District 5 Residents and Friends

Schools are back in session, and we want to take a moment to express our appreciation for your continued support and engagement! Despite the extreme heat this summer, we're committed to ensuring that our kids remain cool and safe.

In this edition of Neighborhood News, you'll find updates on several exciting initiatives:

- 2025 Back-to-School Backpack Giveaway: Learn how we've been supporting our students as they transition back into the classroom.
- New Maryvale Aquatics Center and Splash Pads: Discover how you can be a part of our latest facilities designed by you for fun and relief from the heat.
- Extended Pool Season: Enjoy more time at our pools, with splash pads now open for everyone to enjoy!
- Community Safety Plan: Read about how our efforts are effectively cutting crime in the area.
- Hispanic/Latino Heritage Month Events: Join us in celebrating the rich culture and contributions of our Hispanic and Latino communities.

Thank you for being an indispensable part of our community. Together, we can keep our community a safe and welcoming place for all.

2025 Back-to-School Backpack Giveaway Another Great Success!

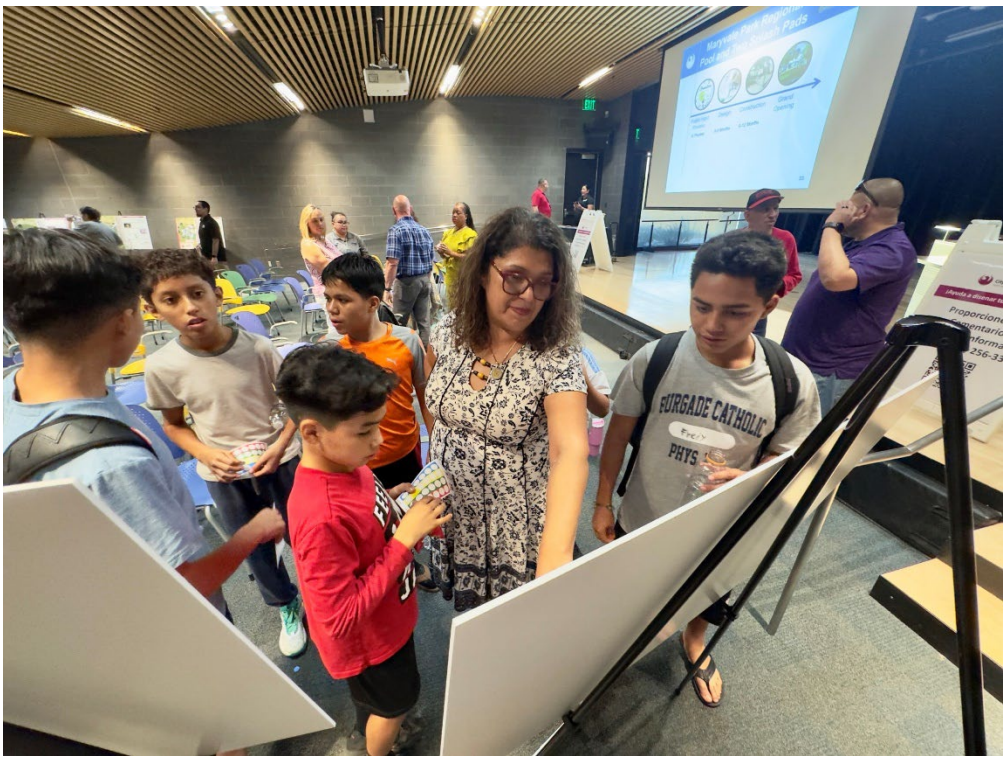
We are so grateful for the generous support and dedication of our sponsors and volunteers that made our 5th annual Back to School Backpack Giveaway a success! About 3,000 community members attended the event, where over 1,000 backpacks and school supplies were given to West Phoenix students and their families. In addition, over a hundred children received free haircuts thanks to D'Image Beauty School, Dr. Kim Foundation, Madrid Beauty College, and Mocha Pelos.

Special thanks to our city departments and community partners who supported the event, including Parks and Recreation, Human Services, Police, and Fire Departments and the Milwaukee Brewers. Click below for our short PHX TV recap

video of the back-to-school event: [Back to School Backpack Giveaway - Neighborhood News with Councilwoman Betty Guardado District 5](#).

During the first week of classes, I also had the joy of delivering backpacks and school supplies to students at Washington Elementary School and James W. Rice Elementary School! There's nothing more important than making sure our kids start the school year with the tools they need to succeed. A big thank you to the amazing educators and staff who go above and beyond for our students every single day. Wishing everyone a strong and confident start to this school year!

