



Minutes City Council Issue Review Session September 6, 2007

Minutes of the Tempe City Council Issue Review Session held on Thursday, September 6, 2007, 6:00 p.m., in the City Council Chambers, Tempe City Hall, 31 E. Fifth Street, Tempe, Arizona.

COUNCIL PRESENT:

Mayor Hugh Hallman

Vice Mayor Hut Hutson

Councilmember P. Ben Arredondo

Councilmember Barbara J. Carter

Councilmember Mark W. Mitchell

Councilmember Onnie Shekerjian

Councilmember Shana Ellis

Mayor Hallman called the meeting to order at 6:20 p.m.

Councilmember Ellis was not present.

Call to the Audience

No one came forward to speak.

Town Lake Pedestrian Bridge

INFORMATIONAL BACKGROUND available in City Clerk's Office.

DISCUSSION – Presenters: Deputy Public Works Manager Andy Goh; Rio Salado Project Manager Nancy Ryan; Community Development Manager Chris Salomone

Andy Goh and Nancy Ryan narrated a PowerPoint presentation:

- The pedestrian bridge would be built on top of the downstream dam on the west end of the Town Lake.
- Design process was initiated with two charrettes among the design team and stakeholders to establish alternatives for the bridge, balancing aesthetics, cost and functionality.
- Bridge types and north landing plaza designs were presented to six boards and commissions, and the June 26th Rio Salado Advisory Commission meeting was advertised as a public meeting.
- Environmental approvals required for use of federal funds are nearly complete.
- Three designs were developed, and based on input from boards and commissions and the public, Alternative 3 is recommended.

- The proposed north bank path connection provides a plaza with east/west ramp transition for path users and allows a view of the lake, including the Tempe Center for the Arts and the pedestrian bridge.
- The proposed south landing will change and soften the concrete wall at the edge of the Tempe Center for the Arts.
- The cost estimate is \$6M

Mayor Hallman clarified that this is being paid for with a combination of Federal funds (\$2.4M) and monies raised by the Rio Salado Foundation.

Councilmember Carter asked that consideration be given to making the buoys more aesthetically pleasing at the west dam.

CONSENSUS

Acceptable as presented. Staff was directed to move forward with Alternative 3.

Follow-up Responsibility: Andy Goh

2007 Analysis of Impediments to Fair Housing Choice

INFORMATIONAL BACKGROUND available in City Clerk's Office.

DISCUSSION – Community Development Manager Chris Salomone; Homeless Coordinator Theresa James

Theresa James summarized that as recipient of Community Development Block Grant Funds, the City is required to promote fair housing choice in Tempe. As a means to fulfill this requirement, staff conducts an analysis of impediments to Fair Housing Choice. She presented the draft of the 2007 report. The document outlines potential barriers to fair housing choice in Tempe and the objectives for addressing those barriers. The fair housing complaints made to her office, as well as those complaints that go to the Arizona Attorney General's Office and to HUD, are reviewed and a housing discrimination survey was sent to over 1500 Tempe residents, landlords and property owners. Disability-related complaints tend to be the number one complaint and there is also a need for more fair housing education and awareness to residents. On a positive note, people are aware of the issue and know who to complain to, and they feel the City is doing a good job.

Councilmember Shekerjian asked whether the surveys were sent to a particular population.

Ms. James responded that they were sent to those who are part of the housing programs, and are also available for people coming in to the office. This report will be part of their action plan and will receive public comment before it is released.

Mayor Hallman recommended that this be referred to the Transportation and Affordable Housing Council Committee for monitoring.

CONSENSUS

Referred to Transportation & Affordable Housing Council Committee for monitoring.
Follow-up Responsibility: Theresa James

WAZ Tempe Wireless Internet Service Update

INFORMATIONAL BACKGROUND available in City Clerk's Office.

DISCUSSION – Deputy Information Technology Manager Dave Heck; Information Technology Manager Gene Obis

Mayor Hallman summarized that this item is driven by community interest for a clearer understanding of service issues.

Jeff Kulaga stated that representatives from the provider of the services were scheduled to be present, but staff learned yesterday that they would be unable to attend. Staff will answer general questions, and the representatives will be invited to return to the next Issue Review Session.

Dave Heck summarized that the network implemented by Kite went live in the fall of 2006 and there are in excess of 900 access points throughout the City. It works well as an outdoor mobile network with about a 90% coverage rate. He met with the Council's Education and Technology Advancement Committee this week and discovered there were some misconceptions about the City's role in the wireless network and felt staff could do a better job of communicating this role to the public. The City does not provide the wireless network; the City's role is to get providers to provide wireless access. The City originally did business with NeoReach. Kite was purchased by NeoReach but the name "Kite" is used. NeoReach was a publicly-held company, but they were sold to a private investor and are currently in the process of making that transition.

