NOTICE OF PUBLIC MEETING
PHOENIX CITY COUNCIL
DOWNTOWN, AVIATION, ECONOMY, AND EDUCATION SUBCOMMITTEE

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **DOWNTOWN, AVIATION, ECONOMY, AND EDUCATION SUBCOMMITTEE** and to the general public, that the **DOWNTOWN, AVIATION, ECONOMY, AND EDUCATION SUBCOMMITTEE** will hold a meeting open to the public on **December 5, 2012, at 1:30 p.m. located in Phoenix City Hall, Assembly Rooms A, B, C, 200 West Washington Street, Phoenix, Arizona.**

One or more board members may participate via teleconference. Agenda items may be taken out of order.

The agenda for the meeting is as follows:

1.	**Call to Order**	Chairman Johnson
2.	**Approval of November 5, 2012, minutes.**	Subcommittee
Items 3-5 are for Consent. No presentations or discussions are planned, but Council Members may ask for further information.		
3.	**CONTRACT AWARD FOR DIAMONDBACKS EMPLOYEE PARKING** This report request the Downtown, Aviation, Economy, and Education Subcommittee recommend City Council approval to enter into a contract with AZPB Limited Partnership, dba Arizona Diamondbacks. **This item is for Action.**	Debbie Cotton, Interim Convention Center Director Page 11
4.	**RFQ FOR CUSTOMER SERVICES ANALYSIS AND TRAINING** This report requests the Downtown, Aviation, Economy, and Education Subcommittee recommend City Council authorization to issue a Request for Qualifications (RFQ) for Customer Service Initiative Analysis for the Phoenix Convention Center Department (PCCD). **This item is for Action.**	Debbie Cotton, Interim Convention Center Director Page 13
5.	**NON-COMPETITIVE 5-YEAR GRANT AWARD** This report is to request approval from the Downtown, Aviation, Economy, and Education Subcommittee to submit a request to the Office of Head Start for Phoenix Head Start to be considered for a 5-year non-competitive grant award. **This item is for Action.**	Deanna Jonovich, Human Services Director Page 15

Items 6-8 are for information only. No presentations or discussions are planned, but Council Members may ask for further information.		
6.	**MONTHLY HEAD START REPORT FOR OCTOBER** This report provides an updated summary to the Downtown, Aviation, Economy, and Education Subcommittee on the financial and programmatic status of the program. **This item is for Information Only.**	Deanna Jonovich, Human Services Director Page 17
7.	**SOUTH MOUNTAIN COMMUNITY LIBRARY UPDATE** This report provides the Downtown, Aviation, Economy, and Education Subcommittee information on the first year of operations of the South Mountain Community Library located at 7050 South 24th Street. **This item is for Information Only.**	Rita Hamilton, City Librarian Page 23
8.	**PHOENIX PUBLIC LIBRARY'S E-READING SERVICES** This report provides the Downtown, Aviation, Economy, and Education Subcommittee information on efforts to assist Library customers who use digital media. **This item is for Information Only.**	Rita Hamilton, City Librarian Page 25
9.	**OCOTILLO LIBRARY WORKFORCE LITERACY PROJECT** This report provides an update to the Downtown, Aviation, Economy, and Education Subcommittee on Ocotillo Library and Workforce Literacy Center, 102 West Southern Avenue, a neighborhood branch library of Phoenix Public Library. **This item is for Information and Discussion**.	Rita Hamilton, City Librarian Page 27
10.	**ACCESS TO CARE PROGRAM/HOSPITAL PROVIDER ASSESSMENT** This report provides the Downtown, Aviation, Economy, and Education Subcommittee with information on increasing levels of uncompensated care provided by Phoenix area hospitals due to the economic downturn and requests that the Subcommittee recommend City Council adoption of an Access to Care Ordinance. **This item is for Discussion and possible Action.**	Rick Naimark, Deputy City Manager Page 31

11.	**TOURISM AND HOSPITALITY ADVISORY BOARD FUNDING** This report requests the Downtown, Aviation, Economy, and Education Subcommittee recommend City Council approval to award and enter into a contract with the Greater Phoenix Convention & Visitors Bureau (CVB) for a one-year term with four, one-year term extension options. **This item is for Discussion and Action.**	Debbie Cotton, Interim Convention Center Director Page 45
12.	**HUD COMMUNITY CHALLENGE PLANNING GRANT** This report requests the Downtown, Aviation, Economy, and Education Subcommittee recommend the City Council authorize the City Manager, or his designee, to enter into a professional services agreement with Discovery Triangle Development Corporation (DTDC). **This item is for Discussion and Action**.	John Chan, Community and Economic Development Director Page 47
13.	**PORTLAND PLACE DEVELOPMENT AGREEMENT** This report requests the Downtown, Aviation, Economy, and Education Subcommittee recommend City Council amend Ordinance S-38333 to modify certain development obligations related to the Portland Place project. **This item is for Discussion and Action.**	John Chan, Community and Economic Development Director Page 49
14.	**Request for Future Agenda Items**	Chairman Johnson
15.	**Call to the Public:** Consideration, discussion, and comments from the public; those wishing to address the Subcommittee need not request permission in advance. Action taken as a result of public comment will be limited to directing staff to study the matter or rescheduling the matter for further consideration and decision at a later date.	Chairman Johnson
16.	**Adjournment**	Chairman Johnson

For further information, please call Corey Williams, Management Assistant, City Manager's Office, at 602-261-8875.

Persons paid to lobby on behalf of persons or organizations other than themselves shall register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-262-6811.

For reasonable accommodations, call Corey Williams at Voice/602-261-8875 or TTY/602-534-5500 as early as possible to coordinate needed arrangements.

Phoenix City Council
Downtown, Aviation, Economy and Education Subcommittee
Summary Minutes
Wednesday, November 7, 2012

Assembly Rooms A, B and C
1st Floor Atrium
200 West Washington Street
Phoenix, Arizona

Subcommittee Members Present
Vice Mayor Michael Johnson, Chair
Councilman Daniel Valenzuela
Councilwoman Thelda Williams
Councilman Michael Nowakowski

Staff Present
Alisa Smith
Brendan Mahoney
Caitlyn Mitchell
Chad Makovsky
Christine McRight
Corey Williams
Cynthia Spell Tower
Darrell Rich
David Richmond
Deana Jonovich
Debbie Cotton
Eric Johnson
Jeremy Legg
Jerome Miller
Jesse Jamison
John Chan
Kathryn Wenger
Krista Rippee

Staff Present
Lisa Takata
Lynda Dodd
Melodie Mendivil
Michael Hammett
Michael Hughes
Pam Lindley
Paula West
Penny Perrella
Phil Bradstock
Rick Naimark
Sam Feldman
Scott Sumners
Stan Flowers
Tom Godbee
Wendy Villa
Wathsna Sayasane

Public Present
Casey Whiteman
Darrel Rich
Dean Howard
Derek Smith
Eugene Scott
Gina DeGraw
Greg Grandmont
Jeff Rosen
Jim Koehler
Marelino Quinoues
Michael Seaver
Neil Edwards
Paul Senseman
Ray Cabrera

1. Call to Order
Vice Mayor Johnson called the meeting to order at 1:33 p.m. with Council members Williams and Valenzuela present.

2. Approval of Minutes of the September 26, 2012 Downtown, Aviation, Economy and Education Subcommittee Meeting
Councilwoman Williams motioned for approval of the September 26, 2012 meeting minutes. Councilman Valenzuela seconded the motion, which passed 3:0.

Councilman Nowakowski arrived at 1:34 p.m.

3. Adams Street Design Study Request for Proposals

4. Phoenix Sports Facility Feasibility Study

5. Automated Teller Machine (ATM) Services Contract Award
Councilwoman Williams motioned to approve items 3 through 5. Councilman Valenzuela seconded the motion, which passed 4:0.

6. Phoenix Public Library Children's Reading Programs
Item was for information only. No questions were asked.

7. Library Advisory Board Annual Report
Item was for information only. No questions were asked.

8. Monthly Head Start Report August/September
Item was for information only. No questions were asked.

9. Phoenix Sister Cities Update
Paula West, Community and Economic Development Department Protocol Program Administrator, introduced the item and Gina DeGraw, President of Phoenix Sister Cities Commission. Ms. West stated that Phoenix Sister Cities is one of the most active nationwide and is 100 percent privately funded. She presented on past and future efforts within the following five areas: 1) Youth and Education; 2) Economic Relations; 3) Arts and Culture; 4) Municipal and Technical Cooperation; and 5) Disability Awareness. She highlighted several examples such as their funding to build a kindergarten school in Chengdu, which was named after Phoenix and has the bird logo on the building. She noted the program's success in fundraising and volunteer efforts, which accounted for over 33,000 hours in one year.

Ms. West continued with a proposal for future affiliations with Prague, Czech Republic and Singapore, Republic of Singapore. She provided statistics regarding both cities and pointed out their large population numbers and the potential to develop economic relations with the cities. She highlighted that Singapore is ranked as the second largest seaport in the world.

Councilman Nowakowski stated his support acknowledging the great opportunity to build business partnerships with the cities. He referenced the benefits of the efforts made with Mexico and the overall value of sharing cultural experiences through the student exchange program.

Councilwoman Williams expressed her support for Phoenix Sister Cities citing the opportunities resulting from delegation visits and the long term benefits of building relationships with generations of international students and youth. She requested the Community and Economic Department explore maximizing resources through coordinated efforts with other organizations and groups such as the Aviation Department and Greater Phoenix Economic Council. She emphasized the importance of communication among the different agencies regarding their efforts towards international relations.

