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 **December 4, 2013, at 9:30 a.m. located in Phoenix City Hall, Assembly Rooms A, B, C, 200 W. Washington Street, Phoenix, Arizona.**

Members may participate via teleconference. Agenda items may be taken out of order.

The agenda for the meeting is as follows:

1.	**Call to Order**	Chairman Johnson
2.	**Approval of November 6, 2013 Minutes**	Subcommittee
Items 3 - 7 are for information only. No presentations or discussions are planned, but Council Members may ask for further information.		
3.	**HEAD START MONTHLY REPORT – OCTOBER 2013** This report provides the Subcommittee, which serves as the City of Phoenix Head Start Governing Board, an update on the financial and programmatic status of the program. **This item is for Information Only.**	Deanna Jonovich, Human Services Director Page 11
4.	**LIBRARY ADVISORY BOARD ANNUAL REPORT FOR 2012-13** This report transmits the annual report of the Library Advisory Board for Fiscal Year 2012-13. **This item is for Information Only.**	Rita Hamilton, City Librarian Page 17
5.	**PUBLIC LIBRARY'S CHILDREN'S READING PROGRAMS** This report provides information on results from Phoenix Public Library's 2013 reading programs for Phoenix residents and plans for the 2014 winter reading program for families. **This item is for Information Only.**	Rita Hamilton, City Librarian Page 19
6.	**DOWNTOWN PHOENIX COMPREHENSIVE TRANSPORTATION STUDY** This report provides an update to the Subcommittee on the Downtown Phoenix Comprehensive Transportation Study. **This item is for Information Only.**	Wylie Bearup, Street Transportation Director Page 21

7.	**PHOENIX SKY HARBOR AIRPORT NOISE EXPOSURE MAP UPDATE** This report provides information to the Downtown, Aviation and Redevelopment Subcommittee regarding the Aviation Department's Noise Exposure Map Update being conducted at Phoenix Sky Harbor International Airport (Airport). **This item is for Information Only.**	Tamie Fisher, Acting Aviation Director Page 23
Items 8 - 9 are for Consent Action. No presentations or discussions are planned, but Council Members may ask for further information.		
8.	**CONTRACT AUTHORIZATION FOR THE 2014 SEASON DIAMONDBACKS EMPLOYEE PARKING** This report requests the Subcommittee recommend Council approval to enter into a contract with the Arizona Diamondbacks for non-reserved parking spaces for its employees during home baseball games for the 2014 season. **This item is for Action.**	Debbie Cotton, Acting Phoenix Convention Center Director Page 25
9.	**TGEN LEASE AMENDMENT** This report requests the Subcommittee recommend the City Council authorize the City Manager or his designee to amend the TGen lease Contract No. 103174 the TGen Lease Amendment and execute related documents as necessary. **This item is for Action.**	John M. Chan, Community and Economic Development Director Page 27
Items 10 – 12 are for Discussion and Action.		
10.	**SKY HARBOR AIRPORT PARKING PROGRAM** This report requests the Subcommittee recommend the City Council approve changes within City Code 4-58 to allow for new parking programs that accommodate leisure and business travel needs while increasing airport parking revenue at Phoenix Sky Harbor International Airport. **This item is for Discussion and Action.**	Tamie Fisher, Acting Aviation Director Page 29
11.	**REQUEST TO ISSUE RFP FOR SHARED RIDE VAN SERVICE** This report requests the Subcommittee recommend Council approval to issue a Request for Proposals (RFP) for Shared Ride Van Service at Phoenix Sky Harbor International Airport. **This item is for Discussion and Action.**	Tamie Fisher, Acting Aviation Director Page 31

12.	**DISPOSITION AND REDEVELOPMENT AGREEMENT WITH ROOSEVELT HOUSING ASSOCIATES FOR "THE ROW" PROJECT** This report requests the Subcommittee recommend City Council authorization to: 1) enter into a Disposition and Redevelopment Agreement with Roosevelt Housing Associates, or its City approved designee, to develop the "The Row," a transit-oriented, mixed-use development on Second Street, between Roosevelt and Portland Streets in downtown Phoenix, including the modifications discussed in this report; and 2) conduct discussions with Evans Churchill / Roosevelt Row community members regarding district parking options east of Central Avenue and north of Roosevelt Street, using the net proceeds from this agreement, and return to the Subcommittee with recommendations. **This item is for Discussion and Action.**	John M. Chan, Community and Economic Development Director Page 33
13.	**Call to the Public**	Chairman Johnson
14.	**Future Agenda Items**	Chairman Johnson
15.	**Adjournment**	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.

November 27, 2013

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Phoenix City Council
Downtown, Aviation and Redevelopment Subcommittee
Summary Minutes
Tuesday, November 6, 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
Councilman Daniel Valenzuela
Councilman Michael Nowakowski

Subcommittee Members Absent
Councilwoman Thelda Williams

Staff Present
Regina Ford
Spencer Self
Kathy Wenger
Karen Apple
Bob Fingerman
Diane Nakagawa
Robyn Sahid
Judy Ross
Sarah Carter
Eric Johnson
Rob Cox
Jeff Jamison
Paul Blue
Danny Murphy
Tamie Fisher
John Chan
Jeff Jamison

Staff Present
Alan Stephenson
Scott Sumners
Debbie Cotton

Public Present
Paige Lund
Steve Cohn
Tommy Espinoza
Vidales Victor
Don Keuth
Steve Hutoron
Catrina Kahler
Jill Bernstein
M. Mooney
J. Jessie
Jay Silverberg

Public Present
Leslie Lindo
Steve Moore
Ralph Marchetta
Jim McLaughlin
Stan Chavira
Rhonda Bannard
Sara Dial
Dan Klocke
Jerry Mocoznik
Reid Butler
Dave Rodrique
Erlinda Torres
Marcelino Quinonez
Sean Callahan
Dave Krietor
Jim McPherson
Beth Harmon-Vaughan

1. Call to Order

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

2. Review and Approval of the October 2, 2013 Downtown, Aviation and Redevelopment Subcommittee Meeting Minutes.

Councilman Valenzuela moved to approve the minutes from the October 2, 2013 Downtown, Aviation and Redevelopment Subcommittee meeting. Councilman Nowakowski seconded the motion, which passed 3:0.