New Maryvale Regional Aquatics Center & Splash Pads



Big changes are coming to Maryvale and we're planning them with YOU! Help design the future Maryvale regional aquatic center and new splash pads at Marivue and Holiday parks. In case you missed the first meeting, join one of the last two upcoming community meetings to share your ideas!

- Holiday Park (4530 N. 67th Ave.), Thursday, August 14th, 5:30pm-7:30pm
- Marivue Park (5625 W. Osborn Rd.) Saturday, August 16th, 10am–12pm
- OR **take the survey online now**
    - Maryvale Regional Aquatic Center survey
    - Holiday Park splash pad survey
    - Marivue Park splash pad survey

Extended Pool Season through Labor Day and Splash Pads Still Open

Stay cool in this extreme heat and save money. Maryvale Pool is open Saturdays and Sundays from 12 to 6 p.m. through Labor Day (Sept. 1st). FREE Kids admission!

Splash pads are still open daily from 8 a.m. – 8 p.m. through October 1st. All city splash pads are FREE to use and open to the public. Check out Dustdevil, El Oso, and Mariposa Parks.

Activation of Flashing Beacon for School Crosswalk during Stop on Red Week

Yesterday, I was proud to announce the activation of the flashing beacon for the raised crosswalk (speed table) for students to cross the street safely at 55th Ave. near Campbell Ave. It increases driver awareness, slows traffic, and decreases vehicle collisions. This was part of my vision to make our neighborhoods safer and cooler. This median is a cool corridor which includes a 1-mile stretch with 200 new trees, walking paths, recycle bins, dog waste receptacles, and future bike lanes.

Back to school means it's time to be extra cautious on the roads! This Stop on Red Week and every week, remember to always stop on red, especially for school buses with flashing lights and stop signs. The National Coalition for Safer Roads is calling on everyone to take the pledge to always stop on red. Let's all work together to keep Phoenix safe:

- Decide now YOU will always Stop on Red as a driver, cyclist, or pedestrian.
- Obey speed limits so you have time and space to stop.
- Learn about our Road Safety initiatives at Phoenix.gov/RoadSafety

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Community Safety Plans Cut Crime and Improve Neighborhood Safety

The Phoenix Community Safety Plans (CSPs) are making a real difference in district 5. The CSPs focus on improving safety and quality of life in key areas along I-17, using technology, police, City staff and resources like community cleanups, graffiti removal and homelessness outreach. A new study by ASU looked at the progress made by the CSPs since they started nearly three years ago; it found crime is down in every CSP area and residents say their neighborhoods look and feel safer than before. Read the ASU study. Click here to learn more.

Additionally, the Real Time Operations Centers (RTOC) have made a positive impact on assisting police with technological advancements: cameras, license plate readers, and gun-shot detectors. I had the honor of touring an RTOC. Watch my interview with Phoenix Police.

In District 5, we've seen real progress — a 40% drop in violent crime, a 29% reduction in overall crime in Midtown, highlighted by the closure of the Royal Inn, a long-standing hotspot for drugs and prostitution. Along 19th Avenue, District 5 has seen a 14% decrease in aggravated assaults and a 17% decrease in overall crime.

Hispanic Heritage Month Events:

El Grito & Mexican Baseball Fiesta

Welcome to the 'El Grito' Festival, an electrifying celebration of Mexican Independence Day. This vibrant event is returning for its second year to Downtown Phoenix, and they're thrilled to invite you to immerse yourself in the rich culture, delicious cuisine, and captivating entertainment that Mexico has to offer. Click here for more details.

The Mexican Baseball Fiesta was founded in 2011 in Tucson, Arizona to create an event that will bring the excitement of Mexican Winter Baseball, and has since grown to include events in Nogales, Douglas, Las Vegas, Phoenix, and Mesa. Click here for more information.

The Mexican Baseball Fiesta is a cultural event that celebrates the sport of baseball in Mexico. The fiesta features games between teams from the Mexican Pacific League, as well as other events such as concerts, dance performances, and food festivals. The fiesta has become a celebration across Southwest Arizona.

Thank you for reading and sharing the August Neighborhood News with family, friends, and neighbors. As always, please contact our office for your comments, questions, and concerns, at (602) 262-7446

or council.district.5@phoenix.gov. For regular updates, follow us on our social media accounts by clicking on the icons below.