



P E O R I A



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R E V I E W



C I T Y O F P E O R I A , A R I Z O N A

City of Peoria



Peoria Mayor and City Council

Bob Barrett - Mayor

Vicki Hunt - Vice Mayor, Acacia District

Dave Pearson - Ironwood District

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Terry Ellis - City Manager



Skateboard photo on pg.4 courtesy Matt Price



Peoria Pride

When a prestigious publication such as **Phoenix** magazine picks a city as one of the top 10 places to live in the Valley, that city has a right to be proud. In its May 2006 issue, the magazine ranked Peoria No. 8, considering several “quality of life” factors, including crime rate, property taxes, home prices, schools and park-to-resident ratio. Some of the special things about this town – Lake Pleasant Regional Park, unique community events and a spring training tradition that draws hundreds of thousands here every March – contributed to Peoria’s ranking.

Factors like these are useful measures to compare one city to another, but a lot more has to happen in order for a community to be a desirable place to live. The big, high-visibility accomplishments are valued only if they take place against a backdrop of responsive local government that delivers excellent day-to-day services. This report illustrates that combination – major accomplishments made possible by a focus on core services. The result is that Peoria enjoys quality of life worthy of recognition.





The quality of life in Peoria neighborhoods was a focus for the city in 2006.

In an effort to develop relationships between communities and City Hall, Peoria launched a Neighborhood Grant Program in August. The program provides money to neighborhoods for resident-initiated improvements – up to \$12,000 per project. The first two grants were \$12,000 to the Lake Pleasant Estates Homeowners Association for playground upgrades and \$5,000 to the Westgreen Townhouse Association Inc. to upgrade alleys and replace an irrigation system. To learn how this program can help your neighborhood, visit

www.peoriaaz.gov/Neighborhood/Neighborhood_grant06b.asp

Peoria held two sessions of its Homeowners' Association (HOA) Academy in conjunction with the West Valley Homeowner Associations. The program gave residents, board officers and management teams a better understanding of how and why an HOA operates. Topics included selecting and working with a management company; legal issues; organizational structures; and assessments and fees. A total of 87 people representing 56 different associations attended the sessions. (Two sessions will be offered in 2007, call 623-773-7250 for information.)

Community & Neighborhoods

The city also sought to build connections between residents and their neighborhood parks in 2006 by implementing a Park Watch Program. The program is a cooperative effort among the Community Services Department, the Police Department and community volunteers. Residents work together to look after their local parks, reporting things such as illegal dumping, vandalism, theft and destruction of property to city park rangers. Police officers and park rangers then handle enforcement. The result is a more cohesive neighborhood with cleaner, safer parks.

The City Council threw a bone to canine Peorians as well, approving \$80,000 in August to create “dog-friendly areas” at Alta Vista, Parkridge and Sunnyslope parks.

These parks now feature bag dispensers, benches, trash bins and fencing. If wagging tails are any indication, the new areas are a big hit.

About 40,000 people attended Peoria special events, including four holiday extravaganzas and a concert series.

Rio Vista Skatepark hosted two major tournaments – the Phoenix Am in April and the Kronik Energy Desert

Dog Bowl Bash in October. Thousands looked on as skateboarding legends including Steve Caballero and Lance Mountain wowed the crowds.

The American Academy for Park and Recreation Administration, in partnership with the National Recreation and Park Association, named Peoria one of four finalists for the 2006 National Gold Medal Award for Excellence in Park and Recreation Management. The Gold Medal honors

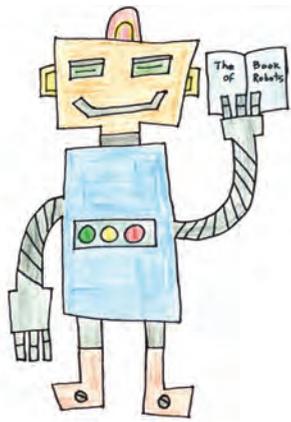
communities throughout the United States that demonstrate excellence in long-range planning, resource management, citizen support systems, environmental stewardship, program development, professional development and agency recognition. The Peoria Community Services Department has been a finalist each of the past three years.

The Peoria Sports Complex won three Pinnacle Awards from the International Festivals & Events Association for spring training activities: a gold award for best overall sponsorship program; a silver for best sponsor follow-up report; and a bronze for best cover design (spring training souvenir program).

