



2005 City Cultural Diversity Award



The city of Phoenix was presented the 2005 City Cultural Diversity Award by the National League of Cities - National Black Caucus of Local Elected Officials (NBC-LEO) for its annual International Women's Day Work Team. Pictured from left, Sydney Blaine, LaVina Horne, Carole Coles Henry, Terri Jackson, Pauline Sandell, Amy Mancusco, Alexandra Jones, Diana Storino, Sheryl Sculley and Nattie Sayer.



Phoenix's Commitment to Excellence

We continue our pursuit of excellence. All employees practice continuous improvement as part of their daily business. Customer service is our most important focus, whether those customers are residents seeking information and assistance, companies looking to relocate to Phoenix, neighborhoods working to improve their areas, or city departments receiving internal services.

Phoenix employees work as individuals and on teams to deliver better services with fewer dollars. They use numerous innovative ways to improve service delivery without increasing costs while working with the community as a partner to make Phoenix a better place to live, work and play. Phoenix employees are proud to be among the very best in service delivery, and they serve the community with pride.

In 2004, to measure how effective we are at meeting the needs of the community, Phoenix conducted its tenth Community Attitude Survey. This survey, which is completed every other year, showed that nine out of ten residents – 91 percent – were satisfied with the city's efforts in delivering 29 specific municipal services. This rating represents the highest service delivery rating recorded to date and is particularly impressive given the budgetary challenges the city has faced over the past several years.

In addition to being recognized by the community for a job well done, the city and its employees continue to be recognized by professional organizations and external evaluators for their hard work and dedication to safety and customer service. The following is a summary of just a few of the awards and recognitions received by the city and its staff during the course of the fiscal year:

- City Manager Frank Fairbanks was presented with the National Public Service Award, the highest public service award given for distinction in public service by the American Society for Public Administration and the National Academy of Public Administration. Mr. Fairbanks was recognized for his work in developing e-government, achieving an AAA excise tax revenue bond rating from Standard and Poors and his membership on local business and community boards.
- Phoenix Channel 11 was nominated for six National Association of Telecommunications Officers and Advisors Television Awards. Phoenix 11 received nominations in the "community event coverage," "profile of a city department," "community awareness," "special audience," and "municipal channel promotion" categories.
- Know99 Television, the city's youth and education channel, received 13 Telly Awards, which honor outstanding local, regional and cable TV commercials and programs.
- The Public Information Office received three Copper Anvil Awards from the Public Relations Society of America. David Ramirez and Marisol Russell were honored for the phoenix.gov Spanish language Web site and Cynthia Weaver was honored for the Development Services annual report, which she helped write.
- The Maricopa Association of Governments (MAG) recognized the city with a MAG Livable Communities Award. The award was given in recognition of the commercial revitalization project along Seventh Avenue between Camelback and Indian School roads.
- The Phoenix Municipal Stadium renovation project received the Facility of Merit Award from Athletic Business Magazine. The stadium was praised for its "balance of modern amenities and timeless qualities."
- Neighborhood Services earned the Platinum Award from MarCom Creative Awards for its innovative efforts to market the Graffiti Busters Program through Domino's Pizza.
- The city of Phoenix also earned top honors in Valley Forward's 2004 Environmental Report Card. Phoenix was the first city to win straight A's for outstanding achievement in all five categories – land use, open space and recreation, transportation, air quality and water quality.





We are Committed to Making Phoenix Better

The city's Vision and Values continue to serve as a common source of pride and motivation for city of Phoenix employees to do all that they can to make Phoenix better.

- We are dedicated to serving our customers
- We value and respect diversity
- We work as a team
- We each do all we can
- We learn, change and improve
- We focus on results
- We work with integrity
- We make Phoenix better!

The following are a few examples of how city employees have demonstrated their commitment to our Visions and Values by going above and beyond to improve the quality of life for Phoenix residents.

- This year Phoenix employees donated \$1.3 million through the annual Community Service Fund Drive, which represents a 10 percent increase over the previous year.
- City employees were among more than 500 volunteers who participated in a recent cleanup along 51st Avenue, between Camelback and Indian School roads. Neighborhood Services coordinated the effort, partnering with the District 5 Council Office, Maryvale U.N.I.T.E., Public Works, Street Transportation, Fire and Police.