Mayor Hallman summarized that the companies are not offering this kind of opportunity any longer. The number of consumers using that technology is actually fewer than initially expected. Larger companies have now entered that market, and cities are no longer able to get providers to offer free service to a municipality. They are now extracting fees to provide service across a community in order to target areas where there is a lot of activity.

Mr. Heck added that the City of Tempe got a very good deal because we got into it very early. The City can utilize this service for municipal services, and the City has not invested any capital into the project. It was built and is operated by Kite Network. There is something in the industry termed "the Tempe model" and everyone wants it, but no one can get it. That's why these deals fell through in Chicago and San Francisco. They want the municipalities as the anchor tenants.

Mayor Hallman clarified that "anchor tenant" means the people who pay the full cost and bear the cost of setting up the network and pay to use the network. The offerings are that if a city will pay millions of dollars to use the system, then the less attractive portions of the market may get the service as well. That's what happening across the industry.

Mr. Heck added that the primary reason for that is because it is a very good mobile outdoor technology, ideal for

municipal use.

Hallman added that our job will be to make sure that we hold our service provider accountable to supply the service as best we can require under our contract.

Councilmember Shekerjian added that as part of her committee's discussion, making sure our community understands exactly who provides the service and also what the service can really do is very important. Many people are not clear on who actually provides the service and what the service can do.

Mr. Heck stated that staff has created some FAQs to be located on the Tempe website at www.tempe.gov/wifi. This will answer questions about realistic expectations of the network and requirements to get service inside their homes.

Councilmember Shekerjian also suggested a water bill insert to spread the word.

Mr. Heck further clarified that internet service, in general, cannot be regulated by the local municipality. In order for the government to promote use of the internet, internet purchases aren't taxed, and state and local governments aren't allowed to regulate internet businesses, so the City cannot regulate the customer service standards. The City does have an agreement with them for the lease of our rights-of-way. We want the Kite customers to be happy and we are proud of the fact that we have this technology in Tempe. We will continue to push the envelope in getting technology advancements in Tempe.

NO CONSENSUS – INFORMATION ONLY

Follow-up Responsibility: Gene Obis

Community Outreach Survey

INFORMATIONAL BACKGROUND available in City Clerk's Office.

DISCUSSION – Presenters: Community Relations Manager Shelley Hearn; Deputy Financial Services Manager Cecilia Robles

Shelley Hearn summarized that in September of 2006, Council directed the Outreach Survey Committee to conduct an RFP to find a vendor to prepare and conduct a survey to measure citizen satisfaction with City services, amenities and quality of life in Tempe. The core committee was composed of herself, Cecilia Robles, Tom Mikesell, Mike Crusa, and Nikki Ripley. Feedback was received from all departments and she presented the final draft for Council consideration. The survey will be conducted by mail and by telephone with a pre-mail card, and it will be advertised in *Tempe Today*. A report will be provided to Council.

Ms. Hearn added that a question will be added on the last page, after #20, concerning diversity. The question will read, "A place that welcomes and supports diverse groups of people."

Councilmember Shekerjian asked whether the internet would be used to invite responses.

Cecilia Robles responded that it could be a possibility for the invitation to be sent via the internet as well.

Ms. Hearn added that a question could be added to designate zip code to make sure only Tempe residents respond.

Councilmember Arredondo suggested adding a separate section specifically for neighborhood issues.

Councilmember Shekerjian agreed that with neighborhoods being a priority for Council, a section entitled “your neighborhood issues” could be added with specific questions under it.

Mayor Hallman added that, for example, question #9b, rather than considered as a transportation issue, it really could be a neighborhood question.

Councilmember Arredondo added that there are many people who are concerned about small businesses or their own businesses. Questions need to be asked about their experiences in Tempe in relation to their businesses and whether the City welcomes small business.

Mayor Hallman suggested adding a section entitled “is your business in Tempe?” and that would only apply to those people with a few questions to determine their feelings.

Ms. Hearn added that after each category, people are asked to select the most important item in that category. That information will be beneficial.

Ms. Robles added that the consultant will assemble an assessment matrix on satisfaction so that we know where we are exceeding expectations and where we have opportunities to improve.

Mayor Hallman asked if consideration had been given to tie this back to our prior surveys. This is a different approach than we have taken before and we are looking for robust data to provide meaningful tools to help address community issues.

