

Relations e-mail subscription service that provides residents with information on state legislation, topped 1,400.

- PHX 11, the city's government television station, covered the grand opening of METRO Light Rail with a half-hour special and coupled the coverage with the grand opening of the North Convention Center building. It also covered the National Basketball Association All Star Game activities and the reopening of the renovated Papago Municipal Golf Course, featuring the PGA tournament.

The Fire Department responded to 145,714 incidents, a slight increase over the previous year's total of 145,279. They included 124,680 medical assistance calls and 14,042 fire calls.



- The Personnel Department improved the city's job recruitment process by creating an electronic application that includes online resume posting and reviewing, auto scoring, a synchronization process for employee applicant data, and scheduling for health and safety physicals. Web pages also were created that allow hiring managers to view their recruitment eligible lists and screen applicants online. The enhancements

improve recruitment by reducing the time, effort and cost of hiring.

- More than 8,700 customers sought zoning information and applications at the Planning Department's zoning counter and 95 percent of them were served within the department's target time of 15 minutes.



The Convention Center, which just a year ago completed an expansion that tripled its size, hosted a record number of convention delegates. More than 276,000 people attended 59 conventions, an increase in attendees of more than 105,000 or 160 percent. In addition, the facility hosted the National Basketball League's All-Star Jam Session, which drew another 100,000 people.

- The Parks and Recreation Department acquired 813 acres for the Phoenix Sonoran Preserve, 247 acres for South Mountain, 29.24 acres for the Phoenix Mountains and 64 acres for three future park sites.

- The Engineering and Architectural Services Department served 18,343 customers at its service counter, negotiated and administered 152 contracts valued at more than \$297 million, continued monitoring for federal labor compliance on projects valued at \$613 million and collected more than \$135,000 in restitution from contractors.

AWARDS AND HONORS

Phoenix became a five-time All-America City in 2009. The National Civic League in the latest award honored the city for its newly developed urban education campuses, its parks and land preservation strategies and the innovative teen spaces it developed at its libraries. Phoenix also won the prestigious award in 1950, 1958, 1980 and 1989.

Also last year:

- BusinessWeek.com placed Phoenix on its Top Five Cities for New College Grads list because of its history of having some of the nation's best job opportunities.
- Phoenix was named to Entrepreneur Magazine's Top 10 Start-up Friendly Cities in the country.
- Forbes.com ranked the city in the top five in the country for attracting newcomers.
- The Neighborhood Services Department's Graffiti Busters program took the top prize in the 2009 Best Neighborhood Program Awards sponsored by Neighborhoods USA.
- Readers of the Spanish-language TV y Más Magazine, the local equivalent of TV Guide, voted the city as the Best Place to Raise a Family.
- The Phoenix Convention Center was featured in a video as a part of KPNX-NBC's 2009 "Best Of

Arizona" television program featuring 13 Arizona attractions and businesses.

- Palo Verde Library received the Educating Excellence Award from the Maryvale Revitalization Corporation.
- The Federal Environmental Protection Agency gave its Pacific Southwest Environmental Award to the city for its coordination of the Bag Central Station - Where Plastic Bags Belong and Household Hazardous Waste programs.
- Phoenix Police Officer Fabian Gonzalez was honored with a National Association of Police Organizations 2009 Top Cop Award for thwarting a gunman who threatened to shoot a shopping mall security guard.
- Apartments.com and CBCampus.com listed Phoenix among the top 10 cities for recent college graduates for its one-bedroom apartment rentals and popular entry-level jobs.
- Phoenix, along with design firm CH2MHill, earned the U.S. Army Corps of Engineers Environmental Award of Excellence for the design of the Rio Salado Habitat Restoration Area.
- A District of Columbia survey listed Phoenix among the top 10 tax-friendly cities in the country.
- Arizona Commercial Real Estate Magazine presented the

city with a Real Estate and Development Award for the Sheraton Phoenix Downtown Hotel, the Convention Center and other projects.