3. Monthly Head Start Report – September 2013.

This item was for information only.

4. Approval to Issue Request for Proposal for Exclusive Event Utilities Services.

5. Approval to Amend Contract with Aramark for Kitchen Upgrades and Increased Equipment Inventory.

Councilman Valenzuela moved to approve items 3 and 4. Councilman Nowakowski seconded the motion. Motion passed 3:0.

6. Fiscal Year 2013-2014 Tourism & Hospitality Advisory Board Contract Award Recommendation.

Debbie Cotton, Acting Convention Center Director, introduced Kathy Wenger, Deputy Convention Center Director.

Ms. Wenger explained the history of the City Tourism and Hospitality Advisory Board noting that it was established in 1991 and has 14 members. She stated that the Board awards up to $500,000 to promote Phoenix as a destination. Ms. Wenger said that this year the Board received one proposal from the Greater Phoenix Convention and Visitors Bureau.

Ms. Wenger indicated the Board recommended awarding the Greater Phoenix Convention and Visitors Bureau $500,000, of which $250,000 would go toward attracting events related to the Super Bowl to the City of Phoenix, $200,000 would be used for client hosting obligations, and $50,000 would be set aside for the American Express Interaction Showcase. She stated that the contract would be for a five year period.

Councilman Nowakowski stated this contract would help promote the Phoenix Convention Center and bring events to the City.

Councilman Nowakowski moved to approve staff's recommendation. Councilman Valenzuela seconded the motion. Motion passed 3:0.

7. International Facility Improvements for Phoenix Sky Harbor International Airport.

Acting Assistant City Manager Danny Murphy introduced Acting Aviation Director Tamie Fisher.

Ms. Fisher indicated that a recent study outlined current challenges and opportunities related to the international facilities at Sky Harbor Airport. She explained that the international facilities are located in Terminal 4 and operated by U.S. Customs and Border Protection. She explained that improvements to the international facilities would allow for larger aircraft, more passenger traffic, and increased capacity at baggage claim.

Ms. Fisher noted the $27 million cost of the improvements would allow for 4.4 million annual passengers, expected around 2030.

Councilman Nowakowski thanked staff for their work to bring Volaris Airlines to Sky Harbor International Airport.

Councilman Valenzuela discussed the future of the airport and motioned to accept staffs' recommendations. Councilman Nowakowski seconded. Motion passes 3:0.

8. Amend Contract with Discovery Triangle for Redevelopment Area Study of the Rio Salado.

Paul Blue, Senior Assistant to the City Manager, introduced Community and Economic Development Director John Chan, Deputy Economic Development Director Scott Sumners and Acting Planning and Development Director Alan Stephenson.

Mr. Chan introduced the item to amend the existing contract with Discovery Triangle Development Corporation to study redevelopment area designation around the banks of the Rio Salado.

Mr. Sumners outlined the redevelopment area bounded on the north by Interstate 17, on the south by Broadway Road, on the west by 19th Avenue, and on the east by 16th Street. He explained work that Discovery Triangle has done was part of the current scope and the benefit that the City would have through capitalizing on their knowledge.

Mr. Stephenson described the work that Discovery Triangle would perform including research and field survey, collecting data for the study area, that the Planning and Development Department will use to prepare a City Council Report documenting blight within the redevelopment area.

Mr. Sumners stated that if the Subcommittee approved staff's recommendation, staff would take the item to the full City Council and it approved the consultant would start work in December and January. He noted that staff would engage

stakeholders, do community outreach in February and March and return to City Council in late March for a public hearing.

Mr. Chan explained that the $50,000 for this study would be covered by the Community and Economic Development Department's Community Reinvestment Fund and through the Street Transportation Department's Highway User Revenue Funds.

Tommy Espinoza spoke in favor of the item to support a project currently underway on 7th Avenue and Rio Salado including a center of education with a high school, a junior college with high-tech classes and a university.

Chairman Johnson asked Mr. Espinoza to brief the Councilmembers on the project at a later date.

Reid Butler spoke in favor of the item and asked whether the product would be available to the public and if the proposed light rail line down Central Avenue would be included in the study.

Chairman Johnson indicated that the light rail will be approximately 10 years down the road and may not be a good fit for this study.

Mr. Blue and Mr. Stephenson discussed the impact that expanding the study would have on the timeliness of the work and assured that the work would be public record.

Councilman Nowakowski mentioned that he was excited for the opportunity to connect the South Phoenix communities currently separated by the river.

Councilman Nowakowski moved for approval of staff recommendations. Councilman Valenzuela seconded the motion. Motion passed 3:0.

9. Adams Street Activation Study Update and Preliminary Recommendations

Mr. Chan introduced Beth Harmon-Vaughan Managing Director at Gensler and noted that all renderings included in the presentation are conceptual and flexible in design.

Mr. Sumners described the study area as two blocks on Adams Street bounded by the Light Rail at Central Avenue and the Convention Center on 2nd Street. He explained the focus to improve the pedestrian experience and provide opportunities for additional cultural experiences, and enhance the ability of the space to generate revenue for the City and for business owners along the street.

Mr. Sumners noted staff conducted over 30 meetings with property owners and businesses individually as well as four interactive community meetings hosted at the Phoenix Convention Center.

Ms. Harmon-Vaughan stated from the outreach meetings, guiding principles were established that laid the groundwork for the development of options that became recommendations for this Subcommittee. She mentioned the following guiding principles:

- Create a memorable destination and develop a set of diverse activities and experiences and enhance the pedestrian experience.
- Be a connector to civic and cultural attractions, public transit and other entertainment venues downtown.
- Encourage authentic and indigenous activities down here on the street and to provide a range of diverse activities that are both day and night.
- Encourage the use of the street for cultural and civic events.

