

CITY COUNCIL AGENDA

SONORAN ROOM . 11465 WEST CIVIC CENTER DRIVE . AVONDALE, AZ 85323

BUDGET MEETING
November 28, 2011
6:00 PM

CALL TO ORDER BY MAYOR ROGERS

1 ROLL CALL BY THE CITY CLERK

2 COUNCIL GOAL BUDGET UPDATE AND GOAL SETTING FOR FY 2012-13 BUDGET

Staff will present a status update and request City Council direction for development of policy goals and priorities for the 2012-2013 fiscal year.

3 ADJOURNMENT

Respectfully submitted,

A handwritten signature in cursive script that reads "Carmen Martinez".

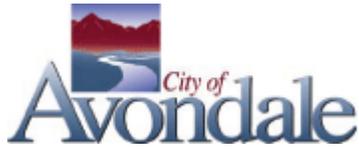
Carmen Martinez
City Clerk

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Personas con necesidades especiales de accesibilidad, incluyendo personas con impedimentos de vista u oído, o con necesidad de impresión grande o interprete, deben comunicarse con la Secretaria de la Ciudad at 623-333-1200 o TDD 623-333-0010 cuando menos dos días hábiles antes de la junta del Concejo.

Notice is hereby given that pursuant to A.R.S. § 1-602.A.9, subject to certain specified statutory exceptions, parents have a right to consent before the State or any of its political subdivisions make a video or audio recording of a minor child. Meetings of the City Council may be audio and/or video recorded and, as a result, proceedings in which children are present may be subject to such recording. Parents, in order to exercise their rights may either file written consent with the City Clerk to such recording, or take personal action to ensure that their child or children are not present when a recording may be made. If a child is present at the time a recording is made, the City will assume that the rights afforded parents pursuant to A.R.S. § 1-602.A.9 have been waived.

De acuerdo con la ley A.R.S. § 1-602.A.9, y sujeto a ciertas excepciones legales, se da aviso que los padres tienen derecho a dar su consentimiento antes de que el Estado o cualquier otra entidad política haga grabaciones de video o audio de un menor de edad. Las juntas del Concejo de la Ciudad pueden ser grabadas y por consecuencia, existe la posibilidad de que si hay menores de edad presentes éstos aparezcan en estos videos o grabaciones de audio. Los padres puedan ejercitar su derecho si presentan su consentimiento por escrito a la Secretaria de la Ciudad, o pueden asegurarse que los niños no estén presentes durante la grabación de la junta. Si hay algún menor de edad presente durante la grabación, la Ciudad dará por entendido que los padres han renunciado sus derechos de acuerdo a la ley contenida A.R.S. § 1-602.A.9.



CITY COUNCIL REPORT

SUBJECT:

Council Goal Budget Update and Goal Setting for
FY 2012-13 Budget

MEETING DATE:

November 28, 2011

TO: Mayor and Council

FROM: Kevin Artz, Finance and Budget Director

THROUGH: Charlie McClendon, City Manager

PURPOSE:

Staff will present a status update and request City Council direction for development of policy goals and priorities for the 2012-2013 fiscal year.

BACKGROUND:

The City Council develops the policy goals and objectives annually to provide guidance for development of the annual financial plan.

DISCUSSION:

For information, discussion and direction.

ATTACHMENTS:

[Click to download](#)

No Attachments Available



2011 Resident Satisfaction Survey Summary

The City of Avondale conducted a survey to solicit feedback regarding the services the city provides. Residents were able to participate either online or by filling out survey forms that were readily available at public facilities and community events.

Surveys were available at the Avondale City Hall, Avondale Public Libraries and distributed at 'City Hall Comes to You' gatherings. Also, during Resident Appreciation Night (RAN) residents were required to fill out a survey for a chance to participate in a raffle drawing.

Avondale also offered residents the opportunity to participate in an online survey, which was promoted through the website, Avondale's Facebook page and via news releases.

A total of 355 surveys were collected from all sources; 89 Surveys collected online, 132 at the RAN event, 135 surveys collected throughout the month of October at various City Facilities and events.

Results were tabulated and reported separately based on the means of collection, to provide a fair analysis of results.

The comments from the online surveys were much more thorough and detailed compared to other surveys collected. It was evident that residents who took part in the online survey did so because they felt they had something significant to state and wanted to be heard. These comments are included in a separate attachment for your review.

City Manager's Office

11465 W. Civic Center Drive • Avondale, AZ 85323

Phone: (623) 333-1000 • www.avondale.org



Question 1 How do you rate city services?

Below are the combined ratings for good or excellent – based on a Likert scale listing; poor(1), fair(2), average(3), good(4), excellent(5).

Online Survey Results

Results provided give us indication that residents believe that the City is for the most part providing **good to excellent** services. The highest ratings were for **Garbage/Recycling Services**, followed by **Public Safety** (Police and Fire). **Lowest ratings** came from **Traffic Flow**.

	poor	fair	average	good	excellent
Garbage/Recycling	1	4	9	34	35
Water pressure	6	4	16	38	19
Fire/Emergency Medical	1	0	14	38	29
Customer Service	2	4	22	35	20
Traffic Flow	15	17	29	14	9
Water Billing	6	10	25	28	14
Police Services	0	6	16	33	28
Street Maintenance	6	9	20	33	14
Park Amenities	2	15	28	22	15
Library Services	3	5	19	33	22
Recreation Programs	4	7	25	29	13
Graffiti and Code Enforcement	1	11	16	32	23
Keeping Residents Informed	6	8	20	27	23



RAN Event Survey Results

Results provided give us indication that residents believe that the City is for the most part providing **good to excellent** services. The highest ratings were **Fire/EMS**, followed closely with **Garbage/Recycling, Library Services** and **Customer Service**. **Lowest ratings** came from **Traffic Flow**.

	poor	fair	average	good	excellent
Garbage/Recycling	2	1	9	28	68
Water pressure	1	4	13	30	53
Fire/Emergency Medical	0	0	6	26	71
Customer Service	0	0	12	28	64
Traffic Flow	4	9	26	25	46
Water Billing	4	3	9	34	56
Police Services	0	3	9	26	64
Street Maintenance	0	2	16	31	55
Park Amenities	0	1	16	29	57
Library Services	0	0	10	28	65
Recreation Programs	1	1	14	26	60
Graffiti and Code Enforcement	2	4	16	25	57
Keeping Residents Informed	2	6	13	22	60



City Facility Collected Results

Results provided give us indication that residents believe that the City is for the most part providing **good to excellent** services. The highest ratings were **Customer Service**, and **Fire EMS**, followed by **Garbage/Recycling**. **Lowest ratings** came from **Traffic Flow**.

**Water Pressure was also mentioned as a low rated category - surveys collected given this rating all came from the same apartment complex (Mirabela).*

	poor	fair	average	good	excellent
Garbage/Recycling	5	1	11	31	66
Water pressure	8*	8*	18	38	52
Fire/Emergency Medical	1	2	9	36	67
Customer Service	0	1	21	34	67
Traffic Flow	2	10	20	37	56
Water Billing	3	5	20	50	64
Police Services	2	3	15	37	49
Street Maintenance	4	6	29	33	49
Park Amenities	2	3	17	51	33
Library Services	2	3	14	30	64
Recreation Programs	0	11	22	41	38
Graffiti and Code Enforcement	1	4	24	41	49
Keeping Residents Informed	4	7	21	40	47

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Question 2 What are your top three priorities for Avondale next year?

Online Survey Results:

1. Job Creation
2. Vacant Houses
3. Future Development/Growth

RAN Event Survey Results:

1. Youth Programs & Activities
2. Job Creation
3. Vacant Houses

City Facility Collected Results

1. Job Creation
2. Youth Programs & Activities
3. Future Development/Growth

Question 3 Tell us what is important to you or your neighborhood.

Online Survey Results:

Safety

RAN Event Survey Results:

Safety and Cleanliness

City Facility Collected Results

Safety and Cleanliness

Question 4 What are we doing well?

Online Survey Results:

Customer Service

RAN Event Survey Results:

Police Services and Communication

City Facility Collected Results:

Customer Services and Clean Community

Question 5 What can we do better?

