

**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 **October 2, 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.	<b>Call to Order</b>	Chairman Johnson
2.	<b>Approval of September 4, 2013 Minutes</b>	Subcommittee
<b>Items 3 - 4 are for information only. No presentations or discussions are planned, but Council Members may ask for further information.</b>		
3.	<p><b>MONTHLY HEAD START REPORT – AUGUST</b></p> <p>This report provides the Subcommittee an update on the monthly program performance and activity report for the City of Phoenix Head Start Program.</p> <p><b>This item is for Information Only.</b></p>	<p>Deanna Jonovich, Human Services Director</p> <p>Page 9</p>
4.	<p><b>PHOENIX PUBLIC LIBRARY STRATEGIC PLAN 2013-2016</b></p> <p>This report provides information on the content and development of Phoenix Public Library's 2013-2016 Strategic Plan.</p> <p><b>This item is for Information Only.</b></p>	<p>Rita Hamilton, City Librarian</p> <p>Page 15</p>
<b>Item 5 is for Consent. No presentation or discussion is planned, but Council Members may ask for further information.</b>		
5.	<p><b>APPROVAL OF HEAD START HEALTH AND SAFETY SCREENING</b></p> <p>This report requests the Subcommittee, which serves as the City of Phoenix Head Start Governing Board, approve of the Health and Safety Screenings conducted on Head Start sites as part of the follow up for the triennial federal review.</p> <p><b>This item is for Action.</b></p>	<p>Deanna Jonovich, Human Services Director</p> <p>Page 17</p>

6.	<p><b>2014 DOWNTOWN ENHANCED MUNICIPAL SERVICES DISTRICT ASSESSMENTS AND DOWNTOWN PHOENIX PARTNERSHIP WORKPLAN</b></p> <p>This report requests the Subcommittee recommend City Council approval of the 2014 downtown Enhanced Municipal Services District (EMSD) budget and scope of work.</p> <p><b>This item is for Discussion and Action.</b></p>	<p>John Chan, Community and Economic Development Director</p> <p>Page 19</p>
7.	<p><b>PUBLIC-PRIVATE PARTNERSHIP WITH ASU ALEXANDRIA NETWORK</b></p> <p>This report provides the Subcommittee information on a proposed Memorandum of Understanding with the Arizona State University Entrepreneurship and Innovation Group to join the Alexandria Network - Arizona.</p> <p><b>This item is for Information and Discussion.</b></p>	<p>Rita Hamilton, City Librarian</p> <p>John M. Chan, Community and Economic Development Director</p> <p>Page 23</p>
8.	<p><b>COLLEGE DEPOT EXPANSION PROJECT UPDATE</b></p> <p>This report provides an update on the expansion of College Depot services to Cesar Chavez, Cholla, Palo Verde and South Mountain Community Libraries.</p> <p><b>This item is for Information and Discussion.</b></p>	<p>Rita Hamilton, City Librarian</p> <p>Page 25</p>
9.	<b>Call to the Public</b>	Chairman Johnson
10.	<b>Future Agenda Items</b>	Chairman Johnson
11.	<b>Adjournment</b>	Chairman Johnson

For further information, please call Sam Feldman, Management Assistant II, City Manager's Office at 602-534-3916.

**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 Sam Feldman at Voice/602-534-3916 or TTY/602-534-5500 as early as possible to coordinate needed arrangements.

Phoenix City Council  
Downtown, Aviation, and Redevelopment Subcommittee  
Summary Minutes  
Wednesday, September 4, 2013

City Council Subcommittee Room  
Phoenix City Hall, Assembly Rooms A, B, and C  
200 West Washington Street  
Phoenix, Arizona

Subcommittee Members Present

Councilman Michael Johnson, Chair  
Councilwoman Thelda Williams  
Councilman Daniel Valenzuela  
Councilman Nowakowski

**Staff Present**

Shane Silsby  
Rick Naimark  
Debbie Cotton  
Debra Ostreicher  
Danny Murphy  
Sam Feldman  
Paul Blue  
Penny Parella

**Staff Present**

Eric Johnson  
Pat Nightingale  
Tim McBride  
Mike Schaffert  
Deanna Johnson  
Tom Remes  
John Chan  
Caitlyn Mitchell

**Public Present**

Beatrice Moore  
Doug Lamont  
Mark Abromovitz  
Alex Surrell  
Molly Bilker  
Geoff Rudolph  
E. Scott  
David Krietor

1. **Call to Order**

Chairman Johnson called the meeting to order at 10:01 a.m. with Councilmembers Valenzuela, Nowakowski and Williams present.

2. **Review and Approval of the June 18, 2013 Transportation and Infrastructure Subcommittee Meeting Minutes.**

Councilwoman Williams moved to approve the June 18, 2013 minutes. Councilman Valenzuela seconded the motion, which passed 4:0.

3. **MONTHLY HEAD START REPORT – MAY**

This item is for information only.

