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

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **DOWNTOWN, AVIATION AND REDEVELOPMENT SUBCOMMITTEE** and to the general public, that the **DOWNTOWN, AVIATION AND REDEVELOPMENT SUBCOMMITTEE** will hold a meeting open to the public on **March 6, 2013, at 10:00 a.m. located in Phoenix City Hall, Assembly Rooms A, B, C, 200 W. 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 February 6, 2013 minutes.**	Subcommittee
Items 3-4 are for Consent. No presentations or discussions are planned, but Council Members may ask for further information.		
3.	**APPROVAL TO APPLY FOR AND ACCEPT HEAD START FUNDS AND CONTRACT FUNDS** This report is to request the Downtown, Aviation and Redevelopment Subcommittee recommend City Council approval to apply for and accept 2013 – 2014 Fiscal Year Head Start program grant funds from the U.S. Department of Health and Human Services (DHHS) for up to a total of $27,262,819 for the period of July 1, 2013 through June 30, 2014. **This item is for Action.**	Deanna Jonovich, Human Services Director Page 9
4.	**APPROVAL OF HEAD START AND EARLY HEAD START ERSEA PLAN** This report is to request Downtown, Aviation and Education Redevelopment Subcommittee approval of the 2013 – 2014 Head Start and Early Head Start Eligibility, Recruitment, Selection, Enrollment, and Attendance (ERSEA) Plans, and the Early Head Start Selection Criteria. **This item is for Action.**	Deanna Jonovich, Human Services Director Page 15
Items 5-6 are for information only. No presentations or discussions are planned, but Council Members may ask for further information.		

5.	**HEAD START MONTHLY REPORT – JANUARY** This report is to provide the Downtown, Aviation and Redevelopment Subcommittee, which serves as the City of Phoenix Head Start Governing Board, an updated summary on the financial and programmatic status of the program. **This item is for Information Only.**	Deanna Jonovich, Human Services Director Page 27
6.	**EARLY HEAD START CHILD OUTCOMES** This report is to provide the Downtown, Aviation, and Redevelopment Subcommittee an update on the results of the Phoenix Early Head Start Child Outcomes for the 2011 – 12 school year. **This item is for Information Only.**	Deanna Jonovich, Human Services Director Page 33
7.	**PHOENIX SISTER CITIES AFFILIATION WITH THE CITY OF PRAGUE, CZECH REPUBLIC** This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council authorization to formalize a sister cities affiliation with the City of Prague, Czech Republic. **This item is for Discussion and Action.**	John Chan, Community and Economic Development Director Paula West, Protocol Program Administrator Page 35
8.	**RFP 13-004 NON-EXCLUSIVE AUDIO-VISUAL AND PRODUCTION SERVICES, INCLUDING EQUIPMENT RENTALS, AND EXCLUSIVE RIGGING SERVICES** This report provides information and requests the Downtown, Aviation and Redevelopment (DAR) Subcommittee recommend City Council approval to award and enter into a contract with AV Concepts, Inc. to provide non-exclusive audio-visual and production services, including equipment rentals, and exclusive rigging services for the Phoenix Convention Center Department (PCCD). **This item is for Discussion and Action**.	Debbie Cotton, Interim Phoenix Convention Center Director Page 37

9.	**"WE READ. WE SUCCEED." AT PHOENIX PUBLIC LIBRARY** This report provides information to the Downtown, Aviation and Redevelopment Subcommittee on the continuing efforts of Phoenix Public Library to support national, state and local goals of assuring that children read on grade level by third grade. **This item is for Information and Discussion.**	Rita Hamilton, City Librarian Page 39
10.	**ADAMS STREET ACTIVATION STUDY - CONSULTANT CONTRACT AWARD** This report requests the Downtown, Aviation, and Redevelopment Subcommittee recommend City Council approval of a contract with M. Arthur Gensler Jr. & Associates, Inc. (Gensler) to provide consultant services for the Adams Street Activation Study. **This item is for Discussion and Action.**	John Chan, Community and Economic Development Director Scott Sumners, Deputy Economic Development Director Page 41
11.	**Request for Future Agenda Items**	Chairman Johnson
12.	**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
13.	**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.

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Phoenix City Council
Downtown, Aviation, Economy and Education Subcommittee
Summary Minutes
Wednesday, February 6, 2013

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

Subcommittee Members Present
Councilwoman Thelda Williams
Councilman Daniel Valenzuela
Councilman Michael Nowakowski
Councilman Michael Johnson

Staff Present	Staff Present	Public Present
Alan Stephenson	Kathy Wenger	Amy Bratt
Brandie Ischomer Barrett	Lisa Takata	Anne Bilsbarrow
Bruce MacTurk	Mike Jankowski	Claude Mattox
Caitlyn Mitchell	Molly Monserud	Cynthia Segovia
Chad Makovsky	Nichole Ayoole	Derek Layton
Chris Kowalsky	Patti Boland	Dianne Barker
Corey Williams	Penny Parrella	E. Torrez
Cynthia Segovia	Regina Ford	Jim Adams
Danny Murphy	Rick Naimark	Juan Salgado
Deanna Jonovich	Rob Cox	Mike Santellanes
Debbie Cotton	Roxann Ravors	Peggy Neely
Denise Yanez	Scott Sumners	Sandy Werthman
Diane Nakagawa	Sonia Blain	Stephanie Munoz
Donna Stevens	Tammie Fisher	Teresa Dominguez
Eric Johnson	Toni Maccarone	
Jo Ellen McBride	Tricia Gomes	
John Chan	Wathsna Sayasane	
Judy Ross	Wendy Villa	

1. Call to Order
Councilwoman Williams called the meeting to order at 10:06 a.m. with Council members Nowakowski and Valenzuela present. Councilman Johnson arrived at 10:36 a.m.

2. Approval of Minutes of the January 9, 2013 Downtown, Aviation, Economy and Education Subcommittee Meeting
Councilman Valenzuela motioned for approval of the January 9, 2013 meeting minutes. Councilman Nowakowski seconded the motion, which passed 3:0.

3. Authorization to Issue RFP for Ticket Distribution Services for the Phoenix Convention Center

4. Acquisition of Strategic Downtown Properties
Councilman Valenzuela motioned to approve items 3 through 4. Councilman Nowakowski seconded the motion, which passed 3:0.

5. Monthly Head Start Report for December
Item was for information only. No questions were asked.

6. Phoenix Regional Air Cargo Planning Study
Item was for information only. No questions were asked.

7. Potential Impact of US Airways Merger
Item was for information only. No questions were asked.

8. Phoenix Public Library Services 24/7
Rita Hamilton, City Librarian, introduced the item. She provided background on the expansion of online library services and noted the growing popularity of audio books and digital media. She highlighted the 450 online classes offered by the library, which included GED, accounting and foreign language video based lessons. She noted approximately 8,000 classes were taken in a one year period.