Peoria’s Hurricane Katrina relief efforts culminated in January with the delivery of donated vehicles, furniture, equipment and supplies to Long Beach, Miss. Peoria did what it could to help restore municipal operations in Long Beach, sending 25 surplus vehicles and heavy equipment, along with surplus furniture and other tools and supplies. In addition, the Peoria Public Library donated 4,537 books,

DVDs and CDs (valued at almost \$100,000) to help replenish the collection at the Long Beach Public Library.

A local first-grader conceived the design for the Peoria Public Library’s new library cards. Brandon Hang won a contest with the design featuring the words “Be a reading machine” along with a drawing of a robot holding a book.



Be a reading machine!





In addition to creating and maintaining the municipal infrastructure, Peoria is improving the way it communicates with residents about the status of construction projects.

*“Building Peoria” is a new effort featuring improved construction signs and new pages at **www.peoriaaz.gov/BuildingPeoria** to help Peoria residents stay informed about city construction projects around town. A “Building Peoria” insert will be included in the city’s FOCUS newsletter twice a year, in addition to the regular construction project updates in each issue.*

Peoria’s Neighborhood Traffic Management Program responds to resident concerns — such as cut-through traffic and excessive speeds in neighborhoods — by reviewing related problems and implementing various traffic solutions. It completed nine projects in 2006, bringing the total to 55 since 2000. To learn how this program can help your neighborhood, visit

www.peoriaaz.gov/NTMP or call: 623-773-7394



Building Peoria

The city passed important milestones in some large-scale road projects. In September, it celebrated the completion of an important segment of Lake Pleasant Parkway in northern Peoria. The heavily traveled road now consists of two lanes in each direction with traffic lights in the intersections at Pinnacle Peak and Happy Valley roads. In addition, the preliminary design of the Beardsley Road connection to Loop 101 was completed and final design is under way. The city is working to acquire the necessary land and construction is expected to start in the fall of 2008.

Peoria broke ground on the largest capital project in the city's history. When it opens in the summer of 2008, the \$121 million Butler Water Reclamation Facility will have the capacity to treat 10 million gallons of wastewater per day. The treated reclaimed water then will be used to replenish the groundwater aquifer. This technique bolsters Peoria's long-term sustainable water supply, providing the ability to pump from wells when needed in the future.

The City Council approved nearly \$16 million in May to renovate the Municipal Operations Center – the city's field operations headquarters. The centerpiece is a new, 36,500-square-foot administration building that will house the Streets, Solid Waste, Parks & Landscape Maintenance, Transit and Utilities Operations divisions — as well as shop space for Streets, Solid Waste and Utilities.

Construction of the \$19 million Development & Community Services Building began last fall at the Peoria Municipal Campus. The two-story structure, located on the lot south of

City Hall, will house several departments, including Community Services, Community Development, Engineering, Utilities and Public Works. A neighborhood park eventually will occupy the space between this building and the Public Safety Administration Building. Construction is expected to be completed in December 2007.

A 10,000-square-foot fire station built to serve northwest Peoria opened in Vistancia. The three-bay station cost developer Sunbelt Holdings \$2.3 million and was designed to accommodate future growth and staffing needs. The city also broke ground on its seventh fire station, at 77th Avenue and Jomax Road.

It was a big year for parks in Peoria. Two new neighborhood parks were opened: Sonoran Mountain Ranch Park in June and Terramar Park in December. In addition, the Peoria Pool received a facelift and was reopened; playground improvements were completed at Arrowhead Shores and Kiwanis parks; upgraded basketball and tennis courts were installed at Alta Vista, Apache and Deer Village parks; and a second little league baseball field opened at Varney Park.

The Public Works Streets Division laid approximately 76 lineal miles, or 1.56 million square yards, of surface treatment in fiscal 2006 – enough to cover 240 football fields. The total cost was \$1.6 million.





“Readiness” is the watchword for Peoria’s public safety professionals.

The Peoria Police Department was re-accredited by the Commission on Accreditation for Law Enforcement Agencies (CALEA) in November. Accreditation is a stringent process, and successfully completing it reaffirms the department’s commitment to maintaining the highest standards in law enforcement.

The city gathered its emergency response team in late August to walk through the potential actions and reactions that would be necessary during a pandemic flu outbreak. The purpose of the tabletop exercise was to improve the city’s emergency preparedness by exercising response plans and identifying how those plans can be improved.

