

## Memorandum

---

DATE: June 27, 2009

TO: Mayor and City Council

THROUGH: Charlie Meyer, City Manager (x8884)

FROM: Chris Salomone, Community Development Manager (x8294)

**SUBJECT: Economic and Technology Forums (Feedback and Recommendations)**

Based on the work plan of the Technology, Economic & Community Development Council Committee, two forums were held to gain public input on economic and technology issues in the community. The Technology and Economic forums were held on 15 April and 27 May, respectively.

The public comments received at the forums were assigned priority values by the participants. These comments were later summarized by staff and are provided in attachments A and B, at the request of Councilmember Shekerjian, Chair of the Technology, Economic & Community Development Committee.

## Categorized ideas submitted by the public during the April 2009 Community Technology Forum

### Categories:

*Already Exists* – This service exists today and may need to be publicized more

*Current Project* – We are currently working on this project and have a completion date listed

*Easy to Implement* – Good idea and doesn't take a lot of time or money. We should do this

*Doable now but takes time and money* – Good idea and we could do it now if we had the resources and funding

*Good idea for future planning (requires much work and/or funding)* – This idea may take much longer to implement and require future budget and resource planning  
*Not a good fit or not really practical for Government* – We didn't see a fit for this or it may not be allowable under charter or state statute

*Value* – Each suggestion was assigned a value of one (1). Attendees were allowed to use votes to weight a suggestion if they felt it was important. Those votes were added to the initial value to create the total value in this column.

Value	Standardization of all public meeting information on the internet	Already Exists	Current Project	Easy to Implement	Doable Now - Time and money	Good for future plans	Not a good fit / not practical
1	<ul style="list-style-type: none"> <li>• Use of existing tools or custom built software to publish meeting times/details (via RSS, etc)</li> </ul>		1				
3	<ul style="list-style-type: none"> <li>• Need one site that will allow a person to choose a direction for information                             <ul style="list-style-type: none"> <li>○ button to calendar a meeting</li> <li>○ button to neighborhood activities</li> <li>○ button to committee meetings</li> <li>○ button to police</li> <li>○ button to bus service</li> <li>○ button for general information</li> <li>○ button for phone book/directory</li> <li>○ misc. button for informal meetings – to be updated daily by each dept. This could be an autolink when a meeting notice is written</li> <li>○ dept change information update button when decisions will effect neighbors</li> </ul> </li> </ul>	2					
1	<ul style="list-style-type: none"> <li>• Give access to information in a variety of forms print, RSS, etc</li> </ul>				X		

1) RSS feed of all public body meetings is already available but turned off. Agenda Plus may not support RSS when we move to it.

2) Available on the home page. The menus and buttons are configurable

Value	Availability of wireless tools	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
5	<ul style="list-style-type: none"> <li>Reinvent the Tempe "WAZ" so that free or low cost broadband is available city wide-high speed and secure (partner with ASU)****</li> </ul>				X		
3	<ul style="list-style-type: none"> <li>City could provide a mobile alert system for cell phone for traffic/weather, amber alerts for missing children to subscribers (Brett Gassaway 480-250-5957)**</li> </ul>				X		
1	<ul style="list-style-type: none"> <li>E-Monitor H<sub>2</sub>O usage monthly (point in time) e-notice of bulk refuse pick-up (subscriber based)</li> </ul>				X		
1	<ul style="list-style-type: none"> <li>Add free public internet access in the libraries, community centers, all out-reach organizations for citizens unable to afford home access. Publish a directory of where these are</li> </ul>	X	X				
1	<ul style="list-style-type: none"> <li>Open unfiltered wireless in major areas (Mill, Downtown Tempe)</li> </ul>				X		
1	<ul style="list-style-type: none"> <li>Designate places with free WiFi access. All of Mill Avenue District, ASU Campus, Tempe Town Lake, Tempe Marketplace</li> </ul>				X		
1	<ul style="list-style-type: none"> <li>Open WiFi in main areas</li> </ul>				X		
1	<ul style="list-style-type: none"> <li>RFID system install in libraries, court house, school security, light rail pass for better emergency &amp; tracking (Hoosam 301-455-5014) <a href="mailto:hoosam@icee.org">hoosam@icee.org</a></li> </ul>				X		
1	<ul style="list-style-type: none"> <li>Public safety – enable police, fire, etc to use high speed services when in-range</li> </ul>	X					
1	<ul style="list-style-type: none"> <li>Wireless – Provide tax incentives promotions, etc to encourage business to offer connectivity.</li> </ul>				X		
1	<ul style="list-style-type: none"> <li>Find and eliminate broadband and mobile dead zones within Tempe. Don't be known for dead zones relative to other metro cities.</li> </ul>		1				

1. Cellular carriers are working to fill holes in service by installing Distributed Antenna Systems (DAS). This is outside the scope of the City but we are supporting the efforts by negotiating contracts with carriers.