Councilwoman Williams motioned to approve the formalization of affiliations with Prague and Singapore. Councilman Nowakowski seconded.

Councilman Valenzuela expressed his support pointing out the lifelong impressions on the youth participating in the program and acknowledging the significant volunteer hours dedicated to the program. Councilwoman Williams added that many of the important protocol activities conducted by Phoenix Sister Cities unfortunately go unnoticed by the public.

Ms. DeGraw stated her appreciation for the Phoenix Sister Cities program being incorporated into the Community and Economic Development Department and staff's dedication to attending numerous events and meetings and to the overall program.

Vice Mayor Johnson expressed his support and appreciation for the commitment from the Phoenix Sister Cities board members. He shared his experiences with visiting past sister cities, in addition to commenting on the possible exploration to have a dedicated position for the Sister Cities program specifically focused on cultivating international economic relationships. He emphasized the huge economic investment the position would bring to the city.

The motion passed with a 4-0 vote.

10. <u>Phoenix Film Office Update</u>

Mr. Chan introduced the item and Phil Bradstock, Community and Economic Development Department Program Manager for the Phoenix Film Office. Mr. Bradstock provided a brief history of the office noting its establishment in 1974 for the purpose of marketing Phoenix to production companies to its inclusion in 2005 within the Community and Economic Development Department. He explained the broad multimedia range the office services and showed a video of a commercial shot in Phoenix. He emphasized the substantial economic benefits citing figures from fiscal year 2011-2012: $8 million in direct economic impact to the local economy, 1,884 crew workers, 329 projects, 737 shooting days and 1,600 hotel nights.

Mr. Bradstock outlined the history of film industry incentives noting Arizona's adoption of a film incentive in 2006, which expired in 2010. He stated that the incentive drew major production projects into the state by offering a 30 percent transferable tax credit for qualified expenditures. He explained that there was a general decline in film production in Phoenix once the incentive expired. He presented a map of the U.S. color coded with the various types of incentives offered state-by-state and pointed out how Arizona gets taken out of consideration because the state doesn't have any incentives as depicted on the map.

Mr. Bradstock concluded with items the office markets to production companies such as the short distance from Los Angeles and the diverse climate in Arizona (i.e. urban, desert, forest). He added that the office is working to encourage legislation to create another film incentive that offers a 20 percent tax credit with a cap.

Councilwoman Williams asked how the draft incentive compared to other states. Mr. Bradstock responded that the 20 percent incentive when compared to nearby states such as New Mexico's 25 percent is still competitive because Arizona has the added benefit of being closer to Los Angeles and overall the wages are still comparable.

Councilman Nowakowski inquired as to the complexity of the permitting process for production companies. Mr. Bradstock replied that Phoenix has a fairly simple process in that he works directly with the departments, which allow most permits to be administrative and result in a very short turnaround time.

Councilman Nowakowski left at 2:00 p.m.

11. <u>Business and Workforce Development Update and Board Name Change</u>
Pam Lindley, Community and Economic Development Department Program Manager, introduced the item and Cynthia Spell, Community and Economic Development Department Deputy Director, and Darrel Rich, Chair of Phoenix Business and Workforce Development Board. Ms. Lindley explained the purpose of the request to better align the city's workforce and economic development missions and emphasized their focus to serve the needs of the business community. She presented the continued efforts and objectives of the Workforce Readiness Initiative and reiterated their priorities for job creation and developing a skilled labor force. She stated the department's efforts to better integrate services by realigning their business staff into the retention team with better coordination between the two areas. She further explained the initiative's planned approach focused on three areas: 1) Business and Industry; 2) Economic Development and Workforce Development Network and 3) Educational Institutions.

Ms. Spell presented the objectives for the Workforce Development Network and Educational Institutions focus areas and provided examples such as producing skills gap assessments and customized training programs. She also described the objectives for the Business and Industry focus area, noting the overall goal was to determine what staff could do to help businesses in the bigger sense related to working with key industry partners, such as the bio-life sciences and manufacturing fields. She provided multiple examples where they leveraged resources with industry leaders and collaborated on apprenticeship and training programs.

Mr. Rich discussed the vision and goals from the Phoenix Business and Workforce Development Board. He emphasized their vision to be competitive and sustain economic growth by being the best. He noted their goal to create careers versus jobs and realigning their initiatives with the City. He also stated the need to work on filling jobs with a trained workforce and the goal of the Board to bridge the gap. Mr. Rich concluded by expressing the recommendation for approval in the renaming of the Board to better represent the brand they are trying to promote.

Vice Mayor Johnson expressed his concern that the public aren't aware of the beneficial services provided by the board and through the initiative. He requested that some more information be presented at a future City Council Policy meeting to help promote the range of services available to the public.

Councilwoman Williams motioned for approval. Councilman Valenzuela seconded, which passed 3-0.

12. <u>Parking Meter Implementation Plan</u>
Mr. Naimark introduced the item and Tom Godbee, Street Transportation Department Deputy Director. Mr. Godbee stated the presentation would describe more details related to the location and costs of the new parking meters, the added Aviation

Department request, and the Parking Day Spaces program. He displayed a map of the various locations of the 500 single-space and 100 multi-space pay stations, with a cost of $340,000 and $160,000 respectively. He additionally explained the wayfinding signs being incorporated with the pay stations.

Mr. Godbee discussed the additional Aviation Department request for parking meters at one of the airport's parking lots. He noted there was continued discussions to determine if an ordinance update would be needed but that the product met Aviation's needs. Mr. Godbee continued with an explanation of the Parking Day Spaces program where the event promotes creating active spaces by taking over a metered parking space.

Mr. Ray Cabrera, representative from the Downtown Phoenix Partnership, expressed his support for the implementation plan and the Partnership's willingness to assist the City in the rollout.

Mr. Neil Edwards, President of PANGO, expressed his support for the item and discussed his company's interest in working with the City's vendors to partner with them provide an additional service for parking customers. He explained how his company incorporates mobile payments for parking meters with coupons from local businesses. He noted their current partnership with the CityScape garage.

Councilwoman Williams inquired as to whether or not the proposed meters have the option for mobile applications. Mr. Godbee responded that the meters won't have the option at first but is planned to be made available as an option. Mr. Naimark added that the City could provide the vendors' contact information to Mr. Edwards for further discussion.

Councilwoman Williams motioned for approval. Councilman Valenzuela seconded, which passed 3-0.

13. <u>ASU Law School Agreements</u> *(Item 13 was taken out of order)*
Councilwoman Williams motioned to take item #13 out of order. Councilman Valenzuela seconded, which passed 4-0.

Rick Naimark, Deputy City Manager, introduced the item. He provided the timeline of the ASU Law School coming to downtown. He highlighted the partnership between ASU and the City of Phoenix, a blueprint plan for robust academic downtown from 2004 and adoption of a $223 million bond program in 2006, which included several development assistance items for the campus. He described the progress of the campus noting the significant increase in students and faculty in downtown creating a prosperous and active urban environment. Successes such as the $300 million private investment gained, development of 1.3 million square feet of space and multiple awards and recognitions were discussed. Mr. Naimark introduced Rich Stanley, a representative from ASU, to present the law school development details and vision from their board.

Mr. Stanley provided the history to how the ASU board approved the downtown law school and the proposed design concept. He outlined the project planning, which included a feasibility plan in 2010, development of an architectural concept, financial planning and the project approval to the ASU Capital Improvement Plan in September 2012. He highlighted that the law school would be the first major downtown building

primarily financed by ASU. He presented the conceptual plan noting the estimated 250,000-300,000 square foot facility, $100-$125 million cost, site location, underground parking and how a quarter of the site would be reserved for future development. He presented the conceptual renderings and concluded with the potential project timeline. Mr. Stanley noted if the Arizona Board of Regents approves the project in December the school is projected to be open in the spring of 2016.

Scott Sumners, Community and Economic Development Department Deputy Director, presented the business terms of the partnership between ASU and the City of Phoenix. He explained the City commitments of leasing three-quarters of the block to ASU and reimbursement to ASU for $12 million over six years for infrastructure improvements. He explained the ASU commitments to develop $100-$200 million project, start of construction in 2014 with an opening in 2016, and operation and maintenance responsibilities of the facility.

Councilwoman Williams asked who would be responsible for the infrastructure after reimbursement and whether the height of the building could be increased. Mr. Sumners responded that a portion of the improvements would be going towards public infrastructure and Mr. Naimark clarified that there would be a combination of both parties being responsible. Mr. Stanley stated the design of the structure is not finalized and they have the ability to explore increasing the height.

Councilman Nowakowski inquired as to whether the project would incorporate a pedestrian mall design element. Mr. Stanley replied that the design does open itself up to a possible open mall concept. Mr. Naimark emphasized the design was conceptual and with the City's future Complete Streets policy being drafted that the ASU architects understand the City's design goals for downtown.

Councilman Valenzuela expressed his support for the project and partnership with ASU. Vice Mayor Johnson additionally noted his support and appreciation of the benefits ASU's campus has added to the downtown area.

Councilwoman Williams motioned to approve the request. Councilman Nowakowski seconded, which passed 4-0.

14. <u>Request for Future Agenda Items</u>
None

15. <u>Call to the Public</u>
None

16. <u>Adjournment</u>
The meeting adjourned at 2:57p.m.

Respectfully submitted,

Wathsna Sayasane
Management Intern

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CITY COUNCIL REPORT

TO: Rick Naimark
Deputy City Manager

FROM: Debbie Cotton, Interim Director
Phoenix Convention Center

SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACT WITH AZ DIAMONDBACKS FOR EMPLOYEE PARKING IN THE EAST GARAGE FOR THE 2013 SEASON

This report is to request the Downtown, Aviation, Economy & Education Subcommittee recommend City Council approval to enter into a contract with AZPB Limited Partnership dba Arizona Diamondbacks, for the reservation of parking spaces for its employees during home baseball games for the Diamondbacks 2013 season.