Ms. Hamilton presented a new online magazine service called Zinio. She discussed how library card holders have the ability to view multiple types of magazines and download them to their mobile tablets. She emphasized the approximately 4,000 magazines downloaded within the first month. She also highlighted an educational children's online program called TumbleBook Library. Ms. Hamilton concluded noting the Library Department's efforts to offer services 24 hours a day by maximizing the increasing popularity of digital services.

Councilwoman Williams asked how individuals get access to Zinio and about the length a magazine could be check out for. Ms. Hamilton responded that only library card holders have access to the program, therefore non-members would still need to go in person to the library to sign up for a card. She also noted a downloaded magazine was available to the reader for up to two weeks.

Councilman Nowakowski and Councilman Valenzuela expressed support for the Library Department's efforts and acknowledged staff on their work.

9. Bio-Medical Corridor
Deputy City Manager Rick Naimark introduced the item and Scott Sumners, Community and Economic Development Department Deputy Director, and Alan Stephenson, Planning and Development Department Acting Deputy Director. Mr. Naimark discussed the past City efforts related to assisting and promoting the bio-medical industry in the downtown campus. He explained the new focus to expand and develop a new bio-medical corridor in the Desert Ridge area of the city.

Mr. Sumners acknowledged the attendance of representatives of the City's strategic partners from Arizona State University, University of Arizona and Arizona State Land Department. He described the background of the new corridor, highlighting the planning

and work conducted within the past year and the original vision set by the Mayor and City Council. He noted the overall goal was to create an international destination for medical care. He discussed the location and visioning charettes conducted. He outlined the comprehensive development implementation plan, which included an amendment to the Desert Ridge Special Planning District, infrastructure needs assessment, marketing and branding efforts. He stated the additional issues to be addressed included finalizing roles and responsibilities, funding, procurement process and schedule. Mr. Sumners stated the staff recommendation was to adopt the strategy outline and allow staff to begin the procurement process.

Peggy Neely noted her longstanding history as the former council representative for the area and expressed her support for the new corridor.

Councilwoman Williams expressed her support and enthusiasm for the project.

Councilman Nowakowski motioned for approval. Councilman Valenzuela seconded the motion, which passed 3:0.

10. <u>Phoenix Terminal Redevelopment Program</u>

Danny Murphy, Aviation Department Director, introduced the item and Tammie Fisher, Aviation Department Assistant Director. Mr. Murphy described the background of the original 2007 redevelopment program approved by City Council. He described the delay to the 2007 plan due to the economic downturn. He noted staff additionally initiated new planning studies, which included plans to retire Terminal 2.

Ms. Fisher stated the proposal would maximize space and plan for the future capacity needs of the airport. She explained that the redevelopment of Terminal 3 was the final staff recommendation after reviewing alternatives to address the changes in passenger travel. She summarized observed and forecasted numbers for the peak year, current year and future years. She described the existing airport campus, noting the needed investment to maintain Terminal 2, the expansion updates for Terminal 3, and the growth of Terminal 4.

Councilman Johnson arrived at 10:36 a.m.

Ms. Fisher outlined the Terminal 3 enhancements, highlighting the future Sky Train station and emphasizing the goal to efficiently move passengers throughout the terminal. She presented an animation of the redevelopment program.

Councilwoman Williams asked whether additional parking would be incorporated in the redevelopment program. Ms. Fisher replied there would no additional parking but staff would be shifting employee parking assignments.

Ms. Fisher continued with an outline of the project phases and timeline of the redevelopment. Mr. Murphy added that the dates scheduled allowed for the flexibility staff needed to adapt to changes in the economy. He emphasized the work and time needed to plan for appropriate financing needs and the flexibility in the schedule to minimize any impact to airlines.

Councilman Nowakowski acknowledged the success of the Terminal 4 design and expressed his support for the Terminal 3 redevelopment plans to look similar. He commented on the work of the PHX Sky Train and requested staff to consider incorporating a hotel in the airport to attract business travelers. Mr. Murphy responded that the completion of the 44th Street Station could provide a possible opportunity for a hotel on campus.

Councilman Valenzuela voiced his support for staff's plan. He emphasized the need to meet the expectations of visitors as well as implementing the plan responsibly.

Councilwoman Williams inquired about the funding for the redevelopment plan. Ms. Fisher replied the redevelopment would be funded through the airport's rates and charges program. She added staff continuously explores financing options and would continue to do especially with this new plan. Mr. Murphy added staff would come back to the Subcommittee with updates when appropriate.

Councilman Johnson acknowledged staff's work and expressed his support for the plans. He inquired about the concessions in Terminal 3 and PHX Sky Train's plans to reach the Rental Car Center. Mr. Murphy replied approval of the future concessions program would be presented to the Subcommittee for approval. He stated the current plans are for the PHX Sky Train to go to the Rental Car Center but staff was still looking for additional funding sources.

Dianne Barker made remarks on the relation between the air cargo study and the redevelopment plans. She stressed the need to look at the airport's plans holistically and to consider other agency plans such as the Maricopa Association of Government transportation plans.

Councilwoman Williams motioned for approval. Councilman Valenzuela seconded the motion, which passed 4:0.

11. Request for Future Agenda Items
None

12. Call to the Public
None

13. Adjournment
The meeting adjourned at 11:01 a.m.

Respectfully submitted,

Wathsna Sayasane
Management Intern

CITY COUNCIL REPORT

TO: Jerome E. Miller
Deputy City Manager

FROM: Deanna Jonovich
Human Services Director

SUBJECT: APPROVAL TO APPLY FOR AND ACCEPT HEAD START FUNDS AND CONTRACT FUNDS

The purpose of this report is to request the Downtown, Aviation and Redevelopment Subcommittee recommend City Council approval to apply for and accept 2013 – 2014 Fiscal Year Head Start program grant funds from the U.S. Department of Health and Human Services (DHHS) for up to a total of $27,262,819 for the period of July 1, 2013 through June 30, 2014.

In addition, the Human Services Department requests the Subcommittee recommend Council approval to contract with delegate agencies to operate the Phoenix Head Start Program.

THE ISSUE

The Phoenix Head Start program provides comprehensive education and social services to 3,090 Head Start and 300 Early Head Start low-income children and families. Many services are provided through contractors known as delegate agencies. This is a non-competitive grant due to DHHS Region IX by March 31, 2013.

Grantees are required to submit a full application once every three years, with a new budget and updated program information submitted the other two years. The Grantee must conduct a comprehensive Community Assessment to prepare for the full application. In the subsequent years, the Community Assessment is updated. The results of the assessment must be used to guide the program approach in five key areas. The City of Phoenix is required to submit the full application for 2013 – 2014.

OTHER INFORMATION

The Human Services Department requests authorization to apply for and accept Program Year 48 funding from the U.S. Department of Health and Human Services for up to a total of $27,262,819. This is level funding from the previous year. The grant period is July 1, 2013 through June 30, 2013. Funding has been awarded in the following areas.

