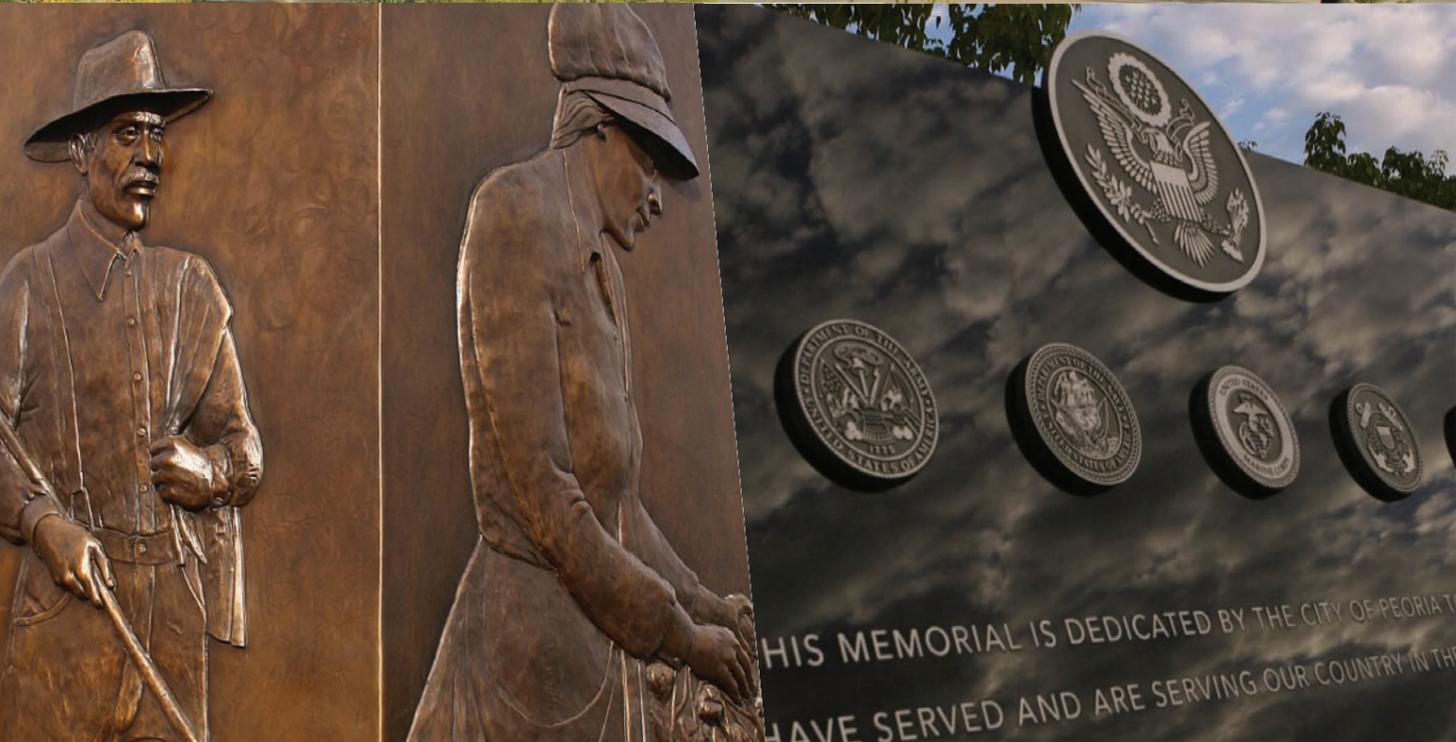




PEORIA 2007 REVIEW



THIS MEMORIAL IS DEDICATED BY THE CITY OF PEORIA TO
THOSE WHO HAVE SERVED AND ARE SERVING OUR COUNTRY IN THE

CITY OF PEORIA, ARIZONA

City of Peoria



Naturally Connected

When a city has grown as much as Peoria has during the past decade or so – twice as many people live here now than did in 1995 – its residents understandably may feel a little disjointed. Add Peoria's challenging geography (just a mile wide in the center but more than 25 miles from north to south), and that feeling has some real effects. We may not know our neighbors as well as we would like. We probably don't frequent city parks or facilities outside our immediate area. Some of us have more affinity to our master-planned communities than to the municipal government that provides services. With this in mind, Peoria set out on one of 2007's most significant projects. The community identity, or "branding," project was a comprehensive effort to identify and explore the feelings and attitudes people inside and outside Peoria have about this community. Surveys, focus groups and market research were conducted. People talked, and we listened as they described their love of the outdoors, Peoria's family-friendly nature, its scenic beauty and vital entertainment core. The effort reached an important milestone on Nov. 18 when a City Council majority endorsed a new city logo along with a tagline that captures the essence of people's feelings about Peoria. "Naturally connected" describes how people see Peoria today and how they want to see it grow. In 2008, the city will introduce this new look to its publications, vehicles and facilities while identifying other ways it can, through its actions and policies, help the community feel "naturally connected."



Peoria Mayor and City Council

Bob Barrett - Mayor

Cathy Carlat - Vice Mayor, Mesquite District

Vicki Hunt - Acacia District

Dave Pearson - Ironwood District

Ron Aames - Palo Verde District

Carlo Leone - Pine District

Joan Evans - Willow District

Terry Ellis - City Manager

Community Connections

► The Defense Department honored Peoria for "exceptional public service" for its initiatives on behalf of the military community and its efforts, in conjunction with Cox Communications Inc., to make the Pentagon Channel available to Cox digital subscribers statewide starting in February 2008.

► For the second straight year, PHOENIX magazine ranked Peoria in its top 10 "Best Places to Live" in the Valley. The May 2007 issue ranked Peoria ninth among 22 Valley cities on quality of life. Lake Pleasant, spring training and the 83rd Avenue entertainment district buoyed Peoria's ranking.