More than 34 properties in the area received paint, landscaping or a general cleanup.

- In 2004, the Phoenix Youth and Education Commission and the Human Relations Commission awarded \$60,000 in grants to local schools through the Youth Diversity Grants Initiative.
- The Office of Arts and Culture awarded 105 grants totaling \$989,000 to 82 cultural organizations and schools for their Phoenix-based arts programs and activities. The grants support programs and activities that serve more than 1.5 million residents annually.
- In November 2004, the City Council approved spending \$1.1 million to increase the level of various services to the city's westside. An intense study of the area showed that while the westside receives about the same level



Prudence Crosswhite is a part-time library assistant with a full-time stake in helping the arts thrive and succeed in downtown Phoenix. Because of Prudence, Burton Barr Central Library's @ Central Gallery is the most visited art space in downtown Phoenix.



of municipal services as other parts of the city, there were deficiencies in some areas. The funds were used to pay for 13 new employees and improve the city's ability to address a wide range of issues, including neighborhood code enforcement, traffic problems, building construction complaints and illegal dumping of trash.

- In February 2005, the city held its third annual diversity celebration for city employees. The Diversity Celebration helps create a vision where all people's rights are respected and where every person can live and work as a valued member of the community. The event not only endorses and promotes the city's Vision and Value statement "We value and respect diversity" by working together and serving our community; we show how we live it.

City of Phoenix Excellence Awards

Each year, the city of Phoenix recognizes individual employees and teams of employees with excellence awards for outstanding service. This past year, individual employees and employee teams exemplified pride in public service.

- Mario Rey Lopez, a Neighborhood Services Department inspector, helped revitalize the Palomino Neighborhood in northeast Phoenix. A major problem for that neighborhood was the proliferation of weed-infested vacant lots that were used as dumping grounds for old mattresses, broken furniture, trash and other debris. Most of the 50 lots targeted for cleanup enforcement and compliance were owned by individuals out of state, adding to the city's challenge. Mario worked

tirelessly with residents, community partners, other city departments and the property owners themselves to clean up the lots, which were not only eyesores but provided cover for drug activities. Mario even impressed some of the cited property owners, who thanked him for his professionalism and suggestions for keeping their lots clean.

- James Anderson of the Public Works Department has saved the city – and taxpayers – hundreds of thousands of dollars over the years with his knowledge of tires. Anderson has spent untold hours researching tires and the tire industry and is considered a national expert on the subject. Knowing that proper inflation can extend the life of a tire, James was instrumental in purchasing and



Mario Rey Lopez is a Neighborhood Services Department inspector assigned to the Palomino Neighborhood in north Phoenix. Over the past year, he has worked diligently to improve the community by targeting blight and neglect.





installing tire-inflation stickers for Public Works' sizable fleet. He also recommended that the department use quality recapped tires as much as possible, resulting in significant savings for Public Works and other city departments. He is eager to share his expertise and frequently conducts "tire-wise" training for other city departments, Valley municipalities and the business community.

- Sheila Denney, a Water Services Department safety analyst, goes beyond her normal job duties to increase awareness of women in non-traditional roles and promote diversity within her large department. Sheila chairs the department's Women's Innovative Network (WIN), which has established

Road to Success, Secret Sisters and Job Discovery. Women in Water Services look to these three programs to network, solve mutual problems and achieve personal goals. Denney also helped create the department's Diversity Task Force, which promotes unity among Water Services' more than 1,500 employees. Because of Sheila's efforts, the task force was able to award a scholarship to a Gateway Community College student enrolled in the Water and Industrial Wastewater Treatment Technology Program.