In October, Gov. Janet Napolitano appointed City Manager Terry Ellis to Arizona’s Homeland Security Coordinating Council. One of only two city managers appointed to the panel, Ellis will serve a three-year term on the 25-member council.

The Peoria Fire Department continued to coordinate West Valley resources for the Central Arizona Wildland Response Team. When a call for help from anywhere in the western United States arrives in the West Valley, the Peoria Fire Department takes the lead, contacting other area fire departments and coordinating the dispatch of equipment and personnel to battle the wildfires.

The Fire Department also hosted members from 25 agencies throughout Arizona in October for the Peoria Regional Battalion Chief Academy. Participants in the officer-training program, launched five years ago under the leadership of Peoria Fire Chief Robert McKibben, can earn three credits through a partnership with Glendale Community College.

Public Safety

Among other developments in the public safety arena:

The Police Department began participating in a state-run database on gang members known as GangNet. The department also accepted a Selective Traffic Enforcement Program (STEP) grant of \$50,000 from the Governor's Office of Highway Safety. The money will fund eight moving radar units for police motorcycles and overtime to focus on aggressive driving, speed, DUI, seatbelt and child restraint violations.

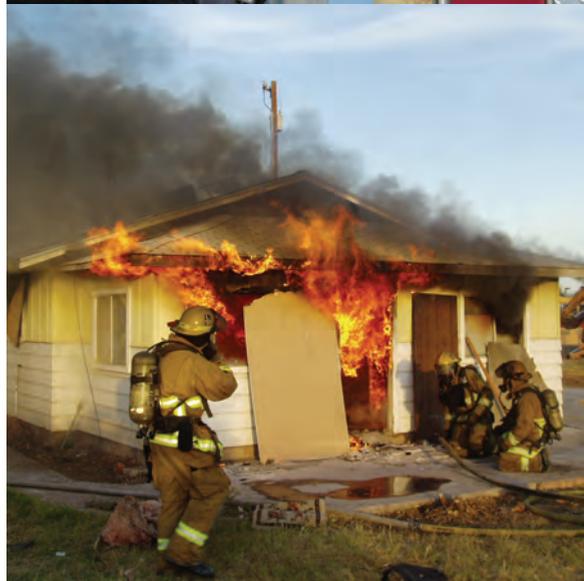
The Peoria Police Department hosted the West Valley's 2006 12 NEWS Child Car Seat Checkup event on Saturday, Jan. 21, at the Peoria Sports Complex. Technicians and volunteers from all over the West Valley participated in the event by inspecting and installing 180 child car seats.

Peoria police raised more than \$41,000 for Arizona Special Olympics during the charity's 2006 fund-raising campaign. The department was the fifth-highest contributor among 72 law-enforcement agencies in a statewide effort that raised nearly \$450,000.

Former Arizona Diamondback baseball player Luis Gonzalez was made Peoria's first honorary police officer on June 14. "Gonzo" befriended wounded Officer Bill Weigt, who was critically injured after being shot on Dec. 17, 2005, and participated actively in raising money on Weigt's behalf.

The Peoria Police Department named Mike McDermott as Police Officer of the Year. Vicky Scott, who manages the Police Communication Bureau, was named the 2006 Association of Public Safety Communications Officials' Center Director of the Year.

Firefighter Mike Moore was named Paramedic of the Year by Arrowhead Community Hospital and Banner Thunderbird Hospital. Firefighter Recruit Betsey Cionca received the Gary Pykare Award from the Phoenix Regional Fire Academy for her outstanding leadership, work ethic, helpfulness and teamwork.





In Peoria, environmentalism and urban planning go together. It's important to care for our environment as the community grows, and Peoria's continued emphasis on responsible planning and environmental awareness in 2006 was backstopped by a focus on a sustainable local economy. In December, the City Council voted to approve a curbside recycling program, which is expected to begin in September 2007. For single-family homes in Peoria, one of two weekly trash pickups will be converted to a recycling collection. For more information, visit www.peoriaaz.gov/recycle. Peoria's Desert Fusion Garden, which demonstrates the ease and beauty of low-water-use landscaping (Xeriscape), won two regional awards in 2006. The Western Maricopa Coalition (WESTMARC) bestowed a "Best of the West" award on the garden. The project also earned an Award of Merit at Valley Forward's Environmental Excellence Awards. The garden is located in front of City Hall's east wing on the Peoria Municipal Campus.