Program Area	Funding	Funded Enrollment
Head Start Program Operations	$23,705,044	3,090
Head Start Training and Technical Assistance	$239,070	
Early Head Start Program Operations	$3,237,761	300

Early Head Start Training and Technical Assistance	$80,944	
TOTAL	$27,262,819	3,390

The results of the Community Assessment were used to help make decisions in the following five areas. As a result of the decisions made in the five areas, no changes have been made to the Eligibility, Recruitment, Selection, Enrollment, and Attendance (ERSEA) Plan for 2013 – 2014.

- Determine the program's philosophy and long-range and short-range objectives – The goals and objectives for 2013 – 2016 are shown in Attachment A.
- Determine the type of services and program option or options to be provided – Phoenix Head Start will continue to provide center-based services, part-day sessions with only one full-day session. Head Start is only able to serve approximately 29 percent of the eligible children. The center-based program meets the needs of most families. Early Head Start will continue to provide home-based services. Early Head Start is only able to serve approximately 3 percent of the eligible children. The home-based model offers the greatest impact due to the intensive work with the parents.
- Determine the recruitment area of the program – In 2012 – 2013, the Office of Head Start granted the City's request to change the definition of the Phoenix service area to elementary school boundaries. This will continue for 2013 - 2014. Phoenix will continue to recruit children from all areas of the service boundaries. Each delegate agency has an established service and recruitment area. For 2012 – 2013, Phoenix Head Start is proposing to change the service boundaries for three delegate agencies: Booker T. Washington Child Development Center (BTW), Golden Gate Community Center (GG), and Greater Phoenix Urban League (GPUL). BTW would serve a larger portion of Phoenix Elementary School District. GPUL, also serving Phoenix Elementary School District, would move some of their slots to serve the Isaac School District, currently served by GG. GG would only serve the Cartwright School District. The changes would not affect the number of slots each agency is funded for or the amount. The change is service area is a result of the Community Assessment data; which indicates the west and southwest Phoenix area is significantly underserved compared to other areas of the Phoenix service area.
- Determine the locations of centers – In 2013 – 2014, no changes are planned for the allocation of slots to delegate agencies. GPUL will move 80 slots currently in the Phoenix Elementary School District to Isaac School District schools. In addition, 40 slots will be moved to M.C. Cash Elementary School in the Laveen Elementary School District. GG will move 102 slots currently at Golden Gate Community Center (Isaac School District) to the Cartwright Child Care Center, for a total of 280 slots.
- Set the criteria defining the types of children and families who are given priority for recruitment and selection – The Early Head Start Selection Criteria is included in Attachment B. Each delegate agency's governing board and policy committee will approve the criteria for its own area.

The Human Services Department also seeks approval to enter into contracts with the following delegate agencies, for up to the specified amounts in order to operate the

Head Start program from July 1, 2013 through June 30, 2014. The total contract amount includes the base amount, which covers personnel and operations costs, and training and technical assistance (T&TA) amount which covers the training and technical assistance for staff and parents to maintain high quality services and programs.

DELEGATE AGENCY	BASE AMOUNT	T&TA AMOUNT	TOTAL CONTRACT
Alhambra Elementary School District	$2,042,773	$0	$2,042,773
Arizona's Children Association	1,302,728	6,150	1,308,878
Booker T. Washington Child Development Center	1,316,984	8,675	1,325,659
Deer Valley Unified School District	836,639	8,400	845,039
Fowler School District	772,839	8,000	780,839
Greater Phoenix Urban League	1,866,832	21,065	1,887,897
Murphy School District No. 21	1,023,162	11,775	1,034,937
Roosevelt School District No. 66	1,921,336	26,850	1,948,186
Washington Elementary School District	2,506,511	13,665	2,520,176
Wilson School District No. 7	676,037	12,280	688,317
Subtotal – Delegate Agency Contracts	$14,265,841	$116,860	$14,382,701

The remaining $12,880,118 of the Year 48 Head Start grant award will be utilized within the Human Services Department to provide direct services to Head Start and Early Head Start children and families and pay for administrative costs.

RECOMMENDATION

The Human Services Department requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council approval to apply for and accept 2013 – 2014 Fiscal Year Head Start program grant funds from the U.S. Department of Health and Human Services (DHHS) for up to a total of $27,262,819 for the period of July 1, 2013 through June 30, 2014. In addition, the Human Services Department requests the Subcommittee recommend Council approval to contract with delegate agencies to operate the Phoenix Head Start Program.

Attachments

Attachment A

City of Phoenix Head Start
2013 – 2016 Goals and Objectives
(changes are indicated in blue or strikethrough)

Mission: To develop a foundation of knowledge, skills, and life-long learning by building strengths and well-being with families, children, and communities.

Vision: **Children, families, and communities are engaged and connected to ensure school readiness for all children**

Values: The following values will guide our decision making and program delivery as it applies to children, families, communities, and staff of **Early Head Start and** Head Start.
We value:

- *the unique strengths of families and children*
- *partnerships with families and communities*
- *work that demonstrates our respect for each child, family, community and ~~Head Start~~ employee*
- *a learning environment that is inclusive and developmentally appropriate to the strengths and needs of children and families*
- *diversity as a community-wide strength*

Goal 1.1: Develop and implement collaborations to provide outreach to the most vulnerable populations such as refugee, foster, and homeless families

Objective 1.1: The number of children served from vulnerable populations will increase by a minimum of 10% per year

Goal 2.1: Expand Financial Literacy services for Head Start and Early Head Start families to improve financial management skills

Objective 2.1: 50% of parents who participate in the services will increase financial competencies

Goal 2.2: Increase awareness of mental health needs of Early Head Start and Head Start families

Objective 2.2: The number of families receiving mental health education will increase by 10% per year

Goal 3.2: Develop partnerships in high-need communities to identify an infrastructure of free or reduced fee dental care for families.

Objective 3.2: A plan will be developed to address accessible dental care for families

Goal 4.1: Promote the increased knowledge about the linkage between early education and a qualified work force

Objective 4.1: Develop and implement a comprehensive awareness plan

Goal 4.2: Connect families with community resources to provide preventative and continuous health care.

Objective 4.2: 100% of children will be up-to-date on state medical, dental, and immunization requirements.

Goal 4.3: Develop and implement a comprehensive Parent, Family, and Community Engagement Program.

Objective 4.3: Families will progress on all domains of the Family Outcome Matrix and School Readiness Goals.

Goal 4.4: Develop and maintain the highest skilled, most qualified workforce.

Objective 4.4: 100% of Head Start and Early Head Start staff will meet and maintain compliance with the federal and state minimum qualification requirements.

