



City of Goodyear

Meeting Minutes

City Council Worksession

Mayor Georgia Lord
Vice Mayor Joe Pizzillo
Councilmember Joanne Osborne
Councilmember Sheri Lauritano
Councilmember Wally Campbell
Councilmember Bill Stipp
Councilmember Sharolyn Hohman

Meeting Location:
Goodyear Justice Center
14455 W. Van Buren St.,
Suite B101
Goodyear, AZ 85338

Tuesday, April 15, 2014

5:00 PM

Goodyear Justice Center

1 CALL TO ORDER

Mayor Lord called the Worksession to order at 5:00 p.m.

2. ROLL CALL

Present 7 - Mayor Lord, Vice Mayor Pizzillo, Councilmember Osborne, Councilmember Lauritano, Councilmember Campbell, Councilmember Stipp, and Councilmember Hohman

Staff Present: City Manager Brian Dalke, City Attorney Roric Massey, City Clerk Maureen Scott

3. AGENDA ITEMS FOR DISCUSSION:

- 3.1 [14-5203ws](#) Council will receive information regarding the FY13-14 department base budgets to include current operations and services provided. Fire, Development Services, Information Technology (IT), and Parks & Recreation will provide presentations at this work session.

Fire

Paul Luizzi, Fire Chief, presented. He reviewed the Budget and personnel. The Fire Budget is \$13,011,949. This represents 15% of the City's Budget which is the second largest Operating Budget. Within the budget, 86% is personnel-or \$11 million-covering costs of 100 personnel (91 Sworn, 9 Civilian). The 14% remaining is commodities, contracts, and services such as CAD agreement, materials, and supplies.

He reviewed the Office of the Chief/Administration. The office manages:

1. Support functions (Budget, Planning, Procurement, Records)

*Customer service to internal and external customers

*Community and Labor Relations

*Public Information Officer

*Policy Development

*Performance Metrics

2. Emergency Operations

- *Six Fire Stations
- *All Hazards-Emergency Response
 - Litchfield Park Services
- *Medical Services
- *Training Division

3. Automatic Aid-A Best Practice in Emergency Service Delivery

- *Erases jurisdictional boundaries
- *Ensures customers receive the highest level of care available at all times
- *Allows participating agencies to better use resources
- *Improves safety for firefighters

Litchfield Park IGA

- *An Intergovernmental agreement with the City of Litchfield Park is to provide fire protection and emergency medical services
- *Litchfield Park receives EMS and Fire Protection Services and access to the best practices Automatic Aid System.
- *We currently receive \$500,000 annually from Litchfield Park and this will increase annually according to the Consumer Price Index. This will amount to approximately a \$15,000 increase next fiscal year.

4. Homeland Security and Community Services

- *Training
 - EOC
 - National Incident Management Systems
 - Citywide disaster exercises
 - CERT Training
- *Emergency Planning
 - Citywide Emergency Operations Plan
 - Citywide COOP/COG

Community Education

- *Fire Pal program
 - *2 part time educators
 - *Drowning Awareness
 - *APS Partnership with "Benjamin Franklown"
 - *Car Seat inspections and installation
 - *CPR instruction
- ### Volunteer Programs
- *Fire Corps

5. Fire Prevention

- *Complete rebuilding of this division this year
- *Occupancy Inspection Program

- *Fire Investigations
- *Volunteer Inspector Program

6. Logistics/Support Services

- *Internal Customer Support
- *Coordinating repairs and maintenance of fleet and facilities
- *Procurement
- *Supplies for line personnel
- *Providing for a safe and suitable environment while they are on duty
- *Certified MSA (Mine Safety Appliances) Technicians and authorized MSA repair center
- *Conducts in house annual fit testing for City of Goodyear required to use SCBA (Self Contained Breathing Apparatus)
- *Maintains and services over \$1 million dollars of communication equipment and hardware
- *Manage personal protective equipment and firefighting gear to ensure compliance with OSHA and National Standards to ensure firefighter safety
- *Manages 42 fire apparatus, staff vehicles, and support trailers valued at over \$5 million dollars
- *Maintains and services furnishings, tools, and equipment valued at over \$1 million dollars
- *Coordinates annual fire hose, ground ladders, and fire extinguisher testing
- *Manages the ordering of equipment and supplies, receiving, and storing such materials