4. **MONTHLY HEAD START REPORT – JUNE**

This item is for information only.

5. **MONTHLY HEAD START REPORT – JULY**

This item is for information only.

6. **PHOENIX PUBLIC LIBRARY’S SCHOOL PARTNERSHIPS**

This item is for information only.

7. **APPROVAL OF THE CORRECTIVE ACTIONS TO CLOSE OUT THE TRIENNIAL FEDERAL REVIEW FOR HEAD START**

Councilwoman Williams moved for approval. Councilman Nowakowski seconded. The motion passed 4:0.

8. **RFP 13-007, TICKET DISTRIBUTION SERVICES CONTRACT AWARD RECOMMENDATION**

Acting Phoenix Convention Center Director Debbie Cotton requested to award the contract to TicketForce for ticket distribution services. She stated the the RFP was issued last spring after approval from the DAR Subcommittee and the full City Council.

Ms. Cotton stated the reasons for the recommendation were: TicketForce will not charge the City to lease their equipment; TicketForce has local customer service and IT support staff; TicketForce has mobile-ticketing options; and TicketForce has well-defined internal control and audit procedures. Ms. Cotton stated the Phoenix Convention Center will also receive a 40 percent rebate on tickets sold throughout the five-year contract, something the current vendor does not offer.

Councilman Nowakowski inquired about the projected \$150,000 in additional revenue and asked what the current revenue is. Ms. Cotton stated the Phoenix Convention Center does not currently receive revenue from its ticket vendor.

Councilwoman Williams moved to approve the staff recommendation. Councilman Nowakowski seconded the motion.

Councilman Valenzuela indicated his support for the proposal and congratulated Ms. Cotton on her achievements.

The motion passed 4:0.

9. **AUTHORIZATION TO ISSUE 2013-14 DOWNTOWN DEVELOPMENT RFP**

Deputy Community and Economic Development Director Scott Sumners stated the City Council authorized a similar Request for Proposals (RFP) approximately one year ago. He stated the RFP was set to expire soon, so staff was requesting authorization to issue a similar RFP for the next 12 months. Mr. Sumners introduced Eric Johnson, Economic Development Program Manager.

Mr. Johnson stated the purpose of the RFP was to encourage private investment in the downtown area. He stated City staff have learned from the previous RFP and have made revisions and updates to the RFP to continue to streamline the process.

Mr. Johnson stated staff is seeking the Subcommittee's recommendation for City Council authorization to issue the 2013-14 Downtown Development RFP, issue addenda as necessary, and begin negotiations with recommended proposers.

Councilman Nowakowski asked if Adams Street would be part of the RFP.

Mr. Sumners stated the RFP is for development of property, not necessarily for leasing existing built space, for example the property owned by the Phoenix Convention Center and leased to retailers and restaurants. Mr. Sumners stated the parking lot on Central Avenue and Adams Street would be included through an addendum if there was interest in developing that property.

Councilman Nowakowski stated this process has made Phoenix a friendly place for individuals to develop downtown.

Councilwoman Williams moved for approval and Councilman Nowakowski seconded. The motion passed 4:0.

## **10. INTERNATIONAL FLIGHTS AT SKY HARBOR**

Aviation Director Danny Murphy introduced Deputy Aviation Director Debra Ostreicher.

Ms. Ostreicher stated the proposed merger between US Airways and American Airlines means Sky Harbor can now be marketed for additional international flights. She stated Sky Harbor is involved in trying to recruit additional airlines and partners to enhance the international role of Sky Harbor. She stated Sky Harbor representatives plan to go to the airlines and speak to them directly about possibilities of international, non-stop flights from Sky Harbor.

Ms. Ostreicher stated Denver Airport staff visited Al Nippon Airways (ANA) several times a year before being awarded non-stop international flights from the airline.

Ms. Ostreicher noted these visits require many hours of travel and an intensive travel itinerary. She stated that most of Sky Harbor's competitors relieve the stress of these recruiting trips by having their staff travel in business class. She stated possible options for Sky Harbor representatives on their recruiting trips are to continue to require economy class travel or the protocol could be revised to allow business class for international transoceanic flights longer than six hours.

Councilwoman Williams supported the recruiting trips by Sky Harbor staff. She also recognized the importance of selling Phoenix and elevating its international profile. She expressed support for a well-rested, professional staff representing Sky Harbor to these airlines and stated she intends to support the measure.

Councilman Nowakowski noted that Phoenix is the sixth largest city in the United States and Sky Harbor should reflect that reality. He stated staff flying more than six hours should be refreshed and rested to sell the City of Phoenix. He

reiterated that this is about business class, not first class, and stated he also supports the measure.

Councilman Johnson stated he fully endorses efforts to increase the international profile of Phoenix and Sky Harbor.

Councilwoman Williams moved for approval of the measure. Councilman Nowakowski seconded. The motion passed 4:0.

