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Our Commitment To Excellence

We continue to provide our community with innovative public services: completing the light rail project, welcoming students to ASU's new downtown campus, and opening the Phoenix Convention Center's new West Building to name a few.

Customer service is a critical focus for us. Our customers are residents seeking information and assistance, companies looking to relocate to Phoenix, neighborhoods working to improve, city departments receiving internal services, and people who are visiting or driving through our city. Our employees practice continuous improvement as part of their daily business.

Phoenix employees work as individuals and on teams to deliver better services with fewer resources. They look for innovative ways to deliver services at the lowest cost. We partner with the community to make Phoenix a better place to live, work and play. We are proud to be among the very best and we serve the community with pride.

In addition to being recognized by the community for a job well done, the city and its employees continue to be recognized for their commitment to excellence. Following is a list of just a few of the awards and recognitions received by the city and its staff during the course of the fiscal year:

- Carol Finch, children and teen services coordinator for Phoenix Public Library, is a winner of the 2006 New York Times Librarian Award. Finch is among 25 librarians nationwide who are being recognized for outstanding public service and the positive impact they had on their nominators. The Times, which received more than 1,300 nominations from 45 states, will honor the winners Dec. 13 at a ceremony and reception in New York. Each will receive \$2,500 and a commemorative plaque.
- Phoenix Sky Harbor International Airport received the 2006 Air Carrier Airport Safety Award from the Federal Aviation Administration Western Pacific Airports District Office. Sky Harbor received the honor for its innovative solutions and partnerships that have resulted in enhanced airport safety.
- The Parks and Recreation Department won the ASA (Amateur Softball Association) Award of Excellence for conducting two of the highest-rated national championships in 2006. Parks and Recreation was presented the award at the group's annual business meeting in Colorado Springs. The city hosted the 2006 ASA Coed Major National Championship and the 18 and under 2006 Girls Western National Championship.
- Neighborhood Services Department was recognized by the National Association of State Chief Information Officers and the Public Technology Institute as one of 23 programs nationwide with a "Best in Tech" annual award for enhancing government services through innovative adaptations of technology.
- The Rio Salado Environmental Restoration Project won top honors – the President's Award – in the 26th Annual Valley Forward Environmental Excellence Awards program. Rio Salado, a five-mile urban wildlife and habitat project, was recognized for restoring life back to a once dry and barren Salt River and serving as a catalyst for revitalizing areas well beyond its banks.
- Phoenix City Librarian Toni Garvey received the Rosenzweig Distinguished Service Award from the Arizona State Library Association. The award is given to a library professional who has, over the past 10 years, exhibited effectiveness regionally and statewide in the promotion of libraries and library services. Garvey was recognized for her work with community partnerships such as the Phoenix Public Library Foundation, Friends of the Phoenix Public Library, the Arizona Republic, the Arizona Diamondbacks and other groups.



- United Blood Services presented the city with six “Valentines for Life” awards for donating 1,387 units of blood in 2006. The specific areas of the organization that were recognized for going above and beyond include: the Police Academy, Police Headquarters, Phoenix City Hall, the Aviation Department, Fire Department Administration and the Phoenix Convention Center.
- SustainLane, a group that compiles information on sustainability, has ranked Phoenix seventh in its listing of the top 10 large U.S. cities who are running the highest percentage of their municipal vehicle fleets on alternative fuels. The report found that Phoenix runs 28 percent of its fleet with compressed or liquid natural gas or biodiesel.
- Carole Coles Henry, Equal Opportunity Department director, was honored by the ASU West Black History Month Committee with the Pioneer Award. The annual award recognizes African-Americans who have made significant contributions to the life and culture of the Phoenix metropolitan area.
- The National Parks and Recreation Association awarded its “Excellence in Aquatics Award,” to the Phoenix Parks and Recreation Department at its annual National Aquatics Conference in Atlanta. The Phoenix Parks and Recreation Department earned the award for cities with more than 500,000 residents. This is the third time the department has won the award. The National Excellence in Aquatics Award honors agencies that demonstrate excellence in planning and managing diversified aquatic services. It is given to only one city in each size category and is recognition of the best-run aquatics system in the country.
- Aviation Department employee Johnnie Funderburg was recognized and honored by the Greater Phoenix Black Chamber of Commerce as Community Advocate of the Year. Johnnie is the outreach project manager for the Business and Properties area of the airport. She works in the community partnering with citizens and businesses that do business with the city.