Ms. Harmon-Vaughan discussed several pictorial representations of concepts developed to reflect input from the community incorporating many of the ideas. She explained recommendations resulting from these ideas as follows:

- Solicit artist proposals to activate the blank facades.
- Develop shovel ready construction plans to reconfigure and enhance the street and this would include parallel parking, providing shade, bike racks, enhanced lighting and enhanced signage.
- Develop plans for event infrastructure to streamline temporary street closures including bollards, power, stage & theatrical lighting, signage, restrooms and security.
- Work with partners to make improvements to the Hyatt edge, Regency Garage edge, Renaissance edge, and Adams parking lot.
- Create, fund and enable a special events entity.

Ms. Harmon-Vaughan explained the interest in providing more opportunities to have events on the street, but no significant interest in permanent street closure. She explained the use of bollards could meet this need.

Mr. Chan stated staff requested approval of the study.

Rhonda Bannard spoke in favor of the item noting the importance of the space and the opportunity to make a mark on the City.

Marcelino Quinonez, Director of Programs at the Arizona Latino Arts and Culture Center, spoke about the current bureaucracy in closing the street for an event and the repurposing the street. He also showed some designs that he felt invites people to walk down the street .

Linda Torres spoke about the street needing an urban design that preserves the Southwest identity that reflects the community.

Steven Cohn spoke in favor if the item noting the improved functionality of the recommendations.

Chairman Johnson mentioned two additional cards submitted in favor of the item.

Councilman Nowakowski commented on the streamlining of the street closure process and that it is needed on other streets as well. He also agreed with the need to instill an identity and culture with the design of these improvements.

Councilman Valenzuela commended staff on the work to include the stakeholders in the process and mentioned the need to improve downtown as a desirable venue.

Chairman Johnson indicated the need to consider how projects will impact the fragile downtown. He supported the discussion related to cultural identity as well. He also noted the number of items that must still be addressed or decided on for the project.

Councilman Nowakowski moved for approval of the staff recommendations. Councilman Valenzuela seconded the motion. Motion passed 3:0.

10. Disposition and Redevelopment Agreement with Roosevelt Housing Associates for "The Row" Project.

This item was withdrawn from this agenda.

11. Call to the Public.

None.

12. Request for Future Agenda Items

None.

13. Adjournment

Chairman Johnson adjourned the meeting at 11:25 A.M.

Respectfully submitted,
Spencer Self
Management Intern

CITY COUNCIL REPORT

TO: Neal Young
Senior Executive Assistant to the
City Manager

FROM: Deanna Jonovich
Human Services Director

SUBJECT: HEAD START MONTHLY REPORT – OCTOBER 2013

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 Governing Board and Policy Council for information each month. Attachment A shows Year-to-date expenditures for the Fiscal Year 2013 – 14 grant. 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 92 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 6,400 exams. As of the end of October, 5,430 were completed.

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 C indicates the program attained full enrollment at 3,204 children/slots.

Program Information:

Male Involvement Event: On October 17, Early Head Start held a semi-annual Male Involvement Event at Maryvale Community Center. The featured speaker was Vance Sims from Father Matters, who spoke on fathers' roles. Other speakers were Juan Tarango, from Phoenix Children's Hospital and José Alarcon from the Neighborhood Services Department. Thirty-five fathers attended the event and received the board book *I Like it When*, by Mary Murphy. Door prizes were donated by Radio Campesina.

Annual Policy Council Recognition Brunch: On October 14, the annual Policy Council Recognition Brunch was held in City Hall Assembly Room B in recognition of 18 members who completed a yearlong commitment to the Head Start Policy Council. Special guests included Councilman Michael Johnson, Councilwoman Thelda Williams, Senior Executive Assistant to the City Manager Neal Young, and Human Services Director Deanna Jonovich. Delegate Directors from Greater Phoenix Urban League, Alhambra, and Murphy as well as personal guests of members were also in attendance. The theme: "You're an Essential Piece" was highlighted in remarks made by the guest speakers and was engraved on the awards which were designed as a puzzle piece.

Federal Review: The Education Division has been given a three-month extension to complete the corrective action plan to close the federal review. The purpose of the extension is to provide additional time to monitor the effectiveness of the new procedures and processes developed to address the findings. The Corrective Action Plan is now due on January 26, 2014.

Office of Head Start Pilot Project: On October 21 – 23, seven staff from the City of Phoenix and Delegate Agencies received training on the Teachers Learning and Collaborating (TLC) Process which was sponsored by The Office of Head Start National Center on Quality Teaching and Learning (NCQLT). The training covered how to set up and facilitate TLCs, how to conduct individual meetings, how to provide feedback to teachers, and how to choose content. Participants also received a complete guide which outlines the different components and framework of the TLC process. The City of Phoenix was selected as the pilot site for Arizona.

RECOMMENDATION

This report is for information only.

Attachments

Attachment A

Yr 48 Head Start Financial Summary Fund 1630
Planned level of Expenditures 33%
For the Month Ending October 31, 2013

Fund Center	Progam	FTE	Revised Estimate Budget 2014	FY14 YEAR-TO-DATE Expenditures	FY14 YEAR-TO-DATE % Spent
8940050001	HS Administration	10	2,202,651	595,165	27%
8940050004	HS T&TA	-	239,070	647	0%
8940050012	HS Policy Council	-	18,792	4,548	24%
8940050015	HS Mental Health	5	501,106	171,945	34%
8940050016	HS Casework Support	59	4,463,437	1,457,474	33%
8940050017	HS Classroom Support	15	1,553,192	544,901	35%
	Total City of Phoenix	**89**	**8,978,248**	**2,774,681**	**31%**
8940051001	Alhambra	-	2,060,523	341,595	17%
8940051003	Booker T Washington	-	1,327,659	431,617	33%
8940051005	Washington	-	2,520,176	150,654	6%
8940051006	Deer Valley	-	762,248	-	0%
8940051007	Golden Gate (ACA)	-	160,113	160,113	100%
8940051008	Murphy	-	774,588	-	0%
8940051010	Greater Phoenix Urban League	-	1,798,361	658,784	37%
8940051011	Roosevelt	-	1,822,598	145,888	8%
8940051013	Wilson	-	580,755	45,418	8%
8940051116	Fowler	-	684,219	-	0%
8940051117	PUL (aka GGT)		1,054,740	185,657	18%
	Total Delegates	**-**	**13,545,980**	**2,119,726**	**16%**
8940505021	Early Head Start Operations Support	44	3,237,761	1,100,177	34%
8940505024	Early Head Start T&TA	-	80,944	1,542	2%
	Total Early Head Start	**44**	**3,318,705**	**1,101,719**	**33%**
	Grand Total	**133**	**25,842,933**	**5,996,125**	**23%**

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

Staff is addressing all agencies not performing at 25% or greater.