## 11. **COMPLETE STREETS DEMONSTRATION PROJECTS**

Deputy City Manager Rick Naimark stated the City had reduced funding for implementing major street-improvement projects and, as a result, the Streets Transportation Department has come up with some new options for streetscaping. Mr. Naimark introduced Deputy Streets Transportation Department Shane Silsby.

Mr. Silsby stated designs have been prepared for greening Lower Grand Avenue and for First Street enhancements. According to Mr. Silsby, typical improvements are narrower streets, more vegetation, and wider sidewalks. He stated the proposed demonstration projects would allow for faster project delivery due to their significantly reduced costs.

Mr. Silby also stated the reconfiguration of Grand Avenue from five lanes to three lanes, adding vegetation, improved lighting, and adding street art will serve the same aesthetic and functional purposes as the much more expensive infrastructure changes.

Mr. Silsby stated First Street will feature narrower lanes, decorative pavement, buffered sidewalk with planters, bike racks, artwork, and parklets, which he defined as a designated pedestrian space using curb lane and other off-street areas to allow for benches, vegetation, etc. He estimated that these types of improvements would cost approximately \$50,000 per block for interim improvements versus \$1,000,000 for full-scale improvements.

Beatrice Moore voiced her support for the plans for Grand Avenue. She also articulated her support for crosswalks across Grand Avenue, adding an inexpensive art element.

Mark Abromovitz also praised some of the changes in the area and the plans for additional changes over the past 12 months following the awarding of the design grant.

Councilman Nowkowski expressed support for creation of a gateway along Grand Avenue due to its orientation toward downtown. He also praised the artistic element planned for the area and the idea to use parklets to maximize the pedestrian use of sidewalks. Councilman Nowakowski also showed appreciation for the arts community in getting involved and praised staff for looking for grants to make this process possible.

Councilman Johnson raised concerns about crosswalks across Grand Avenue and the speed limit. In lieu of a crosswalk in certain areas, Councilman Johnson supported decorative street art to achieve the same effect in areas in which safety is a concern.

Mr. Naimark stated staff would evaluate all proposals to ensure safety is a top priority.

Councilman Johnson also stated his desire to exercise caution with regard to setting precedent with displaying art and signage. He expressed his desire to make sure all items displayed adhere to a strict standard.

Councilman Valenzuela expressed his support for the efforts underway on Grand Avenue.

Councilwoman Williams noted that the City of Phoenix has a large art collection in storage not being used, and suggested finding ways to better utilize the collection if it is not being actively displayed.

**12. CALL TO THE PUBLIC**  
None.

**13. REQUEST FOR FUTURE AGENDA ITEMS**

Councilman Williams discussed the potential for a mobile app showing all of the historic homes in the downtown area. She added it would be great to have for convention visitors.

Councilman Nowakowski expressed his desire to discuss possibilities for more cultural events to be held Downtown.

Executive Assistant to the City Manager Paul Blue responded that the Downtown Partnership is always looking into additional opportunities for downtown events.

**14. ADJOURNMENT**

Chairman Johnson adjourned the meeting at 10:56 a.m.

Respectfully Submitted,

Michael Mills  
Management Intern

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**CITY COUNCIL REPORT**

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TO: Neal Young  
Senior Executive Assistant To The  
City Manager

FROM: Deanna Jonovich  
Human Services Director

SUBJECT: MONTHLY HEAD START REPORT – AUGUST 2013

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This report provides 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 Year-to-date expenditures for the Fiscal Year 2013 – 14 grant. Sequestration cuts will not be reflected until after the October budget process in which the new budget amount will be reduced from \$27,229,415 to \$25,842,933. The report includes a breakdown for each Delegate Agency, the Policy Council and staff support. Expenditures are tracked on a year-to-date basis including the percent expended for the fiscal year.

**School Attendance in Head Start:** Monthly information on school attendance is tracked by the Human Services Department Education Division. The monthly target for attendance set by the Office of Head Start is 85 percent and the year-to-date attendance is 90 percent.

**Medical/Dental Exams:** Monthly information on the number of medical and dental exams is also tracked by the Education Division. 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 as of the end of August, the number completed is 2,819.

**Enrollment Reports:** The Office of Head Start 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 B indicates available enrollment is 3,204 children/slots. For the month of August, enrollment was at 98.3 percent (3,037). Murphy classes start in September and were not operational in August.

**Program Information:**

Kohl's Cares Collaboration: During the month of August, Juan Tarango, presenter from Phoenix Children's Hospital/Kohl's Cares Families in Training, presented to Early Head Start (EHS) parents on nutrition, portion distortion and appropriate portion sizes for toddlers. Parents received easy tips and tricks to quickly identify an appropriate portion size. Raising Special Kids trainer Dolores also presented on "Resilient Families" and discussed how to bounce back from difficult family situations.