The annual Diversity Celebration brings city employees together to showcase their department's best practices as well as their individual diversity.

We are Committed to Making Phoenix Better

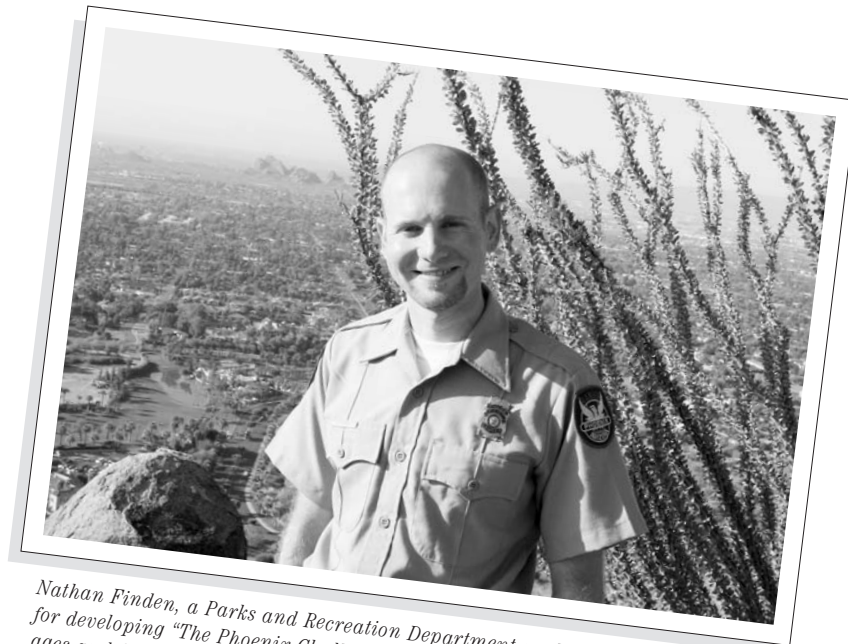
The city's Vision and Values statements continue to serve as a common source of motivation for city of Phoenix employees to do all that they can to make Phoenix better.

- 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 statements by going above and beyond to improve the quality of life for Phoenix residents.

- The Valley of the Sun United Way recognized the city with an Innovative Campaign Partnership Award in 2006 when employees donated more than \$1,426,576 to the Community Service Fund Drive. The fund drive provides resources to hundreds of agencies that provide health and social services to our community.

- Matthew Bertram with Parks and Recreation personifies the Vision and Values statement, "We each do all we can" – even under the most tragic circumstances. Bertram works at the Longview Recreation Center. One of the center's participants, a young boy active in the center's youth basketball program, was diagnosed with a malignant brain tumor. When it came time to award team trophies, Bertram arranged to have the presentation at Phoenix Children's Hospital. He felt it was important that the youngster celebrate a successful season with his teammates.



Nathan Finden, a Parks and Recreation Department park ranger, was recognized for developing "The Phoenix Challenge," a non-competitive hiking event for all ages and fitness levels, even hikers with disabilities.

- In February 2007, the city held its fifth 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. It also lets departments showcase practical ways to support, promote and utilize diversity to better serve the community. The event endorses and promotes the city's Vision and Value statement, "We value and respect diversity."
- Phoenix also has provided free wireless Internet service in several locations including Burton Barr Central Library, City Hall and the Municipal Court jury assembly room. Residents can use their laptop, personal digital assistant (PDA) or other wireless-ready devices to access filtered wireless Internet while they conduct business with the city, visit city facilities or to enhance their jury experience.