THE ISSUE

Each Major League Baseball (MLB) season, the Phoenix Convention Center (PCC) offers the Arizona Diamondbacks parking in its garage for the Diamondback employees at a discounted rate. A total of up to 320 spaces will be offered for reservations by Diamondbacks employees at the East Garage in accordance with the following contract provisions:

Diamondbacks Employees -

* This is a new contract with a term of the Diamondbacks 2013 season;
* Parking spaces provided under this agreement shall be for pre-season, regular-season, post season games, and up to eight off-season events only;
* City shall provide up to 320 parking spaces in the East Garage;
* Diamondbacks shall fund and distribute bar-coded parking passes;
* Diamondbacks shall pay $5 per space per game;
* The 2013 season revenue is estimated at approximately $132,800 for employee parking.

The proposed per space per game rate of $5 is unchanged from the current contract rate.

RECOMMENDATION

This report requests the Downtown, Aviation, Economy & Education Subcommittee recommend City Council approval to enter into a contract with the Arizona Diamondbacks for employee parking for the 2013 MLB season.

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CITY COUNCIL REPORT

TO: Rick Naimark
Deputy City Manager

FROM: Debbie Cotton, Interim Director
Phoenix Convention Center

SUBJECT: REQUEST AUTHORIZATION TO ISSUE RFQ FOR CUSTOMER SERVICE INITIATIVE ANALYSIS FOR THE PHOENIX CONVENTION CENTER

This report requests the Downtown, Aviation, Economy & Education Subcommittee recommend City Council authorization to issue a Request for Qualifications (RFQ) for Customer Service Initiative Analysis for the Phoenix Convention Center Department (PCCD).

THE ISSUE

PCCD currently has a contract to provide customer service initiative analysis. The contractor has: a) developed a performance sustainability model that has extended the customer service initiative into all relevant operations of the Department from recruitment through service recovery, b) developed a communication strategy that included collateral materials, web based information, and a guest experience guide, and c) analyzed data and made recommendations based on the results.

PCCD would like to issue an RFQ for the purpose of establishing a Qualified Vendors List (QVL) to continue the on-going work that is needed to improve the customer service initiative. The current contract expires July 10, 2013 so a new QVL is needed for on-going services.

The RFQ criteria will include the following:

Firm Experience (years in business, stable established firm, experience at similar size venues, complexity of previous work	300 points
Qualification of Personnel (years experience, customer service programs)	250 points
Approach to Project (ability to assist PCCD, ability to determine the best method of approach)	150 points
Cost Proposal (hourly rates)	150 points
Financial Strength (3 years of audited financials)	100 points
Overall Responsiveness to RFQ (response prepared in accordance with RFQ requirements	50 points
Technical Evaluation Total Points:	1000 points
Interview process points – most qualified respondents only (Presentation – 200 points, Response to questions – 150 points)	350 points
Total Points:	1350 points

The RFQ will be issued no later than January 2013. A formal recommendation for award of a new QVL will be presented to City Council in 2013.

The evaluation panel will consist of a minimum of 5 staff members, which will include 1 representative from one department outside of PCC, 2 PCC personnel and 2 members of the public.

Advertising for the RFQ will be placed in the City's contracted newspaper, the Arizona Business Gazette. In addition, advertising will be placed in the following publications and association website:

Record Reporter
Asian American Times
Prensa Hispana
Arizona Informant
International Association of Assembly Managers
International Association of Venue Managers (iavm.org)

RECOMMENDATION

Request the Downtown, Aviation, Economy & Education Subcommittee recommend City Council authorization to issue a Request for Qualifications for Customer Service Initiative Analysis for the Phoenix Convention Center Department.

CITY COUNCIL REPORT

TO: Jerome E. Miller
Deputy City Manager

FROM: Deanna Jonovich
Human Services Director

SUBJECT: APPROVAL TO REQUEST A NON-COMPETIVE 5-YEAR GRANT AWARD

The purpose of this report is to request approval from the Downtown, Aviation, Economy & Education Subcommittee to submit a request to the Office of Head Start for Phoenix Head Start to be considered for a 5-year non-competitive grant award.

THE ISSUE

The Improving Head Start for School Readiness Act of 2007 established a 5-year non-competitive grant award to replace the current 3-year grant award. The process and guidelines for determining eligibility of a grantee for the non-competitive grant were outlined in 45 CFR 1307.7.

All grantees that have not been notified they are required to compete for further funding (recompetition) must submit a letter by January 1, 2013 requesting the Office of Head Start to determine eligibility for a non-competitive award.

OTHER INFORMATION

All grantees wanting to be considered for a non-competitive grant should submit the request by the due date. The Office of Head Start is only able to consider those grantees that had a triennial review in FY 2012. Since Phoenix Head Start will have its triennial review in FY 2013, the Office of Head Start will not be able to determine its eligibility until the end of the FY 2013 monitoring cycle.

To be determined eligible for a non-competitive grant award, the grantee must not meet any of the conditions requiring recompetition of its grant. This includes, no deficiencies during the triennial review, average scores on the Classroom Assessment Scoring System (CLASS) above the national thresholds or not in the lowest 10 percent, no loss of child care license, and no disbarment from the national school lunch program.

The Office of Head Start intends to begin issuing non-competitive 5-year grants in the spring of 2013.

RECOMMENDATION

The Human Services Department requests Downtown, Aviation, Economy & Education Subcommittee recommend City Council approval of the request for a 5-year non-competitive grant.

CONCURRENCE

The Head Start Policy Council recommended City Council approval of this item on November 19, 2012.

CITY COUNCIL REPORT

TO: Jerome E. Miller
Deputy City Manager

FROM: Deanna Jonovich
Human Services Director

SUBJECT: MONTHLY HEAD START REPORT - OCTOBER

The purpose of this report is to provide the Downtown, Aviation, Economy & Education Subcommittee, which serves as the City of Phoenix Head Start Governing Board, an updated summary on the financial and programmatic status of the program.

THE ISSUE

Under the Improving Head Start for School Readiness Act of 2007, each Head Start agency has the responsibility of sharing information, on a monthly basis, with the governing board and policy council about program planning, policies, and operations. In order to comply with the Act, the Head Start program provides this report on the following Head Start areas:

- Fiscal Expenditures
- Medical/Dental Exams
- School Attendance
- Enrollment Reports
- Program Information Summaries

Fiscal Expenditures: A report which includes all expenditures to the City of Phoenix Head Start grant is prepared and presented to the Policy Council for information each month. Attachment A shows October expenditures for the $27,262,819 Head Start grant for Fiscal Year 2012 – 2013. Both reports include a breakdown for each Delegate Agency, the Policy Council and staff support for each fiscal year. Expenditures are tracked on a year to date basis and the percent expended for the fiscal year.

School Attendance in Head Start: Monthly information on school attendance is submitted by the Human Services Department (HSD) to the City Manager by the tenth of each month. This data generates the chart shown in Attachment B. The monthly target for attendance set by the Office of Head Start is 85 percent and as of October the year-to-date attendance is 89 percent.

Medical/Dental Exams: Tracking information is submitted to the City Manager on the number of medical and dental exams completed since the start of the program year (see Attachment B). As part of the Head Start regulations, all Head Start children are required to have complete medical and dental exams each year. The target goal is 7,000 exams and year-to-date 4,973 exams have been completed.

Enrollment Reports: The Office of Head Start also requires all programs to submit the total number of funded slots and children enrolled in the program on the last school day of the month. Attachment C indicates enrollment is fully enrolled at 3,390 children/slots.

Program Information:

Landlord/Tenant Education: On October 2, Early Head Start (EHS) staff assisted a teen mother of two children and their grandmother with their Landlord/Tenant rights. After completing the Home Safety Checklist with the family, many concerns were addressed, such a hole on roof, roach infestation, bed bugs, loose glass on arcadia door, loose upstairs patio railing and empty roach infested apartment next door. The family stated previous attempts to address issues were ignored. The Family Advocate provided the family with Tenant Rights contact information and assisted the family in writing list of concerns which was submitted to the apartment office. The grandmother stated she felt empowered being given the knowledge on her rights. The apartment maintenance staff came immediately to the home to begin addressing list of concerns.

Motivational Interviewing Training: Head Start and EHS staff participated in Motivational Interviewing Training. The training, conducted by Dr. William Matulich of San Diego, California, was provided in day long sessions. Staff learned how to apply a variety of simple, yet powerful and effective techniques to help their clients explore their own motivation, ambivalence and resistance to change and to efficiently guide them toward desirable behavior. The training is part of the Education Division's initiative to increase family engagement.

Cradle to Crayons: Maricopa County Juvenile Court was notified it was awarded a grant from the U.S. Administration for Children, Youth, and Families for a demonstration project. The project is designed to build infrastructure for linking children, ages birth to 5, in or at-risk of entering the foster care system, with comprehensive, high-quality early care and education services. The partners include the Arizona Division of Children, Youth, and Families, local Head Start providers, Prevent Child Abuse Arizona, First Things First, and Arizona State University. Phoenix Head Start assisted with the development of the project and writing the grant.

South Mountain Community College: The Deputy Director, Roosevelt School District Assistant Superintendent, and Roosevelt Head Start Education Coordinator met with representatives of South Mountain Community College to discuss the childcare center located at the college. The college operates a childcare center for its students but would like Head Start to take over the operation. The group discussed the strengths and challenges of converting the childcare center to a Head Start classroom. Each party will research funding options and meet again in approximately two weeks.