Attachment B

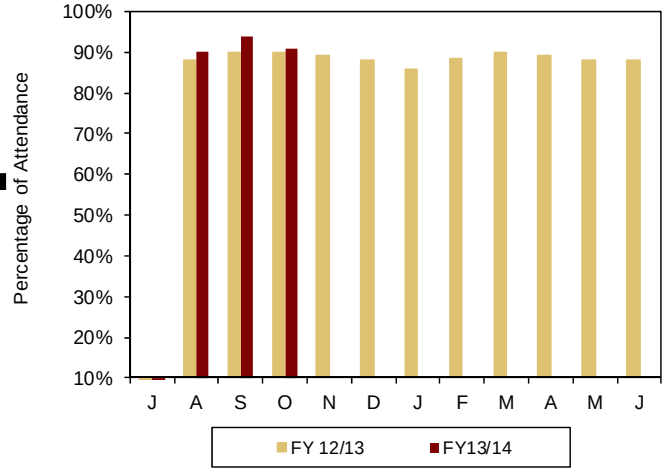
Percentage of School Attendance

Target: 85%	YTD Percent: 92%

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.



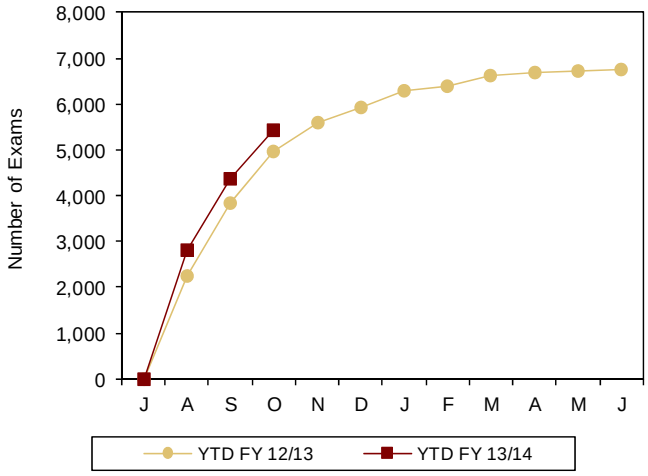
Medical and Dental Exams Completed

Target: 6,400 exams	YTD Exams: 5,430

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

City of Phoenix Head Start Enrollment

Month	Enrolled	Funded	Status
July 2013	300[1]	3,204	9.4%
August 2013	3,037[2]	3,204	94.8%
September 2013	3,204	3,204	100.%
October 2013	3,204	3,204	100.%
November 2013			
December 2013			
January 2014			
February 2014			
March 2014			
April 2014			
May 2014			
June 2014			

[1] Early Head Start was fully enrolled. Head Start was not operational during the month of July.
[2] All sites are fully enrolled with the exception of Murphy in which classes began September 3rd.

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CITY COUNCIL REPORT

TO: Lisa Takata
Deputy City Manager

FROM: Rita Hamilton
City Librarian

SUBJECT: LIBRARY ADVISORY BOARD ANNUAL REPORT FOR 2012-13

The purpose of this report is to transmit the annual report of the Library Advisory Board for Fiscal Year 2012-13.

THE ISSUE

The Library Advisory Board is appointed by the Mayor and City Council and charged with "informing and advising the City Council on matters of public interest and need in relation to the resources and services of the Phoenix Public Library system." The Board has a Council Communication Policy which includes regular communication with the Council on Library Advisory Board actions and an annual report to the City Council.

OTHER INFORMATION

During Fiscal Year 2012-13, Phoenix Public Library served more than 4.8 million customers at 17 libraries. More than 11.1 million items were circulated from library facilities, and the Library's website received more than 27.7 million hits. The Library Advisory Board provided support and guidance to the Library on behalf of the Mayor and City Council in a number of areas, including:

- Reviewing and approving a proposal to shift hours of service one hour earlier at nine locations to better meet customer needs.
- Monitoring the City's budget process.
- Reviewing and approving revisions to the Library policy on "Posting and/or Distributing Posters, Flyers, Pamphlets and Miscellaneous Publicity."
- Monitoring the renovation of Ocotillo Library & Workforce Literacy Center and Saguaro Library.
- Providing feedback on plans for the Library's new website and public access catalog.

- Monitoring the development of the Library's new three-year strategic plan (2013-2016).

- Providing feedback on the Library's early literacy and reading programs for children and teens.

- Monitoring the expansion of College Depot services to four branch locations: Cesar Chavez, Cholla, Palo Verde and South Mountain Community Libraries.

- Advising staff on the Library's relationship with the Maricopa County Library District.

- Monitoring Library programs supporting small business development and workforce literacy.

- Providing feedback on the expansion of Project NOOK and digital collections.

- Monitoring the Library's partnerships with Read On Phoenix, Phoenix Public Library Foundation, and the Friends of the Phoenix Public Library.

The Board receives monthly statistical reports on Library usage and tracks trends in circulation and visits. The Board will continue to provide insight and guidance to Library staff on how to address the impacts of these and other trends, and will continue to advise the Mayor and City Council accordingly.

RECOMMENDATION

This report is for information only.

CITY COUNCIL REPORT

TO: Lisa Takata
Deputy City Manager

FROM: Rita Hamilton
City Librarian

SUBJECT: PHOENIX PUBLIC LIBRARY'S CHILDREN'S READING PROGRAMS

This report provides information on results from Phoenix Public Library's 2013 reading programs for Phoenix residents and plans for the 2014 winter reading program for families.

THE ISSUE

Each year, Phoenix residents have the opportunity to participate in two reading incentive programs for children and their families.

