

MINUTES OF THE PEORIA CITY COUNCIL
CITY OF PEORIA, ARIZONA
PINE ROOM, CITY HALL
June 19, 2007

A **Study Session Meeting** of the City Council of the City of Peoria, Arizona was convened at 8401 West Monroe Street in open and public session at 4:00 p.m.

Members Present: Mayor Bob Barrett; Vice Mayor Vicki Hunt; Councilmembers Ron Aames, Cathy Carlat, Joan Evans, Carlo Leone and Dave Pearson.

Members Absent: None

Other Municipal Officials Present: Terrence Ellis, City Manager; Carl Swenson, Deputy City Manager; Susan Thorpe, Deputy City Manager; John Wenderski, Deputy City Manager; Steve Kemp, City Attorney; Mary Jo Kief, City Clerk; Stephen Bontrager, Steve Burg, Greg Eckman, Bill Mattingly, Brent Mattingly, Grady Miller, Dave Moody, Steve Prokopek, Sandy Teetsel, Jeff Tyne, Glen Van Nimwegen, Constance Copeland and James Mason.

Audience: Approximately 13 members of the public were present.

Presentations:

Subjects for Discussion only:

Status Report – Branding Project Part I

Grady Miller, Director of Communications and Public Affairs, explained the background of the Branding Project which was initiated following a Skunkworks presentation on community identity in a 2006 Council Workshop. In August 2006, the City awarded a contract to North Star Destination Strategies, one of the top companies that specialize in assisting cities with community identity and marketing strategies. Mr. Miller described the research conducted by North Star which included discussion with Councilmembers, the management team and members of Peoria Chamber of Commerce; and a community survey.

Mr. Miller introduced James Brink, Peoria Marketing Manager, and Amy Bailey, Community Brand Supervisor with North Star. Mr. Brink advised that North Star was selected from eight companies that responded to the Request for Proposal.

Ms. Bailey presented an overview of the background of a community branding process which included research, insight and conclusions, and the creative development stage. She described the community audit which captured the stakeholders' perceptions of Peoria. North Star also researched competing cities to understand the differences

between communities. Respondents described Peoria by the natural beauty and appreciation of the desert; great topography and trail system; Lake Pleasant; the Sports Complex and Peoria's Master-Planned Communities.

Discussion ensued regarding the development of the survey and whether those surveyed were a good cross-section of the City. Ms. Bailey noted that the survey included residents, visitors, Chamber of Commerce inquiries, and discussions with local, regional, and state-level economic development and tourism professionals.

Ms. Bailey described the profile of residents and visitors drawn to Peoria as those with busy, upscale lifestyles and careers and those who enjoy the outdoors including: hiking, fishing, boating and golfing. Ms. Bailey highlighted challenges associated with branding Peoria. Ms. Bailey explained that Peoria does not have a distinct identity within the Valley but this is a great opportunity to define the image. Insights included putting an emphasis on assets that nurture a community full of life, energy and activity for a strong healthy future.

Ms. Bailey outlined the Peoria brand positioning platform:

- Target Audience: For those seeking a refreshing desert lifestyle
- Frame-of-Reference: Peoria is an emerging city in the Valley of the Sun
- Point-of-Difference: Where infrastructure and attitude actively connect people to the "environment" and to each other
- Benefit: So you feel vital, vibrant and healthy

Ms. Bailey gave examples of two other community branding projects and how the brand and related campaigns were developed. She presented the first of two brand ideas with the option of two Strap Lines: "Come to life...in the desert" or "Let the Desert Bring you to Life."

This campaign would capture images of life and special moments in Peoria. The idea is to intimately connect the audience to the infrastructure and attitudes. It also aims to establish an emotional connection by portraying life in Peoria as something to be admired and cherished – worth holding on to. Visuals of places, events, activities and people could appear inside a picture frame, or within other items of sentimental value – showing how Peoria connects an individual to:

- Night life (entertainment district)
- Family life (schools, recreation, master-planned communities)
- Outdoor life (trails, lake, parks, open space)
- Arts life (Performing Arts Center)

- Sports life (Sports Complex)
- Bringing your business to life (economic development opportunities)

Ms. Bailey highlighted the second brand idea with the Strap Line, "Naturally Connected." She explained that not only does the connection to Lake Pleasant make Peoria stand out from any other community in the Valley, but Peoria is naturally connected to many other great assets and opportunities. This campaign would emphasize Peoria's natural connections to:

- Outdoor recreation (open space, river/trail system, lake)
- Quality of life (families spending time together, great school system)
- Business opportunities (workforce, location, affordability)
- Arts, culture and entertainment (nightlife, downtown, etc.)