► Spring Training 2007 attracted more than 220,000 fans, making it the fourth straight year Peoria has topped 200,000 fans. The monthlong visits by the San Diego Padres and Seattle Mariners also generated record-high gross revenue totals in concession, ticket and parking sales. This resulted in an overall record-breaking gross revenue of \$5,978,457, a 10 percent increase from 2006.

► The Peoria Pioneer Memorial – a four-sided, bronze bas-relief sculpture by Colorado artist Emanuel Martinez – become an entry feature to Oldtown at the intersection of 83rd and Grand avenues. Each side of the 13-foot sculpture depicts a

scene, including a farmer, a woman harvesting cotton, a man herding sheep and Peoria's historic central school. The city installed another statue honoring its founding families in front of City Hall. Artist Ann La Rose created the life-size bronze sculpture of a 19th-century family titled "Leading the Way."

► Two Peoria park & trail projects – the Sonoran Mountain Ranch Park and East Wing Mountain Trail and the New River Trail at Rio Vista Park – earned environmental excellence awards from Valley Forward, a regional organization that promotes cooperative efforts to improve the environment and livability of Valley communities.

► Peoria also earned a 2007 Best of the West award from the Western Maricopa Coalition, which recognized the Peoria Sports Complex in the Attractions, Destinations & Tourism category. In addition, Peoria received honorable mention awards for the Peoria Center for the Performing Arts and hosting the District 2 Little League Championships at Rio Vista Community Park.

► Rio Vista hosted the Phoenix Am skateboarding contest in May, during which skateboarders vied for more than \$8,000 in prize money.

► Peoria created three "dog friendly" areas within the city's park system. They are located in Sunnyslope Park (9280 N. 71st Ave.), Parkridge Park (9734 W. Beardsley Road) and Alta Vista Park (10631 W. Williams Road).

► Tens of thousands enjoyed Peoria's signature special events, including the Fourth of July All-America Fest and the Halloween Monster Bash, as well as the city's inaugural Celebration of the Arts.

► The city's Neighborhood Grant program, which helps fund resident-initiated neighborhood improvements, assisted with 16 neighborhood projects in 2007. Grants ranged from \$1,200 to \$12,000 and totaled approximately \$105,000.





Building Peoria

► The Peoria Center for the Performing Arts – a copper-topped, \$12.9 million facility that will anchor redevelopment of the city’s Oldtown – opened in February with a special performance of the one-woman show Tea for Three. The center includes a 280-seat main theater and a smaller “black box” theater that can seat up to 80 people. The nonprofit theater company Theater Works, which contributed \$200,000 toward construction of the theater, operates the facility under a 20-year lease with the city. Theater Works officials estimate that the arts center drew about 30,000 people to Oldtown in 2007.