Dental Collaborations: On October 9, the EHS Health Liaison met with staff from Magic Smiles Dental Care to discuss the provision of services. Magic Smiles is interested in coming out to socialization sites to complete dental screenings on children and pregnant women enrolled in EHS. Each child/pregnant woman would receive a visual exam and a smile bag with dental supplies inside. If further treatment is needed, Magic Smiles would work with the family to get all treatment completed at their facility using the child's dental insurance. The screenings can be completed for children age one and older. In addition, Deer Valley Head Start collaborated with Delta Dental to provide 157 children with dental varnishes and fluoride treatments. Delta Dental provided these services free of charge. Each child also received a goody bag, which included a toothbrush, toothpaste, dental floss, and dental playing cards.

Baby Shots Partnership: The Deputy Director met with the Fire Department Baby Shots Coordinator, Deputy Chief, and Assistant Chief to discuss a partnership with the Fire Department to assist with TB and lead testing requirements. The group concluded the Fire Department would be able to assist at the existing Baby Shots Clinics but further discussion will need to take place to determine if the Fire Department can travel to classrooms or socializations to conduct the tests or read TB tests.

EHS Male Involvement Event: On October 25, EHS had its semi-annual Male Involvement event at Maryvale Community Center. Dads, uncles, and grandfathers attended the event with their child. Head Start and Early Head Start staff gave the opening presentation and discussed the demanding job of fatherhood and overcoming obstacles. Workshops on nutrition and doctor visits were also provided as well as music and movement activities. Each family received donated bags filled with nutrition information and the children decorated tote bags and received books to take home.

Burn Scald Collaboration: Head Start staff collaborated with Dr. Ruth Rimmer from Maricopa Integrated Health System and the Arizona Burn Center to provide all Head Start Caseworkers with training on Burn Scald and Safety Education. As a recipient of First Things First funding, Dr. Rimmer will utilize the Caseworkers to assist in providing parent trainings throughout the year. All children will receive Alphabet Safety Flashcards, Bobby's Unbelievable Bathtime, and a Fire-Safety Coloring Book to work on at home with their parents. Future training sessions are in the process of being scheduled with Head Start and Early Head Start.

Parent Literacy Education: The Deputy Director met with Phoenix Public Library and Valley of the Sun United Way staff to discuss implementing the Parent Literacy Education component of the Read On Phoenix project. Helios Foundation has provided initial funding for Read On Phoenix activities. The Parent Literacy Education services will be provided in the Phoenix Elementary and Riverside School Districts beginning in February 2013.

RECOMMENDATION

This report is for informational purposes only.

Attachment A

Yr 47 Head Start Financial Summary Fund 1620
Planned level of Expenditures 33%
For the Month Ending October 31, 2012

Fund Center	Progam	FTE	Budget	FY13 YEAR-TO-DATE Expenditures	FY13 YEAR-TO-DATE % Spent
8940050001	HS Administration	10	2,298,305	674,234	29%
8940050004	HS T&TA	-	111,348	5,733	5%
8940050012	HS Policy Council	-	18,792	3,579	19%
8940050015	HS Mental Health	5	512,038	153,024	30%
8940050016	HS Casework Support	67	4,834,128	1,581,071	33%
8940050017	HS Classroom Support	18	1,775,942	555,270	31%
	Total City of Phoenix	**100**	**9,550,553**	**2,972,911**	**31%**
8940051001	Alhambra	-	2,063,491	164,263	8%
8940051003	Booker T Washington	-	1,327,909	443,902	33%
8940051005	Washington	-	2,523,129	115,510	5%
8940051006	Deer Valley	-	849,489	77,751	9%
8940051007	Golden Gate (ACA)	-	1,312,128	27,131	2%
8940051008	Murphy	-	1,034,137	112,827	11%
8940051010	Greater Phoenix Urban League	-	1,879,568	578,447	31%
8940051011	Roosevelt	-	1,941,536	268,974	14%
8940051013	Wilson	-	689,337	121,212	18%
8940051116	Fowler	-	772,839	122,867	16%
	Total Delegates	**-**	**14,393,563**	**2,032,884**	**14%**
8940505021	Early Head Start Operations Support	46	3,237,759	1,053,271	33%
8940505024	Early Head Start T&TA	-	80,944	12,701	16%
	Total Early Head Start	**46**	**3,318,703**	**1,065,973**	**32%**
	Grand Total	**146**	**27,262,819**	**6,071,768**	**22%**

Delegate Agency data is one month behind due to the billing process, with the exception of Booker T. Washington and Greater Phoenix Urban League.

Attachment B

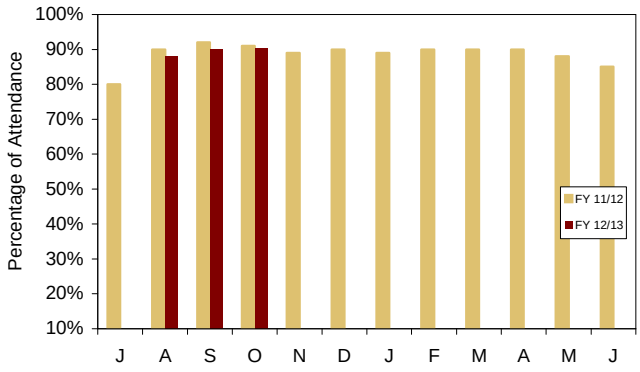
Percentage of School Attendance

Target: 85% | **YTD Percent: 89%**

Goal:
Increase attendance of Head Start kids

Target:
85% of school days attended

Significance:
Attendance is a key factor in being able to get kids ready to attend kindergarten.



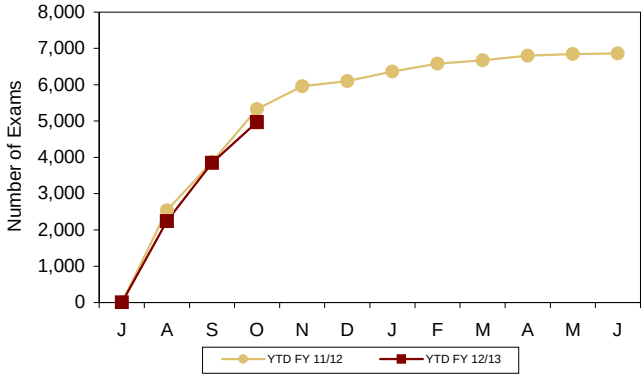
Medical and Dental Exams Completed

Target: 6,800 exams | **YTD Exams: 4,973**

Goal:
Ensure Head Start kids receive necessary medical and dental exams

Target:
6,800 exams

Significance:
Head Start kids are required to have medical and dental exams as part of Head Start regulations.



Attachment C

City of Phoenix Head Start Enrollment			
Month	**Enrolled**	**Funded**	**Status**
July 2012	300[1]	3,390	8.8%
August 2012	3,390	3,390	100%
September 2012	3,390	3,390	100%
October 2012	3,390	3,390	100%
November 2012			
December 2012			
January 2013			
February 2013			
March 2013			
April 2013			
May 2013			
June 2013			

[1]Head Start was not operational. Early Head Start was fully enrolled.

CITY COUNCIL REPORT

TO: Lisa Takata

Deputy City Manager

FROM: Rita Hamilton

City Librarian

SUBJECT: SOUTH MOUNTAIN COMMUNITY LIBRARY UPDATE

This report provides information on the first year of operations of the South Mountain Community Library located at 7050 South 24th Street.

THE ISSUE

South Mountain Community Library (SMCL) is a partnership between Phoenix Public Library and South Mountain Community College, built with funding from the City of Phoenix 2006 Citizens Bond and 2004 Maricopa County Community College District Bond programs. This 50,000-square-foot library is located on the campus of South Mountain Community College. The library opened to the public on August 16, 2011 and hosted a grand opening celebration on September 24, 2011.

Since the grand opening celebration, the South Mountain Village community has responded positively to the new library. During the first year of operation, more than 396,000 people visited the branch, checking out more than 455,000 items.

One-hundred and seventeen (117) computers with Internet access are available for public use, and WiFi Internet access is available for laptop users throughout the facility. Programs for children, teens and adults are offered on a regular basis. Since opening, SMCL has provided over 280 programs with more than 9,000 children, teens and adults in attendance. Programs have included weekly storytimes, computer classes in both English and Spanish, a time management seminar for teens, as well as a concert by the wizard rock band Harry and the Potters.

Staff continues to develop programs and services to support the educational aspirations and interests of South Mountain Village. SMCL has been selected as a site for the expansion of Burton Barr Central Library's College Depot. Funded by a Library Services and Technology Act grant administered by the Arizona Department of Library, Archives and Public Records, SMCL will be one of four sites to receive a College Depot kiosk with materials to assist students and their families in selecting a college, completing applications, securing financial aid, and similar tasks. The kiosk will also include a computer that will direct students to the College Depot website for additional information. Construction of the kiosk will be completed after the first of the year.

OTHER INFORMATION

SMCL is the first joint-venture library in the Phoenix Public Library system. In addition to programs and services offered to the general public by City of Phoenix staff, faculty librarians from South Mountain Community College offer library instruction and informational tours to college students. Public library customers benefit from having access to a collection of print and electronic resources provided by the College, while students gain from having access to the many resources available from the Phoenix Public Library system.