Attachment B

City of Phoenix Early Head Start
2013 – 2016 Selection Criteria

INCOME	SCORE
Income Eligible – 0 – 25% FPL	10
Income Eligible – 26 – 50% FPL	8
Income Eligible – 51 – 75% FPL	6
Income Eligible – 76 – 100 % FPL	4
Over Income	0
AGE	
Pregnant Women (high risk)	10
0 – 12 months	10
12- 23 months	8
24 – 36 months	6
DISABILITIES	
Has a current IFSP	10
Child with documented referral	8
No disability	0
PARENTAL STATUS	
Foster Child	10
Teen Parent at time of registration	10
Pregnant Women in first trimester	8
Pregnant Women in second trimester	6
Non-parent guardian (grandparent/relative)	6
Single parent	4
OTHER FACTORS	
Homeless/Shelter	10
Refugee family	10
TANF/SSI	8
Crisis: CPS/Drug/Alcohol/Domestic Violence	6
Parent in School/Training	4
TOTAL POINTS	

CITY COUNCIL REPORT

TO: Jerome E. Miller
Deputy City Manager

FROM: Deanna Jonovich
Human Services Director

SUBJECT: APPROVAL OF HEAD START AND EARLY HEAD START ERSEA PLAN

The purpose of this report is to request Downtown, Aviation and Education Redevelopment Subcommittee approval of the 2013 – 2014 Head Start and Early Head Start Eligibility, Recruitment, Selection, Enrollment, and Attendance (ERSEA) Plans, and the Early Head Start Selection Criteria.

THE ISSUE

Each year, Head Start and Early Head Start grantees are required to develop and implement a written plan defining their policies and procedures for the selection, enrollment, and attendance of children. As the Governing Board for the City of Phoenix Head Start and Early Head Start programs, the Subcommittee is required to approve the ERSEA Plans.

OTHER INFORMATION

The goals of the City of Phoenix Human Services Department Head Start and Early Head Start ERSEA Plans are:

- To specify the eligibility, recruitment, selection, enrollment, and attendance procedures for City of Phoenix Early Head Start and Head Start staff
- To enable as many infants, toddlers, and pregnant women as possible to have the opportunity to be considered for enrollment in the Early Head Start program
- To enable as many children as possible to have the opportunity to be considered for enrollment in the Head Start program
- To assure efforts are made to inform and recruit potential enrollees
- To assure decisions on the selection of enrollees are made in a systematic and fair way in response to the individual needs in each local community
- To abide by the McKinney-Vento Homeless Assistance Act as it applies to the Early Head Start and Head Start programs

The 2013 - 2014 Head Start and Early Head Start ERSEA Plans include policies specific to the following areas: age eligibility, income eligibility, categorical eligibility, income verification, transfers, placements, absenteeism, and vacancies. The area of recruitment targets infants, toddlers and pregnant women, preschool children, and children with special needs. Attachment A includes the procedures and complete plans for the intake, selection, and enrollment process for the Head Start and Early Head Start programs.

As the grantee operator, the City of Phoenix must develop the selection criteria for the Early Head Start Program. Early Head Start can only serve three percent of the eligible children. Priority will be given to the children most in need. The selected priority areas for Early Head Start are children with disabilities, living in a foster home, living with a teen parent or grandparents, or in a homeless situation. Attachment B includes the complete selection criteria for the City of Phoenix Early Head Start program.

Each delegate agency organization operating Head Start slots will define their selection criteria based on the needs of the communities they serve. The selection criteria will be approved by each delegate agency's Governing Board and Policy Committee.

RECOMMENDATION

The Human Services Department recommends the Downtown, Aviation and Redevelopment Subcommittee approve the Head Start and Early Head Start 2013 – 2014 ERSEA Plans, and the Early Head Start Selection Criteria.

Attachments

City of Phoenix
Human Services Department
Education Division

ERSEA
(Eligibility, Recruitment, Selection, Enrollment and Attendance)
Plan

Program Year
2013 – 2014

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Goals of the ERSEA Plan

The Goals of the City of Phoenix Education Division ERSEA Plan are:

- To specify the eligibility, recruitment, selection, enrollment and attendance procedures of City of Phoenix Education Division staff and Delegate Agency Head Start programs
- To enable as many children as possible to have the opportunity to be considered for enrollment in Head Start and Early Head Start
- To assure efforts are made to inform and recruit potential enrollees
- To assure decisions regarding selection of enrollees are made in a systematic and fair way in response to the individual needs of each local community.
- To abide by the McKinney-Vento Homeless Assistance Act as it applies to Head Start and Early Head Start

The adopted or revised ERSEA Plan and Early Head Start Selection Criteria will be approved annually by the Policy Council. Approval will occur prior to the beginning of the intake process. Each Delegate Agency Policy Committee and Governing Board will annually approve its own ERSEA Plan and Selection Criteria.

Age Eligibility Policy

Children must be three or four years old prior to the date used to determine eligibility for the public school in the community in which the Head Start classroom is located (in Phoenix this date is generally either August 31st or September 1st depending on the school district). Children with disabilities requiring special education or related services (as determined by the Individual Education Plan) should be considered age eligible for Head Start as of their third birthday (ACF IM-94-16). Three-year-old classrooms are available at some Delegate Agencies.

Three year old children transitioning from the City of Phoenix Early Head Start, Chicanos Por La Causa Early Head Start, Crisis Nursery Early Head Start, and Southwest Human Development Early Head Start will be given priority consideration for acceptance into City of Phoenix Head Start programs. Each agency's selection criteria will support the purpose and intent of this agreement.

The City of Phoenix Early Head Start program gives priority to younger children. Priority is also given to at risk pregnant women and teen parents.

Income Eligibility Policy

The City of Phoenix Head Start and Early Head Start programs will "focus primarily upon children from low-income families". "Primarily" means at least 90% of the children in the program come from low-income families (total annual income before taxes is at or below the federal poverty income guidelines). The remaining 10% of the children may come from families whose income is above the poverty guidelines. The 10% opportunity for children with disabilities may come from either income category.

Income is the key component in determining eligibility, as it relates to family size. The federal poverty guidelines figures are directly dependent upon the number of persons in

a family. In order to implement the regulations regarding income, the City of Phoenix Head Start and Early Head Start programs will use the definitions of “family” and “income” found in the eligibility regulations 45 CFR Part 1305.2 which states:

In determining the size of a family the following definition must be used. Family means "all persons in the same household who are:

(i) supported by the income of the parent(s) or guardian(s) of the child enrolling or participating in a Head Start program, and

(ii) related to the parent(s) or guardian(s) by blood, marriage or adoption."

Once family size has been determined, the program should then look at the family income with the following definition in mind: The term "income" means gross cash income and includes earned income, military income (including pay and allowances), veteran's benefits, social security benefits, unemployment compensation, child support income and public assistance benefits.

Categorically Eligible

Age eligible children whose families receive public assistance, homeless children, and/or foster children are categorically eligible for Head Start programs even if the family’s total income level exceeds the poverty guidelines. Public assistance means Cash Assistance, Supplemental Security Income (SSI), and Temporary Assistance to Needy Families (TANF)**.** Homeless is defined by the McKinney-Vento Homeless Assistance Act and the Office of Head Start. With respect to a child in foster care, family income is the amount paid to the foster family on behalf of the child by a public or private agency as per 45 CFR 1305.2 (I).

Income Verification Policy

The City of Phoenix Head Start and Early Head Start programs are responsible for having accurate information regarding income eligibility. Staff must indicate they have seen and verified documentation of the income. Staff signature on the Eligibility Verification Form is proof of verification. All income documents/documentation will be kept in the caseworker or family advocate office. Supervisors review and approve all eligibility documents.