Value	Electronic filing and issuance of building permits	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
2	<ul style="list-style-type: none"> <li>It would be nice to check for plan review status online instead of calling</li> </ul>		DS				
1	<ul style="list-style-type: none"> <li>On -line service would also help clients be informed about the home they are purchasing.</li> </ul>				DS		
1	<ul style="list-style-type: none"> <li>Submit development plans in an electronic format</li> </ul>		DS				
1	<ul style="list-style-type: none"> <li>Adopt open document standards for document development/distribution</li> </ul>				DS		
1	<ul style="list-style-type: none"> <li>The City should adopt a plan for using and advocating free open software (FOSS)</li> </ul>					DS	
2	<ul style="list-style-type: none"> <li>Permits – Webinars/video to streamline processes for citizens/residents</li> </ul>				DS		
1	<ul style="list-style-type: none"> <li>Electronic building permits</li> </ul>		DS		X		

- 1) We have some online status reports for the permit process now, just not plan review <http://www.tempe.gov/ppweb/>.
- 2) Not within our scope to police home sales. County records homeowner info.

DS - These projects require prioritization and implementation by the Development Services Department

Value	Website usability / accessibility of information	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
1	<ul style="list-style-type: none"> <li>Why doesn't the City website list charter schools and private schools in its boundaries?</li> </ul>			1	CR		
1	<ul style="list-style-type: none"> <li>Try the program: GOV.Delivery it is the world's leading provider of government – to-citizen communication solution</li> </ul>					X	
1	<ul style="list-style-type: none"> <li>Provide statistics from departments and locate on maps.                             <ul style="list-style-type: none"> <li>Crimes , Fire dept. responses, Road closures, Special events</li> </ul> </li> </ul>		GIS		2		
1	<ul style="list-style-type: none"> <li>City facility locations maps via dropdown menu</li> </ul>		GIS	3			
1	<ul style="list-style-type: none"> <li>Schools – map locations</li> </ul>		GIS	3			
1	<ul style="list-style-type: none"> <li>Area hospital/map locations</li> </ul>		GIS	3			
2	<ul style="list-style-type: none"> <li>Find nearest Fires Station by entering home address – many request for insurance coverage</li> </ul>		GIS		4		
1	<ul style="list-style-type: none"> <li>Ability to subscribe to all info at tempe.gov via RSS-full contact, ICAI – calendars, Podcasts (categorized), GIB all info passively</li> </ul>	5					
2	<ul style="list-style-type: none"> <li>Mobile friendly websites – CSS standards based</li> </ul>				6		
1	<ul style="list-style-type: none"> <li>More audio/video contents, less documents on websites</li> </ul>				7		
1	<ul style="list-style-type: none"> <li>Less menu-driven websites, more content, less menu on the homepage</li> </ul>				8		
1	<ul style="list-style-type: none"> <li>Site is painful to view on mobile devices (iphone)</li> </ul>				6		9
1	<ul style="list-style-type: none"> <li>Add tag cloud to tempe.gov so popular search terms would make it easier to find info</li> </ul>						
1	<ul style="list-style-type: none"> <li>Stream and record council meetings using existing technology like ustream.tv etc.</li> </ul>	10					
4	<ul style="list-style-type: none"> <li>Site is organized by city dept and using government lingo, not by how a person seeking info might look</li> </ul>		11				
1	<ul style="list-style-type: none"> <li>Make Tempe's website interactive on TV via cable or satellite – Providers – eliminate need for computer</li> </ul>						12
2	<ul style="list-style-type: none"> <li>Plan to continuously improve the website – no bit re-writes every 5 years                             <ul style="list-style-type: none"> <li>update information without constant changing of site layouts</li> <li>Website should be more intuitive. No list of parks and recreation classes on tempe.gov.</li> </ul> </li> </ul>	X					
1	<ul style="list-style-type: none"> <li>Understand compliance obligations</li> </ul>	X					
1	<ul style="list-style-type: none"> <li>Undergo secure code review and consider appropriate technology to maintain secure presence and alert on treats or breach attempts</li> </ul>		X				
1	<ul style="list-style-type: none"> <li>FAQ – in Spanish on classes/registration/events payments</li> </ul>					X	