Online Survey Results:

Job Creation and Traffic Flow (specific to Avondale Blvd.) Customer Services

RAN Event Survey Results:

Road Construction, More Events, Graffiti Clean-up

City Facility Collected Results:

Road Construction and Job Creation

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Question 6-8 What local TV news, Radio, and Newspaper do watch,listen to or read most often.

TV: FOX 10, ABC 15

Radio: Power 98.3, Mega 104.3, KTAR 620AM, KLOVE 105.5

Newspaper: West Valley View

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2011 Resident Satisfaction Survey

ATTACHEMENT: ONLINE SURVEY COMMENTS

3. Tell us what is important to you or your neighborhood.	
#	Response
1	SAFETY & CODE ENFORCEMENT. QUALITY SCHOOLS
2	I live in the NW area of the city. Why do I only see Goodyear fire trucks in my neighborhood? I noticed the new fire station, but I never see anybody there.
3	Please open the fire station on the EMCC campus, we need this service bad in our neighborhood!
4	Dysart Road traffic is bad goin from Vanburan to Mcdowll 10 to 15 min for a mile this wont make people go to stors it will make people avoid going that way. same for Litchfield to daysart on Mc Dowell I and my family always avoid the area becaus of traffic. we use different trough streets to get north and south. If you notice avondale bulv. just open back up to freeway and is crowed because people wont to avoid dysart.
5	Continued focus on improvement in the housing market to stabilize local neighborhoods.
7	Attracting quality businesses that bring high paying jobs to our community. Diversifying and expanding the shopping options within neighborhoods. Innovation and incentives to address the high number of foreclosures in neighborhoods, bringing back vibrancy to our communities.
8	Crime prevention.
9	I live in Garden Lakes -- I would like to make sure the condition of my neighborhood does not deteriorate. Concerned about property values
10	Rapid response for public safety. parks that compare to neighboring cities. financial responsibility.
11	Having owner occupied homes and occupied commercial spaces (Dysart Commons)
12	Firs of all the school system. The District does such a poor job at making sure the kids are getting a great education. I personaly drive 20 mil in to the city. Just to make sure my kids gets a better education in the Osborn school district were they offer the Dual language program.
13	Pride in homeowner, and community
14	Low crime, feeling safe in my home.
15	Completion of Festival Fields with benches, and activities for little kids. Also, there needs to be a municipal swimming pool for the kids.
16	That there are open spaces for children to play and that streets, walls, etc. are kept well-maintained (free of graffiti, potholes, breaks, cracks, etc.). Additionally, the availability of safety personnel in the case of an emergency.
17	Please stop the red-light runners & reckless driving!

18	INCREASE WATER PRESSURE!
19	GETTING REGULAR POLICE TO CIRCLE NEIGHBORHOODS WITH VACANT HOMES, TO MANY KIDS ARE BREAKING INTO THEM.
20	Safety above all else. That all homes and their yards are properly maintained
21	I live in an apartment so the questions about garbage, water pressure and water billing do not apply to me.
22	Items to set us apart from other neighborhoods-attention to detail-good schools-landscaping-safe environment-more walkways/bike paths-gardens-museums-history-art-promoting healthier living-
23	Having something to show for my tax dollar. Currently, I enjoy no public transportation, I do not benefit from the outrageous money being spent on City Center development; my school are poor, traffic is a mess, roads are in poor condition, and community colleges are expensive. What do I get for my tax dollar?
24	Safety, livability (ability to be outdoors safely with my family), programs and services to participate in (sports, cultural).
25	More bicycling pathways. Especially on van buren lvd and Avondale blvd
26	Safety
27	I didn't answer all survey questions because I've had no contact with either police or fire/EMT.
28	that it is clean quiet and safe well lit streets at night
29	Green space development
30	That we keep growing and moving forward (hard to do with economic downturn) but there is a young community here, that needs to be kept here. Attracting businesses that give back to our community. We would love to see revitalizing Western ave (seems to be the heart of Avondale) but buildings need some TLC.
31	The railroad track at Avondale Blvd and MC85 has been in need of repair for the past 6 years. When people come for the race at PIR and drive over it, it leaves a bad impression as to how well the streets are maintained in Avondale. PLEASE FIX IT!
32	Safety
33	safety, clean, roach free
34	Safety, security, cleanliness, and respectful neighbors
35	Crime control, code compliance, libraries that intentionally seek to develop a collection that encourages character development, moral values based on our country's Judeo-Christian heritage, & patriotism. There is a lot of good material from Christian publishers that is overlooked and I'd love to see an intentional effort in expanding those purchases for the betterment of our citizenry and our city, especially youth and children. Today's youth literature seems to focus on vampires and the supernatural (excluding Christianity) and encouraging early sexuality. Even if our kids can't control the dysfunction in their own homes they need to know that there is a different "normal", that the cycle can be broken, and there is hope for the future if they work hard and take responsibility for their lives. I see so many kids at Sam Garcia who are growing up with out good parenting and we only make it worse when we allow bad behavior at the library. Adults need that accountability, too.

36	Code Enforcement, graffiti, vacant properties, police patrols. Personally, trash, water, sewer. Traffic flow with lights on Dysart.
37	To continue to be able to live safely in my neighborhood, maintaining City utility costs, have new development pay for itself, provide some type of home sites for the homeless/near homeless who were our neighbors but fell on hard times. More CDBG funds should be made available for this!
38	Getting rid of the landlords who NEVER keep the property clean and most likely never check backgrounds.
39	Street and landscape maintenance, public art, and making sure that we see reinvestment in older shopping centers
40	House vacancies to be lower, local employment opportunity.
41	It is important to have a major grocery store in my neighborhood. An inside park a place for children to play during the hottest months, and more transit routes.
42	Support of new business development
43	Vacant homes, unruly yards/weeds. Multiple signals do not cycle correctly and/or do not register a vehicle stopped.
44	The park behind Sonic on 2nd street need more police vigilance we walk with our kids after school and you can smell the weed they are smoking even under edge kids
45	That is it safe, clean and a great place to raise a family
46	Safety
47	The fact that I live on the edge of Avondale and Goodyear, the police need to be making rounds though that area, so we know they are there, I have seen may 3 police officers from Avondale roaming the neighborhood in the 2 years I have lived in Litchfield Mountain Estates, unless they get called, but even when they get called goodyear pd shows up some times before Avondale does yet we pay Avondale taxes. I want to see the city take care of my neighborhood even if we are the farthest out, from everything, and see our police dept, actually respond to issues and have a presents in the area.
48	Having a good education for our children.
49	Less crime and more families moving in the area than there are moving out.
50	Neighborhood safety is important, having block watches are a wonderful idea. I started one, had our first meeting and then never heard back from the city representative.
51	Keeping the neighborhood clean
52	Safety
53	Making sure deterioration due to the vacancies and economy are kept in-check. That a police presence is of importance to the City.
54	increasing home values
55	Cleanliness.

56	More public activities such as festivals ect.
57	I really think that every city in Southern az should have a community pool. Avondale does not have one, I had to take my kids to lessons at Peoria, quite a distance but much more affordable then The YMCA
58	It is important for my neighborhood to feel safe not only in their HOA communities but also outside of their living area such as shopping center too
59	There has been a stall on bringing a qt to the nw corner of coldwater springs and avondale blvd. Why would the city not embrace and work with this company to generate revenue.
60	Less crime
61	roads and police presence in neighborhood to enforce parking laws.
62	HOA - have the ability to park trailers in the in the driveway so a person wouldn't have to rent (time are tough - every penny counts.)
63	Code enforcement and safety. Coldwater HOA is doing it right, however needs continued support from police and city officials to enforce. City officials working with HOAs will increase city prosperity. I have been a dual resident in Avondale and Chula Vista, CA for several years and have learned what works. I would be more than happy to talk with city officials or be given a chance to write a point paper.
64	Safety
65	STOP WORKING ON AVONDALE BLVD! ITS BEEN UNDER CONSTRUCTION FOR 5 STRAIGHT YEARS NOW!!!! ENOUGH!
66	Knowing I live in a safe, quiet neighborhood
67	Un-contained trash pickup.
68	Security within and around my neighborhood is important to me (with the added housing vacancies and what seems to be a lessened police presence, I am concerned about the increase in truency and associated vandalism and overall crime).
69	The important concern for my family is that my neighborhood is safe,peaceful, have friendly neighbors that take pride in ownership.
70	Parking on the street is a hazard. Avondale is full of children and they seem to be outside playing at all hours of the day and evenings. They dart out chasing balls etc...allowing parking on the street inhibits the drivers from seeing children. I recommend the city forbidding overnight parking on the streets as many other neighborhoods do. It is safer for residents and it is more aesthetically pleasing to potential residents.