If a child has been found income eligible and is participating in Head Start, he or she remains income eligible through the enrollment year and the immediately succeeding enrollment year. Children who are enrolled in Early Head Start remain income eligible while they are participating in the program. When a child moves from Early Head Start to Head Start, the family income must be reverified.

Verification of the current financial status can exist on any of the following documents:

- W-2 Forms
- Individual Tax Form 1040
- Pay stubs or pay envelopes
- DES or Supplemental Security Income decision letters
- Written statements of income from employer(s)

- Written income verification may be accepted, under special circumstances after evaluation by the supervisor.
- Unemployment verification
- Foster Care Reimbursement
- Child Support Award Letters

Recruitment of Children

Recruitment and outreach efforts by City of Phoenix Head Start and Delegate Agency staff will begin in the spring prior to the beginning of the enrollment year and will be documented. Each Delegate Agency program is unique and must establish creative methods to recruit and enroll families. The process for making families aware of Head Start opportunities may include periodic advertising and community outreach to maintain awareness of new families in the community. At all times, the program should keep in mind the philosophy of Head Start, and the eligibility requirements. Each Agency will actively complete pre-registration forms throughout the year when interested families contact them. Programs must obtain a number of applications during recruitment greater than the enrollment opportunities in order to select those families with the greatest need for Head Start services.

Recruitment and outreach efforts by Early Head Start staff will be continuous throughout the year.

Recruitment Assistance Sources

The City of Phoenix Head Start and Early Head Start may find recruitment assistance from the following sources:

- Phoenix Human Services Department-Community Services Division
- Local Homeless Shelters
- Head Start Parents
- Arizona Early Intervention Program (AzEIP)
- Division of Developmental Disabilities (DDD)
- Other organizations Serving Pre School Children with Disabilities
- Arizona Health Care Cost Containment System (AHCCCS)
- Child Find
- Agencies serving low income families and children
- Arizona Department of Economic Security
- Local Education Agencies (LEA)

Recruitment of Children with Special Needs:

Considerable effort is required to recruit children with disabilities. Each Delegate Agency works collaboratively with its local school district(s) in their Child Find process. The City of Phoenix Head Start program has an outreach plan which includes intentional marketing with community agencies serving children with disabilities. Children may participate in dual programs, and slots may be shared.

The City of Phoenix Head Start Delegate Agency programs have processes in place for developing interagency agreements; the elements of an interagency agreement for school district delegate agencies are contained in the district's policies and procedures; and non-profit delegate agencies develop letters of agreement with their school district/s. All processes are guided by the Performance Standards 1308.

Early Head Start staff works collaboratively with its local early intervention programs; AzEIP and DDD, to identify appropriate enrollees.

Enrollment in other therapy services or programs is not a basis for exclusion in a Head Start or Early Head Start program.

Intake Procedures:

The intake processes for first year families will include the activities:

- Collection of pre-registration forms
- Scheduling of intakes appointments
- Determination of eligibility
- Verification of family's income
- Verification of child's age
- Verification of residency

City of Phoenix staff will complete the following forms:

- Application form
- Health/ medical history
- Nutrition screening
- Family Outcomes Pre-Assessment

Review of medical requirements and immunization status will include the following:

- Explanation of health requirements and resources provided, as needed
- Distribution of physical exam form
- Distribution of Medical Information form (MIR) as needed
- Distribution of Special Meal Modification Request Form (SMMRF) as needed
- Distribution of dental exam form
- Review of immunization status and distribution information on immunization fairs and
- Resources as needed
- Distribution of the Asthma Information Request (AIR) form as needed

Selection Process

Early Head Start and Head Start Delegate Agency programs have a formal written process for selecting families with a selection criterion considering income, age, disabilities, and needs identified by the community assessment. The Early Head Start selection criteria are approved by the Grantee's Policy Council and City Council Subcommittee. Delegate Agency selection criteria are approved by their Policy Committee.

Each Delegate Agency program will submit their approved selection criteria to the Head Start Area Supervisor, prior to the beginning of the intake process.

A waiting list ranking children according to the program's selection criteria will be maintained throughout the year to ensure eligible children enter the program as vacancies occur. No child will be denied placement because they are not potty trained.

Notification of Enrollment

Early Head Start and Head Start Delegate Agency programs notify all families in writing or by telephone of their enrollment status. Families completing an intake will be placed either on a class list or waiting list. The Early Head Start enrollment date will be the date the family is notified of enrollment.

Re-enrollment

Each child enrolled in a Head Start program must be allowed to remain in Head Start until kindergarten or first grade is available, except the Head Start program may choose not to enroll a child when there are compelling reasons for the child not to remain in Head Start, such as when there is a change in the family income and there is a child with a greater need for services.

Children served by Phoenix Early Head Start, if the parents wish to enroll their child in Head Start, must be ensured, whenever possible, the child receives Head Start services.

Alternative Placement/Drop Policy

Each child enrolled in the City of Phoenix Head Start program is eligible to remain in the program until kindergarten is available for the child. Once a child is enrolled and attending a program and a concern arises regarding the child's individual needs, a multi-disciplinary team meeting must occur to discuss concerns and related services available prior to discussing alternative placement options. The parent must be notified of this meeting and be a critical part of the multi-disciplinary team. This pertains to all Head Start children not just children with disabilities. No child will arbitrarily be dropped from the Head Start program. No child shall be dropped from the program based solely on a parent's refusal to participate in the program. The Delegate Agency Director has the responsibility of dropping children in accordance with their program's absenteeism policy. An attempt will be made to inform the parent/guardian the child has been dropped. The caseworker shall be notified of the child's drop and will document the appropriate date in the CMS database.

Each child enrolled in the City of Phoenix Early Head Start program is eligible to remain in the program until Head Start or alternative preschool is available for the child. After two canceled Home visits and no contact from the parent, a family may be dropped from the program. Client attendance letters will be sent to request participation in the program before dropping. No child will arbitrarily be dropped from the Early Head Start program. The parent/guardian may be informed by phone message or letter they have been dropped. The drop date is the date of last contact with the family.

Transfer Policy

Enrolled children transferring from and to another City of Phoenix Head Start Program will be enrolled if a slot is available to ensure a continuation of services. If a slot is not available, the child will be placed at the top of the waiting list.

Class List

Enrollment lists are developed for each Early Head Start team by the Grantee and for each Delegate Agency classroom by the Delegate Agency personnel. Children are placed on class lists based upon the selection criteria. Efforts are made to balance classes ethnically and linguistically when possible. Efforts will be made to maintain a 20% waiting list is for each classroom site. Once the class is filled, the rest of the children will be placed on a waiting list. When a child drops out of the program, children from the waiting list are admitted to the class in the order determined by the selection criteria.

Policy on Absenteeism

Early Head Start has a written absenteeism policy approved by the Policy Council. Attendance and home visit cancellation procedures are outlined in the Parent Handbook. The Family Advocate reviews the Parent Handbook with families during the first home visit. Family Advocate's track Home visit appointments on the client attendance form. Family Advocate's document the reason for cancellations in the CMS case notes. The Family Advocate and Supervisor review client attendance forms weekly and analyze the causes of cancellations to initiate appropriate support to the family.

