

CITY COUNCIL AGENDA

CITY COUNCIL CHAMBERS . 11465 WEST CIVIC CENTER DRIVE . AVONDALE, AZ 85323

SPECIAL MEETING
January 14, 2013
6:00 PM

CALL TO ORDER BY MAYOR ROGERS

1 ROLL CALL

2 ESTRELLA MOUNTAIN COMMUNITY COLLEGE PRESENTATION

Dr. Ernesto Lara, President of Estrella Mountain Community College (EMCC) will discuss the state of education in Avondale and the role of EMCC in that system. He will also discuss his perspective on student preparedness upon matriculation to EMCC and workforce readiness.

3 RIO SALADO COLLEGE PRESENTATION

Dr. Chris Bustamante, President of Rio Salado College will discuss the state of education in Avondale and the role of the College in that system. He will also discuss his perspective on student preparedness and workforce readiness.

4 RENAMING OF EL MIRAGE ROAD FROM I-10 TO VAN BUREN STREET

City Council will consider renaming El Mirage Road between I-10 and Van Buren to Fairway Drive. For information and discussion only.

5 UPDATE ON UTILITY SECURITY DEPOSITS

City Council will receive update on the effectiveness of Ordinance 1425-1010, which increased the amount of the security deposit for utility accounts. For information, discussion and direction.

6 EXECUTIVE SESSION

- a. The Council may hold an executive session pursuant to Ariz. Rev. Stat. § 38-431.03 (A)(4) for discussion or consultation with the City Attorney in order to consider its position and instruct the City Attorney regarding negotiations for a potential Lease Agreement for City property.

7 ADJOURNMENT

Respectfully submitted,

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

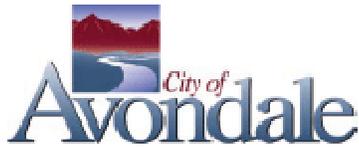
Carmen Martinez
City Clerk

Individuals with special accessibility needs, including sight or hearing impaired, large print, or interpreter, should contact the City Clerk at 623-333-1200 or TDD 623-333-0010 at least two business days prior to the Council Meeting.

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:

Estrella Mountain Community College Presentation

MEETING DATE:

January 14, 2013

TO: Mayor and Council

FROM: Gina Montes, Neighborhood & Family Services Director (623) 333-2727

THROUGH: Charlie McClendon, City Manager

PURPOSE:

The City Council will discuss the education system and the role of Estrella Mountain Community College (EMCC) in that system.

BACKGROUND:

The quality of the educational system and perceptions of the school districts have a direct impact on the success of the community. In addition to preparing children and youth for higher education and to enter the workforce, it also impacts the desirability of the community from a real estate perspective. Local higher education opportunities are an important component of the system in both workforce development and in advancing the educational attainment of Avondale residents. This item is part of an ongoing dialogue with education administrators and other stakeholders on the education system. The goal is to understand the strengths and opportunities and discuss how to strengthen partnerships within the education system.

DISCUSSION:

Since opening in 1992, Estrella Mountain Community College (EMCC) has worked to create a sense of place that expresses the historical and cultural values of the surrounding communities, while providing students with meaningful and engaging learning environments. Located in Avondale, Estrella Mountain enrolls approximately 15,000 students annually and is master-planned to be a large comprehensive learning college of more than 40,000 students. EMCC is a Title V, Hispanic Serving Institution through the U.S. Department of Education, Office of Postsecondary Education.

Located on the EMCC Avondale campus, the SouthWest Skill Center became part of EMCC in 2000 and has provided more than 3,000 students with quality short-term training programs for immediate job entry into skilled professions. In fall of 2011, EMCC opened its Buckeye Educational Center to extend the educational reach of EMCC to the expanding Southwest Valley, and provides convenient access to a variety of degree-tracked, job-training, and community education courses. EMCC is one of ten colleges in the Maricopa County Community College District (MCCCD), and is the newest in the district.

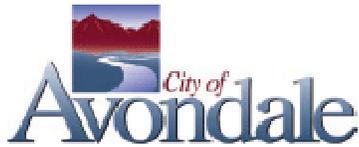
RECOMMENDATION:

This report is for information only.

ATTACHMENTS:

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No Attachments Available



CITY COUNCIL REPORT

SUBJECT:
Rio Salado College Presentation

MEETING DATE:
January 14, 2013

TO: Mayor and Council
FROM: Gina Montes, Neighborhood & Family Services Director (623) 333-2727
THROUGH: Charlie McClendon, City Manager

PURPOSE:

The City Council will discuss the education system and role of Rio Salado College in that system.