Environment, Economics & Planning

Looking ahead to the extension of Loop 303 through northern Peoria, the Economic Development Department has been working to identify large campus and business park users for a major business and employment corridor. By focusing specific marketing strategies to attract business, industry and employers to the area, city officials estimate that up to 116,000 jobs could be created in the area during the next 25 years – meaning it potentially could become one of the largest employment corridors in the Northwest Valley.

Peoria's Greenway Water Treatment Plant earned three awards at the annual Arizona Water Pollution & Control Association conference in May. The Greenway facility was designated Water Treatment Plant of the Year. Employees John Kerns and Chris Opsahl were recognized as Supervisor of the Year and Instrumentation Technician of the Year.

Annually, city staff prepares and publishes "Growth Trends," a snapshot of the city's growth and economy that is used to plan future programs and services. The document contains a wealth of information from city demographics to planned construction projects, and is available online at www.peoriaaz.gov/planning.

The city's trails went from plans to reality in 2006. As part of Sonoran Mountain Ranch Park, Peoria's first mountain trail (from a trailhead near the park to the top of East Wing Mountain) opened this summer. \$1 million in grants helped

Peoria develop a recreational trail that opened in 2006 near the west bank of New River between Grand and Olive avenues. The trails project will continue in 2007 – a city contractor is collecting data, surveying and drafting possible options for extending the trail northeast under Loop 101 and 83rd Avenue along Skunk Creek.

The Peoria Parks Division teamed up with the Flood Control District of Maricopa County and Wild at Heart (a local raptor rehabilitation center) to prepare a release site for burrowing owls. The owls, relocated from construction sites around the Valley, have settled into their new home on the banks of New River.

In June, the city began using biodiesel fuel for vehicles in its fleet. Adding this capability replaced the need for more than 26,000 gallons of imported petroleum fuel annually with a renewable, domestically produced product. Progressive efforts like this led to Peoria's fleet being named one of the nation's 100 best by *Fleet Equipment Magazine*.

Peoria increased development impact fees in March. An impact fee is a one-time, per-permit payment made by commercial and residential developers toward the cost of public facilities so new growth pays its fair share of necessary infrastructure. Peoria has been a leader in the Valley in developing these fees, and updates them every two years.





The Internet is a vital tool for informing and serving the public – and Peoria is constantly evaluating and improving its Web presence.

*As 2006 became 2007, the city's Web address officially changed from ".com" to the more logical ".gov" – so City Hall's electronic front door is now **www.peoriaaz.gov**.*

*The city also introduced online utility account access in 2006. With the new system, customers can view account information, see current and past water usage and pay utility bills online at **myaccount.peoriaaz.gov**.*

And thanks to a \$40,000 Federal Library Services and Technology grant, wireless Internet access is available, free of charge, throughout Peoria's Main Library.

Customer Service

Some other examples of the municipal focus on efficiency and expertise:

Peoria's Sales Tax Audit Team completed 104 audits during fiscal 2005 (a 25 percent increase from the previous year) that yielded \$1.3 million. It was the third consecutive year in which the Sales Tax Section's audit recoveries exceeded \$1 million.

City Clerk Mary Jo Kief earned certification from the International Institute of Municipal Clerks, joining only 85 others in Arizona.

Peoria's InspecTrack system allows building inspectors to complete everything for an inspection from their job sites, rather than having to drive back to the office at the end of the day to complete paperwork. This technology means less money spent on fuel and more time for inspectors on the job.

A significant number of Peoria officials hold leadership positions in various national and state professional associations where they put their skills to work regionally and get new ideas for Peoria. Fire Chief Robert McKibben is president of the National Society of Executive Fire Officers; Community Services Director J.P. de la Montaigne is president of Major League Baseball's Cactus League; Library Manager Deborah Tasnadi heads the Arizona Library Association; Budget Director Jeff Tyne leads the Government Finance Officers Association of Arizona; Sports Facilities Manger Chris Calcaterra is treasurer of the national Sports Turf Managers Association; and Mike Tellef, public information officer for the Peoria Police Department, leads the National Information Officers Association.

