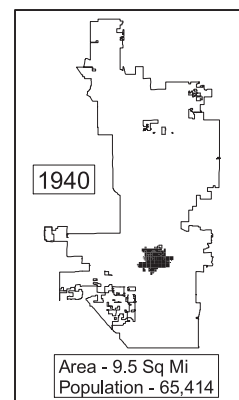
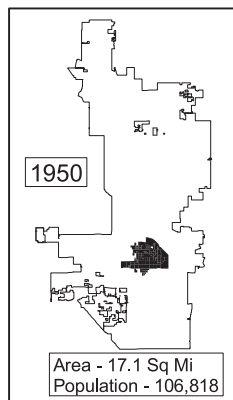
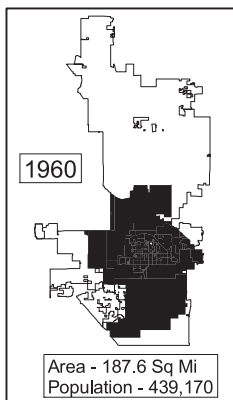
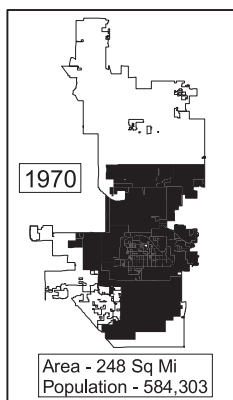
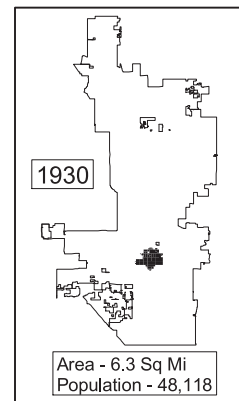
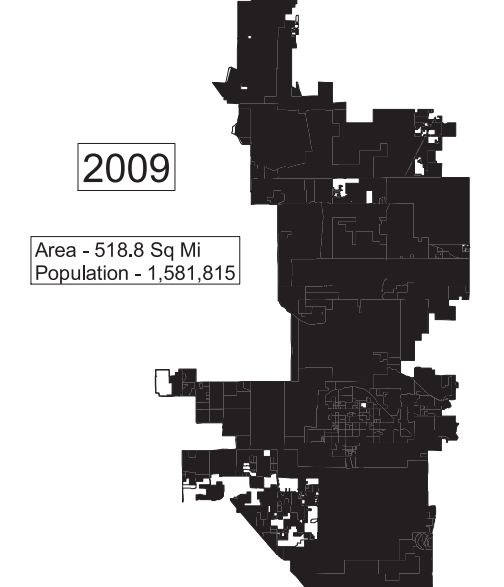
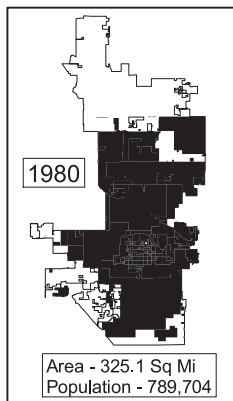
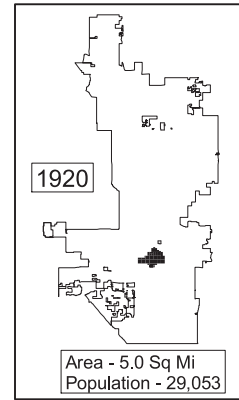
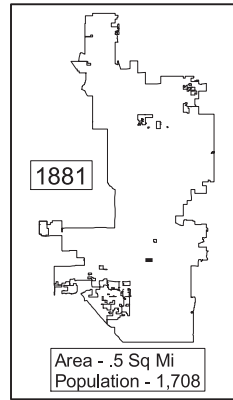
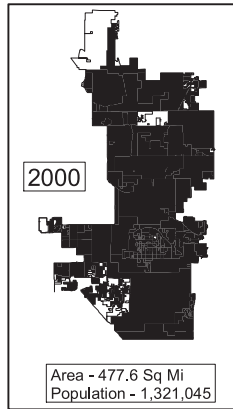
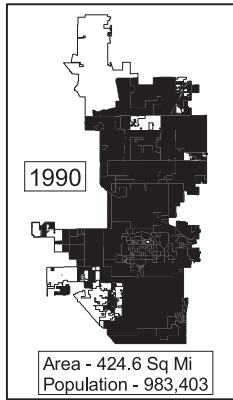


PHOENIX GROWTH



Population figures are from the Census, and the area is from the City Clerk.