- Airport Revenue News gave Sky Harbor International Airport its 2009 Best Airport Concessions Award.
- Police Commander Kim Humphrey received the Courage of Conviction Award from the Arizona Coalition Against Domestic Violence for his work advocating against domestic violence.
- The Budget and Research Department was presented with a Distinguished Budget Presentation Award from the U.S. and Canada Government Finance Officers Association.
- The Arizona Association of Economic Development named Phoenix Convention Center Director John Chan its 2009 Economic Developer of the Year for his work with the Phoenix Downtown Development Office.
- Deputy Aviation Director Deborah Ostreicher was honored with a Leadership Excellence Award by the Arizona Business Magazine and the Alliance of Arizona Nonprofits for her work with Greater Phoenix Youth at Risk.

To read more, visit phoenix.gov and click on City Recognition on the left side of the page.

- Phoenix Public Library served more than five million visitors and circulated more than 14.2 million books, tapes and other items. It also installed filtered public wireless or WiFi access in all 16 of its facilities.

- The Law Department helped negotiate a settlement agreement with Cox Communications regarding a license fee audit that resulting in \$2.3 million in revenue for the city and \$250,000 worth of in-kind spots for public service announcements.



The Public Works Department continued its quarterly collections of bulk trash.

- The Family Advocacy Center served 4,715 clients, an increase of 36 percent from the previous year, and provided 5,901 services, an increase of 49

percent. Among the services were 313 sexual assault exams, 457 protective orders and 1,506 crisis intervention sessions.



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City of Phoenix

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inotes

2009 ANNUAL REPORT

City faces more budget cuts, wins All-America honors

Although the lingering national recession proved troublesome to Phoenix in 2009, the city was up to the many challenges that it presented.

And, it won prestigious All-America City honors along the way.

Faced with drastically reduced tax revenues and a \$269.7 million budget shortfall, the Mayor and City Council for the second consecutive year were forced to reduce some services and programs and suspend others.

Taking heavy budget hits and reductions were transit services, library hours, code enforcement, park cleaning, street maintenance, after-school programs and the swimming pool season. Also, some recreation and senior centers were closed or consolidated, numerous recreation programs were suspended and summer youth work programs were eliminated.

In addition, vehicle replacements and other pay-as-you-go capital investments were shifted to lease-purchase financing, desktop technology replacements were halted, debt service was restructured and a hiring freeze that began in 2008 was extended indefinitely. And, 923 city positions were eliminated, many of which were vacant because of the hiring freeze.

While the budget adjustments were tough to make, city officials received a great deal of guidance from hundreds of residents who packed budget hearings held throughout the city and offered suggestions on ways the city could save money and possibly produce new revenues.



During the year, council members Maria Baier of District 3 and Greg Stanton of District 6 resigned to take high level positions in state government. The council selected corporate attorney Bill Gates to replace Baier and developer and former council member Sal DiCiccio to replace Stanton. Both later won elections to fill out the unexpired terms of the council members they replaced.

Later in the year, longtime city manager Frank Fairbanks announced his retirement. He had been with the city for 37 years and served as its

manager for 19 years. Also retiring was Assistant City Manager Alton J. Washington.

The mayor and council, after a national search for a city manager, named David Cavazos, a deputy city manager who has been with the city 22 years, to replace Fairbanks. Later, Cavazos promoted Deputy City Manager Ed Zuercher to replace Washington as assistant city manager.

Despite the many tough challenges that faced the city, Phoenix drew national recognition by winning an All-America City award from the National Civic League, which lauded the city for its newly developed urban education campuses, parks and land preservation strategies and innovative library teen spaces. The designation made Phoenix a five-time winner of the prestigious award.

The city also made a big push for federal funds that were made available to cities and states throughout the county to help them rebound from the devastating recession. Phoenix received about \$250 million in recovery money and block grants that were used to create jobs and fund a wide range of projects designed to help both individuals and the city as a whole.