Family Approved for Home Repairs: A Family Advocate (FA) on the Deer Valley team has been working with an EHS family for months to establish a safe living environment for their two children in their manufactured home. The FA and EHS Family Partnership Liaison worked together to refer the family to the Emergency Home Repair Program with the City of Phoenix Neighborhood Services Department. A Rehabilitation Specialist recently visited their home to complete a preliminary inspection of their property and evaluate their need for assistance. The family was approved for critical repairs and appliances for the kitchen, bathroom, floors, windows, and air conditioning. Repairs will begin in three-to-five weeks.

Riverside Socialization Site: EHS staff established a new partnership with Riverside Traditional School. Riverside has welcomed Early Head Start to their primary campus. Riverside has provided the EHS with a spacious classroom to hold biweekly socializations. On August 16, the Southwest team hosted their first socialization at the new site. Families currently residing in the Riverside, Laveen, and Fowler areas are very excited to have a socialization site close to their homes.

Hunger at Home: On August 14, City of Phoenix Channel 11 aired a special documentary titled "Hunger at Home" which discussed the prevalence of hunger and the resources the City has to combat it. The Head Start Dietitian, was featured in a segment highlighting Head Start's role in ensuring the vulnerable children and families are provided with healthy food, nutrition education, and community food resources.

**RECOMMENDATION**

This report is for informational purposes only.

Attachments

# Attachment A

Yr 48 Head Start Financial Summary Fund 1630  
 Planned level of Expenditures 8%  
 For the Month Ending July 31, 2013

Fund Center	Program	FTE	Revised Budget 2014	FY14 YEAR-TO-DATE Expenditures	FY14 YEAR-TO-DATE % Spent
8940050001	HS Administration	10	2,095,265	140,153	7%
8940050004	HS T&TA	-	239,070	0	0%
8940050012	HS Policy Council	-	18,792	222	1%
8940050015	HS Mental Health	5	499,242	46,717	9%
8940050016	HS Casework Support	67	5,029,942	388,148	8%
8940050017	HS Classroom Support	18	1,768,208	163,934	9%
	<b>Total City of Phoenix</b>	<b>100</b>	<b>9,650,519</b>	<b>739,174</b>	<b>8%</b>
8940051001	Alhambra	-	2,042,773	-	0%
8940051003	Booker T Washington	-	1,316,984	109,749	8%
8940051005	Washington	-	2,506,511	-	0%
8940051006	Deer Valley	-	836,639	-	0%
8940051007	Golden Gate (ACA)	-	1,302,728	-	0%
8940051008	Murphy	-	1,023,162	-	0%
8940051010	Greater Phoenix Urban League	-	1,866,832	148,108	8%
8940051011	Roosevelt	-	1,921,336	-	0%
8940051013	Wilson	-	676,037	-	0%
8940051116	Fowler	-	772,839	-	0%
	<b>Total Delegates</b>	<b>-</b>	<b>14,265,841</b>	<b>257,857</b>	<b>2%</b>
8940505021	Early Head Start Operations Support	46	3,232,111	261,569	8%
8940505024	Early Head Start T&TA	-	80,944	93	0%
	<b>Total Early Head Start</b>	<b>46</b>	<b>3,313,055</b>	<b>261,663</b>	<b>8%</b>
	<b>Grand Total</b>	<b>146</b>	<b>27,229,415</b>	<b>1,258,694</b>	<b>5%</b>

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

Sequestration cuts will not be reflected in the Revised Budget 2014 until October during the Citywide budget process, which allows changes to be made to the budget. Head Start will be adjusted to \$22,524,228 and Early Head Start will be adjusted to \$3,318,705 for a total grant award of \$25,842,933.

The FTE positions will also be adjusted to remove 11 positions as follows:

8940050016	2	Caseworkers
8940050016	5	Clerks
8940050016	1	Casework Supervisor
8940050017	2	Training Specialist
8940050017	1	HS Educator Program Assistant
	<b>11</b>	