Planning Department
May 2009

Community Profile and Trends

Phoenix was founded in 1870 as an agricultural community and was incorporated as a city in 1881. The City Charter, under which it is presently governed, was adopted in 1913 and has been amended from time to time since then. The charter allows Phoenix to determine its governmental structure and levy revenue and privilege license taxes. A council-manager form of government also was adopted in 1913. Under this organizational structure, the Mayor and Council appoint a city manager to act as the chief operating officer. The City Council sets policy direction, and the city manager is responsible for implementing those policies in an efficient and effective manner. In 1982, a group of residents initiated an effort to move to a district system for electing council members. These residents were concerned that at-large elections resulted in an organization that was less responsive to neighborhoods. The initiative was passed by the voters of Phoenix, and the number of Council seats was increased from six to eight. The Mayor continued to be elected at-large.

Economic Diversity

Phoenix has grown steadily, especially since 1950. The 1900 Census recorded Phoenix population at 5,544. In 1950, the city occupied 17 square miles with a population of almost 107,000, ranking it

99th among American cities. The 2005 Census recorded Phoenix population at 1,475,834. Over the next fiscal year, the city is projected to encompass 518.8 square miles, with a projected population of 1,581,815.

Today, Phoenix is the fifth most populous city in the United States, state capital of Arizona and center of the metropolitan area encompassed by Maricopa County. This metropolitan area also includes the cities of Mesa, Glendale, Tempe, Scottsdale, Chandler, Peoria, Goodyear, Tolleson, El Mirage and Avondale; and the town of Gilbert. It is situated 1,117 feet above sea level in the semi-arid Salt River Valley. The area is widely known for its mild, sunny winters and hot summers and receives an average rainfall of seven inches a year.

The Phoenix metropolitan area employment mix is well diversified and fairly similar to that of the United States as a whole. An exception is construction and financial employment, which comprise more of Phoenix's employment mix than the United States average due to rapid population and employment growth. Additionally, the Phoenix area's manufacturing mix is much more concentrated in high technology than the United States. The high technology manufacturing sectors are cyclical in nature and may be more impacted during periods of economic slowing than other

manufacturing sectors. The primary employment sectors and their share of total employment in the Phoenix metropolitan area consist of service industry (42%); trade (17%); government (13%); construction (8%); financial activities (8%); and manufacturing (7%). Major employers of the Phoenix metropolitan area include the state of Arizona, Wal-Mart Stores, Inc., Banner Health Systems, City of Phoenix, Maricopa County, Wells Fargo and Company, Arizona State University, Honeywell Aerospace, U.S. Postal Service, Bashas' Inc., Apollo Group, Inc., and the Intel Corporation. The top two property taxpayers, based on secondary assessed valuation - Arizona Public Service Company and Qwest Communications - make up just over six percent of total assessed valuation.

Demographics and Economic Statistics

The following statistics are presented to provide an overview of Phoenix residents, the city's financial condition and infrastructure.



**PUTTING PHOENIX
TO WORK**

	1970-71	1980-81	1990-91	2000-01	Actual 2007-08	Estimated 2008-09	Projected 2009-10
Demographic Profile							
Population ¹	584,303	789,704	995,896	1,350,435	1,544,575	1,563,058	1,581,815
Percent of Population by Age							
Under 5	8.8	7.8	8.5	8.5			
5-19	29.9	25.0	21.6	21.5			
20-44	32.2	39.3	42.9	42.8			
45-64	20.4	18.6	17.3	17.3			
65+	8.7	9.3	9.7	9.8			
Percent of Population by Race ¹							
Not Hispanic or Latino (of Any Race)	N/A	N/A	N/A	N/A			
Caucasian	93.3	78.1	71.9	55.8			
Black/African American	4.8	4.7	4.9	4.8			
American Indian/Alaska Native	1.0	1.1	1.6	1.6			
Asian	0.5	0.9	1.5	1.9			
Native Hawaiian/ Other Pacific Islander ²	N/A	N/A	N/A	0.1			
Other	0.4	0.4	0.1	0.1			
Not Hispanic - Two or More Races	N/A	N/A	N/A	N/A			
Hispanic/Latino (of Any Race) ³	N/A	14.8	20.0	34.1			