4. What are we doing well?	
#	Response
1	AFFORDABLE TRANSPORTATION. KEEPING
2	Everywhere I go, I see a police car.
3	bill pay online is great
4	Communicating the priorities of the city and spending wisely.
5	Code enforcement
6	Accessibility to city leadership in order to address issues/concerns. Innovation in communication.
7	patrolling neighborhood more often.
8	Avondale is a well-run city.
9	catering to the less fortunate. free programs. public services such as the community center, programs such as shot, gain, vin etching...
10	Trash, bulk trash, and recycling! Services are always on time and when listed. Staff has been very helpful.
11	The Police response is great I think the city it self looks clean and neat maks such a great difference. Thank you keep up the good work.
12	Almost everything
13	Manage to maintain city services in a challenging economic enviroment.
14	Classes in the evening on garden, landscape, watering etc. Please keep doing free classes. I like the longer hours of City Hall so I can do things after work.
15	Upgrading and developing Old Town Avondale is a good thing.
16	Most everything :) The city is very nice and well-maintained.
17	Programs like the sewer-line insurance. Library service.
18	When I contacted water Dept. they responded quickly.
19	KEEPING US INFORMED ABOUT UPCOMING EVENTS.
20	Police response time has been excellent. I've had occassion to need information about police presence in our neighborhood and the feedback has been courteous.
21	Avondale's outreach is fantastic. From news releases to Channel 11 to the City Hall Comes to You, there is always

	some way that the city reaches out to people.
22	The police and fire department time response is great! I have joined the Garden Patch Community Garden behind City Hall-this is/has been a wonderful experience i hope it continues and grows. Avondale libraries have been a positive for the community! Surprised about the wonderful design on the freeway under bridge on Avondale blvd - can the "row" of the other dragon fly's on the freeway be torn down and this "mold" design be put up instead???
23	spending money on murals underneath freeway overpasses.
24	My family has enjoyed the concerts in the ampitheatre that used to be held. We have participated in T-ball for many years. The library is easily accessible and has many fun events for kids.
25	getting more business into the community. The new library and the civic center
26	Correct billing and overall a great job.
27	city services
28	Basic city services are excellent
29	The different projects and services that you are bringing to community. I like Zoom (we don't use it) but think it is great for our community.
30	Communication
31	parks, plants
32	Everything except what's listed in box 5
33	Communication via e-mail notices and city website. Orientation towards encouraging the family unit and addressing needs of youth to keep them out of trouble and give them hope for a future. City programs for patriotic holidays. Striving to keep our city's budget balanced. The HOA summits are great--my husband is on our HOA board and has gained a great deal of help from these. Thank you for providing them.
34	Water, Sewer, trash. Special Events, Library.
35	fire and police protection code enforcement sanitation EXCEPT for lack of attention to uncontained which is getting out od hanmd again! NO ONE is watching the COOP!
36	maintenance
37	Avondale is doing well at being in the forefront of many ideas/projects. The new circulator bus was a great idea and I love the investments that the City has made in public art and public facilities (library, etc.) as well as the proposed Children's Hospital.
38	Proactive with community regarding local issues/changes
39	The librарys are wonderful in Avondale. Fire Dept, parks and rec.
40	Keeping the streets clear and debris free

41	Trash/Recycle. Code Enforcement ROCKS!!
42	The garbage and recycling program is doing well.
43	Our neighborhood is good kepted
44	Keeping the streets clean, protecting citizens, keeping us safe.
45	Good about picking up trash and recycles and bulk pick up love that I don't have to go to the dump like my other friend I can live stuff curbside and know that it is taken care of. And I love the APP to report things to the city and the quick response.
46	Developing the infrastructure to a healthy city.
47	The city services are great, never had any issues.
48	Police Officers respond in a timely manner. Construction on 107th Ave between westwind pkwy and Indian School Rd is done and looks great!
49	Recycling program is great!
50	Recycling
51	Code enforcement, customer service, response to the community and emails, phone calls, posts, etc.
52	Advertising on your blog.
53	City is very clean
54	the city does a great job of keeping the city clean and the police help me feel safe ;). (even though I just got a ticket....but my fault)
55	The streets look clean and on top of graffitti on the walls
56	Garbage and recycling. But would like to see more recycling.
57	NA
58	great customer service either in person or on phone. The military serevices are very touching and well done.
59	I always see police driving through our neighborhood - I like that.
60	Informing residents and keeping open communication. I am sure people do not want to hear increases in taxes etc, but if you show them a plan and execute the plan most people will except increases. The fact that your website is informative is a positive step. Our recreation programs are adequate for a smaller city. I am impressed with what is offered and I am sure we can continue to increase our programs as the city continues to mature in its historical identity.
61	I love the art on the underpass on Avondale Blvd. That is great and I applaud you for investing in it.
62	Good police presence

63	I have had pleasant experiences with Avondale's Customer service, as well as a recent pleasant experience with an Avondale Police Officer (who was not only expedient in his response to our call, but, was also genuine in his sympathetic approach to our concerns)
64	City of Avondale is doing a wonderful job in taking our city to greater heights. Please continue to keep having the best interest of the citizens and strive to be the best city.
65	The community parks seem to be very well maintained.

5. What can we do better?

#	Response
1	MORE SHOPPING AND DINING. PLACES SUCH AS TARGET. IMPROVE LIBRARY TECHNOLOGY AND SERVICES. ABILITY TO HAVE E BOOKS AND E AUDIOBOOKS FOR MOBILE DEVICES.
2	Parks are obviously not being maintained like they used to be.
3	ANIMAL CONTROL
4	You need to put your water bills online, and save the expense of sending them out! SW Gas has a good model!
5	Tired of all the torn up roads and the impeded access to the I-10 off of Avondale Blvd.! Would like more local community events such as an art walk, concerts, and farmer's market. (Kudos for the one starting at Friendship Park next month!)
6	complete Avondale I10 construction. Televis council meetings on channel 11.
7	prioritize better with money spent, create more commerce/ job opportunities to bring in more tax revenue, become more competitive with other cities with regards to public safety personel.
8	Promoting existing and new small businesses. I have missed businesses coming and going without every noticing them. I think more and/or bigger signs might help. Water bills need to be billed on current useage, like electric and gas utilities.
9	Don't build to many houses so that our property value goes up and we can start spending money. Thanks
10	Citizen participation in emergency preparedness. There is a lot of lip service but little actual efforts. Also more information and more timeliness on major street renovations (107 Ave & Thomas Road; Avondale Boulevard at I-10.
11	Better code enforcement execution to keep us from becoming another Maryvale. Fire Department need to be more community active in events. So that their not faceless strangers to the community.
12	Just hang in there. We appreciate the hard work.
13	Encourage new business and supporting those that are here.
14	More programs for youth and families (special events).
15	INCREASE WATER PRESSURE
16	LETS KEEP WORKING TOGETHER TO KEEP OUR CITY BEAUTIFUL.
17	The streets in Old Town Avondale need to be upgraded. They need to be smoother and cleaner.
18	Consider that not everyone lives in a single family home within Avondale's boundaries! :-)
19	Either move forward with Western Ave-old town Avondale- or close it up-never seems to move forward though funds are continued to be put into it. Remind the mayor and the city council we do not want section 8 or to be a bedroom community for low income families- our sites need to be set higher! It should be more about the city's heritage very

