artwalk beginning Jan. 5. Visit **2.7%** **talk** for details.

The Event

102 people watched together at one time on Facebook

BUT ... about 6,000 minutes watched by about 5,400 people on the City and Museum FB pages

456 engagements including 137 comments, 287 happy reactions

126 people responded to the event page itself.

Video Details

Total Video Performance Showing All

← Audience and Engagement ▾

👍 Post Engagement	456	▸
😊 Video Engagement	--	▸
👤 Top Audience	Women, 45-54	▸
🌐 Top Location	Arizona	▸

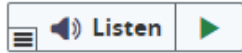
★ **Know Your Audience**
Discover the age, gender and interests of your viewers with audience insights.
[Go To Insights](#)

56:06 · Was Live: 01/11/2021 · Owned · Appears in 2 posts · [View Permalink](#) · [Copy Video ID](#)

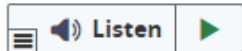
Digital views of event continue

Event was viewed on Tempe 11 live by 110 people during event
YouTube- 132 views – these happened after the event.
75 percent of these from tempe.gov/MLK

MLK Diversity Awards ← **MLK Website**



Thanks for joining us for the 23rd Annual Virtual
share the ceremony below:



110 Tempe 11 viewers
102 long views on Facebook

Post event coverage included a link to watch the whole video and the 8 Can't Wait release from Mayor Woods just in time to promote the MLK event – it also generated media coverage after the fact for a couple weeks.

We also promoted a PBS show.

Tempe celebrates MLK Day by taking actions to improve equity, community safety

City achieves Eight Can't Wait status

Jan. 14, 2021

TEMPE, AZ - The City of Tempe has celebrated MLK Day with awards to people and organizations that make the community a more inclusive place for more than 20 years. This year, not only will Tempe honor award recipients, the city will also show its substantial progress to make the community a more equitable place for all.



"The events of the last 12 months have served to bring us together to speak up for social justice. They have illuminated policies that need to be changed. I can think of no better way to honor Dr. King than to take actions that bring his dream closer to reality. Today, I am proud to announce that we are proactively taking those steps."

- Tempe Mayor Corey D. Woods

The MLK Diversity Awards will virtually take place at 1:30 p.m. on Friday, Jan. 15. The ceremony and speech can be viewed at tempe.gov/Tempe11 or on facebook.com/CityofTempe. Read about this year's award winners at tempe.gov/mlk.

In his keynote address, Tempe Mayor Corey Woods will speak about:

- Tempe's new designation as the second Arizona city to meet the Eight

Post Details

City of Tempe Government
Published by Kristina Baxter [?] · January 17 · 🌐

Arizona community leaders come together to reflect on the effects of Dr. King's "I Have a Dream" speech and how it has shaped the conversation of equality and diversity. Watch it tomorrow on Arizona PBS.
<https://azpbs.org/2021/01/mlk-celebrating-the-legacy/>

👍 Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,280 People Reached	42 Engagements	Boost Post
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👍👏👤 Adalia Kroblen, Carol Fuerstenberg and 18 others 10 Shares