	1970-71	1980-81	1990-91	2000-01	Actual 2007-08	Estimated 2008-09	Projected 2009-10
City Economic Profile							
Median Household Income ⁴	\$27,601	\$29,706	\$30,797	\$40,856	\$67,390	\$70,490	\$72,394
Personal Income Growth (Metro Phoenix)	13.6%	14.8%	4.6%	6.5%	2.8%	0.7%	1.3%
Assessed Valuation ('000s) ⁵	N/A	N/A	\$5,700,825	\$7,573,211	\$16,068,817	\$18,856,072	\$18,861,238
Employment Growth Rate ⁶	N/A	N/A	(3.0)%	3.7%	1.3%	(1.4)%	(0.4)%
Unemployment Rate	N/A	N/A	4.9%	2.7%	4.4%	6.4%	6.4%
Value of Residential Construction ⁷ (Billions)	N/A	N/A	\$0.42	\$1.16	\$0.67	\$0.39	\$0.36
Value of Commercial Construction ⁷ (Billions)	N/A	N/A	\$0.46	\$1.33	\$2.80	\$3.00	\$2.00
City Financial Profile							
Total Budget ('000s)	\$95,835	\$392,780	\$1,026,545	\$1,946,013	\$3,074,632	\$3,220,267	\$3,673,457
Total GF Budget ('000s) ⁸	\$62,343	\$221,106	\$591,021	\$953,324	\$1,093,009	\$1,072,135	\$1,111,799
Total Employees	5,670	9,435	11,388	14,352.0	17,068.5	16,155.1	16,186.4
Total Employees per 1,000 Population	9.7	11.1	11.2	10.6	11.1	10.3	10.2
Non-Enterprise Employees per 1,000 Population	N/A	N/A	N/A	8.6	9.0	8.2	8.1
Enterprise Employees ⁹ per 1,000 Population	N/A	N/A	N/A	2.0	2.1	2.1	2.2
Property Tax Rate	1.75	1.75	1.79	1.82	1.82	1.82	1.82
G.O. Bond Rating (Moody's/Standard and Poor's)	A/A	Aa/AA	Aa/AA+	Aa1/AA+	Aa1/AAA	Aa1/AAA	Aa1/AAA
Number of PLT Licenses	N/A	37,943	43,756	51,000	57,666	58,000	58,000
City Retail Sales Tax Rate ¹⁰	1%	1%	1.2%	1.8%	2.0%	2.0%	2.0%
Infrastructure Profile							
Area (Square Miles)	247.9	329.1	427.1	483.5	517.6	518.8	518.8
Police							
Major Crimes	50,747	86,287	110,961	97,666	97,130	91,800	95,600
Dispatched Calls for Service	374,003	452,350	895,117	862,769	722,854	708,000	726,000
Authorized Sworn Police Officers	1,054	1,694	2,047	2,810	3,637	3,642	3,642
Fire							
Fire Stations	30	35	45	45	57	57	58
Fire Calls and All Other Calls ¹¹	14,437	25,162	26,281	28,369	21,681	21,000	22,000
Emergency Medical Calls ¹¹	—	46,122	75,112	101,396	123,705	123,000	123,000
Authorized Sworn Firefighters	572	838	1,042	1,315	1,742	1,740	1,740
Building Inspections							
Total Number of Inspections ¹²	236,000	196,356	176,909	261,184	299,032	230,300	179,000
Streets							
Total Miles	2,270	3,084	3,800	4,299	4,799	4,945	4,945
Miles Resurfaced and Sealed	378	216	250	220	99	93	106
Total Miles of Bikeway ¹³	N/A	N/A	250	472	565	575	575