	<p>disappointed about the Billy moore day issue-again the city's heritage. Would like to see something come of the Aqua Fria waterway- a walkway-more habitat development we are really missing the boat (literally)on this one. Welcome in small business instead of giving them roadblocks-box chains are out mom and pops are in-more landscaping versus the "tree/shrub row" take a look at how it is done in Scottsdale (ex:the MIM Museum) this is desert landscaping at its best. The sports center is nice-different with all the colors-but all you see is one GIANT PARKING LOT? Would like to see an Avondale Museum- There seems to be an extreme lag time to get anything done/proposed or built in Avondale- you consistently read how this is coming here and there but 10 years later we are still waiting for "city center" and it has taking and still is under construction Avondale Blvd for 6 months plus! Why does it seem we can not MOVE forward.....</p>
20	<p>spend my tax money directly on services that benefit me as a resident.</p>
21	<p>My biggest complaint of Avondale that has gotten a little better over the past 10 years we have lived here is the continuous sidewalk situation. At one time, I heard about a recreation corridor in the Agua Fria River area that would be available for exercisers to be safe from traffic and have somewhere to be. My family likes to get our physical exercise outside and it is difficult to go anywhere without have areas that are not safe against traffic. We like to go to ride bikes to the library, run to the store, and rollerskate to school. There are areas in each of these plans that we have to travel in an area without a sidewalk that is very near traffic and can be dangerous. The sidewalk north of Littleton Elementary that was completed has been extremely well used by our family. Thank you!!! A few areas of concern specifically for my family are: Van Buren just east of Avondale Blvd (This is one of the most unsafe areas I travel...I am usually on rollerblades pushing a double wide stroller). A second area is the NW corner of Avondale Blvd and Cold Water Spring Blvd. The final space is the asphalt with the railroad tracks on the north side of Buckeye Road and the intersection of Avondale Blvd. Where cars travel, the asphalt is flat and has been evened out. But, where pedestrians travel, it is extremely bumpy and difficult to pass. My kids have difficulty pushing their bikes over the area and it is unsafe with my rollerblades. There is also no sidewalk, so we are literally inches from traffic (at it is a busy intersection). One thing I have known for many years, is that vehicles do a poor job of yielding for pedestrians, bicyclists, etc. They just aren't looking for them and don't see them.). If either side of the street had a sidewalk, we would have at least one place to travel safely. It would be an added benefit to the Healthy Avondale initiative to have a pedestrian friendly city.</p>
22	<p>Finish the construction work on aondal blvd and I 10 freeway. Seems like nothing is happening there and the traffic is horrible. I feel sorry for Hilton hotels and the restaurant.</p>
23	<p>Increase staffing for animal control. Unfortunately, ive seen many stray dogs since moving here in 2005 .</p>
24	<p>Traffic turn lane signals could be longer. Can you do anything about the length of time workers have been messing around with Avondale Exit off I-10?</p>
25	<p>police services maybe it is just my imagination but it ssseems the goodyear cops are more supportive of just ordinary people who need help. They even gave my car a jump one time when my car wouldn't start.</p>
26	<p>Firm control of future city development through land purchase</p>
27	<p>I really am diappointed in the recreation services that the city offers. With small children there are not enough options for city leagues or special interest classes. We still utilize the services from the city we moved from.</p>
28	<p>Repair the railroad track at Avondale/MC85</p>
29	<p>pick up road kill asap rather then days or weeks</p>
30	<p>Street light timing is horrible from Buckeye road to Mcdowell. I can end up stopping at every stoplight and only for one or two cars and I am on Avondale Blvd. And there are more specific issues I would like to discuss but only in person. The cleanliness at Friendship park is horrible. The playsets are covered in dirty hand prints. The sand in the playstes has garbage. The grass and rocks have poop all over them. We now go to the Goodyear park with the splash pad. It is much cleaner and has a lot more to do. And last... Why does it take so long to complete a widening project at Avondale Blvd and I-10. They have widened the I-10 and the loop 101 in less time than these idiots. When I see people working, I usually see an average of 4 workers on that project, and that's when I see someone. Quite often, I don't see anyone working on the project. I go by this way almost everyday. It is extremely inconvenient for myself and other residents to</p>

	<p>sit in traffic to get on the highway. I am embarrassed to endorse this city for such a pathetic performance of traffic improvement. Please contact me if you would like. I have really enjoyed living here. Thanks for your time.</p>
31	<p>Try to get the underpass exchange at Avondale Blvd and the I-10 open. It's been way too long for this project and it's frustrating for regular users. Any attempts to develop Old Town Avondale should, in my opinion, include rather than exclude traditional SW architecture. The Sam Garcia Library building is a complete puzzlement to me. It could have been a beautiful traditional SW building that was a cornerstone of an Old Town theme. Enforcing policies at the libraries (Sam Garcia especially) is critical to providing a library environment. Our staff is wonderful but needs encouragement in their position of authority and holding patrons accountable. I fear we often encourage patrons to live down to low expectations. The Randall McDaniel Sports Center is a wonderful addition to our community and I'm excited for its existence. However, it is one of the most unsightly buildings I've seen in a long time. The paint colors could have been eye catching without being gaudy. I continue to be amazed at how unattractive it is. In spite of my criticisms I feel Avondale has a city government that strives mightily to make Avondale a great place to live. Thank you for all you do.</p>
32	<p>Update web site calender with events.</p>
33	<p>Traffic flow on Dysart. Signal at school when no school in session/gate closed. Can't this be programmed?</p>
34	<p>sanitation- for lack of attention to uncontained which is getting out od hanmd again! NO ONE is watching the COOP!</p>
35	<p>property taxes</p>
36	<p>I would like to see new developments and redevelopment of existing areas to have a more pedestrian friendly design, where the focus is not the car. It would be great to see restaurants and stores that have apartments on top.</p>
37	<p>Bring good strong companies to invest in Avondale & have them employ residents.</p>
38	<p>Build more or open the empty buildings in the city, we need the jobs. There are still way too many Avondale residents out of work.</p>
39	<p>Publicize community events better.</p>
40	<p>Police dispatch do not ever know where to refer me when I call to report a signal light with a bulb out. I just looked number up online and call them directly now.</p>
41	<p>Get our street resurfaced it has been on the waiting list for ever.</p>
42	<p>You need to go by the streets and look for non working cars park on the streets, lots of cats make the neiborhood smeel really bad</p>
43	<p>I haven't been here enough to know the answer to this. We just bought our house and moved here 2 months ago. But so far we like everything here.</p>
44	<p>Better Police presents, and make it so we can see our bill online for water and trash that we are not getting mail which cost the city more money since it is all online. I could even help build it as well since I have web site experience</p>
45	<p>Try to bring high wage jobs to Avondale, attract big companies to the west valley.</p>
46	<p>The library is terrible. The money was spent on an airport hangar type building and very little on books. I actually drive to a Phoenix library rather than drive two blocks to Avondale's library.</p>
47	<p>More mailed fliers sent out about city events.</p>

48	Better police response.
49	Police presence.
50	Clean up older parts of the city.
51	Get the info out to apt complex.
52	the pool!
53	On the corner of 107th and Indian school road it is unsafe for anyone walking there alone at anytime of day. A YMCA with afterschool program, minature golf course, public parks for mini concerts and events, and fitness centers
54	TRAFFIC. The planners you have now are incompetant! They have not handled the traffic closures correctly at all. I just read the article on az central 10/10. It is not truthful. I personally know people with adot and avondale is to blame on this. I really wish there was anything I could do more to call the city out on this project. You have created a mess, cost us tax payers money, and put us in harms way as well as inconvieneing a majority of you citizens. It infuriates me to see the city make false excuses. I will now look for any outlet to state my points and bring light to this subject. Enough already! Quit wasting my time and money! Put some one in place to get this handled and hold some people accountable!
55	Planning of road projects so another Avondale Blvd and I10 doesn't happen again.
56	Get the streets done so they are not torn up all the time.
57	You have to keep an adequate police/fire force that the community draws to. The Avondale police dept. is not too well known in the community, and I sense a division between citizens and police force. We want to be proud of our police and fire dept. Talks of cutting back on police/fire dept is detrimental to the moral of a community. Sure, economic times are rough, however with creative redistribution of funds and efficient leadership this problem is manageable. We also need to be a city that draws in small business in our downtown district. Historic Avondale could potentially be a gold mine if properly advertized. Again, it comes down to studying other successful cities and modeling a plan that will fit the dynamics of our special city.
58	More books in the library
59	QUIT WORKING ON AVONDALE BLVD!!!!
60	Start enforcing the state law concerning loud motorcycles
61	In my opinion, Avondale's Youth Services is poor. I would like to see more active League's (Baseball, Basketball, etc.). Additionally, I have noticed more and more issues involving the golf course area(s)... it appears that people have begun to use the area as their own personal playground area, which, causes me added stress due to individuals being able to access my back-yard much more easily - I would like this area to have added security to address this issue.
62	There is always room for improvement.
63	A lot of residents walk their dogs "off" leash while they ride a bike/run/walk near them. I have been chased by two pit bulls, attacked by one in the last month while walking with my golden retriever. Please enforce the leash laws especially for aggressive type dogs.