Fiscal Year 2014 Supplementals

- *Two part time Community Educators
- *Medi-Redi for storage of EMS medications on all emergency vehicles
- *New mobile radio for new fire engine
- *SCBA/Breathing Air Compressor (phased in funding over next three years)

Efficiencies

- *Electronic Patient Care Reporting (EPCR) Indian Communities Grant
- *Creating a more efficient and effective fire prevention and fire investigation program
- *Telestaff-has been in place for a year
- *Labor/Management Process
- *Target Solutions-online training program
- *Fire Chief Forum-done on quarterly basis

Council Comment:

- *Need to look at training budgets for each department and make sure those dollars are being utilized. It is crucial to make sure there is sufficient training in the Fire Department. Need to make sure the resources are available for training.

Performance Measures

- *# of Commercial and Industrial Occupancies Inspected
- *% of Commercial and Industrial Occupancies receiving violations during annual inspection
- *Calls for Fire Service
- *Calls for Service-EMS

Priorities for FY 14-15

- *Rebuilding Fire Prevention Division (Inspector and Operational Funding)
- *Replacement of Personal Protective Equipment
- *Funding for training division, succession planning, leadership training, and supervisor development
- *Increase to Emergency Services Agreement
- *Thermal Imaging Cameras-ideal to have for each truck

Council Comment

- *Want to make sure Fire has the tools they need to bring equipment up to speed.
- *Need to be aware of areas that may have large vacancy rates.

Fiscal Year 2014 Supplementals

- *Economic Development Marketing
- *Economic Development Strategic Plan
- *License Plate Study
- *ULI Study
- *Credit Card Services
- *Temporary Inspector
- *Temporary Inspector-New Position
- *Seminars & Conferences

Efficiencies

- *Electronic Plan review for Building, Engineering, and planning-tenant improvements only
- *Permits by Email
- *Permits by Appointment/Over the Counter Plan Reviews-Informational Brochures
- *Submittal Deadlines and Hearing Dates brochure
- *Planning Applications turnaround times
- *Integration of Fire Marshall in coordination with fire permitting incorporation of business license process

Council Comment: Would like to know comments on how citizens like the new processes.

Performance Measures

- *% of plans reviews completed within published review cycle times
- *% of permits issued within 7 days
- *Remove graffiti from public property within 24 hours
- *# of new prospects/Economic Development projects
- *# of inspections performed

Priorities for FY 14-15

- *General Plan
- *One Stop Shop
- *Design Guidelines
- *Customer Service through meeting review/inspection Timelines
- *Implementation of Economic Development Strategic Plan

Development Services

Sheri Wakefield-Saenz, Development Services Director, presented. She reviewed the strategic planning for the department.

Fiscal and Resource Management

- *Expand the electronic plan review process to Development Services

Economic Vitality

- *Streamline City development and tenant improvement business processes including a communications plan for business outreach

- *Implement a Master Plan to develop the airpark corridor

- *Complete for the Environmental Impact Study (EIS) for the Sonoran Valley Parkway

- *Update the economic development strategic plan

- *As part of the strategic planning process, research opportunities incubator programs

- *Proactively engage Macerich executives to encourage Estrella Falls Mall opening by 2016

- *Collaborate with educational institutions to develop local workforce skills in targeted industries

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- *Obtain feedback from new businesses regarding their experience with the City and use as a continuous improvement tool

- *Continue business retention and expansion communication program

- *Reduce Fire construction inspection turnaround times

- *Create a redevelopment plan, to include Historic Goodyear as well as infill strategies

- *Partner with the SW Chamber of Commerce and the Arizona Office of Tourism on tourism initiatives

- *Produce the Goodyear Visitor's Guide

- *Develop a Goodyear Restaurant and Hotel Guide

Sense of Community

- *Actively pursue higher education institutions to locate in Goodyear

- *Evaluate an art in private development program

Quality of Life

- *Maintain priority focus on proactive code enforcement to sustain the quality look and feel of the community

Council Comment:

- *Media capabilities-figuring out how to measure citywide. How were experiences with City departments? Have a way to find out how the citizen's or businesses experience was when working with the City in all departments.

- *Lacking areas for families to go. Would like more family oriented activities in Goodyear

Code Enforcement Concerns:

- *Priority focus needs to be to review consistency in code enforcement. Need to be more proactive. Is more staffing needed? Possibly use volunteers. Prison contract could possibly be

used to clean up areas.