- 1) CR - Requires effort by the Community Relations Department to gather information and maintain it
- 2) Can be done as part of our GIS (Geographic Information Systems) project with assistance from the PD (Police Department)
- 3) Only reason this is not done is lack of someone compiling the info and putting it into our Google map mash-up at [www.tempe.gov/maps](http://www.tempe.gov/maps)
- 4) Very questionable that this would be used enough to be worth the effort. Alternately we could easily put up a map of Fire Department locations using our Google Map at [www.tempe.gov/maps](http://www.tempe.gov/maps).
- 5) We publish several RSS feeds and our event calendar is now iCal compatible. RSS and Podcasts are only available if staff creates the content. Our staff lost interest in podcasts years ago.
- 6) Mobile friendly versions of web pages require skills our web publishers do not have. We cannot simply provide a mobile version of every page and still allow regular staff to publish. We would have to select only those pages that have a high value as mobile content and train/hire staff with the proper skills to create and maintain them.
- 7) Time and money to create the rich content. We can and do host this kind of content now.
- 8) Requires a navigation redesign. We just had one in 2007. It would be expensive to do this often and not very user friendly.
- 9) Our domain is both trusted and considered an authority site by the major search engines. If we simply communicate well on our web pages we will not need to resort to these search engine optimization techniques. See <http://www.seomoz.org/blog/whiteboard-friday-domain-trust-authority> for an example of how valuable our search engine trust and authority ranking is.
- 10) We currently stream all council meetings. This request is for two-way interaction with the Council at meetings. Public participation in a Council meeting is controlled by procedure and law. We could not allow instant comments electronically any more that we could allow an audience member to interrupt the meeting. We might be able to allow virtual comments during the public comment time. But identifying the commenter as a citizen of Tempe will be an expensive challenge and allowing anonymous comments as part of an official meeting is not advisable if even legal.
- 11) We have tried and will continue to eliminate government speak.
- 12) Not practical to target our website at WebTV users given the expectations to keep up with the latest and coolest technology. The more web 2.0 and social we make our website the more features will not work on WebTV.

Value	Use of Social Media Opportunities	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
1	<ul style="list-style-type: none"> <li>• Tempe should have several accounts on twitter.com. One for traffic alerts, another one publicizes activities in Tempe.</li> </ul>		1				
1	<ul style="list-style-type: none"> <li>• Blogs could be implanted where city staff and Tempe residents/workers could post current info. Blog posts can be approved by city staff before they appear live.</li> </ul>		1				
1	<ul style="list-style-type: none"> <li>• Twitter all upcoming events</li> </ul>		1				
1	<ul style="list-style-type: none"> <li>• Blog capabilities for community events, activities, services and public offering (splash park/town lake)</li> </ul>		1				
1	<ul style="list-style-type: none"> <li>• City News via blog or twitter</li> </ul>		1				
1	<ul style="list-style-type: none"> <li>• Post events and classes on Face book, upcoming etc.</li> </ul>		1				
3	<ul style="list-style-type: none"> <li>• Teen website or blog for program ideas</li> </ul>		1				
1	<ul style="list-style-type: none"> <li>• Social media - maximum benefit is the under 35 crowd</li> </ul>		1				
3	<ul style="list-style-type: none"> <li>• CRM Software                             <ul style="list-style-type: none"> <li>○ utilize an "idea forum" technology like user voice to enable ideas to bubble</li> <li>○ real time surveys/feedback on proposals</li> <li>○ involve community in discussing ideas, changes, etc.</li> <li>○ Any social media should have open commenting for community feedback</li> <li>○ use wide format to produce city policy documents with community input</li> </ul> </li> </ul>		2				
1	<ul style="list-style-type: none"> <li>• Tempe in-touch i-phone option - within Tempe location specific features</li> </ul>				3		
5	<ul style="list-style-type: none"> <li>• "Face" of Tempe on twitter/facebook, personal interaction, not just info</li> </ul>				1		
3	<ul style="list-style-type: none"> <li>• Listen to what people are saying online to better understand key issues facing Tempe                             <ul style="list-style-type: none"> <li>○ discussion/trend monitoring@tempe topics (ASU, Mill, Tempe)</li> <li>○ implement "listening" campaign/strategy</li> <li>○ people ask questions/complain on many more places than your website (fits in service)</li> </ul> </li> </ul>	X					

- 1) Social media activity only requires staff and time. However these are in short supply.
- 2) Currently being evaluated
- 3) See comments above on mobile web pages.