City of Avondale

Financial Status

Council Budget Work Session
November 28, 2011



City of Avondale

Economic Indicators

<ul style="list-style-type: none">• 2011 – October<ul style="list-style-type: none">• National<ul style="list-style-type: none">• CPI -0.1%• Job change = 80,000• Unemployment rate 9.0%• Arizona<ul style="list-style-type: none">• Unemployment rate 9.0%• Job change = 15,500	<ul style="list-style-type: none">• 2010 – October<ul style="list-style-type: none">• National<ul style="list-style-type: none">• CPI 0.2%• Job change =171,000• Unemployment rate 9.7%• Arizona<ul style="list-style-type: none">• Unemployment rate 9.8%• Job change = 44,700
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FY 2011-2012

State Revenues

- State Shared Sales Tax
 - Sales Tax collections excluding the \$74.7 million from the temporary 1-cent increase, collections were \$304.0 million, or 7.7% above October 2010.
 - Avondale's distribution through September is \$1,416,488: 5.6% above City forecast
- Income Tax
 - Individual Income Tax net revenues were \$264.7 million in October, or 29.9% above the prior year. Collections were \$54.8 million above forecast. YTD, revenues have grown 13.9% and are \$108.2 million above forecast



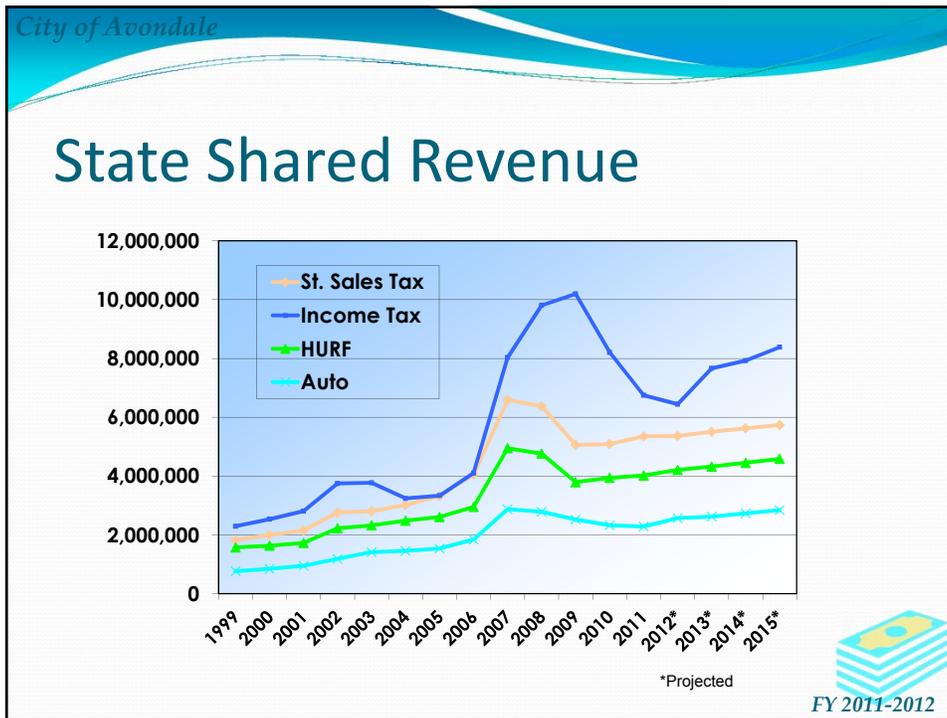
FY 2011-2012

State Revenues

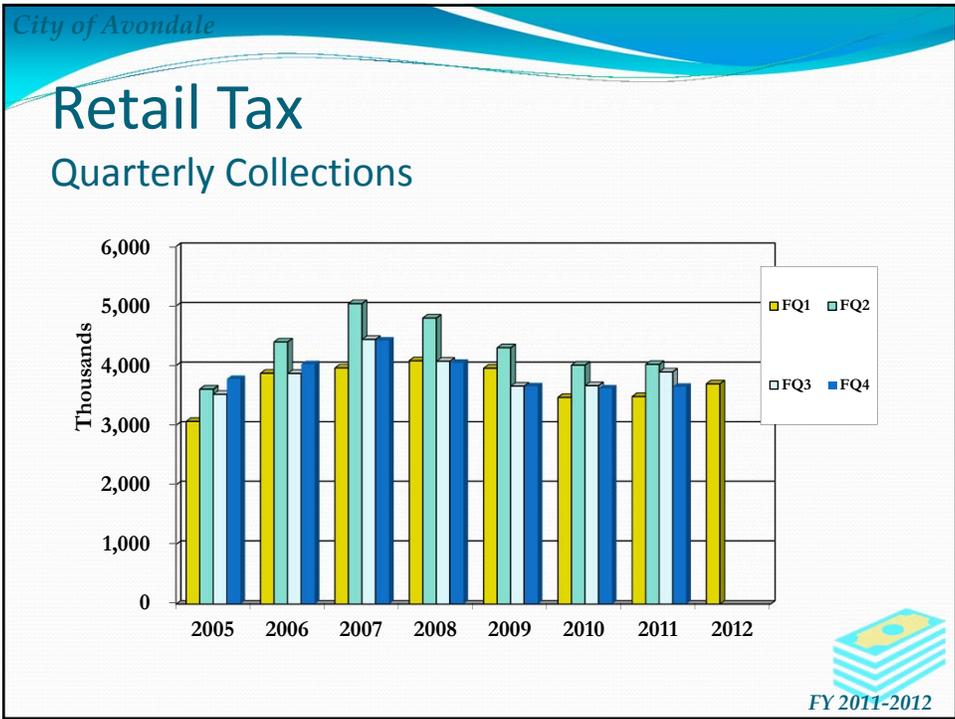
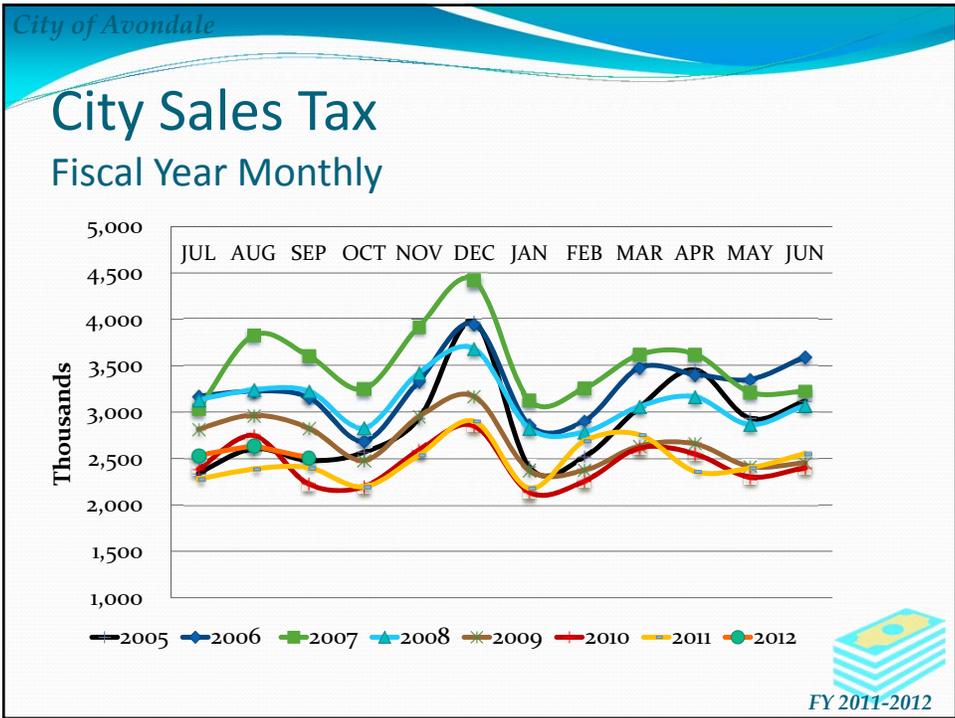
- Auto In-Lieu Tax
 - YTD Disbursement to Avondale is \$804,345; or (7.2%) and \$62,442 below City forecast
- HURF
 - YTD Disbursement to Avondale is \$1.3 million; or (10.6%) and \$138,411 below City forecast due primarily to legislative sweep of HURF revenue.