- Library Assistant Prudence Crosswhite is a primary reason the arts are thriving in downtown Phoenix. Prudence is curator of Burton Barr Library's @Central Gallery, downtown's

most-visited art space. Her First Friday opening receptions typically attract 400 art aficionados for a lively evening of art, live entertainment and thoughtful conversation with local artists and musicians. She welcomes all artists to the library gallery, regardless of experience or reputation. Some of the emerging artists selected for exhibits no doubt would have difficulty convincing sales-oriented commercial art venues to show their works. She also has had considerable success attracting top-tier artists for the gallery's First Monday's series. Because of her dedication, thousands of Valley residents are exposed to art in a setting where they feel comfortable and welcome.



Sheila Denney, a safety analyst with the Water Services Department, strives to increase awareness of women in non-traditional roles and promotes diversity within her department. She lead the effort to create programs that help women employees solve mutual problems, overcome personal obstacles and achieve personal growth.



- Thanks to an employee team from the Human Services Department, thousands of low-income families took advantage of the Earned Income Tax Credit (EITC), reaping previously unclaimed tax refunds. When the department discovered in 2003 that as much as \$64 million in potential EITC refunds had not been claimed by Phoenix residents, it spearheaded a campaign to assist families who would qualify for the program. The EITC Campaign Team coordinated the efforts of a coalition consisting of more than 40 private and public agencies, the Internal Revenue Service, the Governor's Office, major utility companies and almost 200 volunteers. The team oversaw the training of tax preparation volunteers, arranged for tax preparation sites and heavily

promoted the EITC campaign among its target group. The result: 6,353 low-income families last year received free tax preparation at nine campaign-sponsored sites, resulting in \$6.2 million in much-needed tax refunds.

- Employee teams from the Parks and Recreation Department have enriched a central city community by providing a safe, cultural haven at Eastlake Park, located at 16th and Jefferson streets. The park's community center houses a cultural and dance program that attracts participants from throughout the Valley. People of all ages flock to the center to learn hip-hop, ballet, tap, jazz, and African and Brazilian dance. The park's sports and recreation staff, meanwhile, annually organizes a number of community programs,

including a back-to-school event and a Thanksgiving Day celebration. During last year's back-to-school event, more than 400 youths received backpacks, school supplies and clothing. The holiday event attracted more than 600 individuals, who enjoyed a traditional turkey dinner and gospel music.

- Phoenix Police Officers Nick Margiotta and David Beauchamp last year launched the Connection to Care Program, an alternative to "sweeps" of homeless people that usually result in arrests for nuisance activities. Instead of charging and jailing the homeless who are picked up during sweeps, the officers - with the help of other agencies - offer them a diversion program. Offenders are taken to a command post where they undergo a brief assessment after being fed and



The Earned Income Tax Credit team helped more than 6,000 families receive free tax preparation, garnering \$6.2 million in tax refunds.





clothed. As a result of the assessment, homeless men and women who would have ended up spending yet another night in jail receive immediate shelter, detox treatment, mental-health assistance and other services. The results have been impressive: of 130 homeless individuals helped through Connection to Care, 32 entered substance abuse treatment programs, five entered transitional housing, six are employed and 14 obtained permanent supported housing.

- Phoenix is at the center of the genomics and biotech revolution. Were it not for two interdepartmental teams working together, the city would not be in such an enviable position. The teams coordinated the design and

construction of TGen headquarters, the impressive six-story building at Fifth and Van Buren streets that houses the Translational Genomics Research Institute. After TGen decided to relocate to Phoenix in mid-2002, the city had 18 months to design and construct the \$46 million project. To meet that deadline without exceeding budget, the teams adopted a “one-stop shop” approach to design and construction while ensuring they were creating a facility that would allow for future growth and evolving scientific needs. The city teams are gratified that their efforts are helping TGen as it pursues cures for cancer, Alzheimer’s disease and other genetic disorders.

Our mission at the city of Phoenix is to provide excellent customer service. Although we have faced some challenging budget times over the past several years, all employees have continued to deliver quality services to our community and strive to make Phoenix better in everything we do.

Phoenix has become one of the best-run cities in the world because our employees are leaders in their professions with commitment, passion and a strong work ethic. Each day, the core values of our organization – what we call our “Vision and Values” – are at the root of everything we do.



The Eastlake Park Community Center is known for its innovative programming where residents can explore their talents, cultivate new interests and strengthen the neighborhood.