Ms. Bailey outlined the next steps in the branding project to develop the brand identity guide including the brand messages and visual expressions; the logo and application guidelines; and brand-building ideas. A final presentation would come before Council with the delivery of a final report and brand identity guide.

Discussion ensued regarding how to connect the northern and southern communities in Peoria with each Councilmember expressing their approval to move forward with the development of both strap lines. Mayor Barrett stated that Council would review the development of both ideas in August.

Mayor Barrett declared a short recess at 5:07 p.m. and reconvened the meeting at 5:14 p.m.

Citywide Radio System

Susan Thorpe, Deputy City Manager, advised that City Staff had been working on the Communications Upgrade of the Radio System-Citywide Project for some time. She highlighted the goal to achieve functional interoperability among Public Safety and General Government radio users including: adjacent municipalities, county, state and federal public safety agencies.

Presenters included: Sandy Teetsel, Chief Technology Officer; Fire Chief Bob McKibben; Scott Lekan, Police Commander Support Division; Dan Zenko, Materials Management Supervisor; and Bill Mattingly, Public Works Director.

Sandy Teetsel, Chief Technology Officer, reviewed the current system which does not provide interoperability, is not a dedicated spectrum and is subject to interference.

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Discussion ensued regarding the City of Phoenix's intent to bring in both the Police and Fire Departments to their 700 megahertz system.

The Peoria Police Department uses a four channel, 450 Megahertz UHF conventional system. Radio sites are connected by microwave communication links operating in the 5.8 and 2.4 gigahertz "unlicensed" band. Microwave is not current technology, does not provide for interoperability, is not in the dedicated Public Safety spectrum and is subject to interference.

General Government uses 3 channels, 800 Megahertz system and Nextel cellular phones because radios are outdated, no longer supported and 800 megahertz frequencies are not readily available. The single site tower on White Tank Mountain provides limited coverage.

The Fire Department contracts with Phoenix Fire Automated Aide Consortium for dispatching and radios which communicate with the Fire Department only. Peoria is planning to reconsider joining Phoenix Regional Wireless Network (PRWN) in late 2009.

In response to questions from Council, Fire Chief Bob McKibben reported that current dead zones in northern Peoria will be alleviated. Discussion ensued regarding joining PRWN, the addition of other cities to the system and the associated costs. Ms. Teetsel reported that until Phoenix gets a combined system, Peoria will wait. Chief McKibben explained that a few years ago the PRWN system had a problem with communication in dense, deep buildings but that problem has been resolved. Ms. Teetsel explained that Peoria wants Phoenix to meet the Fire Department requirements so that Peoria can evaluate the capacity of PRWN before moving forward.

In response to questions from Council, Ms. Teetsel explained that the cities who are exploring joining Phoenix today want the governance policy and costs outlined first before committing. Terry Ellis, City Manager, commented that interoperability is key especially in the event of a disaster. Staff reported that the City of Phoenix is anxious for Peoria to join PRWN.

Discussion ensued regarding placement of microwave towers. Chief McKibben added that the microwave towers will have many other uses. Councilmember Evans commented that it will be great to have true interoperability to move incident command to one channel. In response to questions regarding Lake Pleasant, Ms. Teetsel advised that Maricopa County is also looking at joining the system and that Lake Pleasant is patrolled by the Maricopa County Sheriff's Office. Scott Lekan, Police Commander Support Division, reported that currently Peoria is connected through the Public Safety radio system which is not automatic or seamless.

Regarding questions related to coverage of the area of Peoria within Yavapai County, Ms. Teetsel stated that the Yavapai County area was not incorporated in the original scope.

Ms. Teetsel further presented an overview of the project milestones and explained that in March 2007, the City of Phoenix asked that Peoria reconsider joining PRWN and in April 2007 Peoria started discussions again with Phoenix. Dialogue between both City Managers has begun related to governance policies.

Ms. Teetsel outlined the following tentative timeline for PRWN implementation:

- Governance document should be completed no later than October 2007
- Phoenix Fire Expansion coverage and cost study should be completed by October 2007
- City of Peoria coverage and cost study to add Public Safety on the system is expected to be completed by November 2007
- PRWN will not be modified from November 2007 to February 2008 as the Super Bowl will take precedence
- Recommendation will come before Council in December 2007
- Implementation is estimated to be completed by September 2009

Ms. Teetsel emphasized that PRWN will provide an opportunity for future interoperability; provide a wider radio coverage area, and the economies of scale for expansion and upgrades which are cost effective.

Transit Policy

Presenters included: Bill Mattingly, Public Works Director; Walt Begley, Facilities Manager; Randy Roberts, Transit Manager; and Thomas Wittman, Senior Planner with Perteet, Inc.