City of Phoenix Excellence Awards

Every year, the city of Phoenix recognizes individual employees and employee groups for excellence. The 2006 Employee Excellence Awards, which were presented May 30 at the Herberger Theater Center, honored eight individuals and 17 teams for their hard work and dedication.

The individual winners included Traffic Engineer Kerry Wilcoxon, Park Ranger Nathan Finden and Police Officer Santos Robles.

- Wilcoxon was recognized for his efforts to improve traffic safety. Wilcoxon, part of the "85009 Zip Code Child Seat Safety Campaign," received a \$25,000 grant to develop a public education campaign and the "Children Are Priceless Passengers" program that targets the area. In addition, he played a key role in identifying and selecting locations for the city's expanded photo

enforcement program and successfully applied for federal grants to improve safety in several high-crash locations.

- Finden was honored for developing and implementing "The Phoenix Summit Challenge," a non-competitive hiking event for all ages and fitness levels. Challenge participants have to scale a combination of all or some of the seven summits within the Phoenix desert preserve system in one to two days. Paid registration for the second annual challenge in 2006 filled up in just two hours. It was one of Arizona's most successful hiking events.



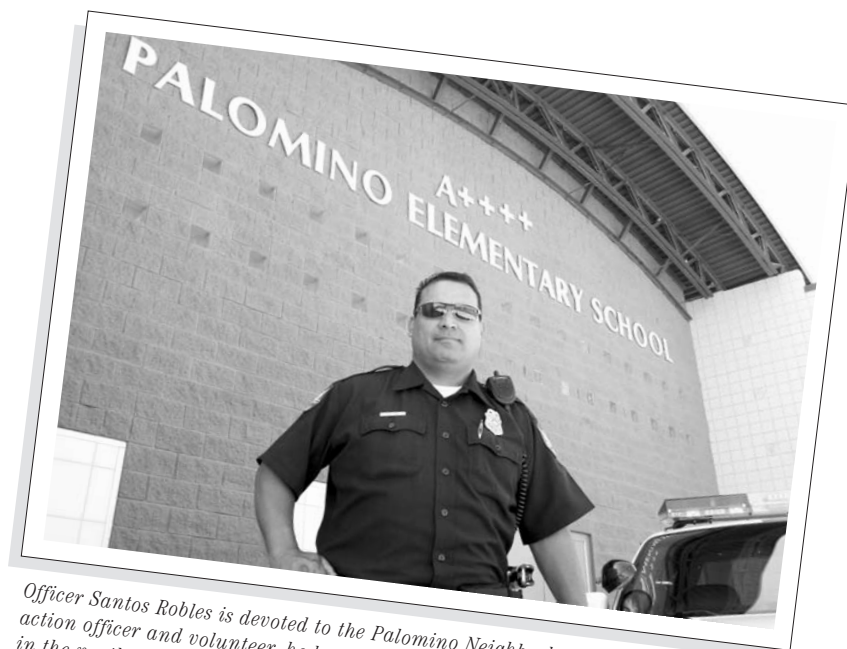
This Office of Environmental Program and Public Works team conceived a plan to recycle old computers and electronics instead of discarding them in city landfills. Knowing that computers contain heavy metals that are harmful to the environment, the team recommended adding computer and electronics to the city's existing recycling programs.

▪ Robles, a community action officer, was honored for his service to the Palomino Neighborhood. He has worked with the community and other city departments to fight crime and blight in the Palomino area and ensure the safety of children in the neighborhood. In one child neglect case, he insisted that the state take immediate action to protect two children who were left to care for themselves in an unsafe home. Paradise Valley Unified School District officials also praise Robles for his work with students in the district's alternative programs.

The winning employee teams included three groups that strived to make Phoenix a better place for its residents.