Value	Use of On-line payment systems and registration city wide	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
8	<ul style="list-style-type: none"> <li>• Consolidate payments into <u>one</u> online place:                             <ul style="list-style-type: none"> <li>○ water</li> <li>○ P &amp; R class fees</li> <li>○ tickets</li> <li>○ library</li> <li>○ irrigation, etc.</li> </ul> </li> </ul>				1		
1	<ul style="list-style-type: none"> <li>• Nearly all city services should be available online (i.e., parking tickets, utilities, registration)</li> </ul>				1		
1	<ul style="list-style-type: none"> <li>• Utilize "service Arizona" concept to pay and/or register for a variety of services within one payment site.                             <ul style="list-style-type: none"> <li>○ via PayPal **</li> <li>○ Allow tickets to be paid online-on an incentive scale. Pay same day online, fee is lower, etc. It gives people a reason to come to site</li> </ul> </li> </ul>				1		
1							
1	<ul style="list-style-type: none"> <li>• Registration for parks and recreation classes is difficult because the online system generates a # for user ID and password. Users should be able to create their own ID and password so it's easier to remember                             <ul style="list-style-type: none"> <li>○ Eliminate the parks and recreation PDF – should be an interactive catalog that is easy to use and register for classes etc.</li> <li>○ Online PDF brochure to be organized so all anyone has to do is click-for example. I have a toddler all I want to know/see these programs not try to find it in a PDF</li> </ul> </li> </ul>	2			X		

- 1) This will require a budget and time to implement properly.
- 2) After the first login the user can create their own login.

Value	Utilization of a call center and tracking system to improve customer service	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
1	<ul style="list-style-type: none"> <li>• In contact, inc. -hosted call center support system that provides:                             <ol style="list-style-type: none"> <li>1) very high reliability</li> <li>2) low start-up costs</li> <li>3) proven performance of over 600 users</li> <li>4) flexible and easy to customize</li> <li>5) fast start-up (4 – 6 weeks) website <a href="http://www.incontact.com">www.incontact.com</a> (call Cole 480-626-4697)</li> </ol> </li> </ul>		1				
1	<ul style="list-style-type: none"> <li>• Utilize informational/education vignettes to have caller listen to or email for specific questions.</li> </ul>		1				
1	<ul style="list-style-type: none"> <li>• IP based call/contact center                             <ul style="list-style-type: none"> <li>○ -Cisco IPCC solution</li> <li>○ -Leverage existing IP network infrastructural and build on</li> </ul> </li> </ul>		1				
1	<ul style="list-style-type: none"> <li>• Increased function.vs. legacy IVR solutions (Jason 480-899-9835)</li> <li>• Track your complaint on line</li> </ul>		1				
			X				

1) Community Relations is heading a project to establish a Call Center for citizen contact and issue tracking

Value	Other ideas or uses of technology that can be utilized to make city more effective	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
1	<ul style="list-style-type: none"> <li>• Online comments forms are very helpful</li> </ul>	X					
1	<ul style="list-style-type: none"> <li>• Form should allow multiple qualifications (resident/ Tempe business owner/manager and work in Tempe)</li> </ul>			X			
1	<ul style="list-style-type: none"> <li>• Recommends the book: After the Software Wars by Keith Curtis (free download on website)</li> </ul>	X					
1	<ul style="list-style-type: none"> <li>• High Capacity Solar system                             <ul style="list-style-type: none"> <li>-Concentrated PV collectors</li> <li>-Trackers to improve efficiently</li> <li>-50+ acres along riverbed</li> <li>-North side of channel – west of lake</li> <li>-Barriers to divert water in 100 years - Flood back into channel</li> <li>-Solar site raised up to avoid flooding -- Earl Cole (480-626-1697)</li> <li>-<a href="http://www.brilliantgreenenergy.com">www.brilliantgreenenergy.com</a></li> </ul> </li> </ul>						
1	<ul style="list-style-type: none"> <li>• Create a center where residents can donate old computers – get some kind of city credit- and allow students or poverty families to receive a donated computer</li> </ul>	1					
1	<ul style="list-style-type: none"> <li>• Create and fund a volunteer group to refurbish simple E machines with open source OS &amp; basic office software</li> </ul>	1					
1	<ul style="list-style-type: none"> <li>• Online city directory/tied to real time chat/phone support</li> </ul>				X		
1	<ul style="list-style-type: none"> <li>• Online collaboration tools                             <ul style="list-style-type: none"> <li>o Webex</li> <li>o meeting place</li> <li>o video on demand</li> </ul> </li> </ul>				X		
2	<ul style="list-style-type: none"> <li>• CIP Project Management                             <ul style="list-style-type: none"> <li>o Tools that would interface with outside contractors/consultants &amp; businesses – has components to show real-time status of projects</li> </ul> </li> </ul>				X		