The 2013 summer reading program, "Maricopa County Reads" was sponsored by Maricopa County Library District, *The Arizona Republic* and Channel 12 News. A joint effort by the Phoenix Public Library and all the other public libraries in the county, the program encouraged pre-readers, children, teens and adults to "dig into reading." Nearly 92,000 people participated in "Maricopa County Reads" – 24,132 in Phoenix, including 5,451 adults, who were included in the program for the first time this year. At the start of the program, Mayor Stanton challenged Phoenicians to read 100,000 books over the summer. In fact, they read more than 217,000 books.

Beginning in January 2014, Phoenix residents will be invited to participate in the 30-day "We Read" Challenge. Sponsored by the Salt River Pima – Maricopa Indian Community, the program invites families to read together daily for 30 days in order to change family behavior around reading. Children 12 and under will earn a "We Read" t-shirt for completing the challenge and the caregivers who read to them each day for 30 days will earn a "We Read" reusable tote bag. The Library expects 35,000 children and caregivers to participate.

OTHER INFORMATION

Research demonstrates that children who read during out-of-school time, after school and during summer vacation, perform better on reading assessments. Voluntary reading during summer vacation is particularly important to stem or reverse summer reading loss.

The Arizona Republic and Channel 12 News provided cash and in-kind marketing support totaling more than $150,000 for "Maricopa County Reads."

RECOMMENDATION

This report is for information only.

CITY COUNCIL REPORT

TO: Rick Naimark
Deputy City Manager

FROM: Wylie Bearup, PE, PhD
Street Transportation Director/City Engineer

SUBJECT: DOWNTOWN PHOENIX COMPREHENSIVE TRANSPORTATION STUDY

This report provides an update to the Downtown, Aviation, and Redevelopment Subcommittee concerning the Downtown Phoenix Comprehensive Transportation Study.

THE ISSUE

The City of Phoenix Sunburst Plan coordinates and safely manages all of the pedestrian and vehicular movements to and from the major sports and entertainment events in the downtown area. On January 8, 2013, City Council directed that staff update the existing Sunburst Plan and partner with major stakeholders affected by the update. Staff concluded Phase I preliminary analysis of the existing plan with two current traffic restrictions for possible modification.

Phase II of the plan update includes a comprehensive transportation study that is analyzing the downtown area from a broader perspective. This is being accomplished through the City's regional partnership with the Maricopa Association of Governments (MAG) and coordination with the larger Central Phoenix Transportation Framework Study. The current MAG consultant team is now working with the City focusing efforts downtown, which includes the area bounded by McDowell Road to the north, Buckeye Road to the south, 7th Avenue on the west and 7th Street on the east.

The City of Phoenix Comprehensive Downtown Transportation Study is investigating potential roadway, transit, bicycle, pedestrian, and parking improvements in the downtown area. This study will develop a set of transportation scenarios during both event and non-event conditions using strategies gathered from a three-tiered public outreach process. The citizen outreach process has included updates to downtown committees, two downtown stakeholder meetings held in September 2013, and two open houses in November 2013, where a broader cross-section of the community was able to provide input. Based on public input, potential near-term strategies include: lane or street closures, changes in directional traffic flow (one-way versus two-way streets), new high capacity transit corridors, message signs, gateway features, re-striping lanes to better accommodate pedestrian and bicycle traffic, etc. The project team is also investigating potential enhancements to the current event traffic control that could be implemented prior to the 2014 baseball season as well as the NFL Experience events

associated with the 2015 Super Bowl. The recommended changes to the current traffic plan will respond to recent redevelopment, pedestrian, light rail and bus activities during both non-event and event times and emphasize both the movement of people and economic development opportunities.

After additional public input with downtown stakeholders and coordination with other multi-modal studies underway, staff anticipates returning to the Subcommittee and the full City Council with a draft plan in spring 2014.

OTHER INFORMATION

From October 27 to 29, 2013 the City hosted the Regional National Association of City Transportation Officials Conference as part of the Designing Cities: Leading the Way to World Class Streets Initiative. The conference brought together national and local leaders in transportation planning and design to discuss pressing issues in the development of more livable streets and how this reinvestment will improve mobility, health and safety, and economic development. At the conference, the project team held a workshop on the City of Phoenix Comprehensive Downtown Transportation Study providing an update on the project while gathering a national perspective from other major cities dealing with similar issues. Because this study is a piece of the overall program on making our streets more livable, continued coordination is occurring with the Bicycle Master Plan, Bike Share Program (GRID), Complete Streets Initiative and projects either completed or underway such as the Roosevelt Streetscape Improvements.

RECOMMENDATION

This report is for information only.

CITY COUNCIL REPORT

TO: Danny Murphy

Acting Assistant City Manager

FROM: Tamie Fisher

Acting Aviation Director

SUBJECT: PHOENIX SKY HARBOR AIRPORT NOISE EXPOSURE MAP UPDATE

This report provides information to the Downtown, Aviation and Redevelopment Subcommittee regarding the Aviation Department's Noise Exposure Map Update being conducted at Phoenix Sky Harbor International Airport (Airport).

THE ISSUE

In 2001, the Federal Aviation Administration (FAA) approved a Federal Aviation Regulation (FAR) Part 150 noise and land use compatibility study for the Airport. The study included Noise Exposure Maps (NEMs), which depict existing and future noise contours and potential land use changes around airports.

NEMs illustrate the location of aircraft noise based on an average annual day's flight activity. These maps typically depict the 65 decibel (dB) Day-Night Level (DNL) contour which is identified by federal guidelines as the threshold of significance for aviation noise. NEMs are to be updated periodically to reflect both current airport operations and forecasted activity in five years. The Phoenix Sky Harbor maps were last created in 1999. The FAA and the State of Arizona awarded a grant to the Airport to conduct the NEMs update for Phoenix Sky Harbor International Airport.

OTHER INFORMATION

The Airport began the update process in the fall of 2012. A Planning Advisory Committee was formed representing noise impacted agencies and other stakeholders to assist staff with the NEMs update process. In addition, the Airport conducted public meetings in the fall of 2012 and in the spring of 2013. The meetings informed the public about the map update process and asked for input about what information they would like to know from the update. Public input included suggestions about noise monitor placement which was used when conducting temporary noise monitoring at 11 locations around the airport.