	1970-71	1980-81	1990-91	2000-01	Actual 2007-08	Estimated 2008-09	Projected 2009-10
Traffic Control and Lighting							
Signalized Intersections	423	555	761	906	1,007	1,066	1,074
Street Lights	23,097	39,097	50,825	70,750	89,354	90,100	91,500
Traffic Accidents	22,765	28,129	28,414	36,500	34,530	32,900	31,254
Aviation							
Passengers Arriving and Departing	2,925,700	6,500,000	22,175,000	35,900,000	41,600,000	36,500,000	36,500,000
Solid Waste Collection							
Residences Served	204,800	281,900	281,392	327,953	386,389	391,000	395,000
Tons Disposed at City Landfills	325,300	379,000	513,643	1,051,935	1,028,113	1,050,000	1,050,000
Municipal Parks							
Number of Municipal Parks ¹⁴	121	137	181	199	217	220	220
Developed Park Acres	N/A	1,303	2,206	3,332	4,765	4,810	4,810
Libraries							
Book Circulation	2,368,232	3,691,745	5,962,411	9,151,000	15,835,088	14,000,000	13,100,000
Total Book Stock	704,940	1,182,606	1,732,410	2,016,000	1,738,205	1,900,000	1,900,000
Equipment Management							
Number of Equipment Units in Fleet	2,637	4,497	4,776	6,080	7,449	7,695	7,736
Water							
Connections	172,100	282,048	321,996	350,967	403,752	402,349	402,349
Production (billions of gallons) ¹⁵	52.7	88.5	84.7	109.4	106.6	100.0	98.1
Wastewater							
Connections	169,255	250,199	311,980	327,051	374,559	373,378	373,378
Miles of Line	2,090	3,040	3,661	4,174	4,497	4,881	4,883

- 1 Population by age and race is only available in census years. Also, racial categories were modified by the Census Bureau in the 2000 Census.
- 2 Prior to the 2000 Census, Asian and Pacific Islander data were combined under the same category. Pre-2000 counts are included in the Asian category.
- 3 Pre-1980 census questionnaires did not include "Hispanic" or "Spanish" race categories.
- 4 Median Household Income is based on United States Census Bureau data for city of Phoenix geographic area and projected during non-census years using personal income growth percentages. Personal income estimates for 2005-07 were revised by the U.S. Bureau of Economic Analysis (BEA) in March 2009. Median household incomes for 2007-08 and 2008-09 were adjusted to reflect revised personal income estimates.
- 5 The formula for assessing valuation was changed significantly in 1980 making comparisons to prior years not meaningful.
- 6 Employment growth rate figures (total non-farm employment) are calendar year and not fiscal year. Calendar 2007 is shown under 2007-08, and calendar 2008 is shown under 2008-09, and projected calendar 2009 is shown under 2009-10. Estimates are for the Phoenix metro area and are obtained from the Arizona Workforce Informer-Arizona Department of Economic Security.
- 7 Beginning with 2006-07, multi-family projects are included in the commercial valuation total. Prior to 2006-07, multi-family projects were included in the residential valuation total.
- 8 As of 1998-99, Arizona Highway User Revenue funds are no longer included in the General Fund total.
- 9 Enterprise departments include Water, Wastewater, Aviation, Phoenix Convention Center, Golf and Solid Waste Management.
- 10 Voters approved a 0.1 percent increase in most city sales tax categories effective Dec. 1, 1993, for increased fire and police protection services. Voters approved a 0.1 percent increase in most city sales tax categories effective Nov. 1, 1999, for 10 years and reapproved it on May 30, 2008, for 30 years to provide funds for parks enhancements and improvements, and to acquire land for a Sonoran preserve. Voters approved a 0.4 percent increase in most city sales tax categories effective June 1, 2000, for 20 years to provide funding for public transit improvements and light rail. Voters approved a 0.2 percent increase in most city sales tax categories to provide funds for additional police officers and firefighters effective Dec. 1, 2007.
- 11 Prior to 1980-81, emergency medical, fire and all other calls were combined into one figure.
- 12 Includes building, electrical, mechanical, plumbing and general inspections. The lower numbers for recent years, as compared to 1970-71, are the result of the implementation of the general inspection program that combined several residential inspections, performed by one inspector, into a single permit.
- 13 The bikeway program was approved by the City Council in 1987. Figures include on-street bike lanes, bike routes, and paved and unpaved paths.
- 14 This number includes parks and areas maintained by the Parks and Recreation Department. For example, retention basins, canal projects and trails.
- 15 Includes water produced for city of Phoenix only.