Walt Begley, Facilities Manager, provided an overview of the implementation of a Fixed Route Bus Service in the City of Peoria. The City of Peoria is planning to initiate Fixed Route Bus Service ahead of the scheduled start date in the Regional Transportation Plan.

Mr. Begley reported that as part of the Fiscal Year 2007 Update of the 2000 City of Peoria Long Range Transit Plan, Council approved a study to update and integrate the 2000 City of Peoria Long Range Transit Plan with the Regional Transportation Plan and

to facilitate an "early start" for elements of the Regional Transportation Plan. The Study was conducted by Valley Metro through Perteet, Inc.

Randy Roberts, Transit Manager, reported that Maricopa Association of Governments (MAG) adopted the regional transportation plan in 2003 and in 2004 Maricopa County voters approved Proposition 400 for a half-cent county sales tax designated for transportation purposes. In addition, funding is available to operate some services today through the three-tenths of one percent increase in sales tax approved by City of Peoria voters in September 2005. Mr. Roberts noted that there was an error on one of the presentation slides regarding the sales tax amount and he clarified that City of Peoria voters approved the three-tenths of one percent increase. As regional funding for routes becomes available, additional local services may be possible.

Discussion ensued about the location of possible park and ride sites and a transit center.

Thomas Wittman, Senior Planner with Perteet, Inc, reviewed three fixed route bus options including one determined by the Technical Advisory Group (TAG) to be "preferred."

Mr. Wittman described Alternative One for Routes 83, 106 and 138:

- Route 83 is located along 83rd Avenue – from Northern Avenue to Deer Valley Road
- Route 106 is located along Peoria Avenue from 67th Avenue to 99th Avenue (existing service today)
- Route 138 is located along Thunderbird Road from 67th Avenue to 95th Avenue (at Plaza Del Rio)

Alternative Two includes Routes 83, 106, 138 and 170:

- Route 83 is located along 83rd Avenue – from Northern Avenue to Bell Road (Arrowhead Towne Center)
- Route 106 is located along Peoria Avenue from 67th Avenue to 99th Avenue (existing service today)
- Route 138 is located along Thunderbird Road from 67th Avenue to 95th Avenue (at Plaza Del Rio)
- Route 170 is located along Bell Road from 71st Avenue to 99th Avenue

Alternative Three includes Routes 83, 106 and Peoria Connectors:

- Route 83 is located along 83rd Avenue – from Northern Avenue to Bell Road (Arrowhead Towne Center)
- Route 106 is located along Peoria Avenue from 67th Avenue to 99th Avenue (existing service today)
- Peoria Connectors:
 - Olive Avenue – 67th Avenue to 75th Avenue
 - 75th Avenue – Olive Avenue to Peoria Avenue
 - Peoria Avenue – 75th Avenue to 91st Avenue
 - 91st Avenue – Peoria Avenue to Cactus Road
 - Cactus Road – 91st Avenue to 75th Avenue
 - 75th Avenue – Cactus Road to Thunderbird Road
 - Thunderbird Road – 75th Avenue to 71st Avenue
 - 71st Avenue – Thunderbird Road to Cholla Street

Mr. Wittman explained that the Technical Advisory Group (TAG) recommended Alternative One as it provides a balance between local needs and regional destinations as it links existing bus routes, provides good geographic coverage within the City and provides bus service as far north as Deer Valley Road. Alternative One is within the allocated budget and is consistent with the adopted regional plan and will be eligible for funding in the future.

Mr. Wittman explained that all three options are estimated to fit within the \$1.6 million allocated from the sales tax revenue. TAG members included: two members from the business community, members of Valley Metro staff and City Staff from Community Development, Engineering, Economic Development and Public Works Departments.

Discussion ensued regarding which options provided the most connectivity for residents. Mr. Begley noted that Peoria may begin the program with reconditioned buses as it may take up to one year to get a new bus. In response to questions from Council, Mr. Begley explained that the TAG strongly endorsed bus service for north of Bell Road. Transit issues north of the City were outlined in discussions with the Bond Committee and were also part of the presentation to the electorate regarding the sales tax approval.

Bill Mattingly, Public Works Director, stated that MAG will review the alternatives and validate the choice with model data and may demonstrate that the coverage is not warranted. Mr. Mattingly asked Council to identify one alternative for MAG to study.

Council's consensus was to study model Alternatives One and Two.

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Adjournment:

Being no further business to come before the Council, the meeting was duly adjourned at 6:26 p.m.

Bob Barrett, Mayor

ATTEST:

Mary Jo Kief, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session Meeting of the City Council of Peoria, Arizona held on the 19th day of June, 2007. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 21st day of August, 2007.

(Seal)

Mary Jo Kief, City Clerk