A Draft Report with updated maps was made available for review on October 21, 2013. The report was posted on Phoenix Sky Harbor Airport's web-site in addition to hard copies of the Report being available at six library or community center locations in Phoenix and Tempe. Notice of two public hearings about the report and maps was

advertised in the Arizona Republic and La Voz, posted on the City of Tempe and Phoenix Sky Harbor websites, and announced through a post card mailing to over 5,000 residences in the noise impacted neighborhoods of Phoenix and Tempe. The public hearings were held November 20, 2013 in Tempe and November 21, 2013 in Phoenix, giving residents the opportunity to make official comment on the Draft Report. Comments from all the public meetings will be included in the Final Draft Report and sent to the FAA for their acceptance. FAA acceptance will make the updated maps the official airport noise exposure maps. The Airport anticipates final NEMs update acceptance from the FAA by March 31, 2014.

RECOMMENDATION

This item is for information only.

CITY COUNCIL REPORT

TO: Paul Blue
Senior Executive Assistant to the
City Manager

FROM: Debbie Cotton, Interim Director
Phoenix Convention Center

SUBJECT: AUTHORIZATION TO ENTER INTO CONTRACT WITH AZ DIAMONDBACKS FOR EMPLOYEE PARKING IN THE EAST GARAGE FOR THE 2014 SEASON

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council approval to enter into a contract with AZPB Limited Partnership dba Arizona Diamondbacks, for non-reserved parking spaces for its employees during home baseball games for the Diamondbacks 2014 season.

THE ISSUE

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

Diamondback Employees:

- This is a new contract with a term of the Diamondbacks 2014 season;
- Parking spaces provided under this agreement shall be for pre-season, regular-season, post-season games, and up to eight off-season events only;
- City shall provide up to 320 parking spaces in the East Garage;
- Diamondbacks shall fund and distribute bar-coded parking passes;
- Diamondbacks shall pay $5 per space per game;
- The 2014 season revenue is estimated at approximately $132,800 for employee parking.

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

RECOMMENDATION

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council approval to enter into a contract with the Arizona Diamondbacks for employee parking for the 2014 MLB season.

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CITY COUNCIL REPORT

TO: Rick Naimark
Deputy City Manager

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

SUBJECT: TGEN LEASE AMENDMENT

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend the City Council authorize the City Manager or his designee to amend the TGen lease Contract No. 103174 the TGen Lease Amendment and execute related documents as necessary.

THE ISSUE

In July 2002, City Council adopted ordinance S-29276 authorizing a lease with TGen to rent space in a City-owned biomedical research facility (TGen Lease). That TGen Lease was executed November 1, 2004. Since then, TGen has significantly grown their presence in the facility and currently occupies more than 100,000 square feet, or two-thirds of the entire building.

TGen recently experienced a reduction in federal funding of approximately $3.5 million, due in part to sequestration, as well as a further cut in state funding this fiscal year of about $4 million. In order to assist this strategic partner in refocusing on its core mission and retaining key jobs, staff proposes restructuring TGen's rent.

Under the proposed restructured rent schedule, TGen's rent would be reduced by approximately $3 million over the next four years. The reduction in rent will be offset by an increase of approximately $3.1 million spread over the last 14 years of the lease (from 2021 through 2034). In addition, TGen will pay the City approximately $16 million in net new lease revenue by extending the contract by five years, through 2039.

TGen would agree to retain its global headquarters in Phoenix five extra years, allowing the City to retain a major employer in a key industry with a significant economic impact. The grand total rent revenues to the City with this amendment will total approximately $82 million; the current TGen Lease yields approximately $67 million.

This TGen Lease Amendment would also clarify roles and responsibilities relative to administrative aspects of the relationship, such as campus parking operations and equipment financing.

OTHER INFORMATION

The Translational Geonomics Research Institute (TGen) is a Phoenix-based non-profit dedicated to biomedical research and translating scientific discoveries into improved healthcare outcomes for the community. It is a major employer in a critical industry sector highlighted in the City Council-adopted Economic Development Strategic Plan. TGen's annual economic impact is estimated at $138 million.

TGen is an anchor of the Phoenix Biomedical Campus and plays a vital role in helping Phoenix attract more knowledge workers, create a more educated workforce and deliver high-wage jobs while sparking private sector investment. TGen's work has resulted in important scientific advancements and improved community healthcare outcomes.

RECOMMENDATION

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend the City Council authorize the City Manager or his designee to amend the TGen lease Contract No. 103174 the TGen Lease Amendment and execute related documents as necessary.

CITY COUNCIL REPORT

TO: Danny Murphy
Acting Assistant City Manager

FROM: Tamie Fisher
Acting Aviation Director

SUBJECT: SKY HARBOR AIRPORT PARKING PROGRAM

The Aviation Department (Aviation) requests the Downtown, Aviation and Redevelopment Subcommittee's recommendation to the Phoenix City Council to approve changes within City Code 4-58 to allow for new parking programs that accommodate leisure and business travel needs while increasing airport parking revenue at Phoenix Sky Harbor International Airport (PHX).

THE ISSUE

Corporate and leisure travelers have varying parking needs which include: frequency of travel, tolerance thresholds for wait times, corporate policies defining reimbursement requirements, and price sensitivity. PHX desires to offer new parking services similar to other large hub commercial service airports to attract and retain corporate and leisure travelers. PHX proposes to offer corporate parking, reservation parking, monthly billing options and other programs and amenities to meet the varying interests and needs of today's customer base and grow PHX's parking revenues.

OTHER INFORMATION

Staff proposes adding language to City Code 4-58 Parking Fees to allow for expanded parking programs. The following new language is recommended to be added under *Daily rates*:

> 2.To maximize revenues and to enhance customer service, the Aviation Director may offer discounted parking fees up to 50% off the daily public parking rates (rounded to the nearest whole dollar) as follows: to individuals through periodic and seasonal coupons (directly or through financial institutions), prepaid online discounted parking, enrolled frequent parker program, and reservation parking; and to corporations with 10 or more employees with combined travel of at least 7 flights per month through corporate and reservation parking.