South Mountain Community Library was designed by richärd + bauer, llc and constructed by Haydon Building Corporation. The library has been the recipient of a number of awards including:

- 2012 President's Award - American Society of Landscape Architecture, Arizona Chapter
- 2012 New Landmark Library - Library Journal
- 2012 North American Copper in Architecture - Copper Development Association Inc.
- 2012 Excellence in Design in Education - International Interior Design Association, Southwest Chapter
- 2012 Award of Merit in Design in a Public Facility - International Interior Design Association, Southwest Chapter
- 2012 Valley Forward Crescordia Award for Environmental Excellence - Buildings and Structures, Civic
- 2012 Valley Forward Crescordia Award for Environmental Excellence - Buildings and Structures, Institutional
- 2012 Valley Forward Crescordia Award for Environmental Excellence - Art in Public Places

RECOMMENDATION

This item is for information only.

CITY COUNCIL REPORT

TO: Lisa Takata

Deputy City Manager

FROM: Rita Hamilton

City Librarian

SUBJECT: PHOENIX PUBLIC LIBRARY'S E-READING SERVICES

This report provides information on efforts to assist Library customers who use digital media.

THE ISSUE

During the past three years, Phoenix Public Library has experienced a significant increase in the number of customers seeking information about the Library's e-book collection and how to access it. Many customers already own e-readers, but others cannot afford one or want to learn more about how they work before purchasing one.

In addition to this interest in e-reader technology, Library staff wanted to expose customers to the nearly 90,000 e-books and e-audiobooks available through the digital library (Greater Phoenix Digital Library).

In April 2011, Library staff applied for and received a $30,000 Library Services and Technology Act grant from the Arizona State Library, Archives and Public Records, enabling the Library to purchase 200 Nook e-readers.

NOOKs began circulating in October 2011. They were made available for check out at each of seven locations: Cesar Chavez, Harmon, Palo Verde, Saguaro, Juniper, Acacia and Burton Barr Central Libraries. These locations were chosen in order to provide customers an opportunity to experience the technology in economically challenged communities, where citizens might not otherwise have access to e-readers.

A customer may check out a NOOK for free using a valid library card for a loan period of 21 days. During that time, the customer may either download digital materials from the Phoenix Public Library website, or from the Barnes and Noble website (through the customer's private account). At the end of the loan period, the customer returns the NOOK to the location from which they borrowed it.

OTHER INFORMATION

Since the project began in October 2011, the e-readers have been checked out more than 2,500 times, with 77 percent of customers reporting satisfaction with their experience.

Phoenix Public Library is expanding Project NOOK to the remaining ten locations in the Library system in January 2013. One hundred and fifty NOOK Simple Touch devices

have been purchased and will be distributed to these locations. Circulation procedures for the NOOKs will remain the same.

RECOMMENDATION

This item is for information only.

CITY COUNCIL REPORT

TO: Lisa Takata

Deputy City Manager

FROM: Rita Hamilton

City Librarian

SUBJECT: OCOTILLO LIBRARY & WORKFORCE LITERACY CENTER UPDATE

This report provides an update on Ocotillo Library & Workforce Literacy Center, 102 W. Southern Avenue, a neighborhood branch library of Phoenix Public Library.

THE ISSUE

Ocotillo Library originally opened to the public on August 23, 1967. During the intervening 45 years, the community and its needs have changed significantly. In order to remain responsive to these changes, staff recommended the renovation of the facility, allowing it to continue to provide library services while focusing attention on the workforce needs of the community.

Renovation was funded in part by a one-time 2008-2009 Community Development Block Grant Stimulus award to the City of Phoenix under the American Recovery and Reinvestment Act. The total project cost was $1,655,846.

Specifically, the renovation enabled the library to triple the number of computer stations, and construct a study room, training lab and new meeting room. In addition, space was created to allow customers to "plug in" their laptops and access the Library's WiFi. Finally, space was created for a reading lounge and a First Five Years space was constructed.

While continuing to provide a full range of library service, the Ocotillo Library & Workforce Literacy Center will assist job seekers with workforce needs by serving as an ACCESS Point in partnership with Phoenix Workforce Connection and by offering classes ranging from resume writing, interviewing skills, computer use, and English as a Second Language.

Beginning this fall, the Ocotillo Library & Workforce Literacy Center also became a Job Help Hub through the federally-funded Arizona Job Assistance Center Project managed by the Arizona State Library. One of three libraries in the Phoenix Public Library system to become a Job Help Hub, Ocotillo Library & Workforce Literacy Center received a quantity of laptop computers and a part-time instructor to offer workforce-related training to library customers. The Arizona State Library received funding for the project from the Broadband Technology Opportunity Program.

OTHER INFORMATION

The library reopened on April 24, 2012. Approximately 800 community members attended a grand reopening celebration on Saturday, June 9.

This renovation project was the product of a fruitful partnership between the City of Phoenix Neighborhood Services Department and the U.S. Department of Housing and Urban Development through its Community Development Block Grant program. The project created jobs for 88 workers who logged a total of 2,692 job hours under Davis Bacon Labor Standards.

The workforce services and programs offered at the library are possible because of the support of community partners. Goodwill of Central Arizona and Phoenix Workforce Connection offer monthly workshops. American Association of Retired Persons (AARP) provides special programs to assist older workers with workforce needs. Library staff is working with the Department of Economic Security and Pros Ranch Market, the largest employer in the community, to offer additional programs such as a job fair and special workforce classes.

Sample schedule of monthly workforce programs:

Workshop/Training/Service	Description	Frequency
Create Your Own Resume	Create a new resume or create a more effective one. Hands-on lab follows.	Monthly
Job Searching in the 21st Century	Search for jobs online and send electronic resumes. Hands-on lab follows.	Monthly
Interviewing Techniques	How to best market your skills and complete a successful interview. Practice lab follows.	Monthly
Access Point (drop-in employment assistance)	One-on-one assistance in creating resumes, searching and applying for jobs online, and other needs.	Weekly (offered days/wk; 4 hrs/day)
Computer Classes (English & Spanish instruction)	Introduction to the basics of computer use, series ends with a special training on Facebook and YouTube.	Weekly
ESL Intermediate	Intermediate level classes for individuals learning English.	2 sessions offered weekly
Dress For Success	Workshop outlining appropriate wardrobe to wear to an interview.	Monthly
GED Exam Preparation	Using an electronic resource, study and prepare to pass the GED exam.	Monthly
Best for the Job/Elevator Speech	Learn how to sell yourself in 30-60 seconds.	Monthly
English Language Skill Development	Using an electronic resource, study and practice English language skills.	Monthly
Skype for interviews	Tools and assistance available to assist with Skype interviews and pre-employment screenings	As needed
Family Storytime and Babytime	Storytimes geared toward children birth to 5 years old to promote early literacy.	Weekly

Program Statistics – May 2012 – September 2012:

Program/Service	**Total # of Sessions**	**Total Number of Participants**
Access Point Assistance	71	957
Tours & Orientations	5	148
Workshops	16	107
Spanish-language Computer Classes	20	ave. 10/class
ESL classes	53	ave. 20/class

RECOMMENDATION

This report is for information only.

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CITY COUNCIL REPORT

TO: David Cavazos
City Manager

FROM: Rick Naimark
Deputy City Manager

SUBJECT: PROPOSED ACCESS TO CARE ORDINANCE OF THE CITY OF PHOENIX

This report provides the Downtown, Aviation, Economy & Education Subcommittee with information on increasing levels of uncompensated care provided by Phoenix area hospitals due to the economic downturn and requests that the Subcommittee recommend City Council adoption of an Access to Care Ordinance to create a new funding source for Arizona Heath Care Cost Containment System (AHCCCS) payments to acute care hospitals within the city that provide significant amounts of uncompensated care to uninsured and low income patients. Staff also requests that the Subcommittee recommend that the Council authorize the City Manager to enter into an Intergovernmental Agreement with AHCCCS to achieve the goals of the ordinance.

THE ISSUE

Hospitals in Arizona serve as an economic engine, generating almost $28 billion of economic activity, and accounting for almost 3 percent of all jobs in the state. Jobs created by hospitals are high-quality, well-paying jobs that provide benefits. The economic downturn has caused significant financial pressures on hospitals. An increasing number of uninsured individuals seeking medical care over the past several years has caused a spike in uncompensated care costs for hospitals throughout the state. Phoenix area hospitals bear an especially heavy burden due to their centralized geographic location and the specialized health care services they provide. In fiscal year 2013, Phoenix area hospitals expect to incur more than $540 million in uncompensated costs.

OTHER INFORMATION

To address this issue, Phoenix acute care hospitals have proposed the Access to Care Ordinance, which would create a new funding source for Arizona Heath Care Cost Containment System (AHCCCS) payments to acute care hospitals within the city that provide significant amounts of uncompensated care to uninsured and low income patients. A.R.S. 36-2930 Article 1, Sec. 2 as amended by Senate Bill 1357 during the Fiftieth Legislature - First Regular Session of 2011 establishes the opportunity to create economic funding pools from political subdivisions to draw down federal matching dollars.

The Access to Care Ordinance would authorize the City to impose a short-term assessment on Phoenix acute care hospitals of six percent of their inpatient revenues. The assessment would expire on December 31, 2013, when certain provisions of the federal Affordable Care Act take effect. Certain hospitals would be exempt from the

short-term assessment due to their special nature: government hospitals, specialty hospitals, small children's hospitals, and hospitals that provide a significant percentage of care to Medicare and out-of-state patients. A separate Access to Care Fund would be created into which the short-term assessment revenues would be deposited.