Among them were programs aimed at reducing violent crimes, restoring a major stretch of the Salt River, eliminating lead from privately owned homes, providing meals

(continued on page 2)



Phil Gordon
Mayor



Thelda Williams
District 1



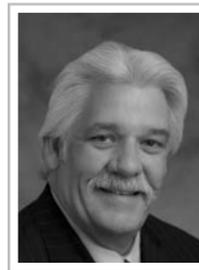
Peggy Neely
District 2



Bill Gates
District 3



Tom Simplot
District 4



Claude Mattox
District 5



Sal DiCiccio
District 6



Michael Nowakowski
District 7



Michael Johnson
District 8

MAJOR ACCOMPLISHMENTS AND ACTIVITIES

The City Council unanimously approved a City Clerk proposal to create voting centers that maintain the existing early voting process used by more than 90 percent of voters in city elections, but replaces traditional polling places. With the centers, voters may cast a ballot at any convenient location on election day, or the preceding Saturday or Monday. The plan awaits U.S. Department of Justice approval.

The Public Works Department resumed solid waste collection service for a large area bounded by Missouri Avenue, South Mountain, 16th Street and 115th Avenue. A total of 196 routes were added to serve 82,000 residences that were being serviced by a private contractor. With the resumption, the city now serves 100 percent of the solid waste residents.

The Aviation Department began construction of the PHX Sky Train at Sky Harbor International Airport. The train will shuttle visitors between the METRO Light Rail, airport parking lots and passenger terminals. At the same time, the Finance Department completed the acquisition of all property required for the project.

Arizona State University's Downtown Phoenix Campus continued to develop with the opening of the Walter Cronkite School of Journalism and Civic Space Park; completion of a second student housing tower and the Taylor Mall streetscape project; and continued construction of the College of Nursing and Healthcare Innovation building.

The Water Services Department installed the 100,000th automatic meter reader and now has the cost-saving meters operating in more than 25 percent of the city's water system.

The Human Services Department implemented a four-day, home-delivered meals pilot program at the McDowell Place Senior Center and found it to be so successful that it will be expanded to the remaining meal sites in the city.

The Development Services Department relocated its data center from City Hall to the Information Technology Operations Center, saving the department the cost of doing electronic backups and providing a redundancy for business continuity and disaster recovery.



The first phase of the PHX Sky Train at Phoenix International Sky Harbor Airport will shuttle passengers between a METRO light rail stop at Washington and 44th streets, the east parking lot and Terminal 4.

The 20-mile METRO light rail starter line that began operating just a year ago exceeded ridership projections by almost 30 percent on weekdays and 40 percent on weekends.

Street Transportation installed 18 new traffic signals, 60 arrow indications, 85 illuminated street name signs and 1,858 countdown pedestrian modules; converted 1,173 incandescent signals to energy-saving LEDs; and contracted the installation of 1,032 sidewalk ramps throughout the city.

The City Auditor Department, which provides independent and objective feedback on city

programs and activities, completed more than 160 audits and identified more than \$2 million of economic impact.

The Convention Center, which just a year ago completed an expansion that tripled its size, hosted a record number of convention delegates. More than 276,000 people

attended 59 conventions, an increase in attendees of more than 105,000. In addition, the facility hosted the National Basketball League's All-Star Jam Session, which drew another 100,000 people.

The Community Economic Development Department partnered with the Greater Phoenix Economic Council and Arizona Department of Commerce to attract 15 companies to relocate to the city. The out-of-state businesses represented net new employment of 1,400 with an average annual salary of \$53,824 and more than \$303 million in capital investment that used more than 1.1 million square feet of space.

The Film Office coordinated hundreds of film and television projects that resulted in thousands of jobs for skilled film professionals and infused more than \$30 million into the local economy. It also continued its annual sponsorship of the Phoenix Film Festival, the largest one of its kind in Arizona and one of the top 25 in the country.

The Finance Department implemented a two-month tax amnesty program in which more than 650 businesses participated. The program generated \$1.6 million in back taxes and a total payment commitment of \$3.7 million.