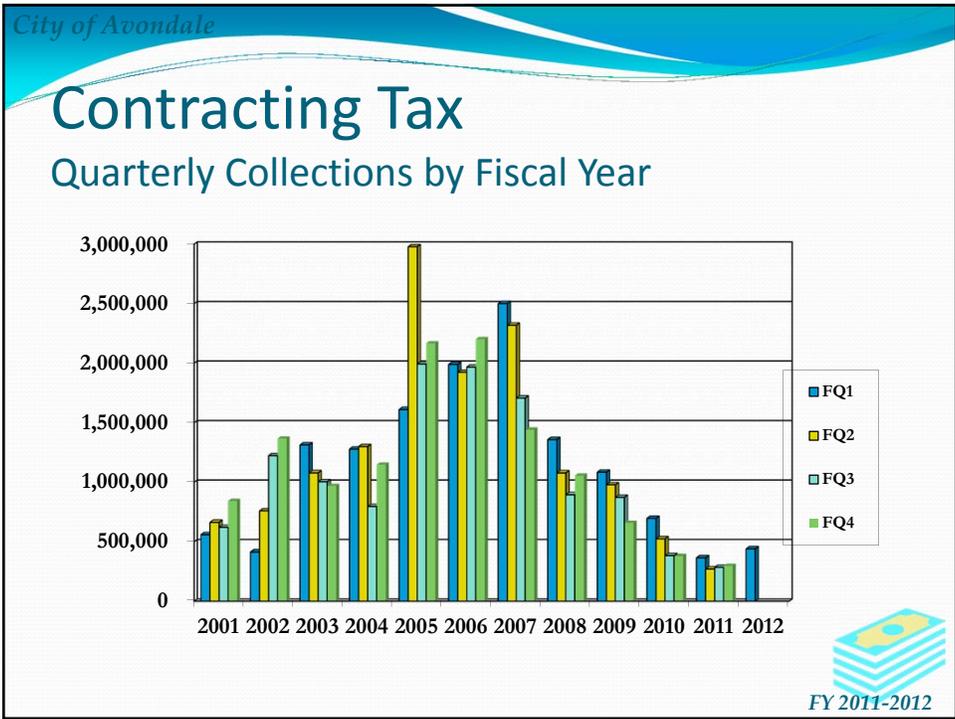
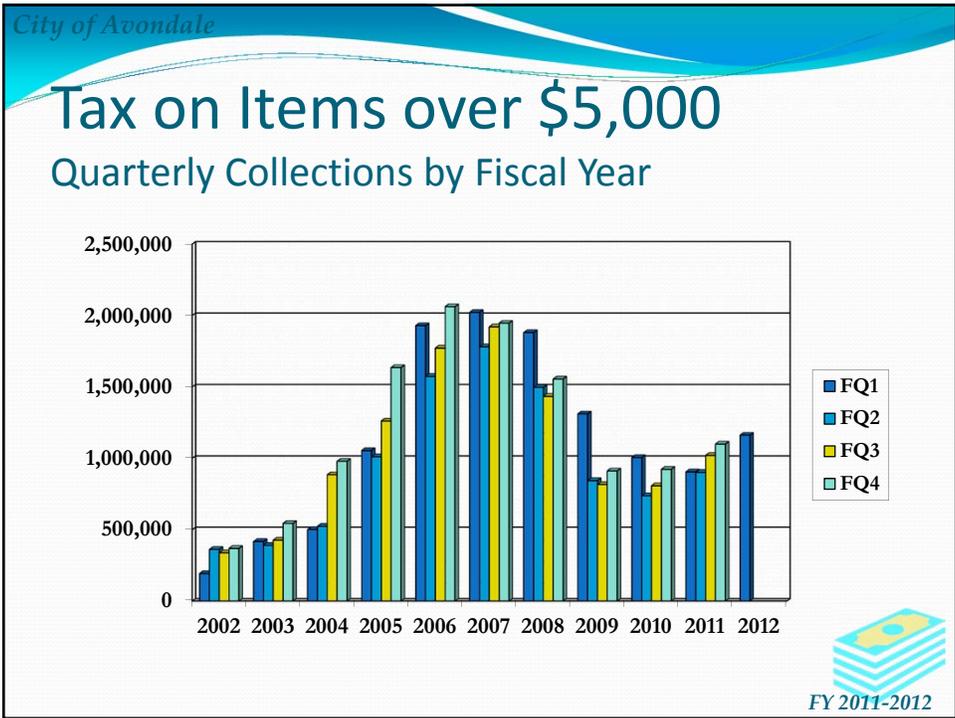


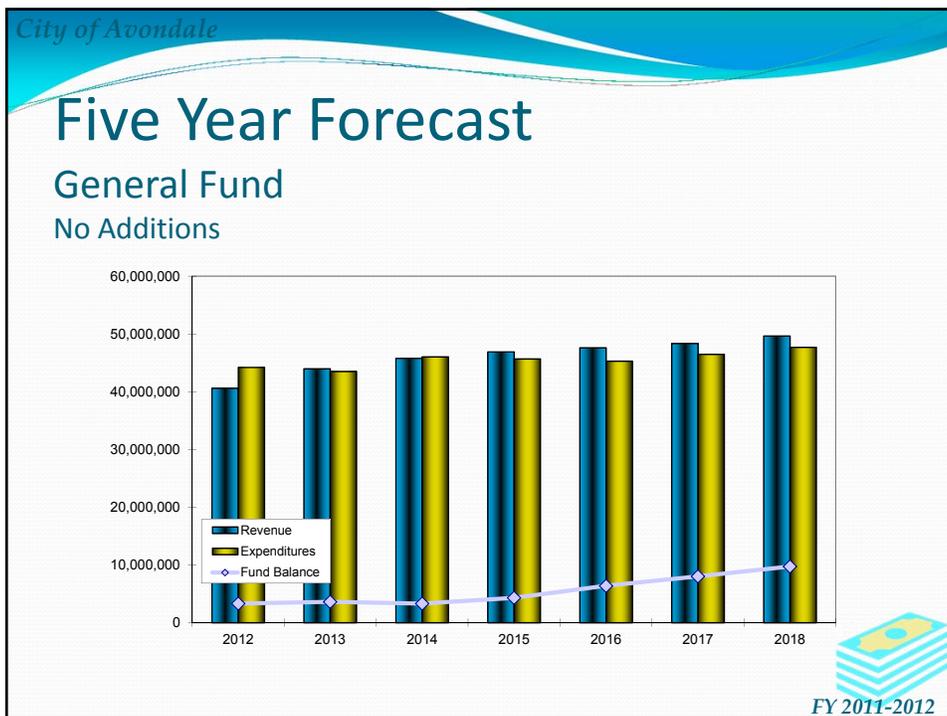
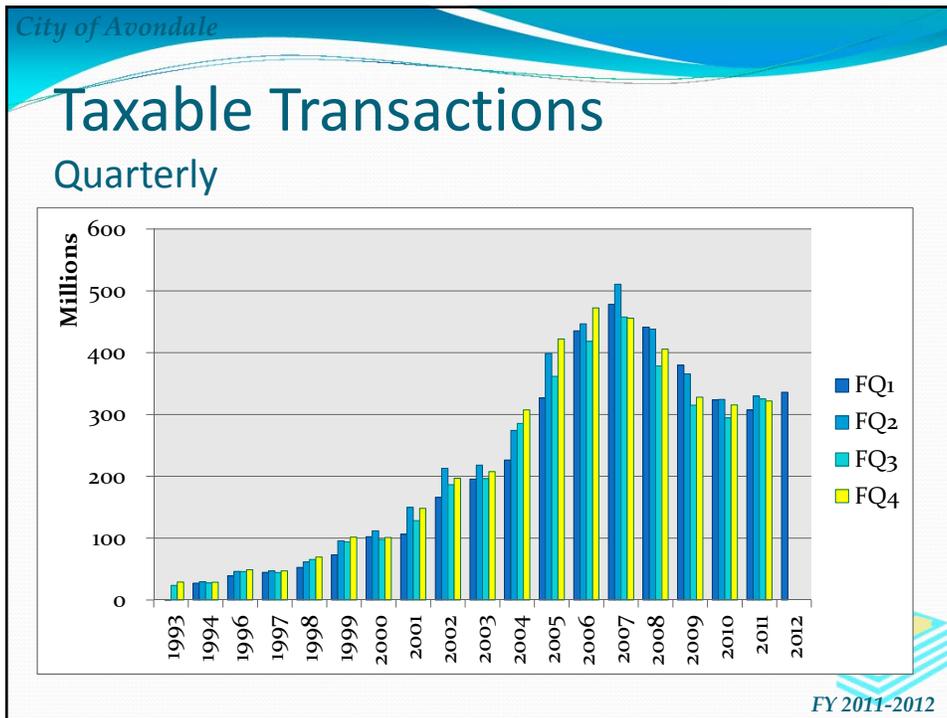
FY 2011-2012