► Peoria celebrated the opening of its Rio Vista Recreation Center, located in the 54-acre Rio Vista Community Park off Thunderbird Road just west of Loop 101. The architecturally striking facility features many “firsts” for a municipal recreation center in Peoria: the first public indoor gymnasium, the first indoor climbing wall and the first indoor racquetball courts. It offers special-interest classes, programs and activities for a variety of audiences, as well as an indoor exercise facility featuring weights and fitness machines, a gym suitable for basketball and volleyball courts, and an indoor track for jogging or walking. The

building project received a Gold Award for excellence in project management from the Construction Owners Association of America.

► The city dedicated the new Peoria Veterans Memorial adjacent to the Rio Vista Recreation Center. It is a tribute to veterans and their families for the sacrifices they have made to protect our country, ideals and virtues. The linear configuration of the memorial represents a timeline progressing through U.S. history and projecting into the future. Significant events from the nation’s history are etched into the surface in tribute to those who served, and continue to serve, our country.

Each of the memorial panels was sponsored by a veteran’s organization or community group.

► The Parks Division erected a pedestrian bridge over New River, connecting residents of Desert Harbor to Rio Vista Community Park and linking trails on either riverbank. Additional trail segments also were constructed along the Greenway Channel between 91st Avenue and New River; on the west side of New River between Rio Vista Community Park and the Greenway Channel with a short pedestrian bridge over the channel; and two sections north of Union Hills Road, which finished a complete mile

of trail between Union Hills and Beardsley roads. In addition, the city completed 4.5 miles of hiking trail on Sunrise Mountain.

► Major road projects such as the completion of Lake Pleasant Parkway between 95th Avenue and Williams Road and intersection widening at 83rd Avenue and Thunderbird Road started in 2007 and are set for completion early in 2008. Significant projects that will get underway in 2008 include the Beardsley Connection to Loop 101, the widening of Thunderbird Road from Loop 101 to Sun City and the extension of Happy Valley Road between Terramar Boulevard and Lake Pleasant

Parkway. For more information on these and other projects, visit Peoria’s construction center on the Web at www.peoriaaz.gov/buildingpeoria.

► The city’s Information Technology Department partnered with the Peoria Unified School District to meet high-speed data needs for city facilities and schools. The partnership will fund and install a high-speed, high-capacity fiber optic backbone in the city’s right of way to serve both municipal facilities and schools.





Public Safety

- ▶ In August, the Peoria Fire Department opened the \$3.3 million, 10,700-square-foot Jomax Station in northern Peoria. The facility houses one fire engine and has a complement of 12 firefighters divided among three shifts. The day it opened for business, its firefighters saved a 5-year-old boy from drowning in a backyard swimming pool. In November, the station's design won a National Top Merit Award from the Fire Industry Equipment Research Organization.
- ▶ Peoria invested \$5 million in the \$44 million Glendale Regional Public Safety Training facility – and seven Peoria firefighters were part of its first graduating class.
- ▶ The Regional Battalion Chief Academy run by the Peoria Fire Department was named one of 35 finalists for the National League of Cities' 2007 Awards for Municipal Excellence.
- ▶ Larry Ratcliff was promoted from deputy chief to police chief and promptly led the department through a program review by an outside consultant that made 173 recommendations in four general categories: career development, systems improvement, analytical functions and community-oriented policing. Based in part on this program review, the department is making significant changes focused on providing the best possible police services to the community.
- ▶ The Peoria Police Department awarded its first Medal of Honor to Officer Jason Smith for his actions during the December 2005 incident in which Officer Bill Weigt was shot and paralyzed. Smith displayed extreme courage by exposing himself to the suspect's gunfire as he pulled Weigt to a safer location and positioned his body over Weigt's in order to protect him from further injury.
- ▶ Peoria Police Officers & civilian staff raised money and helped 50 Peoria schoolchildren spend \$350 each on holiday gifts during the department's annual Shop with a Cop event.
- ▶ In January, the Police Department hosted the West Valley 12 News Child Car Seat Checkup at the Peoria Sports Complex. Technicians and volunteers from Safe Kids Maricopa County installed or checked 112 car seats.