## Attachment B

### Percentage of School Attendance

**Target: 85%**

**YTD Percent: 90%**

**Goal:**

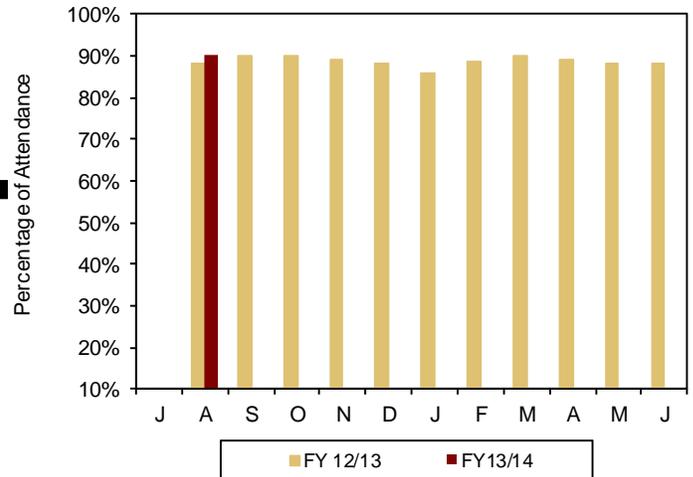
Increase attendance of Head Start kids

**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: 6,400 exams**

**YTD Exams: 2,819**

**Goal:**

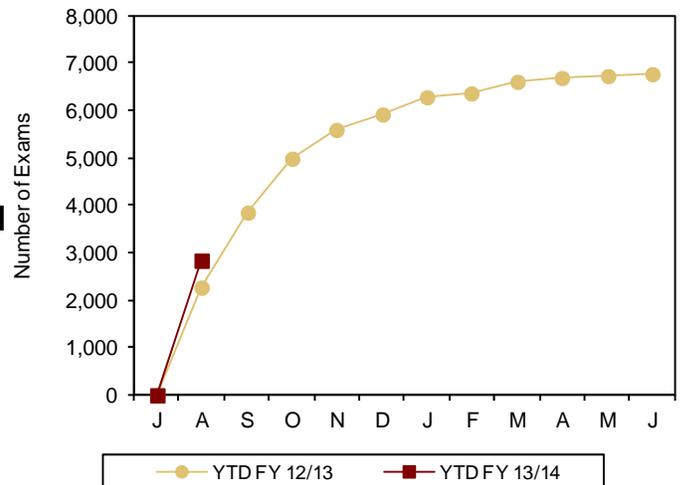
Ensure Head Start kids receive necessary medical and dental exams

**Target:**

6,400 exams

**Significance:**

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



Attachment C

<b>City of Phoenix Head Start Enrollment</b>			
<u>Month</u>	<u>Enrolled</u>	<u>Funded</u>	<u>Status</u>
July 2013	300 <sup>1</sup>	3,204	9.4%
August 2013	3,037 <sup>2</sup>	3,204	94.8%
September 2013			
October 2013			
November 2013			
December 2013			
January 2014			
February 2014			
March 2014			
April 2014			
May 2014			
June 2014			

<sup>1</sup> Early Head Start was fully enrolled. Head Start was not operational during the month of July.

<sup>2</sup> All sites are fully enrolled with the exception of Murphy in which classes began September 3rd.

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## CITY COUNCIL REPORT

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TO: Lisa Takata  
Deputy City Manager

FROM: Rita Hamilton  
City Librarian

SUBJECT: PHOENIX PUBLIC LIBRARY STRATEGIC PLAN 2013-2016

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This report provides information on the content and development of Phoenix Public Library's 2013-2016 Strategic Plan.

### THE ISSUE

Phoenix Public Library has begun implementing a three-year strategic plan for the period 2013 – 2016. This plan builds on previous plans, consisting of three overarching strategic directions – each of which encompasses a number of goals. These three directions include:

1. Connect with Customers and the Community
2. Engage the Mind and Body
3. Spark the Imagination

Specific goals address ways in which the Library will move in these directions, meeting the ever-changing needs of Phoenix residents. Some goals address the need for expanded access to engaging learning opportunities for residents of all ages; other goals seek to provide a greater range of Library services and resources online to better meet the needs of residents in the digital age. Still other goals will support residents' creative efforts as they explore business opportunities and personal interests.

During the first year (2013-2014), staff will achieve the following plan objectives:

- Offer customers the opportunity to obtain a library card online in real time;
- Provide additional content on the Library's website to support the study of science, technology, engineering and math;
- Conduct a market study to develop better methods of informing the community about Library services and resources;
- Develop a space at Burton Barr Central Library to support business entrepreneurs;
- Implement a series of literacy nights for families throughout the Library system;
- Develop and implement a menu of computer classes for adults focused on workforce literacy; and,
- Develop and implement programs to support creative endeavors of residents at several library locations.

## OTHER INFORMATION

Phoenix Public Library developed its 2013-2016 Strategic Plan with the assistance of key stakeholders, including the Library Advisory Board and Library staff at all levels. Library staff compiled data from customer feedback forms in order to assure customer input in the process. Additionally, Library staff created and administered an online survey to community organizations and businesses. Nearly 200 responses were provided by stakeholders at schools, community groups, arts organizations, social service agencies and local businesses.

Finally, staff throughout the Library system reviewed a draft of plan to assure the viability of goals and objectives and to cultivate staff support for the plan.

The Library's Strategic Plan aligns with the City of Phoenix Strategic Plan in strengthening neighborhoods, supporting economic and workforce development, and promoting education and literacy.

## RECOMMENDATION

This item is for information only.

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**CITY COUNCIL REPORT**

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TO: Neal Young  
Senior Executive Assistant

FROM: Deanna Jonovich  
Human Services Director

SUBJECT: APPROVAL OF RESULTS OF THE HEAD START HEALTH AND SAFETY  
MONITORING

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This report requests Downtown, Aviation and Redevelopment Subcommittee, which serves as the City of Phoenix Head Start Governing Board, approval of the Health and Safety Screenings conducted on Head Start sites as part of the follow up for the triennial federal review.