Wakefield-Saenz reviewed the budget and personnel. The DSD (Development Services Department) budget is \$3,703,014 which represents 6% of the City's Operating Budget. Within the DSD budget, 89% is personnel covering costs of 33 FTE's personnel. The 11% remaining contractual services and commodities covering costs for memberships to professional organizations, travel, office supplies, postage and gasoline

1. Administration manages:

- *Economic Development

- *Planning and Zoning

- Preparing & implementation of the Zoning Ordinance, Subdivision Regulations, Design Guidelines and General Plan

- Process General Plan Amendment, rezone applications, variances, subdivision plats, use permits, site plans and development agreements

- *Building Safety manages:

- Plan Review for construction and permit issuance

- Building construction and inspections

- Building occupancy

- Enforces the City's building, electrical, mechanical, plumbing codes

- Code Compliance

- Information about City code for property maintenance, zoning, variances and signage

- Respond to citizen complaints

- Graffiti Abatement

2. Economic Development manages:

- Site Selections for Office & Industrial and Retail

- Redevelopment

- Business Announcements

- Business Assistance

- Business Registration

- Small Business Advocate

- Marketing Strategies for the City

3. Building Safety

- *Code Compliance

- *Support Functions (Budget, Planning, Procurement, Records)

4. Code Compliance manages:

- *Keep neighborhoods beautiful

- *Educate citizens on city property code requirements

- *Building relationships

- *Provide information about City codes for property maintenance, zoning, variances and signage

- *Field Inspections

- *Respond to citizen complaints

*Graffiti Abatement

Mayor Lord recessed the Worksession at 7:25 p.m.

Mayor Lord reconvened the Worksession at 7:45 p.m.

Information Technology

Dan Cotterman, Information Technology Director, presented. Cotterman reviewed the strategic planning.

Fiscal and Resource Management

*ERP (Enterprise Resource Planning) Replacement Project

*IT Security Systems Enhancements

*Streamlined IT Processes

*Enabling Paperless Processes

*Upgrade Technology

*IT Governance

Cotterman reviewed the budget and personnel. The IT Department's budget is \$3,998,672 which represents 4.5% of the City's budget. Within the budget, 41% is personnel-or \$1.6 million-covering costs of 15 personnel. The 59% remaining is commodities, contracts, and services such as software maintenance, consulting, phone services, Internet services and training.

*Administration

*App Development & Support

*Technical Support & Services

Fiscal Year 2014 Supplementals

*PCI (Procurement Card Compliance (credit cards)

*Computer Replacements

*Web Content Management System (new website)

Efficiencies

*IT organizational change

*Video conferencing

*Mobile app versus paper forms

*SharePoint Solutions

*PCI compliance

*Virtualization

Performance Measures

*% of recommended workstation security pattern updates applied-represents if the DAT signatures are current

*% of network equipment preventive maintenance-promotes hardware productivity

*% of projects completed within established budget-creates efficient and effective technology project spending

*Mean time to resolution (hrs)-provides for a productive work environment

Priorities for FY 15

*ERP Replacement Project

*Leveraging Mobile Technologies

*Strategic Plan to address current and increasing demand for IT services through prioritization, personnel alignment, and process improvement

*Developing tools and technologies to help departments become more efficient

*Increase utilization and value of key systems

Council Comments:

Need to make sure that security is a key factor and to make sure IT has the tools to make sure they have the tools they need to keep the City secure. Brian Dalke, City Manager, said this will get considerable attention this year.

Parks and Recreation

Nathan Torres, Parks and Recreation Director, presented.

Strategic Planning

*Fiscal and Resource Management

-Volunteer utilization

-New IGA-Avondale School District

*Economic Vitality

-Economic Impact studies

-Goodyear Visitor's Guide

-Arts and Culture Strategic Plan

-Parks, Recreation, Trails and Open Space Master Plan

*Sense of Community

-Parks and Arts Commission

-Farmers' Market

-Signature Community Events

*Quality of Life

-New Library and Community Room

-Loma Linda Park Improvements

*Community Initiatives

-Healthy lifestyles

-Let's move campaign

-Community Events

-Active Adults

-Arts and Culture

-Public Art

-Well-maintained facilities

-Ballpark as an Economic Catalyst

-Parks and Recreation Advisory Commission

-Arts and Culture Commission

Torres reviewed the budget and personnel. The Parks and Recreation FY 14 Operating Budget is \$8,950,544 and represents 10% of the City's budget. Within the budget, 48% is personnel-or \$4.3 million-covering costs of 49 employees. The 52% remaining is commodities, contracts and services such as parks and right-of-way maintenance, recreation programs, and ballpark operations and maintenance.