Other minor changes include language to clarify and conform with the new language.

RECOMMENDATION

Aviation requests the Downtown, Aviation and Redevelopment Subcommittee's recommendation to the Phoenix City Council to approve changes to Phoenix City Code 4-58 to allow for new parking programs.

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CITY COUNCIL REPORT

TO: Danny Murphy
Acting Assistant City Manager

FROM: Tamie Fisher
Acting Aviation Director

SUBJECT: REQUEST TO ISSUE RFP FOR SHARED RIDE VAN SERVICE

The Aviation Department (Aviation) requests the Downtown, Aviation and Redevelopment Subcommittee's recommendation to the Phoenix City Council for approval to issue a Request for Proposals (RFP) for Shared Ride Van Service at Phoenix Sky Harbor International Airport.

THE ISSUE

The RFP is necessary because the current shared ride van service contract with SuperShuttle has been extended on a month-to-month basis until a new contract is awarded.

OTHER INFORMATION

The RFP will include minimum qualifications for both the proposer and the proposed general manager:

1. Proposer - Each proposer must be a company that, for at least three (3) years in the last ten (10) years, has provided shared ride van service serving multiple passengers and stops at more than 1 medium or large hub airport (as defined by the Federal Aviation Administration) with an owned, leased, or franchised fleet of at least twenty (20) vehicles.

2. Proposed General Manager - Each proposed general manager must have three (3) years' experience in the last ten (10) years managing an operation that provides shared ride van service serving multiple passengers and stops at a medium or large hub airport (as defined by the Federal Aviation Administration) while managing a fleet of at least twenty (20) vehicles. Experience must include managing driver staffing, personnel issues, resolving passenger concerns, and managing fleet availability. The proposed general manager must pass a background check prior to contract award.

The RFP will include requirements for alternative fuel, Americans with Disabilities Act compliance, credit card processing, vehicle ownership, and liquidated damages. The successful proposer will pay a proposed Annual Contract Fee of no less than $550,000 and a per trip fee of $3.00.

The contract term will be five (5) years, with a five (5) year renewal option. The renewal option may be exercised at the sole discretion of the Aviation Director.

The proposals will be evaluated based on the following criteria:

Business and Operations Plan	(0 – 35 points)
Qualifications & Experience of Proposed General Manager	(0 – 20 points)
Qualifications & Experience of Proposer	(0 – 15 points)
Proposed Annual Contract Fee	(0 – 15 points)
Maximum Passenger Fare	(0 – 15 points)

This RFP will include Aviation's Outreach Requirements for Race- and Gender- Neutral Airport Concessions Contracts.

RECOMMENDATION

The Aviation Department requests the Downtown, Aviation and Redevelopment Subcommittee's recommendation to the Phoenix City Council for approval to issue a Request for Proposals for Shared Ride Van Service at Phoenix Sky Harbor International Airport.

CITY COUNCIL REPORT

TO: Paul Blue
Senior Executive Assistant to the City Manager

FROM: John M. Chan
Community and Economic Development Director

SUBJECT: DISPOSITION AND REDEVELOPMENT AGREEMENT WITH ROOSEVELT HOUSING ASSOCIATES FOR “THE ROW” PROJECT

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council authorization to 1) enter into a Disposition and Redevelopment Agreement with Roosevelt Housing Associates, or its City approved designee, to develop the “The Row,” a transit-oriented, mixed-use development on Second Street, between Roosevelt and Portland Streets in downtown Phoenix, including the modifications discussed in this report; and 2) conduct discussions with Evans Churchill / Roosevelt Row community members regarding district parking options east of Central Avenue and north of Roosevelt Street, using the net proceeds from this agreement, and return to the Subcommittee with recommendations.

THE ISSUE

Following City Council authorization in late 2011, the Community and Economic Development Department (CEDD) issued a Request for Proposals (RFP) on September 10, 2012 to develop urban and/or mixed-use projects in downtown Phoenix. On May 9, 2013, Addendum 4 to the RFP was issued, adding seven City-owned properties on North Second Street, between Roosevelt and Portland Streets. Addendum 4 solicited proposals for the private finance, rehabilitation and adaptive reuse of the historic Knipe House and development of an urban mixed-use project on the vacant City properties. This solicitation was issued in accordance with the City Administrative Regulations 3.10.

Additional elements of Addendum 4 included a requirement that proposers purchase the City-owned properties; finance the rehabilitation of the Knipe House; develop, construct and manage an urban mixed-use development on the other properties; propose development that is financially viable, aesthetically and functionally compatible with the neighborhood; provide the greatest return for value of the City properties; and accept the 25-year façade conservation easement on the Knipe House.

Addendum 4 closed on June 7, 2013 and the City received four proposals: DAVIS "The RoTwo Residences"; Rainey Development LLC / Butler Housing Company Inc. "Shade

on Roosevelt"; Roosevelt Housing Associates "The Row"; and Urban Sol Development. A synopsis of these proposals is included in Attachment A to this report.

Proposals were evaluated based on the process and criteria outlined in the RFP and Addendum 4. Following a two-step evaluation process, Roosevelt Housing Associates (RHA) was selected as the consensus recommendation by a seven-member evaluation panel. The panel included the following individuals: Cory Kincaid (Evans Churchill Community Association Board), Dianne Barker (Roosevelt Action Association Board), Dan Klocke (Downtown Phoenix Partnership), Molly Ryan Carson (Ryan Companies), Jeff Moloznik (RED Development), Michelle Dodds (City of Phoenix Historic Preservation Officer) and Jeremy Legg (City of Phoenix Economic Development Program Manager). The RFP and Addendum 4 gave the panel the option to interview proposers, but the panel agreed this step was unnecessary and elected to make its recommendation without conducting interviews.