THE ISSUE

The Head Start Performance Standards require the Office of Head Start to conduct a comprehensive review of each grantee every three years. Data gathered about grantees during monitoring reviews is used by the Office of Head Start to evaluate multiple levels of performance, including determining program strengths, concerns, noncompliances, and deficiencies.

Due to sequestration cuts, the Office of Head Start is no longer able to conduct follow up on-site monitoring to ensure areas of noncompliance have been resolved. Grantees are now required to provide written documentation to the Office of Head Start to verify the areas of noncompliance have been resolved.

OTHER INFORMATION

The City of Phoenix triennial review was conducted from February 3 to 8, 2013. Two areas of noncompliance were identified during the review:

- The grantee did not ensure shared costs were allocated to Head Start and EHS based on relative benefits received; therefore, it was not in compliance with the regulation.
- The grantee did not ensure its delegate agency provided for the maintenance and repair of all Head Start facilities; therefore, it was not in compliance with the regulation.

In order to resolve the area of noncompliance related to the Head Start facilities, Phoenix Head Start was required to complete a health and safety monitoring of six Head Start centers. The centers were selected at random by the Office of Head Start and Phoenix Head Start was required to utilize the Health and Safety Screening tool developed by the Office of Head Start. The Governing Board and Policy Council are required to review the health and safety monitoring and approve the results.

The Health and Safety Screening tool is comprised of four areas. The monitoring results are organized by the four areas: Environments, Health and Safety Procedures, Supervision, and Transportation.

### Environments

Three of the six centers had low sand in the fall zones when measured. Work orders were submitted to the school districts to obtain additional sand.

One center with five classrooms had three electrical outlets uncovered, teacher's purses within reach of children, and hand sanitizer and rubber cement within reach of children. All issues were resolved immediately.

Program Improvement Plans have been requested from the Delegate Agencies to identify improvements to their ongoing monitoring systems. Grantee staff have also provided technical assistance to the Delegate Agencies on proper procedures. Follow up monitoring by Phoenix Head Start staff will occur in the next two months to validate the issues have been resolved and improvements to the ongoing monitoring systems have been made.

### Health and Safety Procedures

No issues were identified in health and safety procedures.

### Supervision

No issues were identified in supervision.

### Transportation

None of the six centers selected for review provide transportation.

## RECOMMENDATION

The Human Services Department recommends the Downtown, Aviation and Redevelopment Subcommittee, which serves as the City of Phoenix Head Start Governing Board, approve the results of the Head Start Health and Safety Monitoring reviews.

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**CITY COUNCIL REPORT**

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TO: Paul Blue  
Senior Executive Assistant  
City Manager

FROM: John M. Chan  
Community And Economic  
Development Director

SUBJECT: 2014 DOWNTOWN ENHANCED MUNICIPAL SERVICES DISTRICT  
ASSESSMENTS AND DOWNTOWN PHOENIX PARTNERSHIP  
WORKPLAN

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This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council approval of the 2014 downtown Enhanced Municipal Services District (EMSD) budget and scope of work as outlined in this report.

THE ISSUE

State law authorizing EMSD's requires the City Council to annually determine the EMSD expenses and assess those upon the properties located within the District. Once the property assessments have been determined, the City Council must hold a public hearing and pass a resolution declaring the final assessment amount. This assessment is paid directly by downtown property owners/tenants, and is used exclusively to provide direct services to downtown property owners; it is not a tax on the general public.

OTHER INFORMATION

The City contracts with the Downtown Phoenix Partnership (DPP), a nonprofit corporation, to implement the work program of the downtown EMSD. The City's current contract with DPP runs through 2015. DPP provides a variety of services to the downtown core, including the Ambassadors, streetscape improvements and maintenance, a Clean Team, marketing, events, economic and community development and transportation services.

In July 2013, the DPP Board of Directors, which contains representation from the majority of those being assessed (including the City), approved the proposed 2014 EMSD budget of \$3,124,810. This includes \$149,699 for streetscape maintenance, which is paid only by property owners/tenants adjacent to the streetscape improvement district.

DPP's Board recommends a 2.8 percent budget increase this year, which equates to less than \$87,000 for all the approximately 760 parcels in the District. The increase is driven largely by a growth in demand for services, both from new developments opening and additional services requested by existing stakeholders. Even with the increase,

most stakeholders are still paying less now than they did three years ago. The average impact to private sector parcels is less than a \$27 increase for the entire year.

The City's proposed contribution for 2014 is approximately \$325,000 from the General Fund. The Convention Center and US Airways Center properties would also be responsible for approximately \$435,600 and \$102,390 respectively. These costs represent increases over last year proportionate with the overall budget increase. Attached is an outline of DPP's 2014 budget and workplan.

If the Subcommittee recommends approval, the City Council will be asked at the November 6 Formal meeting to tentatively adopt the DPP budget and formally announce a public hearing for the December 4 Formal meeting. Once the City Council tentatively adopts the EMSD budget, staff will distribute letters to all private property owners notifying them of their proposed 2014 assessments and the date of the public hearing. At that hearing, the City Council can receive public comment and then consider final approval of the DPP budget and 2014 downtown EMSD assessments.