The City would then transfer this funding to AHCCCS, minus a fee to cover administrative cost, to fund new AHCCCS payments to eligible Phoenix acute care hospitals based on their share of uncompensated care provided to uninsured and low-income patients. In addition, a minimum of ten percent of the monies collected from the hospitals would be used to help children from low income families throughout Arizona to gain insurance coverage through partial restoration of KidsCare, Arizona's Children's Health Insurance Program. A portion of the assessment would also be set aside to fund uncompensated care payments to the Maricopa Integrated Health System through an existing AHCCCS program. If the federal Centers for Medicare and Medicaid Services approves AHCCCS' proposal to make these new payments, as well as the expansion of KidsCare coverage and support for MIHS, the federal government would provide matching funds for its share of the payments, equal to a 2 to 1 federal to state match. The City Manager and AHCCCS would then enter into an intergovernmental agreement authorizing and governing the process and timing for making the transfers from the Access to Care Fund to the state, provisions upon the end of the program in December 2013, etc.

The Phoenix Access to Care Ordinance prohibits hospitals subject to the assessment from passing the cost on to patients or on to private third-party payers. The Ordinance will not result in increased cost to the City, nor to Phoenix residents.

The Phoenix Access to Care Ordinance would promote economic development by protecting and expanding jobs in the heath care sector and related fields within Phoenix. The Ordinance is anticipated to bring over $200 million in federal funding to support uncompensated care for Phoenix residents. In addition, these funds will help ensure the financial stability and viability of acute care hospital systems in the city and promote access to healthcare for residents.

Two community meetings were held on October 25 and October 29, 2012 to present provisions of the proposed Access to Care Ordinance, and to receive public feedback. Public input was also taken via e-mail. Minutes including public input from the community meetings, as well as input received via e-mail are attached to this report.

The City will be submitting the ordinance to the Municipal Tax Code Commission for approval for the inclusion as a local option in the Model City Tax Code.

RECOMMENDATION

This report requests the Downtown, Aviation, Economy & Education recommend that the City Council approve the proposed Phoenix Access to Care Ordinance and authorize the City Manager to enter into an Intergovernmental Agreement with AHCCCS to achieve the goals of the ordinance.

Should the City Council approve the Ordinance, AHCCCS will submit the proposal to the federal government for approval. The assessment would only take effect upon approval by the federal government.

Additionally, the assessment will be contingent on the ordinance being adopted as a local option by the Municipal Tax Code Commission.

Attachment

ATTACHMENT A

SUMMARY MINUTES
PROPOSED PHOENIX ACCESS TO CARE ORDINANCE PUBLIC INPUT MEETING
SUNNYSLOPE COMMUNITY CENTER
OCTOBER 25, 2012

Deputy City Manager Rick Naimark opened the meeting and welcomed those in attendance. Mr. Naimark introduced Bridget McBryde, Assistant City Attorney III, Vicki Rios, Deputy Finance Director, and Brandie Ishcomer Barrett, Management Assistant II. Mr. Naimark presented a powerpoint presentation on the proposed Phoenix Access to Care Ordinance and thanked the public input session attendees for coming together.

Upon conclusion of the presentation, Mr. Naimark opened the hearing for public comment.

1. Mr. Matt Jewett, Director of Health Policy at Children's Action Alliance, expressed support of using federal funds to impact the health of uninsured and underinsured children. He stated that Phoenix Children's Hospital would greatly benefit and the ordinance would allow them to continue providing excellent care.

2. Ms. Rhonda Forsyth, President and CEO of John C. Lincoln Hospital, expressed support for the ordinance to help to alleviate uncompensated care costs. She stated that uncompensated care costs have more than doubled, forcing programs to close and jobs to be eliminated. She looks forward to the partnership and fully supports the proposal.

3. Ms. Suzanne Pfister, Vice President of External Affairs at St. Joseph's Hospital and Medical Center, thanked Mayor Stanton for his leadership on this proposal. She stated uncompensated care costs have ranged from 8 to 17 million dollars a month and have gone as high as 20 million dollars a month. She expressed her appreciation on the work being done and fully supports the Phoenix Access to Care proposal.

4. Mr. Ed Sanchez stated that he had questions regarding how this proposal would affect long term policy and how the funds would be funneled to participating hospitals. He stated he is interested in seeing more detailed information.

5. Ms. Amy Bratt with the Greater Phoenix Chamber of Commerce expressed support of the Phoenix Access to Care proposal. She said she recognizes that well paid, high quality jobs are being compromised by raising uncompensated care costs. She hopes to see the initiative advance and appreciates all the efforts.

6. Ms. Sharon C. Deatwyler, Registered Nurse at Maryvale Hospital, stated that she supports the proposal. She stated that the hospitals are running out of resources and that the Phoenix Access to Care proposal would help them move forward.

The following individuals did not speak, but provided a comment card in favor of the Phoenix Access to Care ordinance:

7. Ms. Julie Cobos
8. Ms. Mary Addison
9. Mr. Ronald Humburd
10. Ms. Roberta Johnson
11. Ms. Kathleen Hanson
12. Ms. Susan Snyder
13. Mr. G. Brian Pennington
14. Ms. Kris Reid
15. Ms. Colleen Balak-Brinson
16. Mr. Larry Volkmar
17. Mr. John Peters
18. Dr. Christopher Shearer
19. Mr. Howard Fleisha
20. Mr. David Lamparter
21. Ms. Lynn Deguzman
22. Mr. Mark Hillard
23. Mr. William Ellert
24. Ms. Gina Gardner
25. Mr. Jason Bezozo
26. Ms. Brandy Petrene
27. Ms. Kathryn Wauters
28. Ms. Betty Leyva
29. Dr. Marc Lato
30. Ms. Laura Inlow
31. Mr. Paul Brosor
32. Ms. Alaina Chabrier
33. Mr. Warren Whitney
34. Ms. Brittany Martin
35. Mr. Donald Reed
36. Ms. Lynn Reed
37. Dr. Christopher Stasik.
38. Mr. John D. Strasser
39. Ms. Dede Schmallen
40. Dr. Jeff Javed
41. Dr. Charles Daschbach
42. Ms. Patti Alderson
43. Mr. Dennis Dahlen
44. Mr. Bruce Pearson
45. Mr. Ron Gawlitta
46. Ms. Kimberly Walls
47. Ms. Judy Madvin
48. Ms. Sheila Gerry

49. Ms. Linda Worthy
50. Ms. Linda S. Lloyd
51. Mr. Kevin Millar
52. Ms. Page Smith
53. Mr. Brian Smit
54. Ms. Heather Jelonek
55. Mr. Ronnie Jimenez
56. Mr. Michael Memos.
57. Ms. Caryn Unterschuetz
58. Ms. Jacqueline Rice
59. Ms. Sandra Habowski
60. Ms. Ann-Marie Alameddin
61. Ms. Susan Hoeft
62. Mr. John L. Harrington Jr.
63. Ms. Gloria Mendoza
64. Ms. Barbara Meaney
65. Mr. Ryan Harper
66. Mr. Mark Loudenslager
67. Mr. Mario A. Rosado
68. Mr. Reginald M. Ballantine III
69. Ms. Crystal Hamilton
70. Ms. Rita Mayorquin
71. Ms. Margaret E. Griffin
72. Ms. Kristina Brown
73. Ms. Mary C. Poquette

The following individuals did not speak provided a comment card with no indication of being in favor or being opposed to the Phoenix Access to Care ordinance.

74. Ms. Lynn King
75. Ms. Beth Bacher
76. Mr. David Price
77. T.S.

Mr. Naimark advised the attendees that the proposal is expected to go to City Council subcommittee on December 5, 2012 and then to the full Council on December 11, 2012 at 2:30pm. He thanked everyone for attending the public input session and adjourned the meeting at 5:35 p.m.

Respectfully submitted,
Kellie Gonzalez
City Manager’s Office Volunteer Intern

SUMMARY MINUTES
PROPOSED PHOENIX ACCESS TO CARE ORDINANCE PUBLIC INPUT MEETING
MARYVALE COMMUNITY CENTER
OCTOBER 29, 2012

Deputy City Manager Rick Naimark opened the meeting and welcomed those in attendance. Mr. Naimark introduced Bridget McBryde, Assistant City Attorney III, Vicki Rios, Deputy Finance Director, Brandie Ishcomer Barrett, Management Assistant II, and Kellie Gonzalez, City Manager's Office Volunteer Intern. Mr. Naimark presented a powerpoint presentation on the proposed Phoenix Access to Care Ordinance and thanked the public input session attendees for coming together.

Upon conclusion of the presentation, Mr. Naimark opened the hearing for public comment.

1. Ms. Crystal Hamilton, CEO at Maryvale Hospital, expressed support of the Phoenix Access to Care proposal. She stated that uncompensated care costs have more than tripled over the past two years. This ordinance will allow Maryvale to continue providing needed services to the community. She thanked the Mayor and reiterated her strong support.

2. Dr. Mark Sexton, Director of Emergency Services at Maryvale Hospital, showed support and encouraged the City of Phoenix officials to do what they can. He stated a significant number of people who come to the emergency room do not have insurance. He feels this ordinance will allow Maryvale Hospital the opportunity to continue it's mission.

3. Ms. Anita Herrera stated she is a resident of the Maryvale since 1974 and an employee of Mayvale Hospital for 26 years. Ms. Herrera showed support to keep the doors open and continue providing excellent care.

4. Ms. Connie Sornsin, Banner Estrella Medical Center Employee, applauded the Mayor for his "think outside of the box" approach. She stated that hospitals need help and that 1 in 3 patients do not have insurance.

5. Dr. Ramon Alejandro Morales, General Surgeon at Maryvale Hospital, stated he sees patients without insurance and he is happy to be there for them. He said Maryvale Hospital is important to the community and the community is important to them. He expressed his thanks to those working on the ordinance.