1) Tempe High School and AZStrut already provide this service

Value	Other ideas or uses of technology that can be utilized to make city more effective (continued)	Already Exists	Current Project	Easy to Implement	Doable Takes time and money	Good for future plans	Not a good fit / not practical
4	<ul style="list-style-type: none"> <li>Incentivize homeowners to go green as much as possible – maybe earn utility credits to be used for city services for different types of “greening” done.</li> </ul>					DS	
1	<ul style="list-style-type: none"> <li>Notification system – self subscription of alerts related to city services, updates, proposal, etc.</li> </ul>	1			X		
1	<ul style="list-style-type: none"> <li>Allow attorneys to access court rulings (on motions) via subscription service</li> </ul>						
2	<ul style="list-style-type: none"> <li>Current law firm staff must call the court sometimes repeatedly in order to access this information prior to the notice being mailed</li> </ul>				2		
1	<ul style="list-style-type: none"> <li>Classes through Parks and Recreation on how to use technology and social media for family groups and community</li> </ul>				CS		
1	<ul style="list-style-type: none"> <li>Telecom Expense management services</li> </ul>	X					
1	<ul style="list-style-type: none"> <li>Audit bills for accuracy</li> </ul>	X					
1	<ul style="list-style-type: none"> <li>Negotiate w/carries on cities behalf</li> </ul>	X					
1	<ul style="list-style-type: none"> <li>Provisionary services for circuits and blackberries</li> </ul>	X				3	
1	<ul style="list-style-type: none"> <li>Interactive with Skype</li> </ul>						
2	<ul style="list-style-type: none"> <li>Green your printing needs, ie, consolidating printers duplexing print on demand</li> </ul>	X					
1	<ul style="list-style-type: none"> <li>Use of web meetings – sharing of “meeting materials” camera, microphone, etc follows the face instead of face to face meetings</li> </ul>				X		
1	<ul style="list-style-type: none"> <li>Hosted network services or remote network operations center</li> </ul>						X
1	<ul style="list-style-type: none"> <li>Telepresence (Cisco)</li> </ul>					X	
1	<ul style="list-style-type: none"> <li>Microsoft communicator saves costs on inner office communications</li> </ul>				X		
4	<ul style="list-style-type: none"> <li>Resources for entrepreneurial groups (meetings, ignite, etc)</li> </ul>				X		
1	<ul style="list-style-type: none"> <li>Open co-working space</li> </ul>						
3	<ul style="list-style-type: none"> <li>Increase learning/educational opportunities to the community (cable or internet media) – interactive opportunities among participants could be accomplished through subscription service. Education community school administrators – residents</li> </ul>				X		

- 1) List serve email lists and subscription to our events calendar
  - 2) Not sure what is being asked for. Court would need to explore deeper
  - 3) Not clear as to what it would be used for
- DS – Requires review and implementation by Development Services      CS – Good Suggestion for Community Services to explore

## Categorized ideas from the May 2009 Community Economic Forum

### Retail

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now- Time and Money	Good for Future Plans	Requires input from an internal/external organization
12	Start a weekly/bi-weekly "Farmers Market" on Mill Ave 9 months of year. Model San Luis Obispo, CA.		X				
10	Loosen up the stringent sign ordinance Allow sandwich board signs for sidewalk More parking signs in downtown Tempe		DS				
7	Sell advertising graphics on vacant retail spaces						X
7	Since Tempe is near ASU promote more high tech and alternative energy companies to move to Tempe. These jobs typically pay more which means more support for local businesses.	X					
6	Position created or enhanced to bring small business to Tempe as local advocate as opposed to going after national companies.					X	
5	Lakeside restaurants and retail		X				
5	One year sales tax abatement for new retail/restaurant						X