Environment, Economics & Planning

▶ Peoria rolled out its curbside recycling program in the fall, with all residential sanitation customers receiving a cocoa-colored recycling barrel. In the first six weeks of operation, Peoria diverted 21 percent



of its solid waste from the landfill – nearly 1,700 tons of material – eclipsing the program’s 15 percent goal.

▶ The City Council adopted Principles of Sound Water Management. This policy provides a guiding ideology for management and preservation of the city’s water system and resources.

▶ The City Council adopted an overall Fiscal Year 2008 property tax rate of \$1.49 per \$100 of assessed valuation, no change from FY2007. Within the overall rate, 5 cents was shifted from the primary rate – which pays for day-to-day municipal operations – to the secondary rate – which is used to pay down debt on city-issued general obligation bonds that finance large capital projects.

▶ Based upon the city’s strong financial practices and continued economic growth, Peoria received an upgrade of its general obligation bonds for the third time in seven years. The city’s water and sewer revenue bonds were upgraded for the third time in three years. The new ratings will save the city millions in interest charges when selling bonds to fund municipal construction projects.

▶ The Gila River Indian Community awarded Peoria an \$80,000 grant for an ethanol (E85) fuel tank at the city’s Municipal Operations Center. Adding ethanol capability to the city’s vehicle fleet will have the same impact as removing 13 conventional gas-fuel vehicles from the road. The city expects

to install the fuel tank early in 2008.

▶ Harkins Theaters in October became the first business to open in the Park West mixed-use development at 99th and Northern avenues. As more businesses open at the outdoor retail center in 2008, the project will become a significant source of sales-tax revenue for Peoria.

▶ City transit officials were busy this year, as Peoria:

- Joined Valley Metro Rail Inc. to ensure a seat at the table for light-rail planning in the West Valley.
- Participated in separate talks about the possibility of commuter rail along Grand Avenue.
- Laid the groundwork for increased fixed-route Valley Metro bus

service in 2008.

- Completed 47,256 Peoria Transit passenger trips in 2007, an increase of approximately 8 percent from 2006.
- Earned a Clean Air Campaign Award from Valley Metro for developing air-quality information for Peoria’s citizens and coordinating with the city’s Fleet Services and Parks divisions to promote greener practices.
- ▶ Peoria received a Certificate of Achievement from the ICMA Center for Performance Measurement for its accomplishments in integrating performance measurement into management practices.

▶ The National Wildlife Federation certified Peoria’s Desert Fusion Garden as an official Wildlife Habitat site.

▶ The Budget Department’s fiscal 2008 budget presentation earned a Distinguished Budget Presentation Award from the Government Financial Officers Association.

▶ Peoria’s Economic Development Department and the Small Business Administration (SBA) sponsored a free Small Business Resource Seminar at Peoria’s Main Library. The event drew 37 people, prompting the department to plan additional seminars for 2008.

PeoriaRecycles



Better Customer Service

► New online bill payment and account services introduced to customers in 2007 are a centerpiece of Peoria's continued emphasis on convenient and round-the-clock access to city services where possible. For more information, visit myaccount.peoriaaz.gov.

► The City Clerk's Office handled 4,187 passport applications in 2007 and collected \$155,770 in passport-processing and photo fees.

► Channel 11 began televising City Council study sessions and Planning & Zoning Commission meetings in addition to City Council meetings. The station also added to its collection of Telly Awards – which recognize outstanding local, regional and cable television commercials and programs – thanks to videos on low-water-use landscaping and recreation services.

► The city launched a program to corral wayward shopping carts and hold the owners responsible for reclaiming them.

► Representatives from the city and the West Valley Homeowners Association presented a training session for HOA board members and residents in the City of Parker, Ariz., on the legal aspects of HOAs. Parker requested the HOA training following news coverage of Peoria's HOA Academy.

► The Peoria Public Library's "Tech U" program offers free introductory classes on using a computer, MP3 player or digital camera.

► Peoria has an aggressive and effective graffiti removal team that works with property owners to remove or paint over graffiti in 48 hours.