BACKGROUND:

The quality of the educational system and perceptions of the school districts have a direct impact on the success of the community. In addition to preparing children and youth for higher education and to enter the workforce, it also impacts the desirability of the community from a real estate perspective. Local higher education opportunities are an important component of the system in both workforce development and in advancing the educational attainment of Avondale residents. This item is part of an ongoing dialogue with education administrators and other stakeholders on the education system. The goal is to understand the strengths and opportunities and discuss how to strengthen partnerships within the education system.

DISCUSSION:

Established in 1978, Rio Salado College was designed to be innovative and cost effective by providing distance learning to increase opportunities to non-traditional and adult students. The college is known for providing an affordable and convenient way to obtain an education and helping our local, national and international students pursue their goals. Rio Salado College continues to expand its offerings through community-based partnerships, collaborations and locations.

The Rio Salado College Avondale campus is an adult learning center that provides basic education classes to help students earn high school diplomas (GEDs) and improve their English skills. The center also offers non-credit learning opportunities and college student services and is located in Historic Avondale at 420 N. Central Avenue.

Rio Salado College is the largest of the 10 Maricopa Community College District institutions in terms of enrollment, serving more than 62,000 students per academic year. It employs 24 full-time faculty chairs and 1,200 adjunct faculty members.

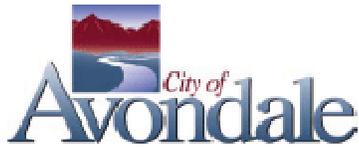
RECOMMENDATION:

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CITY COUNCIL REPORT

SUBJECT:

Renaming of El Mirage Road from I-10 to Van Buren Street

MEETING DATE:

January 14, 2013

TO: Mayor and Council

FROM: Daniel Davis, Economic Development Director (623) 333-1411

THROUGH: Charlie McClendon, City Manager

PURPOSE:

Staff is requesting that the City Council consider the renaming of El Mirage Road between I-10 and Van Buren Street to Fairway Drive.

BACKGROUND:

The City of Avondale 2012 Transportation Plan identifies a new interchange on I-10 at the El Mirage Road alignment. Maricopa Association of Governments (MAG) staff suggested that the city consider renaming El Mirage Road at Interstate 10 to avoid confusion with another El Mirage Interchange planned along state highway 303 in Peoria. Staff discussed the renaming of the new interchange with Arizona Department of Transportation (ADOT) and they concurred with MAG and city staff. This section of El Mirage road is not planned to extend north because it is bordered by the developed Friendship Park. The road south of the Van Buren Street is named Fairway Drive and is a residential street in the Coldwater Springs Subdivision.

DISCUSSION:

Staff has studied this issue and recommends changing the name of that section of El Mirage Road between I-10 and Van Buren Street to match Fairway Drive to the south and ultimately create a unique Fairway Drive Interchange in Avondale. The road name change would provide a distinctive name exclusive to Avondale, and avoid any confusion for motorists that might become confused and believe they were in or near the City of El Mirage.

There are two (2) properties with multiple commercial tenants in the Avondale Commerce Center and two (2) individual residences that have addresses which will be directly affected by the street name change. Staff will coordinate with the property owners, businesses and all federal, state, county and local agencies to notify them of the planned renaming. The name change can be scheduled take effect on July 1, 2013 to allow ample time for the businesses and residents to properly plan. The City of Avondale Economic Development Department will develop a business assistance program that will compensate the businesses for incidental expenses associated with redesign of their websites, letterhead, business cards and brochures. There are currently ten (10) businesses located in the Avondale Commerce Center and the staff would purpose to reimburse each business up to \$750.00 for these expenses.

In addition, the city would need to replace the illuminated name panels on the street identification signs for El Mirage at Van Buren. The estimated cost of these signs is \$4,000.00. Finally, city traffic operations personnel would fabricate and install two local street signs at Corporate Drive and Garfield Street intersections.

BUDGETARY IMPACT:

The cost of renaming El Mirage road to Fairway Drive inclusive of the sign replacements and business assistance program would be \$11,500 and would be paid through the Economic Development Opportunities Fund and the Traffic Signal Maintenance budget.

RECOMMENDATION:

For City Council discussion only. Based on input received at this work session, a resolution to enact the name change may be brought forward at a future Council meeting.