Ms. Hearn responded that they worked with the old survey to make sure the important elements were included. Staff plans to put this into the budget process so that a survey is done every year to provide sound data to evaluate.

Mayor Hallman summarized the suggested changes:

- Add a section specifically targeting neighborhood issues to draw attention from the participant about their neighborhood, and the questions in the survey targeted to be neighborhood specific be drawn into that section.
- After question #20, add a question concerning diversity, stating, “A place that welcomes and supports diverse individuals.”
- Add a series of questions to identify people who do business in the City and what their experience has been.
- Use internet approach to questions.

- Request zip code to better stratify the data.

Ms. Hearn added that once the final approval is given to the consultant, it is an 8-week process until the final report is provided. The final draft will be distributed in the Friday packet. This survey process could start in mid-September and conclude in mid-November.

CONSENSUS

Staff was directed to make the following changes to the draft survey:

- Add a section specifically targeting neighborhood issues to draw attention from the participant about their neighborhood, and the questions in the survey targeted to be neighborhood specific be drawn into that section.
- After question #20, add a question concerning diversity, stating, "A place that welcomes and supports diverse individuals."
- Add a series of questions to identify people who do business in the City and what their experience has been.
- Use internet approach to questions.
- Request zip code to better stratify the data.

Follow-up Responsibility: Shelley Hearn, Cecilia Robles

Councilmember Ellis joined the meeting at 7:00 p.m.

Battery Collection and Disposal

INFORMATIONAL BACKGROUND available in City Clerk's Office.

DISCUSSION – Presenter: Water Utilities Manager Don Hawkes

Councilmember Arredondo stated that it is great to ask the schools to participate, and he suggested awards such as shade structures, playground equipment, etc. Service clubs also need to be added.

Councilmember Shekerjian stated that the Education, Technology and Economic Development Council Committee discussed this concept this week, and the district superintendents agreed to allow the City to put recycling boxes in the schools to help promote recycling of batteries. Lawn Griffiths spoke about what he had done with his church on recycling and staff will put together some talking points about recycling. She suggested reaching out to private schools, as well, because it is about teaching kids across the community the importance of recycling.

CONSENSUS

Referred to the Transportation & Affordable Housing Council Committee to develop concepts with the understanding of a cross-over with the Education & Technology Advancement Committee.

Follow-up Responsibility: Don Hawkes

Scopes of Work for City Council Sub-Committees

INFORMATIONAL BACKGROUND available in City Clerk's Office.

Mayor Hallman summarized that he crafted general scopes of work given the conversations at the Council Summits. To build these, he took ideas and thoughts discussed at the Summits and the specific scopes of work previously crafted by the committees, created categories to capture issues, and then put them into groups that were related. He tried to capture some new elements and then re-balance across all of the committees to ensure sufficient work over the next nine months. He added a concept of environmental issues to what was then the Transportation and Affordable Housing Committee. Clearly, there are places where the committees will overlap, but those areas of overlap are useful and will foster broader conversation. His goal is to have productive and useful committees.

Vice Mayor Hutson stated that the Finance, Economy and Veterans Affairs Committee (FEVA) has been working on some issues over the last year, and he would hope those items can be brought back. For example, they have been working with ASU to develop financing to enhance the stadium.

Mayor Hallman stated that those types of issues were put into Councilmember Mitchell's Tourism and Recreation Committee. However, this is an example of cross-over where the financing interests might be helpful. He suggested that the committees meet and begin crafting specific scopes of work, review if there are additional items to be added or if there are problems, and identify any cross-overs. He will diagram the cross-over points.

CONSENSUS

Meet with committees and begin crafting specific scopes of work, review if additional items are needed, and identify any cross-overs.

Formal Council Agenda Items

- Jeff Kulaga noted that staff will be requesting to withdraw Item #33.
- Councilmember Arredondo suggested that Item #40 be pulled for separate consideration.

Future Agenda Items

Mayor Hallman suggested a Town Hall meeting be held. He suggested a north, south, and central Town Hall be held with discussion of neighborhood issues involving community outreach to deal with crime and the sense of deterioration in the neighborhoods. Residents should have a chance to find out what Council is doing on these issues.

Councilmember Carter added that by using feedback from the survey, the town halls can be crafted to address those issues identified.

Mayor Hallman suggested that councilmembers begin looking at dates for evenings and one Saturday to

schedule the Town Hall meetings.

Mayor's Announcements/Manager's Announcements

None.

Meeting adjourned at 7:25 p.m.

Jan Hort
City Clerk