City of Peoria

Parks, Municipal Facilities and Schools

MUNICIPAL FACILITIES

- A. Peoria Municipal Campus (8401 W. Monroe St.)
City Hall, City Council Chamber, Development & Community Services Bldg., Main Library, Municipal Court, Public Safety Admin. Bldg.
- B. Sunrise Mountain Branch Library at Sunrise Mtn. High School (21200 N. 83rd Ave.)
- C. Peoria Center for the Performing Arts (8355 W. Peoria Ave.)
- D. Branch Library (future)

PARKS AND RECREATION FACILITIES

1. Alta Vista Park (10631 W. Williams Rd.)
2. Apache Park (8633 W. John Cabot Rd.)
3. Arrowhead Shores Park (8801 W. Paradise Ln.)
4. Braewood Park (8742 W. Mercer Ave.)
5. Calbrisa Park (8957 W. Tumblewood Dr.)
6. Clarence B. Hayes Memorial Park (9845 N. 75th Ave.)
7. Country Meadows Park (1111 W. Ave. & Butler Dr.)
8. Deer Village Park (21217 N. 88th Ln.)
9. Fletcher Heights Park (8135 W. Lone Cactus Dr.)
10. Fletcher Heights North Park (7877 W. Hillcrest Blvd.)
11. Ira Murphy Park (7230 W. Cheryl Dr.)
12. Johnny E. Osuna Park & Peoria Women's Club (10510 N. 83rd Ave.)
13. Kiwanis Park (12687 N. 78th Dr.)
14. Monroe Park (8820 W. Monroe St.)
15. Parkridge Park (9734 W. Beardsley Rd.)
16. Paseo Verde Park (7665 W. Greenway Rd.)
17. Rio Vista Community Park & Rec Center (8866 W. Thunderbird Rd.)
18. Roundtree Ranch Park (81st Ave. & Mission Ln.)
19. Sonoran Mtn Ranch Park / East Wing Mtn Trail (7098 W. Miner Tr.)
20. Sundance Park (11091 N. 71st Ave.)
21. Sunnyslope Park (9180 N. 71st Ave.)
22. Sunrise Park (Fletcher Way & Mary Ann Dr.)
23. Sweetwater Park (7460 W. Sweetwater Ave.)
24. Varney Park (11730 N. 81st Ave.)
25. Windrose Park (12859 N. 83rd Ln.)
26. Westgreen Park (8555 N. 87th Ave.)
27. Peoria Community Center (8335 W. Jefferson St.)
28. Centennial Pool (Centennial H.S. - 14388 N. 79th Ave.)
29. Peoria Pool (Peoria H.S. - 11200 N. 83rd Ave.)
30. Sunrise Pool & Family Center (Sunrise Mtn. H.S. - 21321 N. 86th Dr.)
31. Peoria Sports Complex (16101 N. 83rd Ave.)
32. Terramar Park (6900 W. Happy Valley Rd.)
33. Sunset Park (29898 N. Sunset Point)
34. Community Park (future)

FIRE STATIONS

1. Station 191 - 8095 W. Peoria Ave.
2. Station 192 - 18500 N. 89th Ave.
3. Station 193 - 8330 W. Emile Zola Ave.
4. Station 194 - 9800 W. Olive Ave.
5. Station 195 - Pinnacle Peak Public Safety Substation
Police & Fire - 23100 N. Lake Pleasant Rd.
6. Station 196 - 28251 N. El Mirage Rd.
7. Station 197 - 7758 W. Jomax Rd.
9. Station 199 - 40202 N. 87th Ave - Pleasant Harbor Marina