During the first home visit, it is communicated to parents their responsibility in contacting the program when the family cannot participate in the home visit or socialization event. On the second week of cancellation for causes other than an illness, the family advocate must discuss the situation with his/her supervisor. The family advocate is responsible for initiating appropriate family support. This includes making personal contact with the family to assess the problem and need for assistance. If the parent wishes to drop their child from the program this will be documented and reported to the Early Head Start Area Supervisor.

Delegate Agency programs must have a written absenteeism policy approved by the Policy Committee. Each parent receives a copy of the Delegate Agency absenteeism policy. Each program must have a method of documenting absences, analyzing causes of absenteeism, and noting average daily attendance below 85%, so prompt action can be taken.

The program must communicate to parents their responsibility in contacting the program when their child is absent. The instructional staff is responsible for contacting the parent the day the child is absent from class, if the parent has not contacted the Head Start program. On the third consecutive day of absence for causes other than an illness, the teacher must write a referral to the caseworker. The caseworker is responsible for initiating appropriate family support. The caseworker will make personal

contact with the family to assess the problem and need for assistance. If the parent wishes to drop their child from the program this will be documented in CMS and reported to the Head Start Director.

Vacancy Policy

All vacancies in the program must be filled from the prioritized waiting list as quickly as possible and within thirty (30) calendar days. An Early Head Start child's slot shall be considered vacant after the last contact between the program and family.

A Head Start child's slot shall be considered vacant on the child's last day the child attended school. An exception to this rule can be made with the approval of the Head Start Program Coordinator. Vacancies occuring in the last 60 calendar days of the school year do not have to be filled. The caseworker must be informed of a newly enrolled child prior to the child's first day of class to ensure immunization requirements have been met.

Approved by Policy Council on February 11, 2013

Attachment B

City of Phoenix Early Head Start
2013 – 2014 Selection Criteria

INCOME	SCORE
Income Eligible – 0 – 25% FPL	10
Income Eligible – 26 – 50% FPL	8
Income Eligible – 51 – 75% FPL	6
Income Eligible – 76 – 100 % FPL	4
Over Income	0
AGE	
Pregnant Women (high risk)	10
0 – 12 months	10
12- 23 months	8
24 – 36 months	6
DISABILITIES	
Has a current IFSP	10
Child with documented referral	8
No disability	0
PARENTAL STATUS	
Foster Child	10
Teen Parent at time of registration	10
Pregnant Women in first trimester	8
Pregnant Women in second trimester	6
Non-parent guardian (grandparent/relative)	6
Single parent	4
OTHER FACTORS	
Homeless/Shelter	10
Refugee family	10
TANF/SSI	8
Crisis: CPS/Drug/Alcohol/Domestic Violence	6
Parent in School/Training	4
TOTAL POINTS	

CITY COUNCIL REPORT

TO: Jerome E. Miller
Deputy City Manager

FROM: Deanna Jonovich
Human Services Director

SUBJECT: HEAD START MONTHLY REPORT – JANUARY

The purpose of this report is to provide the Downtown, Aviation and Redevelopment 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 January expenditures for the $27,262,819 Head Start grant for Fiscal Year 2012 – 2013. The report includes a breakdown for each Delegate Agency, the Policy Council and staff support. 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 January 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 6,800 exams and year-to-date 6,277 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:

FTF Boundary Task Force: The Deputy Director attended the First Things First Boundary Task Force meeting on January 7. The Task Force is studying the current Regional Council boundaries for possible changes. The Task Force will submit recommendations in February to be available for public comment.

PFD Baby Shots Partnership: Head Start staff collaborated with the Phoenix Fire Department to host a baby shots and lead screening event on January 5 at Spectrum Mall. The event was held from 9 am – 1pm, and 32 families brought children for lead screenings.

Self Assessment: The Education Division completed its annual Self Assessment on January 16. The Division Leadership Team, along with representatives from the Policy Council and Delegate Agencies, reviewed data regarding program services and made recommendations for areas of improvement.

1st Annual United Way Literacy Event: On January 26, City of Phoenix Early Head Start participated in a Read On Phoenix Kick-off at Riverside Traditional School. This event was intended for children and families in the Riverside community to engage in various literacy activities and to build literacy awareness. Families received five books to begin building their own library at home. Other providers included: City of Phoenix-Nutrition education, Southwest Human Development-Raising a Reader, Arizona Literacy & Learning Center, Association for Supportive Child Care, City of Phoenix Public Library, The Mexican Consulate, PBS, First Things First, and Summer Food Service Program.

Phoenix Country Day School: On January 28, twelve students and two staff from China participated in a day of volunteering at the Wilson Head Start Classrooms as part of a Chinese Cultural Exchange Student experience. The group arrived in Arizona on January 25, visiting the United States for the first time. The Chinese students enjoyed interacting with children while they engaged in daily activities. They took several pictures and provided the classroom educations materials including pencils, crayons, and construction paper. Our partnership with Phoenix Country Day School allows for valuable experiences for students who are studying abroad and generates non-federal share.

RECOMMENDATION

This report is for informational purposes only.

Attachments

Attachment A

Yr 47 Head Start Financial Summary Fund 1620
Planned level of Expenditures 58.3%
For the Month Ending January 31, 2013

Fund Center	Progam	FTE	Revised Estimate	FY13 YEAR-TO-DATE Expenditures	FY13 YEAR-TO-DATE % Spent
8940050001	HS Administration	10	2,298,305	1,234,992	54%
8940050004	HS T&TA	-	111,348	34,692	31%
8940050012	HS Policy Council	-	18,792	8,791	47%
8940050015	HS Mental Health	5	512,038	281,184	55%
8940050016	HS Casework Support	67	4,834,128	2,777,341	57%
8940050017	HS Classroom Support	18	1,775,942	994,348	56%
	Total City of Phoenix	**100**	**9,550,553**	**5,331,347**	**56%**
8940051001	Alhambra	-	2,063,491	648,665	31%
8940051003	Booker T Washington	-	1,327,909	778,031	59%
8940051005	Washington	-	2,523,129	997,674	40%
8940051006	Deer Valley	-	849,489	339,284	40%
8940051007	Golden Gate (ACA)	-	1,312,128	465,660	35%
8940051008	Murphy	-	1,034,137	300,770	29%
8940051010	Greater Phoenix Urban League	-	1,879,568	1,134,163	60%
8940051011	Roosevelt	-	1,941,536	635,100	33%
8940051013	Wilson	-	689,337	263,181	38%
8940051116	Fowler	-	772,839	233,497	30%
	Total Delegates	**-**	**14,393,563**	**5,796,025**	**40%**
8940505021	Early Head Start Operations Support	46	3,237,759	1,834,663	57%
8940505024	Early Head Start T&TA	-	80,944	35,660	44%
	Total Early Head Start	**46**	**3,318,703**	**1,870,324**	**56%**
	Grand Total	**146**	**27,262,819**	**12,997,696**	**48%**

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

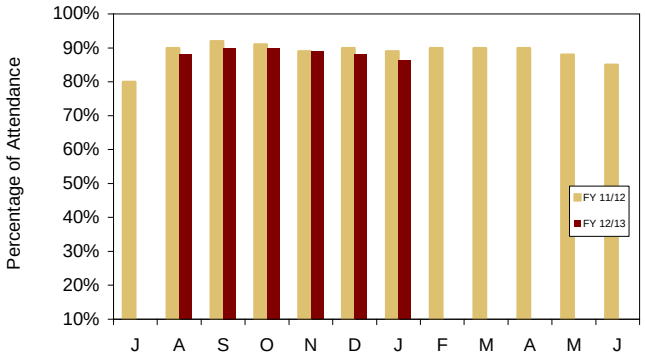
Percentage of School Attendance

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.