### RECOMMENDATION

Staff requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council approval of the 2014 downtown Enhanced Municipal Services District (EMSD) budget and scope of work.

**DOWNTOWN PHOENIX PARTNERSHIP, INC  
PROPOSED 2014 ASSESSMENT BUDGET**

	2012 Adopted Budget	2013 Adopted Budget	2014 Proposed Budget
Note: 2014 Budget Categories Shown in RED			
<b><u>SECURITY &amp; HOSPITALITY</u></b> Salaries of DPP professional staff and Ambassadors 365 days a year, materials and equipment used by Ambassadors, materials used by ad hoc and ongoing task forces, implementation of the advisory communication network among major buildings, public relations and other security/hospitality related costs. Also includes allocation of shared costs for collateral materials and website.	\$985,895	\$1,053,797	
<b><u>STREETSCAPE &amp; URBAN DESIGN</u></b> Salaries, consultant studies, installation and maintenance of banners, street furniture, and street improvement projects. Support for downtown Clean Team and general clean up activities. Also includes allocations of shared costs for public relations, collateral and website development.	\$132,027	\$156,373	
<b><u>TRANSPORTATION &amp; PARKING</u></b> Salaries, funding for general operational costs of the DEE trolley, use of trolleys for special events, and printed material to support the DEE, coordination of parking strategy for special events, parking maps, and coordination of transportation issues related to special events and construction in downtown. Also includes allocation of public relations, website, and collateral.	\$175,479	\$135,209	
<b><u>BID SERVICES</u></b> All direct services provided to the Business Improvement District, including the Ambassadors, the Clean Team, Streetscape improvements, and transportation and parking services. Includes the three areas above which were formerly budgeted for on a separate basis.			\$1,276,739
<b><u>STREETSCAPE MAINTENANCE</u></b> This portion of the budget is charged only to those property owners fronting the streetscape improvement district project and is charged on the same basis as the streetscape improvements. It includes tree maintenance and replacement, maintenance of the irrigation system from the ground up, replacing uprights in tree grates and lights on the kiosks.	\$128,493	\$139,371	\$149,699
<b><u>MARKETING</u></b> Salaries, advertising and construction mitigation outreach activities, public relations, production of collateral such as Business Directory, Quarterly Newsletter, Dining Guide, and Calendar of Events. Primary responsibility for website development and management.	\$470,218	\$534,111	
<b><u>ARTS AND CULTURE</u></b> Salaries, advertising and public relations for arts, cultural activities, and events in downtown	\$113,802	\$89,242	
<b><u>MARKETING AND COMMUNICATIONS</u></b> Includes the previous Marketing and Arts & Culture areas. Provides for all marketing, public relations and communication activity for the organization, and includes all printed and electronic publications and messaging.			\$648,937
<b><u>EVENTS</u></b> New department focused on putting on and supporting major downtown events, as well as working to attract new events to downtown. Previously was included with Marketing and Arts & Culture.			\$160,338
<b><u>BUSINESS DEVELOPMENT</u></b> Salaries, collateral materials, market research and support of new business development and job creation/retention, new investment, and residential development in downtown.	\$274,533	\$300,070	\$232,519
<b><u>ADMINISTRATION</u></b> Includes administrative salaries and benefits, office space, equipment leases, insurance, legal and audit services, office supplies, postage and contingency.	\$670,873	\$630,120	\$622,578
<b><u>OTHER</u></b> City of Phoenix Assessment Administration Fee and Contingency			\$34,000
<b>TOTAL ASSESSMENT BUDGET</b>	<b>\$2,951,320</b>	<b>\$3,038,293</b>	<b>\$3,124,810</b>

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**CITY COUNCIL REPORT**

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TO: Paul Blue  
Senior Executive Assistant to the  
City Manager

Lisa Takata  
Deputy City Manager

FROM: John M. Chan  
Community and Economic  
Development Director

Rita Hamilton  
City Librarian

SUBJECT: PUBLIC-PRIVATE PARTNERSHIP WITH ASU ALEXANDRIA NETWORK

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This report provides the Downtown, Aviation and Redevelopment Subcommittee information on a proposed Memorandum of Understanding (MOU) with the Arizona State University Entrepreneurship and Innovation Group to join the Alexandria Network - Arizona.

THE ISSUE

Metropolitan Phoenix is recognized nationally as a leading location for entrepreneurship. Numerous locations, programs and networks exist in the City of Phoenix to serve the existing base of entrepreneurs. These co-working spaces, incubators, and accelerators all serve to assist these entrepreneurs with the commercialization of their ideas.

