

ATTACHMENT A
Stormwater Excise Tax Outreach and Communication

Representatives from the Stormwater Management Program comprised of staff from the Office of Environmental Programs, Planning and Development, Street Transportation, and Water Services Departments, conducted extensive public outreach to present information, answer questions, and obtain feedback for the proposed increase to the Stormwater Excise Tax (SET). During the months of March – June 2023, the representatives engaged in the following efforts:

Budget Hearings

Staff participated in all 12 budget hearing meetings with an informational table containing a SET fact sheet and educational materials.

https://www.phoenix.gov/budgetsite/Documents/2023_City_of_Phoenix_Budget_Hearing_Location_List.pdf

Public Community Meetings

Staff from the Stormwater Management Program conducted a joint presentation with the Water Services Department at the following seven meetings:

Date	Location	Time	Format
April 27	Virtual	6:00 pm	English
May 4	Paradise Valley Community Center	6:00 pm	English & Spanish
May 9	Devonshire Senior Center	6:00 pm	English & Spanish
May 15	Virtual	6:00 pm	Spanish
May 23	Maryvale Community Center	6:00 pm	English & Spanish
May 25	South Mountain Community Center	6:00 pm	English & Spanish
June 10	Burton Barr Library	11:00 am	English & Spanish

Video recordings of public meetings in English and Spanish are available on www.phoenix.gov/proposedrates.

Village Planning Committees (VPCs) Meetings

Staff from the Stormwater Management Program conducted a joint presentation with the Water Services Department at all 15 village planning committee meetings:

Date	Village	Type of Meeting
March 20	Laveen VPC	Virtual
March 21	Estrella Village VPC	Virtual
March 28	Alhambra VPC	Virtual
April 3	Encanto VPC	In-person
April 4	Desert View VPC	In-person
April 11	South Mountain VPC	In-person

Date	Village	Type of Meeting
April 12	Maryvale VPC	In-person
April 13	North Gateway VPC	In-person
April 17	Central City VPC	In-person
April 19	North Mountain VPC	In-person
April 20	Deer Valley VPC	In-person
April 24	Ahwatukee Foothills VPC	In-person
May 1	Paradise Valley VPC	In-person
May 2	Camelback East VPC	In-person
May 9	Rio Vista VPC	In-person

Meetings By Request

Date	Requestor	Location	Time
April 20	City Council District 3	Shadow Mountain Senior Center	8:30 am
April 24	City Council District 1	Deer Valley Community Center	6:00 pm
May 22	Arizona Chapter of Associated General Contractors / City of Phoenix Joint Cooperative Committee	Phoenix City Hall and Virtual	3:00 pm
May 30	City Council District 4	Encanto Park Clubhouse	6:00 pm
May 31	City Council District 1	Cholla Public Library	10:00 am
June 7	City Council District 4	Bret Tarver Learning Center	6:00 pm

Public Education and Communication

- Website - A new webpage was created and continuously updated to provide meeting information and detailed information on the proposed rate increases and SET: phoenix.gov/proposedrates.
- E-mail address was advertised to the public for comments and concerns: wsd.esd.outreach@phoenix.gov
- Fact Sheet – One-page informational sheet with versions in English and Spanish, explaining the history of the SET, new and expanded permit requirements requiring the increase, and proposed new rates.
- Report – Per Administrative Regulation 1.98, a report was prepared by staff to explain and justify the increased fee. This comprehensive report is available in both English and Spanish: <https://www.phoenix.gov/public-notice-tax-and-fee-changes>

Media and Public Outreach

- 60-Day Notice of Intent to Modify a Fee – <https://www.phoenix.gov/public-notice-tax-and-fee-changes> - March 2023
- Social Media – Twitter, Facebook, NextDoor
- Phoenix At Your Service (PAYS) Article (English and Spanish) – April and May
- City Services Bill Messages - April and May
- Postcard - Sent to all residential and commercial customers who receive their City Services bill by mail in English and Spanish
- Direct E-mail - E-mail sent to all customers who receive their bill electronically
- City of Phoenix News Release – March 17, 2023
- Newsletter articles in the Library and Neighborhood Services publications
- Phoenix City Hall elevator and lobby digital displays
- Utilized a [website public comment form](#) asking people for feedback about the proposed rate increase.
- 15-Day Notice of intent to Modify a Fee – June 13, 2023

Media Promotions

- North Central News – digital story on March 1, 2023
- Public Now – digital story on March 16, 2023
- All About Arizona News – digital story on March 17, 2023
- KTAR – digital story on March 19, 2023
- Phoenix Independent – digital story on March 19, 2023
- ABC15 Arizona – television interview and digital story on March 20, 2023
- Fox10 – news coverage and digital story on March 20, 2023
- Your Valley – digital news story on March 20, 2023
- AZ Family – digital news story on March 20, 2023
- District 3 Newsletter – March 30, 2023
- Foothills Focus – digital story on April 27, 2023
- AZ PBS – digital news story on April 27, 2023
- Arizona Capital Times – digital story on April 28, 2023
- 12 News – digital article on May 3, 2023

Overall Feedback

Between March and June 2023, staff reached over 400 participants at public meetings which generated 33 written and verbal comments. Overall, there was an understanding of the need to fund this permit-required program.

Most of the comments and questions from in-person meetings centered around regulatory and permit requirements, city budget structure, flood mitigation,

stormwater harvesting, and green stormwater initiatives. Written comments submitted through the website were more procedural in nature with residents requesting clarification on regulatory requirements and use of funds while also expressing concern about inflationary pressures.