- City of Avondale
- ## Local Revenues
- Sales Tax
 - YTD collections are at \$7.7 million which is 4% above budget and 9% above prior year.
 - Development Revenue
 - Permits & review fee collections to date are 13% or \$36k above budget
 - Development Fee collections to date 62% below or \$116,000 below forecast
 - Fines & Forfeitures
 - Court Fine collections to date are 14% or \$55k above forecast
- FY 2011-2012







City of Avondale

Fiscal Year 2012-13

- Budget Impacts
 - ARRA funding for CAT officers ends
 - Gangplank contract
 - Position changes
 - PSPRS
 - Regional Wireless Cooperative



FY 2011-2012

City of Avondale

FY 2012-13 Projections

Resources	On Going	One Time
Estimated Revenue	\$ 39,591,000	\$ 4,553,550
Total Resources	\$ 39,591,000	\$ 4,553,550
 Expenditures		
Base Budget FY2011/12	\$ 37,577,370	
Contingency		\$ 3,298,250
Capital Project Transfers		1,200,000
Special Events		904,000
Budget Impacts	167,450	-
ARRA Fund Officers	340,000	
Regional Wireless Coop	174,620	
	\$ 38,259,440	\$ 5,402,250
 Balance of Available Revenue	 \$ 1,331,560	 \$ (848,700)



FY 2011-2012

City of Avondale

Wage & Salary Costs

By Fund

Fund	Cost per 1% Adjustment
General Fund	252,210
Highway User Revenue Fund	10,440
Public Safety Dedicated Sales Tax	33,550
Water Operations	20,590
Sewer Operations	13,580
Sanitation	11,130
Risk Management Fund	2,310
Fleet Services Fund	3,860
Total Cost	347,670



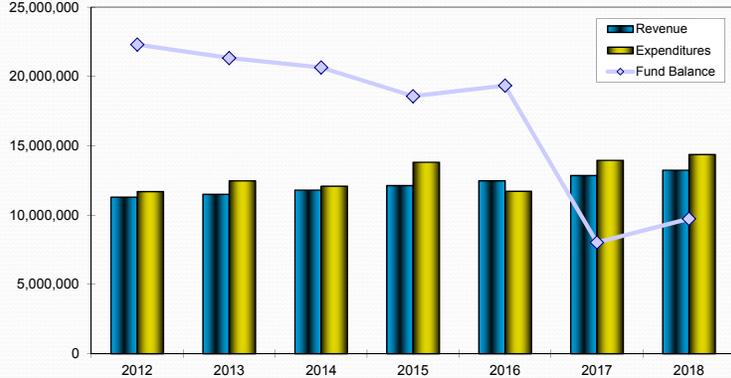
FY 2011-2012

City of Avondale

Five Year Forecast

Water Fund

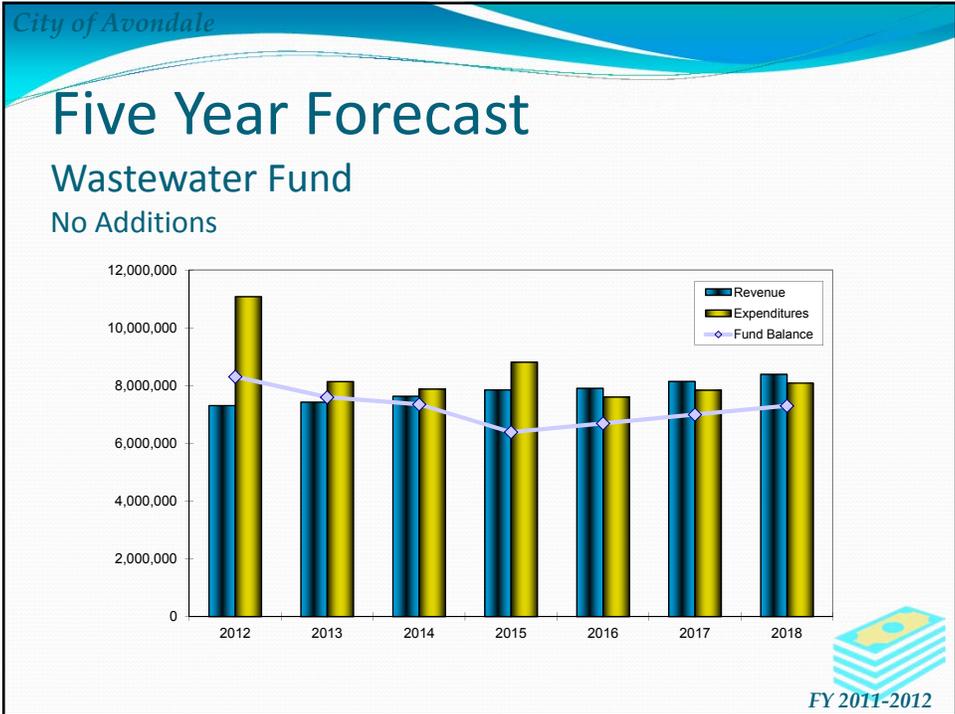
No Additions



Year	Revenue	Expenditures	Fund Balance
2012	11,500,000	11,500,000	22,500,000
2013	11,500,000	12,500,000	21,500,000
2014	11,500,000	12,000,000	20,500,000
2015	12,000,000	13,500,000	18,500,000
2016	12,500,000	11,500,000	19,500,000
2017	13,000,000	14,000,000	8,000,000
2018	13,500,000	14,500,000	9,500,000



FY 2011-2012



City of Avondale

Questions?

FY 2011-2012



City Council Goals Update

Charlie McClendon, City Manager

November 28, 2011

Goal: Financial Stability

Ensure the long term financial stability of the City. Maintain the fund balance, contingency reserves, and service levels to ensure efficient operations.

Objective	Status/Results
Ensure the public is informed of Avondale's financial position and financial outlook.	<ul style="list-style-type: none">● Budget and Financial Report are posted on line along with the fee schedules. Periodic updates provided at Council work sessions and retreats.
Take a strong position on protecting State Shared revenues and local control.	<ul style="list-style-type: none">● Avondale is considered a leader among the cities in legislative efforts.
Ensure that new and current state legislators are well-informed regarding the importance of State Shared Revenues to the cities' ability to provide service to their constituents.	<ul style="list-style-type: none">● IG Manager devotes considerable time to discussions with our legislators.● West Valley Mayors and Managers held a forum with legislators in October.● Departments providing information on contracted services.