- 4 Use DTC assessments to offset rent costs X
- 3 Strong enforcement for aggressive pan handling X
- 3 Contact in the City to advise re: retail space availability & comps X
- 1 Mill ave businesses need walk in traffic. Mill also needs to bring certain types of businesses back. Make Mill Avenue car free. Keep all the east-west routes open but close north & south from 4th all the way to university. Make the entire north-south span a park-like area open only to pedestrians and bicycles. I've been working on Mill since 2000 and have watched it change quite a bit, I used to spend more time on Mill but the quality of businesses has declined so much so I rarely spend time on Mill outside of lunch during the work week. The mom & pop independent stores are what made Mill, now those are gone. Also missing are the great bars that Mill used to have, Beeloe's, Balboa Cafe, Ziggy's, Coconut Club, The Loft, Long Wong's etc. People need reasons to come to Mill, figure out what the folks want and then give it to them. Lots of people were hopeful when the brickyard came to town, the possibility of a grocer on mill ave was quite exciting. But what was realized, asu using the majority of the space for classrooms, is not what brings business to Mill. Mill NEEDS a grocer, something like Trader Joe's or other small market style food store. If you don't want to go car free permanently, go car free once a week or something on the weekend. Other cities have done this with great success. Look at what New York, Miami, Sacramento have done. X

1	Encourage infill of vacant store fronts	X	
1	Allow sidewalk extensions for businesses to retail on sidewalks		X
1	Graphics on vacant spaces	X	
1	Subsidize parking vouchers for retailers to give to patrons		X
1	Encourage local businesses that offer unique service/goods	X	

## Workforce

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
13	<p>Provide an economic incentive for local hiring i.e. ASU Grade etc to prevent "Brain Drain"                      Workforce: City of Tempe internships awarded to ASU students. Gives real world experience to students and maybe some will stay to be model students.</p> <p>Utilize non-paid credit only ASU interns                      Teen Summer Program - jobs need to do - kids want to do - high schools                      Offer more internship programs to help off set possible layoffs and attract local ASU/MCPC students to Tempe</p>		X				
9	Locate grant/funding for workforce housing to fill up Centerpoint Towers						
5	Support Funding increases in education - NOT CUTS						
4	Tap existing talent in private sector to create mentorship/support program	X					
2	Affordable housing component to Enterprise Zone						X
1	Small Biz Education - Programs that empower individuals to make profits pursuing their passionate endeavors.	X					

1	Vacant Spaces (empty homes) - kids do basic lawn maintenance, upkeep	X
1	Financial incentive for "Tempe", "ASU" employees to purchase & live in Tempe	X
1	Develop/educate need groups into the workforce (disability, unemployed)	X
1	Gardening for elderly - 1 adult - kids do gardening for those who cannot afford it.	X
1	Initiate job shares with City staff positions	X
1	Encourage "snow birds" into part-time jobs or mentorships	X
1	Employers can take advantage of Rio Salado College's customized training/education programs delivered at the employer's on-site location.	X
1	Job Fairs - utilize jobing.com	X
1	Employers who value their employees training & educational pursuits reward employees by providing opportunities for career advancement	X
1	Create new partnerships for contract employees to network	X

## Financial

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
23	Private Bank Assets - Create loan pool with local banks to help business get financing in this climate				X		
7	Recommend that the City of Tempe use local, Tempe Vendors in order to keep the dollars local and benefit from the tax revenue. www.buylocalaz.com - permission based marketing - local consumers - local business						X
5	Offer City guaranteed business loans						X
5	Inventory all rental housing product stock (non-ASU) within 1/2 mile of Mill Ave. - Current condos					X	
4	Incentivize businesses to move to Tempe from surrounding areas. Tax credit, relocation			X			
4	Microloans - for purpose of funding the education start-up costs for micro enterprise					X	
3	Incentives for New Business - new business generates jobs and sales tax			X			
3	Increase revenue with City partnerships - i.e. City "Sponsors"		X				