SCHOOLS

Peoria Unified School District

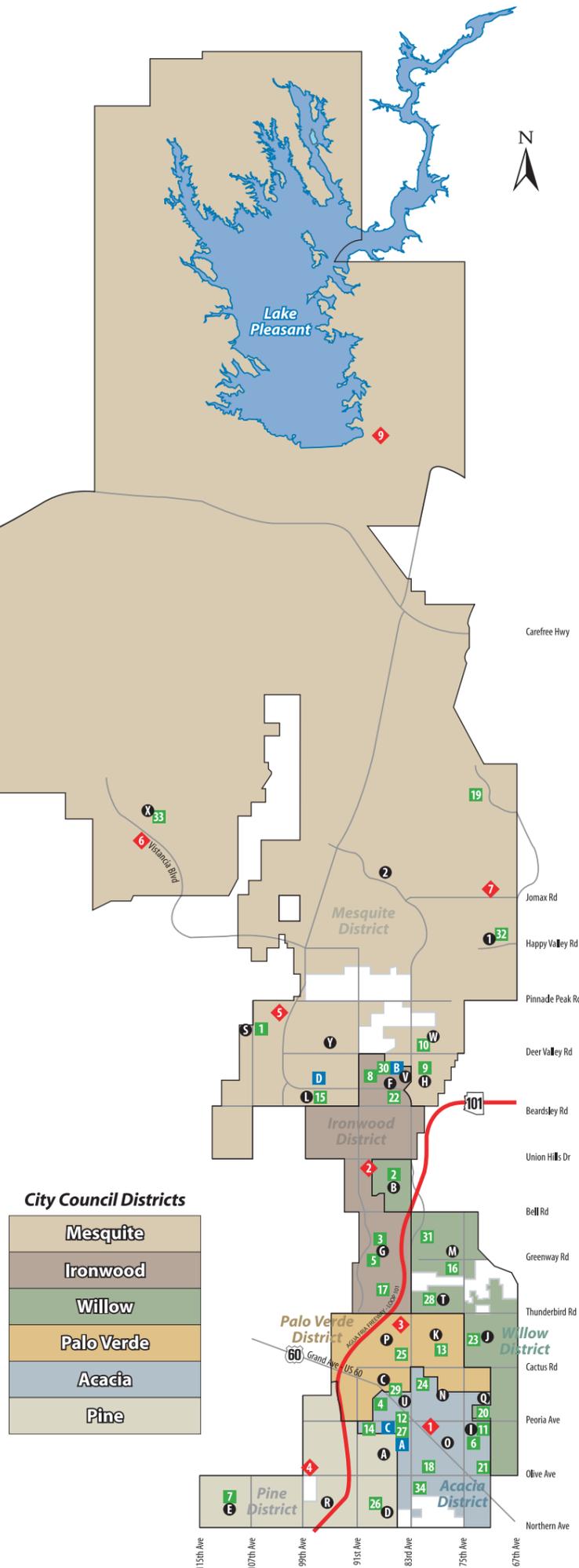
- A. Alta Loma (9750 N. 87th Ave.)
- B. Apache (8633 W. John Cabot Rd.)
- C. Cheyenne (11806 N. 87th Ave.)
- D. Cotton Boll (8540 W. Butler Dr.)
- E. Country Meadows (8409 N. 111th Ave.)
- F. Coyote Hills (21180 N. 87th Ave.)
- G. Desert Harbor (15585 N. 91st Ave.)
- H. Frontier (21268 N. 81st Ave.)
- I. Ira Murphy (7231 W. North Ln.)
- J. Oakwood (12900 N. 71st Ave.)
- K. Oasis (7841 W. Sweetwater)
- L. Parkridge (9970 W. Beardsley Rd.)
- M. Paseo Verde (7880 W. Greenway Rd.)
- N. Peoria Elementary (11501 N. 79th Ave.)
- O. Santa Fe (9880 N. 77th Ave.)
- P. Sky View (8624 W. Sweetwater)
- Q. Sundance (7051 W. Cholla Ave.)
- R. Sun Valley (8361 N. 95th Ave.)
- S. Zuni Hills (10851 W. Williams Rd.)
- T. Centennial High School (14388 N. 79th Ave.)
- U. Peoria High School (11200 N. 83rd Ave.)
- V. Sunrise Mountain High School (21200 N. 83rd Ave.)
- W. Sunrise Mountain North (7877 W. Hillcrest Blvd.)
- X. Vistancia (30009 N. Sunrise Point)
- Y. Liberty High School (9621 W. Speckled Gecko Dr.)

Deer Valley Unified School District

1. Terramar (7000 W. Happy Valley Rd.)
2. West Wing (26716 N. High Desert Dr. SW)

Unincorporated Maricopa County

This map is intended for general reference only. © 2008 City of Peoria
Communications & Public Affairs Department
623-773-7000 / www.peoriaaz.gov





**City of Peoria 2007
Annual Review**

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