👍 Like 💬 Comment ➦ Share 📧

City of Tempe Government
Published by Kristina Baxter [?] · January 18 · 🌐

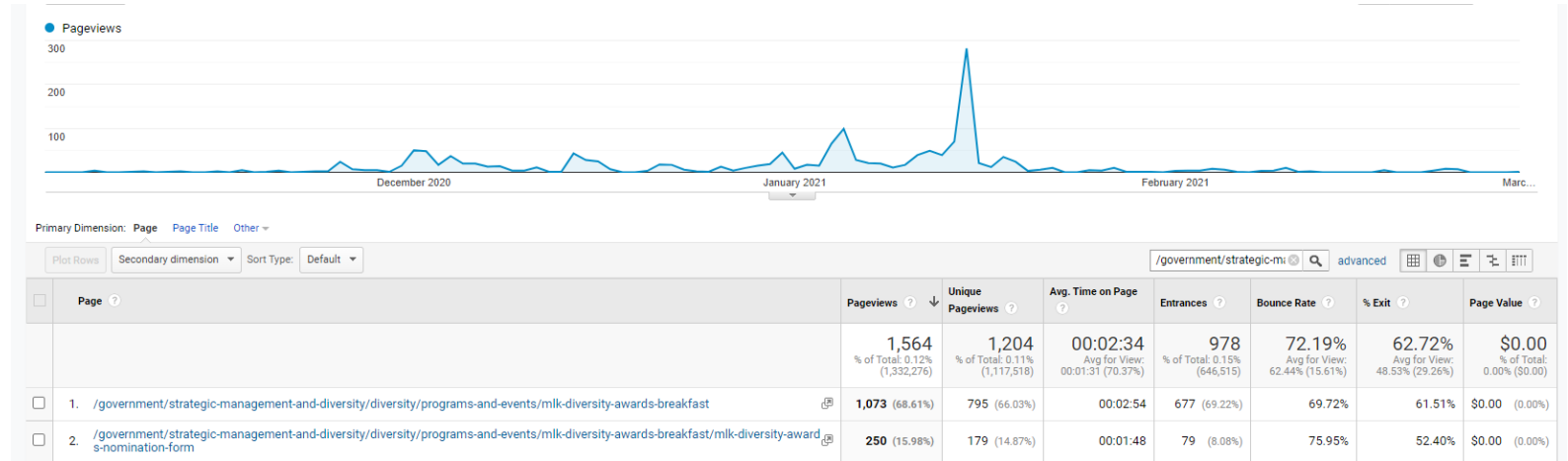
Congratulation to the winners of this year's MLK Diversity Awards! Read about the winners and watch the video at www.tempe.gov/mlk

👍 Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

3,854 People Reached	482 Engagements	Boost Post
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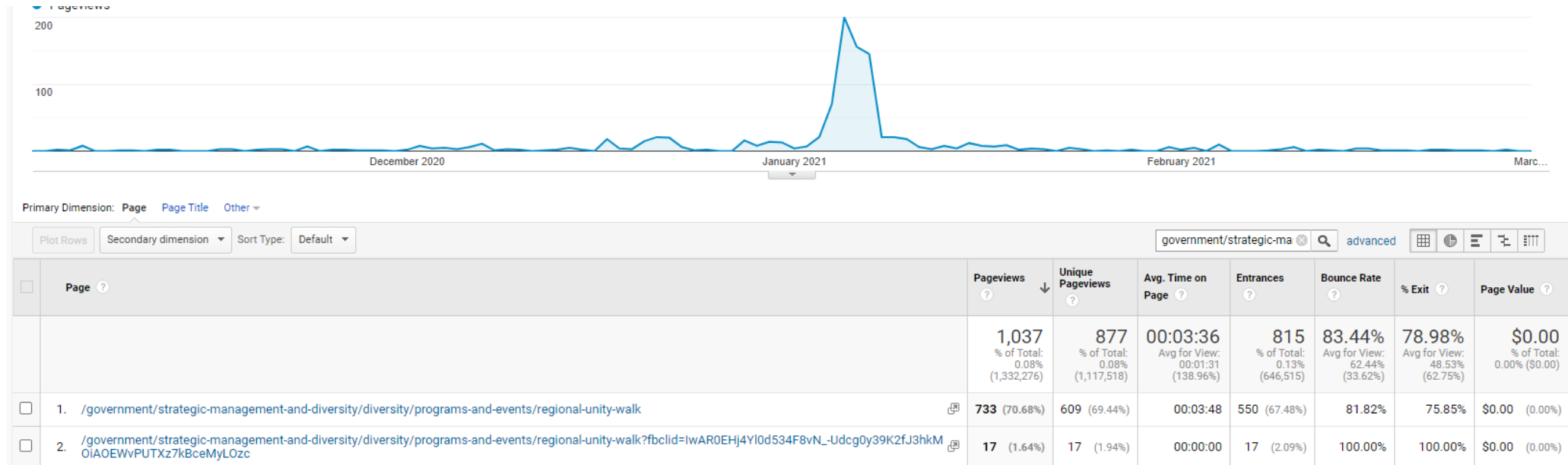
👍👏👤 Rod Running Miller, Frankie Scozz and 87 others 2 Comments 7 Shares