6. Ms. Darlene Garron, Maryvale Employee and community resident, stated she is blessed and proud to be a part of Maryvale Hospital. She stated the staff at Maryvale treats the patients with compassion.

7. Ms. Saudra Boulter, Charge Nurse in the Intensive Care Unit at Maryvale Hospital, has been an employee at Maryvale Hospital for over 15 years and stated that hospital patients are family. Despite the increase of uninsured patients, Maryvale continues to improve and continues to provide quality care. She expressed support for the ordinance.

8. Ms. Anita Felix, Employee at Maryvale Hospital, stated she recently delivered her first child at Maryvale and was impressed with the care she received and added she has had great experiences as an employee and as a patient and she would like to make sure Maryvale can keep their doors open.

9. Ms. Martha Garcia, Resident of the Maryvale Community for over 40 years and Chair of Board of Trustees at Maryvale Hospital, said that Maryvale Hospital has provided to care to several of her family members, and added that 11 of her grandchildren were born there. She stated Maryvale provides patients with dignity and respect and she is hopeful that the Phoenix City Council will approve this ordinance.

10. Ms. Suzanne Kinney, Arizona Chamber of Commerce, stated that hospitals are a financial engine for the state and that significant cuts made to healthcare are being felt. She is encouraged by this thoughtful solution and expressed thanks to those working on the ordinance as it is good for patients, economy and businesses.

11. Sister Margaret McBride, Hospice of the Valley Board Member, stated that St. Joseph's Medical Center is seeing patients that are coming in sicker than ever as they have waited to receive necessary care. St. Joseph's hospital spent $4.2 million providing charity care to the community. She stated that if we don't access these federal funds they will simply go to another state. She is supportive of the ordinance and says that it is important to care for our own community.

12. Ms. Julie Ellison, Director of Nursing at Banner Estrella Medical Center, stated that 1 in 3 patients are uninsured and they saw a record 93,000 patients in the emergency room making Banner Estrella the busiest in the state. She stated that in one year, the center spent 140 million dollars providing charity care. She is grateful for the ordinance and feels it will make things better for the community.

13. Ms. Mary Hubenthal, Director of Critical Care at Banner Estrella Medical Center, stated that costs are continuing to go and hospitals are still providing the same care. She stated that Banner Estrella Medical Center is seeing sicker patients in the emergency room and patients are waiting till the last minute to receive care and not using primary care physicians.

14. Ms. Barbara Ringi, Maryvale Hospical ICU Staff stated that people are suffering and the community has a need for services. She is supportive of the ordinance and says hospitals can't go on without help.

15. Dr. Yousef Usta, Physician at St. Joseph's Hospital, stated that this is more that just about providing good service to the community, it is about providing Resident Physicians with a good education to become good doctors in the community. He stated that last year the hospital was forced to eliminate a spot for a Resident Physician because of budget restraints.

16. Dr. Sadia Moinuddin, Resident Physician at St. Joseph's Hospital, stated that there is a decrease in clinic patients as patients do not have access to health care and often transportation. She stated that more and more she is releasing patients who do not have a primary care physician.

17. Emalou George, Volunteer at Marvyale Hospital, stated that she is impressed with the care her family has received over the years. She noted she first encountered Maryvale Hospital in 1960 and decided to volunteer there once she retired, as they are a kind and caring organization. She stated the hospital is needed by the community and they need help.

The following individuals did not speak, but provided a comment card in favor of the Phoenix Access to Care ordinance:

18. Ms. Kristine Green
19. Mr. David Johnson
20. Ms. Linda Silva
21. Mr. Ryan Harper
22. Ms. Malar Kuppan
23. Ms. Christine Wilson
24. Ms. Ann Marie Alameddin
25. Ms. Stephanie Garcia
26. Ms. Juha Deucette
27. Dr. Maria E. Gonzalez Berlari
28. Mr. Matthew Nelson
29. Ms. Beth Perkins
30. Mr. Duright Amorydid
31. Mr. Juan C. Zuniga
32. Mr. John Hudson
33. Mr. Chris A. Holmes
34. Ms. Dora Zepeda
35. Ms. Lauren Patheal
36. Ms. Matthew Goss
37. Mr. Brande Brashear

38. Ms. Barb Meaney
39. Ms. Lisa Roberts
40. Ms. Lloana Parra
41. Ms. Roxanne Chavez
42. Mr. Chuck Ramirez
43. Mr. Michael Schneider
44. Mr. Michael Murphy
45. Ms. Marisue Garganta
46. Ms. Barbara Ringi
47. Ms. Wendy Reed
48. Mr. Scott Nelson
49. Ms. Erin Gonzalez
50. Ms. Julie Hastings-Smith
51. Mr. Scott Moret
52. Ms. Heather Bernacki Wilkey
53. Ms. Kristine Kleann
54. Ms. Elizabeth Derjan
55. Ms. Kate Ludwig
56. Ms. Irene Young
57. Ms. Lesue Lyford
58. Ms. Elizabeth Meng
59. Ms. Suzanne Pfister
60. Mr. Shane Jackson
61. Ms. Linda Pickering
62. Ms. Lisa M. Perez
63. Ms. Julie Ellison
64. Ms. Jamie Randall
65. Ms. Angela Trainer
66. Ms. Jessica Halus
67. Mr. David Schauer
68. Mr. Robert Scalise
69. Ms. Mary Hubenthal
70. Ms. Annie Mooney
71. Ms. Rayette Vaughn
72. Ms. Laurie Thompson
73. Ms. Leslie Cox
74. Mr. Chris St.Clair

The following individuals did not speak, but provided a comment card with no indication of being in favor or being opposed to the Phoenix Access to Care ordinance:

75. Mr. Dean Stewart
76. Ms. Jean Knoedler
77. Mr. Shawn Fazel
78. Ms. Jeannette Mesquita
79. Ms. Dava Dawson

The following individual did not speak, but provided a comment card which indicated she is opposed to the Phoenix Access to Care ordinance:

80. Ms. Marie Abelnonn

Mr. Naimark advised the attendees that the proposal is expected to go to City Council subcommittee on December 5, 2012 and then to the full Council on December 11, 2012 at 2:30pm. He thanked everyone for attending the public input session and adjourned the meeting at 11:00 a.m.

Respectfully submitted,
Kellie Gonzalez
City Manager's Office Volunteer Intern

SUMMARY MINUTES
ACCESS TO CARE ORDINANCE PUBLIC INPUT
ELECTRONIC COMMENTS
OCTOBER 23 – NOVEMBER 29, 2012

1.	Jennifer Heck sent an e-mail supporting the ordinance stating that it is very important to collect the Federal matching dollars to fund care of the uninsured and low-income patients in Phoenix.
2.	Molly Harrington, St. Joseph's and Medical Center employee sent an-mail supporting the ordinance stating that it will help the city's residents and bring an added source of economic value to the region.
3.	Allen Gjersvig, Arizona Association of Community Health Centers sent a letter supporting the ordinance and requesting that Council adopt the ordinance.
4.	John Hansen, Foundation for Senior Living sent an e-mail supporting the ordinance stating that it will help hospitals in the city cover some of the impacts created by the sustained economic downturn. Also, that area hospitals, no matter how mission driven, can not continue to self fund care for the under and uninsured in the community.
5.	Suzanne Plush-Hall, Creighton University sent an e-mail in support of the ordinance.
6.	Brandie Stover, Aetna Medicaid sent an e-mail in support of the ordinance.
7.	Sheryl Caponera, Native American Connections sent an e-mail in support of the ordinance.
8.	Holly Cottor, Ryan House sent an e-mail in support of the ordinance.
9.	V.Melissa Beauchamp, Chandler Regional | Mercy Gilbert Medical Centers sent an e-mail in support of the ordinance stating that so many are uninsured now and they know that our hospitals and ER's cannot turn them away so that is where they go.
10.	Andres Borja, MD sent an e-mail in support of the ordinance stating that his training as well as that of future Arizona Physicians depends on hospitals remaining in business without compromising patient care in times of economic burden.
11.	Vicki Margaritis, sent an e-mail supporting the ordinance stating that it will both help the residents and bring an added source of economic value to Phoenix as we work together to build a healthy community.
12.	Pat VanMaanen, PV Health Solutions sent an e-mail in support of the ordinance.
13.	Janne S. Taubman, St. Joseph's Medical Group sent an e-mail in support of the ordinance stating that as a nursing manager, she struggle everyday with the challenges of providing care to all who need it with diminishing or non-existing funds. The support will help them achieve their mission which they struggle to do on a daily basis.
14.	Darlene Salas, St. Joseph's Hospital and Medical Center sent an e-mail in support of the

	ordinance stating that the additional monies would greatly help their organization to remain solvent in these challenging economic times.
15.	Gary Brennan, Quality Care Network sent an e-mail in support of the ordinance.
16.	Kathleen Karras, United Surgical Partners International sent an e-mail in support of the ordinance.
17.	Robin Schaeffer, Arizona Nurses Association sent an e-mail supporting the ordinance.
18.	Jacqueline Forsythe, A.T. Still University sent an e-mail in support of the ordinance stating that it will enhance the economy and support uncompensated care for Phoenix residents.
19.	Mary King, Employer: St. Joseph's Hospital & Medical Center/Barrow Neurological Institute sent an e-mail in support of the ordinance stating that the ordinance demonstrates the resolve and foresight of the Mayor and council to support the critical healthcare organizations, as well as the poor and underserved of our community.
20.	Judy Herrig, John C. Lincoln-North Mountain Hospital sent an e-mail supporting the ordinance stating that because of the economic downturn and how the state has cut funding to hospital, the effect has been dramatic. Hospitals provide significant amounts of uncompensated care to uninsured and low income patients. In order to continue to provide great care to our patients the hospitals need your help.
21.	Maureen Misterek, John C. Lincoln Hospital sent an e-mail supporting the ordinance stating that the hospital cares for many uninsured patients.
22.	Mitchell Klein, CHEEERS sent an e-mail in support of the ordinance stating that the ordinance would levy an assessment to address the financial problem that all medical and behavioral healthcare providers here in Phoenix and around the nation now face.
23.	Jeremy D. Arp, National Association of Social Workers, Arizona Chapter sent a letter supporting the ordinance designed to help local hospitals serve the un- and under-insured.