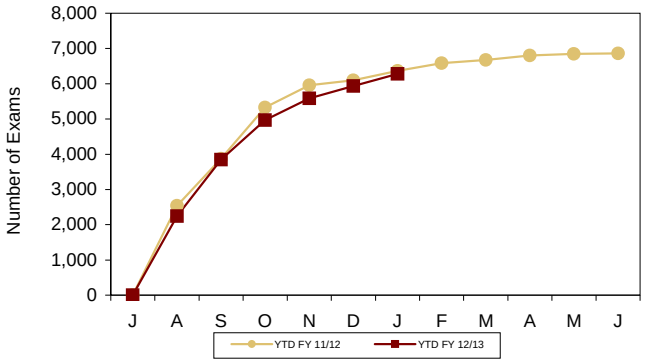
Medical and Dental Exams Completed

Target: 6,800 exams **YTD Exams: 6,277**

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	3,390	3,390	100%
December 2012	3,390	3,390	100%
January 2013	3,390	3,390	100%
February 2013			
March 2013			
April 2013			
May 2013			
June 2013			

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

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CITY COUNCIL REPORT

TO: Jerome E. Miller
Deputy City Manager

FROM: Deanna Jonovich
Human Services Director

SUBJECT: EARLY HEAD START CHILD OUTCOMES

The purpose of this report is to provide the Downtown, Aviation, and Redevelopment Subcommittee an update on the results of the Phoenix Early Head Start Child Outcomes for the 2011 – 12 school year.

THE ISSUE

The Office of Head Start mandates every Head Start program should have a well balanced child assessment system, aligned with their curriculum which gathers data on the eight domains of learning and development which include: language, literacy, math, science, art, social/emotional development, approaches to learning, and physical health and development. Currently, Head Start programs are required to assess children three times a year in order to strengthen classroom teaching and evaluate children's progress.

OTHER INFORMATION

Child Outcomes: The ongoing assessment system used by Early Head Start is the Early Learning Achievement Profile (E-LAP). Children are assessed in six domains of development and learning. During 2011 – 12, data on 198 Early Head Start children shows the majority of children made progress for their age and showed growth in all areas. Children made the most significant gains in Social and Emotional and Language development.

Areas of Development and Learning	**Beginning of Year**	**End of Year**
Social & Emotional	63%	83%
Physical – Gross Motor	75%	89%
Physical – fine Motor	59%	76%
Language	44%	63%
Cognitive	51%	68%
Self-Help	50%	60%

Note: Data is reported as the percentage of children, ages 0 – 3 years old, who are able to complete all of the items in the area of development and learning.

RECOMMENDATION

This report is for informational purposes only.

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CITY COUNCIL REPORT

TO: David Cavazos
City Manager

FROM: John M. Chan
Community and Economic
Development Director

SUBJECT: PHOENIX SISTER CITIES AFFILIATION WITH THE CITY OF PRAGUE, CZECH REPUBLIC

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council authorization to formalize a sister cities affiliation with the City of Prague, Czech Republic.

THE ISSUE

The Phoenix Sister Cities Commission (PSCC) recently placed establishment of additional sister city relationships in their strategic plan.

In May 1991, the cities of Phoenix and Prague entered into a Capital Cities relationship. Due to a general lack of activity and the absence of substantive reciprocal exchanges between the two cities, the agreement was placed on temporary hiatus in 2008 until development of greater interest on the part of the local authorities in Prague.

In April 2012, Mayor Stanton received a letter from the newly elected Mayor of Prague, the Honorable Bohuslav Svoboda. Mayor Svoboda expressed interest in formalizing a Sister City relationship with Phoenix and exploring ways in which the two cities could build a more active and mutually beneficial relationship. Subsequently, the City of Prague forwarded a Sister Cities Affiliation Agreement for signature by both mayors.

The City of Prague, the capital and largest city in the Czech Republic, is a first-tier city that is the political, cultural and economic center for central Europe. With renowned universities and the capacity to conduct high-level exchanges in business and education, Prague has tremendous potential as a business partner. Phoenix companies that currently have major operations in and around Prague include On Semiconductor, Honeywell, Intel, Boeing and Squire Sanders.

The PSCC and Board of Directors recommend authorization of a sister cities affiliation with the City of Prague, Czech Republic.

OTHER INFORMATION

Phoenix Sister Cities, Inc., a nonprofit, membership and volunteer-based organization, is administered by a Board of Directors composed of Phoenix Sister Cities Commission members and the chairs of Sister City committees. It is committed to promoting global awareness, understanding and appreciation of different cultures by creating

international opportunities for the citizens, businesses and organizations of Phoenix. This is achieved through a variety of educational, cultural and economic exchanges and programs that lead to sustainable, long-term, international partnerships. Focus is given to five, broad programmatic areas: 1) youth and education; 2) economic relations; 3) municipal and technical cooperation; 4) arts and culture; and 5) disabilities awareness. All Phoenix Sister Cities programs, exchanges and travel are privately-funded through memberships, fundraising events and corporate sponsorships.

Phoenix currently has nine Sister City relationships worldwide with active exchange programs and events conducted with all:

Sister City	Established
Hermosillo, Mexico	1976
Himeji, Japan	1976
Taipei, Taiwan	1979
Chengdu, China	1986
Ennis, Ireland	1988
Grenoble, France	1990
Calgary, Canada	1997
Catania, Italy	2001
Ramat-Gan, Israel	2005

RECOMMENDATION

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council authorization to formalize a sister cities affiliation with the City of Prague, Czech Republic.

CITY COUNCIL REPORT

TO: Rick Naimark
Deputy City Manager

FROM: Debbie Cotton, Interim Director
Phoenix Convention Center

SUBJECT: RFP 13-004 NON-EXCLUSIVE AUDIO-VISUAL AND PRODUCTION SERVICES, INCLUDING EQUIPMENT RENTALS, AND EXCLUSIVE RIGGING SERVICES

This report provides information and requests that the Downtown, Aviation and Redevelopment (DAR) Subcommittee recommend City Council approval to award and enter into a contract with AV Concepts, Inc. The contract is to provide non-exclusive audio-visual and production services, including equipment rentals, and exclusive rigging services for the Phoenix Convention Center Department (PCCD) for a two-year contract term beginning July 1, 2013, through June 30, 2015, with three one-year extension options.