2	Lower property taxes when possible	X
1	Create VC fund to support high tech start-ups	X
1	Adoption of micro lending i.e. Angels In Action	X
1	Do we have a City advisor re: Business loans?	X
1	Expand Econ Dev Department to work with small business	X
1	Expand Econ Development to be all inclusive across	X
1	Develop infrastructure - make capital improvement to Town Lake public areas (i.e. Beach Park) to attract revenue generating events for the City	X
1	Education of small business financing options i.e. Community Express	X
1	Better commercial recycling program for bottles	X

## Business Climate

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
13	<p>Start Up Now has held six Start Up Now workshops at the eFactory at 1095 W Rio Salado Parkway, Suite 104. Since its first workshop on March 4, six businesses have been launched, and about two dozen people have been given new hope and the new opportunity of a new startup business.</p> <p>Start Up Now does not require assistance from the City of Tempe, although any help to build the public awareness needed to get people to know about - and take advantage of - this FREE workshop would surely be appreciated.</p> <p>Start Up Now workshops are Not MLM. Not a sales pitch. Not a scam. Just entrepreneurs helping entrepreneurs.</p> <p>The United States was founded on the vitality of entrepreneurial innovation and perseverance. It will be that same spirit that lifts us above the many challenges we experience in our daily life in the current economy.</p> <p>Promote local unique businesses incentives for independent good biz owners to open on Mill.</p>						X

Form a partnership with property owners and realtors to identify vacant space in need of tenants, form business cooperatives with small start up companies to share administrative space and equipment (common copier, secretary, phone service, break room, lobby, etc.) to reduce overhead costs, work out arrangements with vacant building space to reduce rental rates for start up businesses willing to fill the space for 2-5 yrs. Work with existing tenants in buildings they can no longer afford, to negotiate with property owners for revised contracts to keep tenants vs. losing tenants and not being able to fill the space, maybe allowing shorter contract terms, or reduced utility costs, etc. Work with large building owners on auditing the buildings to assess ways to reduce overhead costs of maintenance, water consumption reduction and promote solar equipment additions to reduce energy costs, etc. Use this down time to help rehabilitate vacant older buildings, and get them ready for new uses. Maybe groups of smaller buildings (like the medical row on Southern) could solarize in a cooperative, putting photovoltaic on all of the smaller buildings and then sharing energy among all the tenants. Just some thoughts!

Offer tax

incentives to desired target industries in fiscally responsible way.  
Eat at Monti's (Eddie did not suggest this!)

Clean streets in Downtown - reduce the negative impact of vagrants, transients, mentally ill, homeless - remove street vendors - control live music.

The reason why I have kept my business in Tempe throughout all these years is because I love this city, this city is young and energetic, this city represents the most vibrant communities in the whole State. The city government has also been very good to me and my business, this forum is direct proof of their efforts. Now the fact that we all are facing a huge slow down in the economy brings out a great opportunity for developing business locally. I will certainly collaborate with any city government effort to build a stronger awareness about the wonderful things that Tempe has to offer. We are at the heart of the metropolitan area there is no better place to be. I think this city needs a radio program that can be promoted called all things Tempe this way

we are creating a strong bond between citizens and local Tempe business. Airtime is almost free and the city government has the budget and the resources. Let's all collaborate, let's all grow, let's all promote all things Tempe.

- |   |   |   |
|---|---|---|
| 7 | All businesses need to support/work with each other. Keep it in' Tempe  | X |
| 6 | Create incubator space - in vacant properties - Bank Owned - Exchange sweat equity  | X |
| 4 | Amphitheater<br>Tourist Attraction- create a world class attraction at Tempe Town Lake. Riverwalk - Infrastructure for events |   |
| 4 | No Impact Fees - Tempe is landlocked  | X |
| 3 | Facilitate development of research facilities at affordable rates.  | X |
| 3 | Use incentives on a case-by-case basis (no blanket policy)  | X |

3	Grants - Read Tuesday May 26 Wall Street Journal - Success of Kalamazoo - Toledo to attract start-ups.	X
3	Create Networking Events	X
1	Tempe should encourage new high tech companies (both hardware and software). These companies should be characterized as platform technologies. For more clarification contact Gary F. Witting	X
1	Over regulated Town Lake fees/fences/permits - vendor fees and park permit fees too high for Town Lake	X
1	Police Enforcement Issues - Balance law enforcement activities - discourage disruptive behavior without being too heavy handed. Heavy handedness discourages people from frequenting restaurants & bars in Tempe.	X
1	Support companies that bring new dollars in - tax benefits	X
1	Facilitate upscale events - wine culinary events - Tempe is lacking this type of draw	X
1	Small business loans for independent business owners - encourage & promote independent businesses!	X
1	Unified "shop at home" "eat at home" promotion by City to eat and shop in Tempe.	X
1	Encourage financially viable business collaborations through the creation of a collaborative center bringing businesses together.	X