Goal: Quality of Life

Provide quality of life options and opportunities in the community.

Objective	Status/Results
Continue to market our quality of life.	<ul style="list-style-type: none">● National winner of Digital Cities award● Numerous positive news articles and RAVE● Web site redesign is underway scheduled for completion in March 2012
Seek ways to partner with schools on quality of life events and programs.	<ul style="list-style-type: none">● Scheduled the Centennial parade to accommodate school bands● Kids at Hope actively promoted with schools and youth commission● Facilitated Build-A-City Program at Littleton and Quentin Elementary Schools

Goal: Public Safety

Improve public safety in the community.

Objective	Status/Results
Implement the Community Action Team at full capacity.	<ul style="list-style-type: none">● CAT Team is operational and successful● Work session update scheduled for 12/12
Develop a plan and funding mechanism for public safety equipment replacement.	<ul style="list-style-type: none">● SCBA units and Cardiac Monitors in Fire replaced and on-going replacement funding added to budget
Continue crime reduction efforts	<ul style="list-style-type: none">● Using comp stat method to improve crime fighting effectiveness● Crime rate has been reduced by 8% over the past year● Renewed IGA with GITEM to fight gang activity● Established Partnership to open the “West Valley Access Point” at 825 S. 99th Ave.

Public Safety (cont.)

Objective	Status/Results
<p>Promote positive news coverage as it relates to crime-based stories</p>	<ul style="list-style-type: none">● Police Public Information Officer Reuben Gonzalez has continued to focus on positive news stories that reflect the positive work performed by members of the Avondale Police Department submitting a minimum of one positive story per week – Recent CAT team project working with Phoenix PD to break up theft ring● PD Community Services hosted a city wide shred event to reduce identity theft.● PD Community Services participated in the DEA drug take back initiative where prescription medication is safely destroyed● Community Relations staff also focus on getting positive stories out

Goal: Community Development

Strive to make Avondale an attractive investment opportunity for retail, commercial, office, & light industrial development & ensure that all development in the community meets quality standards.

Objective	Status/Results
Develop a plan for attracting a wide range of quality jobs to Avondale.	<ul style="list-style-type: none">● Draft 2030 General Plan completed with new land uses to include transit oriented development and new employment uses● Identified strategic economic sectors of Youth & Amateur Sports, Medical/Health Services, Advanced Business/Information Technology, Higher Education/Lifelong Learning● Initiated Business Development meetings in specific sectors● Coordinated Incentive packages
Aggressively recruit businesses and employers.	<ul style="list-style-type: none">● ICSC retail● Site Selector/Commercial Developers for Industrial/manufacturing

Community Development (cont.)

Objective	Status/Results
Aggressively recruit businesses and employers.	<ul style="list-style-type: none">● Responding to ACA & GPEC leads● Shop QA Business Directory● Business Retention & Tourism Committee
Build on legislative jobs priorities.	<ul style="list-style-type: none">● Participated in passage of Arizona Jobs Bill
Advocate at the legislature for stronger, more effective economic development tools.	<ul style="list-style-type: none">● Participating in a study with Stone and Youngberg to evaluate how TIF might work in Arizona● Led effort to extend film credits
Establish an Ad Hoc Committee comprised of city representatives and representatives from the business and education communities to attract technology-based businesses to Avondale and explore ways to reduce costs through shared IT resources.	<ul style="list-style-type: none">● Finalized Gangplank-Avondale Agreement● Developed a draft strategic plan for ad-hoc committee● Joined Arizona Technology Council

Goal: Environmental Leadership

Meet, & wherever possible, exceed regulations pertaining to water conservation, air quality, & storm water management.

Objective	Status/Results
Continue progressive and proactive efforts with regard to environmental issues.	<ul style="list-style-type: none">● The recycling program achieved a landfill diversion rate of 20%● New backflow installations were completed, and zero shut-offs due to cross-connection non-compliance● Disposed of 15,234 lbs. of hazardous waste during the household hazardous waste day event● Drafting Citywide Sustainability Plan
Continue to work with ADEQ and EPA to aggressively pursue action by Crane Co. to address the PGA North superfund site.	<ul style="list-style-type: none">● Provided vigorous and on-going support to ADEQ and the USEPA to enforce the PGA-North Consent Decree requiring Crane Co. to control and mitigate groundwater contamination in Goodyear

Goal: Staff Retention

Encourage recruitment & retention of quality and diverse staff & improve administrative capacity.

Objective	Status/Results
Hold employee salaries at the same level until the economic outlook is considerably improved.	<ul style="list-style-type: none">● Salaries for FY11-12 were held constant for the third consecutive year● Labor Negotiations are underway with Police and Fire associations
Employees will have to bear any increases in health benefit costs.	<ul style="list-style-type: none">● Some options experienced significant premium increases this year, however, an option was available at no premium increase● A committee is currently working to re-bid our health plan. Will go out in January.● The possibility of pooling our health plan with other cities is also being studied.

Goal: Transportation Management

Optimize multi-modal transportation and traffic flow in the community

Objective	Task/Results
Represent Avondale's interests at MAG, RPTA, ADOT, and the federal level	<ul style="list-style-type: none">● Staff attend MAG and RPTA meetings monthly. Advocate Avondale's position and projects regarding funding distribution, project deferrals and policy recommendations that may affect Avondale● Continue to participate in monthly TRC Committee meetings● SR 30 alignment issue seems to be settled
Promote West Valley cohesion on transportation issues	<ul style="list-style-type: none">● It's not easy, but Avondale is probably the most consistent supporter of West Valley unity at RPTA and MAG● Received MAG funding a new SW Valley circulator study

Goal: Transportation Management

Optimize multi-modal transportation and traffic flow in the community

Objective	Task/Results
<p>Actively engage in seeking funding for Avondale and West Valley transportation projects at the regional, state and federal levels</p>	<ul style="list-style-type: none">● The Southwest Valley Rail Alliance, spearheaded by the Mayor and city staff meets quarterly to provide a greater advocacy voice for rail options as ADOT and MAG plan for the next sales tax initiative● Partnered with RPTA to implement the ZOOM circulator which began service on July 25. Ridership is up to 400 riders a day● Staff and lobbyists pursuing the transit center in FTA reauthorization● Secured current UZA designation for another 10 years, allowing Avondale to directly receive federal operational monies for transit
<p>Improve access to information regarding road construction/traffic delays on the City's web site.</p>	<ul style="list-style-type: none">● Links to construction information available on the main page of the web site

Goal: Community Involvement

Encourage effective coordination & involvement with community groups & other levels of government; promote community involvement among residents.

Objective	Status/Results
<p>Encourage effective communication and involvement with community groups and other levels of government.</p>	<ul style="list-style-type: none">● NFS implemented a bi-weekly e-mail “listserve” for Avondale HOA Board members and residents of HOAs with information on Board and Commission recruitment, General Plan 2030 public meetings, Block Watch and crime prevention tips and others● BCC Newsletter now distributed
<p>Promote continued community involvement by residents.</p>	<ul style="list-style-type: none">● Held 7 community meetings throughout the City to promote the 2030 General Plan Update● Published an introductory article on the upcoming fall election● Monthly City Hall Comes to You, Citizen Academy, annual citizen satisfaction survey, active social media allows residents to be continually engaged

Community Involvement (cont.)

Objective	Status/Results
Continue self-sustaining and low cost community and special events.	<ul style="list-style-type: none">● Held RAN/GAIN, Veteran's Day and Memorial Day events● Held fire station open house during Fire Prevention week● Held Citizen Leadership Academy● Monthly City Hall Comes to You● Old Town Avondale Art Walk, ECO Avenue, IMS Marathon – sponsored events● Funding provided for Centennial parade● Established a Farmer's Market at Friendship Park● Held second annual Writer's Workshop



City Council Goals Update

Charlie McClendon, City Manager

November 28, 2011