The Equal Opportunity Department partnered with the U.S. Equal Employment Opportunity Commission, the Arizona Attorney General's Office and the Hispanic Chamber of Commerce in a job



The new Glenrosa Service Center, 4155 W. Glenrosa Ave., was awarded the city's first LEED Gold certification for its environmental sustainability features.

television and billboard advertising and the distribution of 7,500 pieces of literature.

The Neighborhood Services Department worked closely with residents and neighborhood organizations to help them get involved in their community. The department started a new Blight Busters Volunteer Program that drew 60 volunteers to the first orientation session and graduated 113 residents from the Good Neighbor Program. It also helped residents in the West Phoenix Revitalization Area establish 12 new neighborhood associations.

Sky Harbor International Airport continues to improve, this year receiving a \$10.5 million federal grant for reconstruction of a taxiway. The construction will create nearly 300 jobs for local residents.



A gun "buy back" program, conducted by the Police Department as part of the Keep Your Family Safe – Stop Gun Violence campaign the department hosted with Neighborhood Services, resulted in the removal of 78 guns from the streets.

The Historic Preservation Office hosted a Historic Homeowners Expo that drew nearly 300 homeowners to downtown Phoenix. The Expo provided a venue for historic preservation craftsmen to market their services and featured classes on energy efficiency and historic rehabilitation projects for homeowners.

The Public Information Office worked with the Law, Information Technology and City Clerk departments to create standards for social media communication, including the use of Twitter. The city now has about 20 Twitter sites that provide up-to-date information about city activities.

discrimination education program that reached an estimated 1.3 million residents throughout the state. It included 66 events that featured training seminars, job fairs, radio and television interviews, presentations at local high schools, radio,

The Public Transit and Fire departments joined with the Maricopa County Health Department to host a pilot flu shot clinic at Central Station. About 250 people took part and were vaccinated in a two-hour period.

The Information Technology Department and Public Information Office worked with numerous other departments in implementing an improved city Internet Web site. The site was reorganized and redesigned and existing content was converted to the new design. Google Custom Search also was incorporated to assist users to find services and information.

The staff of the Budget and Research Department, moving to balance the citywide budget, prepared an extensive zero-based budget review of general fund programs and services. The report included historical comparisons of revenues and expenditures, as well as detailed information about all programs and services financed through the general fund.

The Office of Arts and Culture managed 49 public art projects, including five that were substantially completed. Among them were eight separate projects at the Phoenix Convention Center, as well as projects at the Downtown Civic Space Park, Agave Library, Dove Valley Park and Laveen Conveyance Channel.

The Education Programs staff secured \$45,000 in funding for the Phoenix Principal for a Day program, which allowed 174 people to participate and spend a day in a Phoenix school.

The Office of Environmental Programs trained more than 2,000 city employees, including 368 on dust control, 620 on clean water and 1,094 on pollution prevention.

The Housing Department helped 157 families purchase homes through a first-time homebuyer program, used bond funds and grant money to establish 342 units of affordable housing for families, seniors, victims of domestic violence and individuals recovering from chronic substance abuse, and obtained federal financial assistance to house homeless military veterans.

The number of people signed up for P.L.A.N. (Phoenix Legislative Action Network), a Government

The new Issac Pedestrian Bridge over McDowell Road near 35th Avenue provides a safer way for students and other pedestrians to cross the busy street.



Phoenix Municipal Court processed 98 percent of its civil cases within 120 days, and 96 percent of its criminal cases within 180 days. It also reduced jury trial continuances from 70 percent to less than 25 percent and increased the number of Driving Under the Influence cases resolved at the first trial setting from 20 percent to 70 percent.

City faces budget woes, wins All-America honors (continued from page 1)

for needy seniors, enhancing Head Start programs for children, repairing streets, weatherizing and making homes more energy efficient, preventing families from becoming homeless and providing airport runway improvements.

Phoenix did much more during the past year, too, and many of its accomplishments are listed in this special edition of Notes.