- 1 Contact in the City to info on spaces for lease X
- 1 Metered parking rates double time this summer - seasonal? X
- 1 Business climate: Only 5 AZ companies named to 2009 Fortune 500. Work with ASU (people resource) and state to lure major companies from CA (high tax state) to AZ. Large companies spread the wealth and attract more investment. X
- 1 Consolidation & crass - marketing of & by local networking groups X

## Regulatory Issues

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
13	Bring back walking beat officer in downtown Tempe						X
12	Accelerate permit process without losing proper City guidelines City permits ASCAP/BML - Fees/permit - reduced to live entertainment Relax cost of entertainment permits for businesses - encourage not discourage Entertainment Corridor along light rail by easing regulation Don't close major streets for construction at same time - McClintock/Rural						X
11	Allow for more creative signage solutions that allow for "art" in signs Relax temporary signage criteria to promote events, festivals, etc. Big banners, balloons, etc. Geographic appropriate sign code						X
11	Align the PAD & MU zoning process Zoning code update - shopping center & mixed use - PAD coupled with MU						X
7	Redo signage regulations for urban vs. suburban - encourage creativity						X
7	Incentivize permit process with City of Tempe for installation of solar panels onto commercial office buildings. In other words, "grease the skids".						X

I think you should try to partner with civic plaza in phoenix now that the light rail is in to get convention visitors to town - or advertise with them somehow. Work it in reverse also - advertise you can stay in Tempe and attend conventions, too. The entryway/gateway to Tempe should be the light rail stop at Mill. You also need to do something with the flour mill. And get more, more, parking. Also, don't give the store away to developers....give downtown mill business' tax breaks based on how long their shop is or has been open. Give them some incentive to stay rather than giving to a fly-by-night developer that just wants to turn a fast buck. The Light Rail has been a giant boost to the local economy. There are a few things that would assist customers to navigate the down town district.

7

- Workable user friendly location for the city approved wayfinding signs.

- Maintain and relocate news paper racks as they are an ugly blight as well as a physical obstruction on our sidewalks.

- Unregulated street vendors are taking away money from tax paying merchants as well as creating hang out areas for transient people. Is it possible to monitor the selling of items off the tree beds?

- Many Raised tree beds are currently unsightly, can all the trees have metal street level grates, or redesign the beds that need to be high for the trees root ball? This would really clean up the street look and make it more inviting to customers coming off the light rail.

- Are there any plans for public restrooms?

- Many merchants and customers are asking why the city has taken away convenient parking for the 4th to 5th street alley meter area and how is this affordable?

1

X

Need more sensitivity in construction (road) noise - business interruption hours

1

X

- 1 Regulate Mill to reduce carnival - like atmosphere - control vending/music X
- 1 Review & consolidate management of special events in the downtown & Town Lake areas, and develop long term strategy to maximize economic impact X
- 1 Ease the red tape process for licensing tax, business, liquor X

## Other

Value	Comment	Already Exists	Current Project	Easy to Implement	Doable now-Time and Money	Good for Future Plans	Requires input from an internal/external organization
17	We need a Convention Center in downtown Tempe		X				
11	Keep Mill all small, homegrown businesses. Avoid bringing too many chains. Keeps Tempe unique.		X				
8	Modern Day Streetcar		X				
5	Expand the Orbit system south of I-60.						X
4	Allow Business owners (non-resident) to serve on City Boards and Commissions.						X
1	Art - Promote more public works of art						
1	Elementary school field trips to Mill Ave, Four Mill, Beach Park, Town Lake, etc.	X					
1	Host more events like the Tempe Festival of Arts to attract people and encourage spending		X				

- |   |  |   |
|---|--|---|
| 1 | Need a slogan/phrase "take it to Tempe"  | X |
| 1 | 0 cost - financial lottery for families allows families to spend \$ instead of being in debt | X |
| 1 | More braintrust meetings like tonight  | X |
| 1 | Create - employ Tempe Residents - employer supported   | X |
| 1 | Turn empty commercial buildings into efactory & efactory xpress facility                     | X |
| 1 | More events focused on food (like salsa competition)   | X |