THE ISSUE

On November 6, 2012, PCCD issued Request for Proposals (RFP) 13-004 for Non-Exclusive Audio-Visual and Production Services, Including Equipment Rentals, and Exclusive Rigging Services. The RFP was advertised in the Arizona Business Gazette, Arizona Informant and Prensa Hispana and posted on the City of Phoenix website phoenix.gov, as well as the IAVM member website. Twelve firms downloaded the RFP from the City's website. A mandatory pre-proposal conference was held on December 4, 2012, with two firms in attendance. Proposals were due on December 17, 2012, and PCCD received one proposal from AV Concepts, Inc.

The evaluation panel consisted of four members including one representative each from PCCD, Phoenix Channel 11, the Street Transportation Department and the Arizona Science Center.

OTHER INFORMATION

The proposal was evaluated in the following areas:

Commission Structure	250 Points
Operational Plan	200 Points
Firm History and Experience	150 Points
Equipment Inventory and Pricing	150 Points
Financial Strength	100 Points
Customer Service Program and Initiatives	100 Points
Overall Responsiveness to RFP	50 Points
TOTAL AVAILABLE POINTS	**1,000 Points**

The audited financial statements were used by PCCD's Fiscal Section to analyze financial strength. The panel decided that an interview, which was an optional part of the evaluation process worth 350 points, was not necessary.

The proposer, AV Concepts, Inc., received a total score of 786 points.

The panel agreed to recommend AV Concepts, Inc., for award based on the following reasons:

- Operation plan was detailed and well done,
- Exceptional experience in the audio-visual and rigging industry including 13 years with PCCD,
- Provided a customer service program and initiatives, and
- Overall responsiveness to the RFP was very good.

FINANCIAL IMPACT

This is a revenue-generating contract with 20 percent to 35 percent commission (based on category) anticipated to generate approximately $900,000 annually.

RECOMMENDATION

This report requests the Downtown, Aviation and Redevelopment (DAR) Subcommittee recommend City Council approval to award and enter into a contract with AV Concepts, Inc., to provide non-exclusive audio-visual and production services, including equipment rentals, and exclusive rigging services for PCCD for a two-year contract term with three one-year extension options.

CITY COUNCIL REPORT

TO: Lisa Takata

Deputy City Manager

FROM: Rita Hamilton

City Librarian

SUBJECT: "WE READ. WE SUCCEED." AT PHOENIX PUBLIC LIBRARY

This report provides information on the continuing efforts of Phoenix Public Library to support national, state and local goals of assuring that children read on grade level by third grade.

THE ISSUE

About 74 percent of Arizona fourth graders and 83 percent of those from low-income families are not proficient readers based on National Assessment of Educational Progress scores. This deficit has significant and long-term consequences not only for each of those children but for their communities, and for Arizona as a whole. If left unchecked, this problem will undermine efforts to close the achievement gap and reduce high school dropout rates. Far fewer of the next generation will be prepared to succeed in a global economy, participate in higher education, or enter military and civilian service.

Starting in the 2013-2014 school year, third graders who fall far below proficiency will not move on to fourth grade under the "Move On When Reading" state law. The transition from third to fourth grade is critical because after third grade students "read to learn." If they have not mastered reading by third grade, they are likely to fall irrevocably behind in school and are more likely to drop out.

Three issues have been identified as having the most bearing on reading success: school readiness, summer learning loss, and chronic absenteeism. Phoenix Public Library addresses the first two through extensive early literacy programs, parent education, special collections for beginning readers, summer reading programs, and online resources for parents and students.

To raise awareness of the issue and what parents and caregivers can do to support children as they "learn to read" and "read to learn," Phoenix Public Library is launching "We read. We succeed." Components of the campaign include:

- Empowering library staff, parents, teachers, and community leaders to support literacy. We have repurposed an existing staff position to create a Family Literacy Coordinator, who will be responsible for coordinating outreach efforts and training caregivers in early literacy practices.

- Launching Family Literacy Nights at every library to model fun literacy-based activities to parents and caregivers. The program will also be offered to schools and other community organizations. Other literacy-focused agencies, such as First Things First and Arizona Literacy and Learning will be invited to participate.

- Develop and implement a public education campaign that promotes reading at all levels and encourages parents and caregivers to support children as they "learn to read" and "read to learn."

OTHER INFORMATION

Phoenix Public Library is working closely with Read On Arizona, a state-based literacy advocacy initiative, as well as its local counterpart, Read On Phoenix. Both efforts are inspired by The Campaign for Grade-Level Reading, a national collaboration that seeks to mobilize communities ". . . to remove barriers, expand opportunities, and assist parents in fulfilling their roles and responsibilities to serve as full partners in the success of their children are needed to assure student success."

RECOMMENDATION

This item is for information only.

CITY COUNCIL REPORT

TO: David Cavazos
City Manager

FROM: John M. Chan
Community and Economic
Development Director

SUBJECT: ADAMS STREET ACTIVATION STUDY - CONSULTANT CONTRACT AWARD

This report requests the Downtown, Aviation, and Redevelopment Subcommittee recommend City Council approval of a contract with M. Arthur Gensler Jr. & Associates, Inc. (Gensler) to provide consultant services for the Adams Street Activation Study.

BACKGROUND

Adams Street between Central Avenue and 2nd Street has become an increasingly important corridor in downtown as it links the Convention Center, three downtown hotels, art and cultural destinations and is the heart of the central business district. This section of downtown is one of the most heavily traveled pedestrian thoroughfares in the City.

In December 2012, the City Council authorized staff to issue a Request for Proposals (RFP) for consultant services to conduct a conceptual master planning study to explore strategies to enhance the pedestrian and economic vitality of Adams Street, the “Adams Street Activation Study.” Staff issued the RFP on December 28, 2012 and proposals were due on February 4, 2013. An award recommendation was made on February 20, 2013 and posted to phoenix.gov.

THE ISSUE

In accordance with the RFP process established by A.R. 3.10, staff assembled an evaluation panel that included representatives from the Downtown Phoenix Partnership, Phoenix Community Alliance, Greater Phoenix Convention and Visitors Bureau, and the Street Transportation, Planning and Development, Phoenix Convention Center and Community and Economic Development departments.

Ten proposals were received, and the panel evaluated each proposal based on the criteria established in the RFP: qualifications and experience, method of approach, and proposed price.

Based on the criteria, the panel unanimously recommended Gensler as the most responsive and best qualified proposer to complete the study.

As part of the FY 2012-13 budget, the City Council allocated $75,000 in funding to the Community and Economic Development Department to procure consultant services for this study. Gensler's proposed price is $73,060.

RECOMMENDATION

This report requests the Downtown, Aviation, and Redevelopment Subcommittee recommend City Council approval of a contract with Gensler in an amount not to exceed $73,060 for one year to provide consultant services for the Adams Street Activation Study.