Parks Administration manages:

- *18 parks (266 acres)
- *Right-of-way and median (23m sq. ft.)
- *City Facilities Landscaping (11 Facilities)

Park Administration Challenges

- *Parks (aging facilities)
 - O & M Repair
 - Replacement
 - Improvement

ROW/Medians

- *Maintenance Cycles
- *Replacement
- *Improvement

Park Audit Performance-review maintenance of parks monthly

- *Wildflower Ranch
- *Estrella Vista
- *Loma Linda

Recreation, Aquatics and Arts and Culture Manages:

- *Summer Recreation
- *Youth and Adult Sports
- *Senior and Enrichment Programs
- *Aquatics
- *Art

Challenges

- *Limited Facilities
- *Programs-limited due to limited facilities
- *Staff Resources-offering 498 programs

Ballpark Operations and Maintenance Manages:

- *103 Acre Site
- *10,311 Seat Main Ballpark
- *12 Full-sized practice fields

Council Comment: Would like to see the ballpark utilized more during non-spring training times. Would like to see it used for concerts.

Challenges

- *Aging Riding Equipment-mowers
- *O & M Repair (we are in our 6th year)
- *Increase in Tourism Attendance
- *Competition for events

Fiscal Year 2014 Supplementals

- *Park Amenities-trash can replacement, courts resurfaced
- *Concrete Repair
- *ROW Plant/tree replacement
- *Irrigation Pump Maintenance
- *Trailer

Efficiencies

- *Park and ROW Maintenance Standards
- *IGA-Avondale School District
- *Traffic Management/Spring Training
- *Safety Initiatives
- *Internship Program
- *Volunteer Utilization-saved \$200,000 last year

Performance Measures

- *% of ratings of above average or excellent on program evaluations for Recreation
- Programs-demonstrates if citizens are happy with recreation programs offered
- *Perform 3 cycles of total landscape maintenance in City developed right-of-ways annually-demonstrates efficiency of Perryville program
- *Ensure park conditions are at a 90% Standard of Care Level of service-ensure parks standards and conditions are achieved

Priorities for FY 14-15

- *Implementation Plan for Parks, recreation, trails, and open space master plan
- *Park Improvements
- *ROW/Median improvements and maintenance
- *Arts and Culture Strategic plan implementation
- *Tourism

City Manager Wrap-up

Efficiencies

- *Volunteer Utilization
 - Almost 11,000 hours through February 2014
 - \$250,000 in savings to the City (citywide)
- *Bond Refinancing/Rating Level
 - \$1.4 million
- *Capital Project Investment to create efficiencies
 - Enterprise resource planning

- Reclaimed water line
- *Grants

Dalke stated that staff will be requesting an additional sixteen positions.

Priorities for FY 14-15

- *Personnel
 - Compensation/Health Care
 - Data driven evaluation
 - >New FTE's
 - >Interns
 - >Temporary
- *Support/Investment in Growth
 - Staffing
 - Facilities/Water Master Plans
 - Economic Development Marketing
- *Inflationary Expenses
 - Contract Costs
 - Utilities
- *Replacement Funds
 - Small/Large equipment
- *Technology
- *Quality of Life
 - Public Safety
 - Median Enhancements
 - Pool Improvements
 - Park Replacements/Investment
 - Recreation Programming
 - Arts & Culture

Council Comment:

- *Budget presentations discussion-do we continue with this format?
- Not everyone on council knows this information
- It is a great review of the departments
- Felt the presentations were worthwhile
- The information is very helpful especially when there are so many changes
- Didn't mind the two nights
- Very informative
- Information helps when talking with citizens
- Very appreciative of staff and the information presented
- Some of the information didn't need to be restated
- Information could have been cut in half
- Not all departments were covered
- Very interested in efficiencies and priorities
- Liked the Performance Measures

4. INFORMATION

None.

5. ADJOURNMENT

There being no further business to discuss, Mayor Lord adjourned the Worksession at 9:17 p.m.

Maureen Scott, City Clerk

Georgia Lord, Mayor

Date: _____