MLK Google Analytics



1.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	(direct)	421 (29.82%)	324 (29.75%)	00:03:22	295 (33.48%)	77.29%
2.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	google	362 (25.64%)	280 (25.71%)	00:02:29	233 (26.45%)	66.95%
3.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast/mlk-diversity-awards-nomination-form	google	107 (7.58%)	64 (5.88%)	00:01:18	33 (3.75%)	60.61%
4.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	m.facebook.com	72 (5.10%)	42 (3.86%)	00:01:57	35 (3.97%)	48.57%
5.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast/mlk-diversity-awards-nomination-form	(direct)	67 (4.75%)	48 (4.41%)	00:01:57	35 (3.97%)	82.86%
6.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast/mlk-diversity-awards-nomination-form	m.facebook.com	33 (2.34%)	26 (2.39%)	00:00:31	0 (0.00%)	0.00%
7.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	bing	28 (1.98%)	20 (1.84%)	00:02:20	12 (1.36%)	66.67%
8.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	mailchi.mp	25 (1.77%)	20 (1.84%)	00:03:57	13 (1.48%)	38.46%
9.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	facebook.com	10 (0.71%)	9 (0.83%)	00:00:34	4 (0.45%)	75.00%
10.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	t.co	9 (0.64%)	8 (0.73%)	00:00:39	8 (0.91%)	37.50%
11.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	l.facebook.com	8 (0.57%)	5 (0.46%)	00:03:51	4 (0.45%)	75.00%
12.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	City of Tempe	7 (0.50%)	5 (0.46%)	00:00:47	1 (0.11%)	100.00%
13.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	us19.campaign-archive.com	7 (0.50%)	5 (0.46%)	00:00:28	5 (0.57%)	60.00%
14.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	yahoo	7 (0.50%)	4 (0.37%)	00:04:17	3 (0.34%)	33.33%
15.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	azcentral.com	5 (0.35%)	1 (0.09%)	00:01:07	1 (0.11%)	0.00%
16.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	projecthumanities.asu.edu	5 (0.35%)	4 (0.37%)	00:05:49	4 (0.45%)	75.00%
17.	/government/strategic-management-and-diversity/diversity/programs-and-events/mlk-diversity-awards-breakfast	azfamily.com	4 (0.28%)	4 (0.37%)	00:00:00	4 (0.45%)	100.00%

tempe.gov/UnityWalk Google Analytics – this doesn't include the map site



Page	Source	Pageviews	% of Total
/government/strategic-management-and-diversity/diversity/programs-and-events/regional-unity-walk	google	258	(26.74%)
/government/strategic-management-and-diversity/diversity/programs-and-events/regional-unity-walk	(direct)	176	(18.24%)
/government/strategic-management-and-diversity/diversity/programs-and-events/regional-unity-walk	Tempe Center for the Arts Newsletter	79	(8.19%)
/government/strategic-management-and-diversity/diversity/programs-and-events/regional-unity-walk	m.facebook.com	37	(3.83%)
/government/strategic-management-and-diversity/diversity/programs-and-events/regional-unity-walk	downtowntempe.com	29	(3.01%)
/government/strategic-management-and-diversity/diversity/programs-and-events/regional-unity-walk?fbclid=IwAR0EHj4Yl0d534F8vN_Udcg0y39K2fJ3hkMOiAOEWvPUTXz7kBceMyLOzc	(direct)	21	(2.18%)
/government/strategic-management-and-diversity/diversity/programs-and-events/regional-unity-walk	tempecenterforthearts.com	14	(1.45%)
/government/strategic-management-and-diversity/diversity/programs-and-events/regional-unity-walk?fbclid=IwAR3Rwl7OrLA-0eb5LbJtoXdXgWqMLO69hthCkg6lM7CGj7mSxE33sSwlfZc	(direct)	12	(1.24%)
/government/strategic-management-and-diversity/diversity/programs-and-events/regional-unity-walk	tempeunion.schoology.com	10	(1.04%)
/government/strategic-management-and-diversity/diversity/programs-and-events/regional-unity-walk	bing	9	(0.93%)

This was the page we hosted before we had the map site