Programming on Peoria Channel 11 won a number of national honors: three Telly Awards, which recognize outstanding local, regional and cable television commercials and programs; two Davey Awards, which honor small organizations that draw strength from big ideas rather than big budgets; and a second-place award of excellence from the National Association of Telecommunications Officers and Advisors.





City of Peoria

Parks, Municipal Facilities and Schools

MUNICIPAL FACILITIES

- A. Peoria Municipal Complex (8401 W. Monroe St.)
City Hall, City Council Chamber, Main Library, Municipal Court
Public Safety Admin. Bldg. (8351 W. Cinnabar Ave.)
- 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.)

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 (1111th 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 (8877 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 - Opening in Feb. 2007)

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 (future)
9. Station 199 - 40202 N. 87th Ave - Pleasant Harbor Marina

SCHOOLS

Peoria Unified School District

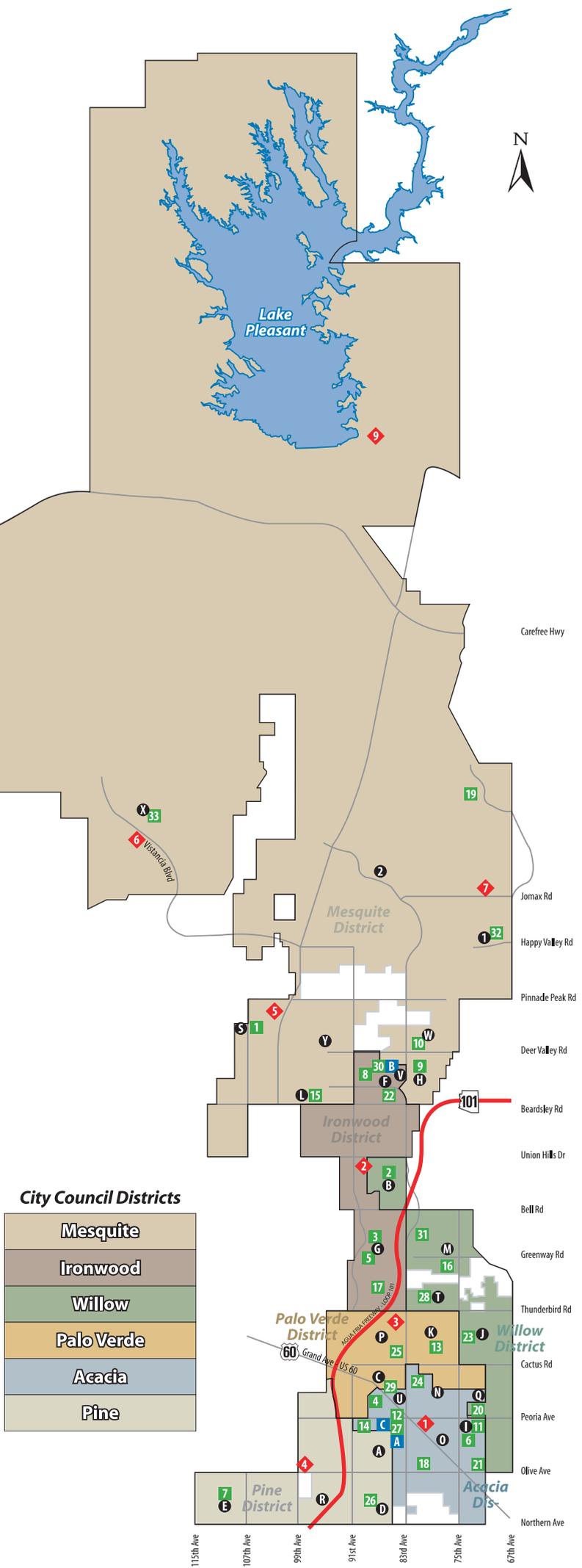
- A. Alta Loma (9750 N. 87th Ave.)
- B. Apache (8633 W. John Cabot Rd.)
- C. Cheyenne (11806 N. 87th Ave.)
- D. Cotton Boll (8540 W. Butler Dr.)
- E. Country Meadows (8409 N. 111th Ave.)
- F. Coyote Hills (21180 N. 87th Ave.)
- G. Desert Harbor (15585 N. 91st Ave.)
- H. Frontier (21268 N. 81st Ave.)
- 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. © 2007 City of Peoria
Communications & Public Affairs Department
623-773-7000 / www.peoriaaz.gov







**City of Peoria 2006
Annual Review**

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