The one stage of entrepreneurship that is severely underserved, both locally and nationally, is the early Discovery Phase. During the Discovery Phase the entrepreneur possesses nothing more than an idea and is working with a circle of close friends, family and peers to validate the idea and develop a pathway forward. This is a largely insulated, unmentored and self-directed endeavor. The Discovery Phase occurs every day in places like coffee shops, bus stops, sports venues, backyards, and living rooms. These locations are known, comforting and trusted as well as possessing little or no cost to use. As a result of little or no dedicated space or mentoring available to these early stage entrepreneurs, their “dwell time” in the Discovery Phase in some cases can last many years with a very high degree of attrition.

OTHER INFORMATION

Serving the needs of innovation and emerging enterprises is critical and with limited resources available to these entrepreneurs, the City of Phoenix must identify

opportunities that facilitate the creation of discovery space that leads to future job creation and economic prosperity.

One expeditious and cost-effective way to provide these resources for entrepreneurs is to repurpose space within existing facilities that already serve the same group of people: public libraries. Libraries are geographically dispersed and embedded in nearly every community, allowing a network to occur. Libraries also continue to seek to refine and redefine their education role to adapt to needs within the community. Presently, access to electronic/digital resources is reducing the space needed within libraries for print collections thereby allowing areas to be repurposed for new and innovative uses. Libraries are also known, free, trusted, safe and neutral.

The Entrepreneurship and Innovation Group (EIG) at Arizona State University (ASU) has created a discovery space concept called Eureka that is part of a comprehensive collaboration effort called the Alexandria Network. The concept is based on the premise of repurposing library space to meet the discovery needs of early stage entrepreneurs.

This discovery space combines elements of now popular co-working and collaborating spaces, along with expert library fact-finding services and ASU start-up resources, into a designated location that entrepreneurs and innovators can use. These spaces are all designated to be part of a network that provides mentorship, advice, and access to relevant programs to support the entrepreneurs that need assistance to advance their ideas.

The Alexandria Network leverages the entrepreneurship resources of ASU and is designed to provide support for the innovation economy within public library spaces. In collaboration with the City of Phoenix, ASU envisions creating a network of locations across the Greater Phoenix region.

With this partnership, the City will provide dedicated library co-working space for use during operational hours for entrepreneurs at no cost. Additionally, the City will provide furniture, fixtures and equipment to support the program; wireless internet; library staff; volunteers or interns to serve as a room host for the Service Area during hours of operation of the Library and on an as needed basis; and books for a reference section.

ASU will provide rights to use the ASU-owned Alexandria Network and Eureka space concepts/names in the Service Area for the duration of the program; startup training for library staff; mentors to support users in the Service Area; and additional programming to be jointly developed.

## RECOMMENDATION

This report is for information only. This item was unanimously recommended for approval by the Innovation and Efficiency Task Force on August 5, 2013 and the Finance, Efficiency and Economy Subcommittee on September 18, 2013.

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## CITY COUNCIL REPORT

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TO: Lisa Takata  
Deputy City Manager

FROM: Rita Hamilton  
City Librarian

SUBJECT: COLLEGE DEPOT EXPANSION PROJECT UPDATE

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This report provides an update on the expansion of College Depot services to Cesar Chavez, Cholla, Palo Verde and South Mountain Community Libraries.

### THE ISSUE

College Depot provides Library customers, particularly those in low-income communities, with free access to college planning information at the local level. Originally located at Burton Barr Central Library (1221 N. Central Ave.), the program has been expanded to four additional Library locations: Cesar Chavez (3635 W. Baseline Road), Palo Verde (4402 N. 51<sup>st</sup> Ave.), Cholla (10050 Metro Parkway E.) and South Mountain Community (7050 S. 24<sup>th</sup> St.) Libraries.

Each expansion site is equipped with a bright green computer kiosk that links to college planning resources on the Library's website, offers customers a way to contact College Depot staff for additional information, and enables customers to print scholarship and other information directly from the kiosk. In addition, College Depot staff hosts workshops and walk-in college planning sessions at these sites. Finally, Library staff at these locations has received training in college planning basics, including college searches, career exploration, college applications, scholarship searches, and financial aid in order to assist customers locally.

Since the expansion began, College Depot staff has facilitated a total of 11 workshops and provided 52 one-on-one advising sessions, helping over 185 students. A total of 908 people participated in community events promoting College Depot services at local high schools, colleges, and community organizations.

### OTHER INFORMATION

Kick-off celebrations at three locations have been planned for each expansion site:

Cholla Library: Monday, October 14 at 11:30 a.m.

Cesar Chavez Library: Tuesday, October 15 at 1:30 p.m.

South Mountain Community Library: Wednesday, October 16 at 10 a.m.

Palo Verde Library: Thursday, October 17 at 1 p.m.

The expansion sites were chosen based on demographic information of the potential service population and geographic dispersal. College Depot's mission is to expand access to higher education opportunities for underserved populations. The selected

sites serve communities with income and education levels far below that of Maricopa County overall. Families in these communities may not otherwise have access to free college planning support. In addition, these sites permit access across much of the city's geographic area.

### RECOMMENDATION

This item is for information and discussion only.