RHA's "The Row" proposal includes a viable development and financing plan, a specific business plan and tenant for the Knipe House, and a qualified project team with recent urban infill experience. Members of the RHA team completed a similar transit-oriented development in downtown Tempe, which was awarded a 2013 Arizona Forward Crescordia Award for Environmental Excellence, and have another project nearing completion in downtown Mesa. Based on the panel's unanimous recommendation, the proposal from RHA was moved forward to the negotiation process.

If approved, this project will result in the preservation and adaptive re-use of the Knipe House as part of a craft brewery / restaurant with a committed tenant (Pints Brewing Company of Portland, Oregon), and the private development of a rental residential project of approximately 56-75 units in buildings of 3-5 stories, and activated ground floor uses including resident amenities, offices and live/work units.

Similar to its recent, award-winning developments in Tempe and Mesa, RHA currently intends to develop much of the residential component as an age- and income-restricted development with a diverse mix of residents. However, RHA intends to remain flexible in order to respond to market demand. If affordable housing is included, RHA has indicated that in addition to private equity and traditional financing sources, RHA may seek funding through the City of Phoenix Affordable Housing Loan Program, and low-income housing tax credits through the Arizona Department of Housing.

This item was withdrawn from the November 6, 2013 Downtown, Aviation and Redevelopment Subcommittee agenda to allow staff to gain input from the community and answer questions about the project.

Throughout November, staff and RHA met with several neighborhood groups and individuals to seek additional feedback on the proposed development. Staff made presentations and solicited feedback at meetings of the Downtown Voices Coalition, Evans Churchill Community Association, and Garfield Organization. Staff had discussion with leadership of the Roosevelt Action Association, Roosevelt Row

Community Development Corporation and Roosevelt Row Merchants Association, and offered to make presentations at upcoming meetings. In addition, staff responded to, and offered to meet with individuals who contacted the City directly regarding the proposed development.

Based on the resulting feedback from the community, RHA has agreed to several modifications to the project in order to enhance its appeal to the community and its integration into the surrounding neighborhood, including: 1) develop approximately 15-20 percent of the units as market rate, with no age or income restrictions, creating a diverse, mixed income project; 2) require all tenants to sign an affidavit acknowledging they are moving into a vibrant arts district; 3) develop the street-level units as live-work artist studios; 4) actively market the project to artists; and 5) dedicate a portion of the common area space for local artists to prominently display their works. Pending City Council authorization, staff and RHA would continue to work with neighborhood groups through the design process.

Under the proposed agreement, RHA will accept the Knipe House 25-year façade conservation easement, invest approximately $1,100,000 to improve and open the Knipe House as a restaurant / brewery, create approximately 10 net new jobs, incremental sales tax revenues, and provide community benefit by activating and enhancing this prominent historic property. In exchange for these commitments, the City will convey the Knipe House property with no further consideration.

RHA will purchase the remaining properties for $825,000. At the City's option, the City may credit RHA a portion of the cost of improvements in the public right-of-way which are above and beyond the City's requirements, or provide broad public benefit to the neighborhood, to be applied toward the purchase price, in an amount not to exceed $250,000. Pending City Council approvals and subsequent execution of agreements, RHA will provide a performance deposit; begin renovations to the Knipe House in 2014, and complete in early 2016; and begin construction on the residential phase(s) in 2015, and complete by 2018.

This project represents significant new private capital investment in the community, and would enhance the Evans Churchill Neighborhood by converting a vacant building and dirt lots into a vibrant, mixed-use project that offers homes to new residents, improved streetscape and a new dining option for the community. This project would also achieve several priority themes from the City Council-adopted Downtown Strategic Plan, including the high quality housing noted in the Downtown Living theme, the mixed-use focus of the Great Neighborhoods theme, the variety of dining opportunities targeted in the Distinctive Shopping theme, and the historic preservation elements of the Great Places / Great Spaces theme.

OTHER INFORMATION

As part of the recent public input process, the community also expressed a strong need for additional public parking solutions to support the growing events and other activities

in the area. Staff recommends that the net proceeds from the sale of the property be applied to the planning and development of a district parking solution for the Evans Churchill / Roosevelt Row area, east of Central Avenue and north of Roosevelt Street. Staff would work with the community, property owners, business owners and stakeholders in the coming months to evaluate and develop options, and would return to the Subcommittee early next year with recommendations.

RECOMMENDATION

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council authorization to 1) enter into a Disposition and Redevelopment Agreement with Roosevelt Housing Associates, or its City approved designee, to develop the “The Row,” a transit-oriented, mixed-use development on Second Street, between Roosevelt and Portland Streets in downtown Phoenix, including the modifications discussed in this report; and 2) conduct discussions with Evans Churchill / Roosevelt Row community members regarding district parking options east of Central Avenue and north of Roosevelt Street, using the net proceeds from this agreement, and return to the Subcommittee with recommendations.

Attachment A

Synopsis of Proposals Received for Downtown Development RFP, Addendum 4 (RFP-CED-2012-UMD01-A4)

	DAVIS "The RoTwo Residences"	**Rainey / Butler "Shade on Roosevelt"**	**Roosevelt Housing Associates "The Row"**	**Urban Sol Development**
Knipe House	Rehabilitate; no specific use or tenant; suggested relocating house to another site	Restaurant / café / bar operated by Shade Projects	Craft brewery and restaurant operated by Pints Brewing	Caribbean restaurant; no operator identified
Proposed New Development	Expand pocket park and surface parking Build apartments, commercial space and parking garages No time commitment or requirement to build	Apartments, micro units, live/work space, parking garages and rooftop cinema at monOrchid Phased completion through 2015	Apartments, street-level offices, resident amenities and live/work studios Phased completion through 2016	Grocery store (no tenant or operator identified) Condominiums, retail and parking garages Phased completion through 2015
Proposed Business Terms	Purchase all City property at appraised value, minus costs to rehabilitate Knipe House	City gets rights to 50 parking spaces in exchange for all land City to provide GPLET and sales tax rebates	Purchase all properties except Knipe House at appraised value, minus credit for quality public amenities City to convey Knipe House in exchange for various considerations; GPLET + sales tax rebates	Lease 1 acre at $2/yr for 42 years; City provide GPLET and sales tax rebates Purchase 0.5 acres in 2014-2017, at 2013 appraised value