ATTACHMENTS:

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[Vicinity Map](#)

I-10 Freeway

1250 N El Mirage Rd

1045 N El Mirage Rd
Not Occupied

Garfield St

1049 N El Mirage Rd
Not Occupied

Corporate Dr

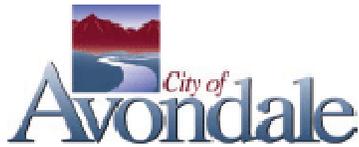
1050 N El Mirage Rd

El Mirage Rd

Van Buren St

Fairway Dr





CITY COUNCIL REPORT

SUBJECT:
Update on Utility Security Deposits

MEETING DATE:
January 14, 2013

TO: Mayor and Council
FROM: Kevin Artz, Finance & Budget Director (623) 333-2011
THROUGH: Charlie McClendon, City Manager

PURPOSE:

Staff is presenting an update on the effectiveness of Ordinance 1425-1010, which increased the amount of the security deposit for utility accounts.

BACKGROUND:

On October 18, 2010, City Council adopted Ordinance 1425-1010 - amending Chapter 24 - water service fees and deposits. The Ordinance increased the security deposit from \$75 to \$175 (\$200 if made in three payments). In addition, the provision to waive the deposit with a valid letter of credit was eliminated, as was the provision to refund the deposit with 12 months of on-time payment history.

On July 11, 2011, the City Council adopted Ordinance 1464-711 - amending Chapter 24 - security deposits. The Ordinance increased the security deposit from \$175 to \$250 for residential customers that do not reside at the service location.

Both of the Ordinances were adopted by Council as a result of the State Legislature limiting the City's ability to collect delinquent utility accounts through changes to State law.

When Ordinance 1425-1010 was adopted, Council directed staff to provide an update on the effectiveness of the Ordinance, after 12-months had passed. Staff presented the update on the first 12 months of the program on January 9, 2011.

DISCUSSION:

First, staff examined all residential utility accounts opened and closed in a 12-month period: (A) December 1, 2009 to November 30, 2010 (B) December 1, 2010 to November 30, 2011 and (C) December 1, 2011 to November 30, 2012. Accounts in period (A) would have been subject to a \$75 deposit, which would have been waived with a letter of credit or proof of ownership. Accounts in period (B) and (C) were subject to the \$175 deposit that was not waived or refunded.

	(A)	(B)	(C)
# of Accounts with delinquent balance	465	163	151
Outstanding Balance	\$75,959	\$13,644	\$17,472

Next, staff examined all accounts that were closed during a fiscal year that had an outstanding balance: (A) FY ended June, 30 2010 (B) FY ended June, 30, 2011 and (C) FY ended June 30, 2012. Accounts closed in period (A) would have been subject to a \$75 deposit, which would have been waived with a letter of credit or proof of ownership. . Accounts in period (B) were subject to the \$175 deposit that was not waived or refunded for seven of the twelve months. Accounts in period (C) were subject to the \$175 deposit for twelve months.

	(A)	(B)	(C)
Outstanding Balance	\$408,263	\$311,206	\$189,377
Total Revenue	\$23,049,809	\$22,909,106	\$24,251,898
% Outstanding to total revenue	1.77%	1.45%	0.79%
# of Accounts	2,116	1,692	1,257

It appears that Ordinance 1425-1010 is having a positive impact on reducing the number of delinquent accounts and the balance that is left outstanding when an account is closed.

The amount saved by implementing the higher deposit is \$10.57 per account ($\$408,263 - \$189,377 = \$218,886$. $\$218,886 / 20,699$). Currently the City receives .13% interest with the State Treasurer. Therefore, the interest per year on a \$175 deposit would be \$0.23. The savings per residential account significantly outweighs the cost of forgoing interest on the deposit.

Currently, 41% (8,528/20,699) of the active residential accounts have at least a \$175 deposit on the account. Staff believes that if the current procedure is continued, and as the percentage of accounts with a deposit continues to increase, the outstanding balance can be reduced to below \$120,000 per year or a 99.5% collection rate.

Based on the analysis above, and based on empirical evidence observed, staff believes the Ordinance is having a significant impact on reducing the City's uncollectable utility receivables.

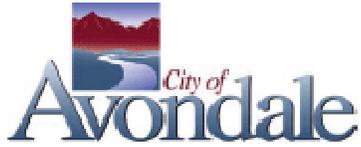
RECOMMENDATION:

For discussion and direction.

ATTACHMENTS:

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CITY COUNCIL REPORT

SUBJECT:
EXECUTIVE SESSION

MEETING DATE:
January 14, 2013

TO: Mayor and Council
FROM: Andrew McGuire, City Attorney (602) 257-7664
THROUGH: Charlie McClendon, City Manager

ATTACHMENTS:

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