▪ The Tampico Apartments Task Force, consisting of representatives from the Law, Neighborhood Services and Police departments, was recognized for coming up with a plan to reduce the number of sex offenders who clustered in a single Phoenix apartment complex. The owner of the complex routinely catered to felons because he didn't think anyone else would rent from him. Responding to neighborhood concerns, the task force educated the owner about good management practices that would reduce vacancies and provided him with information and resources. Because of their efforts, the owner has attracted new residents.

▪ The Household E-Waste Recycling Team, which included Public Works and Office of Environmental Programs staff, created a program to recycle thousands of obsolete computers and other electronic equipment that were destined for city landfills. The team recommended that the city incorporate electronics recycling into the monthly Household Hazardous Waste and Appliance/Electronic Collection programs. The team found an international vendor that agreed to pay the city five cents a pound for recycling computer wastes. Most computers are taken apart for their usable parts or recyclable raw material. Older technology computers are shipped to Malaysia, where they are stripped of operating programs and files then reconditioned. Those computers are sold to individuals in Third World countries who would not otherwise have access to technology.



Officer Santos Robles is devoted to the Palomino Neighborhood. As a community action officer and volunteer, he has worked with residents to fight crime and blight in the north Phoenix neighborhood. His work with young people also has earned him praise from Paradise Valley School District officials.

- “Closer-To-Home,” the Fire Department’s 200 Compression Protocol CPR Project implemented a pilot program based on advances in cardiopulmonary resuscitation. Continuous chest compression CPR, or CCR, emphasizes chest compression and eliminates the need for mouth-to-mouth breathing. In early 2006, the department’s Emergency Medical Services battalion units began using CCR after undergoing training. The project’s preliminary results showed a dramatic increase in the survival rate of cardiac patients who were treated with CCR, which was developed by the University of Arizona. The Fire Department plans to expand the use of this innovative life-saving measure.

Employee Suggestions Streamline Operations and Cut Costs

The Employee Suggestion Program, which began in the mid-1950s, has saved millions of dollars through direct cost savings and other productivity and cost-avoidance improvements. Employees can make improvement suggestions for any city operation, not just for their own department. Some examples of employee suggestions implemented in the 2006-07 fiscal year;

- Billy Moreno and Larry Bee reduced the amount of maintenance expense to manage the Salt River Outfall (SRO) station. In the past, the pumps at the SRO station would routinely get clogged and require significant personnel and material costs to repair.

These Water Services employees suggested the use of a chopper pump which has reduced the number of times the pumps must be pulled from almost weekly to only a few times a year saving the city \$33,000 annually.

- Orelio Moreno found a specialized tool to maintain the Ford Crown Victoria police vehicles. Moreno’s suggestion resulted in repairing stripped cylinder heads without removing the engine. Prior to utilizing the tool, Equipment Management mechanics had to pull the engines to repair cylinder heads which is labor intensive and increases down time for police vehicles. The implementation of his suggestion will result in an annual cost savings of \$28,000 and faster vehicle maintenance turnaround time.



This task force made up of employees from the Law, Neighborhood Services and Police departments was recognized for developing a plan to reduce the number of sex offenders clustered in a single Phoenix apartment complex.



- Sergeant Craig Church suggested the use of bilingual crime scene tape. The use of the English and Spanish crime scene tape presents an opportunity to provide a vital service to the community and reduce the risk of citizens breaching crime scenes or interfering with police investigations due to language barriers.
- Michael Martinez suggested replacing reflective glass beads along the runways of Sky Harbor International Airport with a less expensive and more reflective product. Prior to Martinez's suggestion, these glass beads would have been replaced at a cost of approximately \$269,000. His suggestion to replace the glass beads with the new design resulted in an annual cost savings of approximately \$156,000.

We work hard to earn our reputation as a well-run city. We are leaders in our professions. Each day, the core values of our organization – what we call our “Vision and Values” – are at the root of everything we do.