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CITY COUNCIL REPORT

TO: Rick Naimark
Deputy City Manager

FROM: Debbie Cotton
PCCD Interim Director

SUBJECT: RFP 13-001 CITY TOURISM & HOSPITALITY ADVISORY BOARD FUNDS

This report requests the Downtown, Aviation, Economy, & Education Subcommittee recommend City Council approval to award and enter into a contract with the Greater Phoenix Convention & Visitors Bureau (CVB) for a one-year term with four one-year term extension options.

THE ISSUE

On September 7, 2012, Phoenix Convention Center Department (PCCD) issued RFP 13-001 Request for Proposals for City Tourism & Hospitality Advisory Board (THAB) Funds. The RFP was advertised in the Arizona Business Gazette, Arizona Informant, Prensa Hispana, and the Record Reporter. Eighteen (18) firms downloaded the RFP from the City's website.

Proposals were due on October 3, 2012. Two proposals were received: one from the Greater Phoenix Convention & Visitors Bureau (CVB) and one from the Classic Cooking Academy (CCA).

The nine member THAB board served as the evaluation panel.

OTHER INFORMATION

The evaluation consisted of the following RFP criteria and associated points. The scores assigned by the evaluation panel to each firm are as follows:

RFP Criteria	Possible Points	Proposer Points	
		CVB	CCA
Strength of Proposal	275	256	100
Financial Strength	250	250	250
Proposer Qualifications and Experience	225	219	106
Funding Request	200	183	61
Overall Responsiveness to RFP	50	49	24
Total Possible Points	**1000**	**957**	**541**

The evaluation panel consensus was to award the THAB funds to the Greater Phoenix Convention & Visitors Bureau based on the following information:

- The proposal and its contents were well done, complete and addressed the key elements of the project scope of work;
- The CVB proposal will enhance City of Phoenix tourism
- Proposal goals are measurable and correlate to the CVB's qualifications and experience;

THAB Fund usage proposed by the CVB:

1.	Mega Event Support (Super Bowl 2015 (second of four years)	$250,000
2.	Convention Center Client Hosting Obligations	
	a. Includes shuttle assistance, marketing support, rental costs	$175,000
3.	2013 Experient Client Conference (second of two years)	
	a. Special event hosting	$50,000
4.	Sports Events Support-numerous events (sample listing)	
	a. Surf Cup East	$25,000
	b. US Field Hockey	
	c. US Volleyball	
	d. US LaCrosse	
TOTAL AMOUNT:		$500,000

FINANCIAL IMPACT

The availability of funds for these projects is determined annually and is dependent upon the revenues collected from special excise taxes on hotel/motel lodging and rental cars. Five Hundred Thousand dollars ($500,000) is available for FY12/13.

RECOMMENDATION

This report requests the Downtown, Aviation, Economy & Education Subcommittee recommend City Council approval to award and enter into a contract with the Greater Phoenix CVB for a one-year term with four one-year term extension options.

CITY COUNCIL REPORT

TO: David Cavazos
City Manager

FROM: John M. Chan
Community And Economic
Development Department Director

SUBJECT: HUD COMMUNITY CHALLENGE PLANNING GRANT AUTHORIZATION TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT TO PROVIDE CITY MATCHING FUNDS

This report requests the Downtown, Aviation, Economy & Education Subcommittee recommend the City Council authorize the City Manager, or his designee, to enter into a professional services agreement with Discovery Triangle Development Corporation (DTDC) to meet the City's commitments under the U.S. Department of Housing and Urban Development (HUD) Community Challenge Planning Grant, which was awarded to the City in November 2011.

THE ISSUE

On September 7, 2011, the City Council authorized the City Manager to apply for the HUD Community Challenge Planning Grant for an amount not to exceed $3 million. The City submitted a grant application under the Reinvent Phoenix program, including area research, short- and-long-range planning, community engagement and development incentives to set the foundation that encourages commercial and housing development along the light rail corridor. The grant required matching funds, and the City's application included funding from a combination of City, non-profit and philanthropic sources. In November 2011, HUD notified the City of their grant award, in the amount of $2.9 million.

Under this grant, the City will complete integrated housing, land use and transportation plans within over-half mile of the light rail corridor. The plans will focus on providing more transportation choices, promoting equitable affordable housing, enhancing economic competitiveness, supporting existing communities, valuing communities and neighborhoods, coordinating policies and leveraging investments.

As part of the grant application, the City committed up to $100,000 in matching funds for consultant studies related to redevelopment area planning. This was an essential part of applying for and successfully being awarded the grant.

OTHER INFORMATION

Currently, the City's ability to utilize redevelopment tools and programs, and to provide various incentives for prospective redevelopment and infill projects along the light rail corridor, is constrained by the boundaries of its existing Central Business District (CBD), which exists primarily in the downtown core.

In order to expand the City's ability to use valuable redevelopment and infill programs in areas beyond the downtown core and into areas surrounding the light rail corridor, the Central Business District boundaries must be modified. This process involves an extensive parcel-by-parcel analysis of prospective redevelopment and infill areas throughout a large geographic area.

In order to execute this scope of work, staff conducted a procurement process under A.R. 3.10, using an existing Qualified Vendor List. Five firms specializing in economic analysis and real estate development were provided a scope of work and invited to submit proposals. Two firms submitted detailed proposals. A panel consisting of City staff from multiple departments reviewed the proposals, interviewed the firms and unanimously recommended DTDC.

Under this contract, DTDC will conduct a detailed legal analysis to identify the requirements for amending the existing CBD and creating project-specific redevelopment areas. DTDC will also conduct a comprehensive planning analysis to recommend a CBD boundary expansion that would meet the goals of the Reinvent Phoenix program awarded under the HUD Community Challenge Planning Grant.

The contract with DTDC shall not exceed $97,000. Funds are available in the Downtown Community Reinvestment Fund. No General Funds are requested for this effort.

RECOMMENDATION

This report requests the Downtown, Aviation, Economy & Education Subcommittee recommend the City Council authorize the City Manager, or his designee, to enter into a professional services agreement with Discovery Triangle Development Corporation (DTDC) to meet the City's commitments under the U.S. Department of Housing and Urban Development (HUD) Community Challenge Planning Grant, which was awarded to the City in November 2011.

CITY COUNCIL REPORT

TO: David Cavazos
City Manager

FROM: John M. Chan
Director, Community and Economic Development Department

SUBJECT: PORTLAND PLACE DEVELOPMENT AGREEMENT

This report requests the Downtown, Aviation, Economy and Education Subcommittee recommend City Council amend Ordinance S-38333 to modify certain development obligations related to the Portland Place project.

THE ISSUE

On November 2, 2011 the Downtown, Aviation and Economy Subcommittee recommended City Council approval of a Disposition and Development Agreement for the Portland Place residential project downtown. On November 30, 2011 City Council adopted Ordinance S-38333 per the Subcommittee's recommendation.

The ordinance authorized disposing of approximately two-acres of City property on the north-side of Portland between Central and 3rd Avenues to Portland Place Partners, LLC for the development of approximately 186 market-rate ownership housing units.

Other terms of the deal included:

- The City receiving approximately $2.3 million for the land;
- Development occurring between 2014 and 2018;
- The developer paying the City $15,000 non-refundable quarterly option payments until construction commences;
- Installation and maintenance by the developer of a 12-foot tree buffer adjacent to the Japanese Friendship Garden / Hance Park.

OTHER INFORMATION

Recently, the developer proposed modified terms that would allow the project to move forward immediately. Based on current market conditions, the developer proposed amendments that could potentially result in a project with fewer units, lower building heights and delivery in a single phase instead of multiple phases, reducing the impact of construction on adjacent neighborhoods.

Specifically, the developer proposed the following changes:

- A unit count of between 137 and 189 units (originally approximately 186 units);

- Building heights of at least eight stories (originally at least ten stories);
- All other terms and conditions of the Ordinance remain unchanged.

This proposed amendment provides additional consideration benefiting the City:

- Guarantee of at least two parking stalls per residential unit and four per 1,000 gross square feet of commercial development;
- Improved repayment terms benefiting the City;
- The project may now also be delivered sooner, in a single phase rather than spread out over two phases, which could deliver hundreds of construction jobs and new downtown residents up to two years sooner;
- The single phase of construction would also lessen the impact of noise, traffic and disruption on surrounding residents and businesses.

Additionally, the project will achieve at least 65 dwelling units per acre, which fits the character of the area. The Portland Place development as proposed is anticipated to generate approximately $1.7 million in construction sales tax and more than $500,000 annually in property and sales taxes. More than 400 construction-related jobs are expected to be created by this project.

The developer provided a project update at the November 19, 2012 meeting of the Roosevelt Action Association, including discussion of the reduced number of units and modified design concepts. Residents and Association members asked several questions, but raised no concerns with changes to the project's size or scale.

RECOMMENDATION

Request the Downtown, Aviation, Economy and Education Subcommittee recommend City Council amend Ordinance S-38333 to modify certain development obligations related to the Portland Place project.