



# Agenda

## Economic Development and Housing Subcommittee

Meeting Location:  
City Council Chambers  
200 W. Jefferson St.  
Phoenix, Arizona 85003

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Wednesday, September 13, 2023

10:00 AM

City Council Chambers

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### OPTIONS TO ACCESS THIS MEETING

#### **Virtual Request to speak at a meeting:**

- **Register online** by visiting the City Council Meetings page on phoenix.gov **at least 2 hours prior to the start of this meeting**. Then, click on this link at the time of the meeting and join the Webex to speak:

<https://phoenixcitycouncil.webex.com/phoenixcitycouncil/onstage/g.php?MTID=e74a2f04c918cf1a41c3575d399aab64d>

- **Register via telephone** at 602-262-6001 **at least 2 hours prior to the start of this meeting**, noting the item number. Then, use the Call-in phone number and Meeting ID listed below at the time of the meeting to call-in and speak.

#### **In-Person Requests to speak at a meeting:**

- Register in person at a kiosk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003. Arrive **1 hour prior to the start of this meeting**. Depending on seating availability, residents will attend and speak from the Upper Chambers, Lower Chambers or City Hall location.

- Individuals should arrive early, 1 hour prior to the start of the meeting to submit an in-person request to speak before the item is called. After the item is called, requests to speak for that item will not be accepted.

#### **At the time of the meeting:**

- **Watch** the meeting live streamed on phoenix.gov or Phoenix Channel 11 on Cox Cable, or using the Webex link provided above.

- **Call-in** to listen to the meeting. Dial 602-666-0783 and Enter Meeting ID 2550 501 6500# (for English) or 2551 221 1983# (for Spanish). Press # again when prompted for attendee ID.

- **Watch** the meeting in-person from the Upper Chambers, Lower Chambers or City Hall depending on seating availability.

**Para nuestros residentes de habla hispana:**

- **Para registrarse para hablar en español**, llame al 602-262-6001 **al menos 2 horas antes del inicio de esta reunión** e indique el número del tema. El día de la reunión, llame al 602-666-0783 e ingrese el número de identificación de la reunión 2558 925 057#. El intérprete le indicará cuando sea su turno de hablar.

<https://phoenixcitycouncil.webex.com/phoenixcitycouncil/onstage/g.php?MTID=e74a2f04c918cf1a41c3575d399aab64d>

- **Para solamente escuchar la reunión en español**, llame a este mismo número el día de la reunión 602-666-0783; ingrese el número de identificación de la reunión 2551 221 1983#. Se proporciona interpretación simultánea para nuestros residentes durante todas las reuniones.

- **Para asistir a la reunión en persona**, vaya a las Cámaras del Concejo Municipal de Phoenix ubicadas en 200 W. Jefferson Street, Phoenix, AZ 85003. Llegue 1 hora antes del comienzo de la reunión. Si desea hablar, regístrese electrónicamente en uno de los quioscos, antes de que comience el tema. Una vez que se comience a discutir el tema, no se aceptarán nuevas solicitudes para hablar. Dependiendo de cuantos asientos haya disponibles, usted podría ser sentado en la parte superior de las cámaras, en el piso de abajo de las cámaras, o en el edificio municipal.

**CALL TO ORDER**

**000 CALL TO THE PUBLIC**

**MINUTES OF MEETINGS**

- 1 **Minutes of the Community and Cultural Investment Subcommittee Meeting** **Page 8**

This item transmits the minutes of the Community and Cultural Investment Subcommittee meeting on June 7, 2023, for review, correction or approval by the Economic Development and Housing Subcommittee.

**THIS ITEM IS FOR POSSIBLE ACTION.**

**Responsible Department**

This item is submitted by Interim Deputy City Manager John Chan and the City Manager's Office.

- 2 **Minutes of the Economic Development and Equity Subcommittee Meeting** **Page 16**

This item transmits the minutes of the Economic Development and Equity Subcommittee Meeting on June 28, 2023 for review, correction or approval by the Economic Development and Housing Subcommittee.

**THIS ITEM IS FOR POSSIBLE ACTION.**

**Responsible Department**

This item is submitted by Interim Deputy City Manager John Chan and the City Manager's Office.

**CONSENT ACTION (ITEM 3)**

**3 Phoenix Kiva Hub and Better Business Bureau Serving the Pacific Southwest Premiere Partnership Sponsorship Contract Page 23**

Request the Economic Development and Housing Subcommittee recommend City Council approval to enter into a three-year contract as a Premiere Partnership sponsor of the Phoenix Kiva Hub administered by the Better Business Bureau Serving the Pacific Southwest (BBB) for a three year total amount not to exceed \$100,000. Funding is available in the Community and Economic Development Department's budget.

**THIS ITEM IS FOR CONSENT ACTION.**

**Responsible Department**

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.

**INFORMATION ONLY (ITEMS 4-6)**

**4 Head Start Birth to Five Monthly Report - July 2023 Page 25**

This report provides the Economic Development and Housing Subcommittee, which serves as the City of Phoenix Head Start Birth to Five Governing Board, with an updated summary of the Head Start Birth to Five Program's financial and programmatic status.

**THIS ITEM IS FOR INFORMATION ONLY.**

**Responsible Department**

This item is submitted by Deputy City Manager Gina Montes and the Human Services Department.

**5 Key Phoenix Economic Indicators Quarterly Report Page 31**

This report transmits the fourth quarter report of the Key Phoenix Economic Indicators for Fiscal Year (FY) 2022-23 to the Economic Development and Housing Subcommittee.

**THIS ITEM IS FOR INFORMATION ONLY.**

**Responsible Department**

This item is submitted by City Manager Jeffrey Barton and the Budget and Research Department.

**6 What Works Cities Certification Update Page 44**

This report provides an update to the Economic Development and Housing Subcommittee on the City's efforts on What Works Cities certification, a global standard in data-driven, well-managed local governments, led by Results for America.

**THIS ITEM IS FOR INFORMATION ONLY.**

**Responsible Department**

This item is submitted by Interim Deputy City Manager John Chan and the Office of Innovation.

**INFORMATION AND DISCUSSION (ITEM 7)**

**7 Human Services Campus Engagement Efforts Update Page 46**

This report provides an update to the Economic Development and Housing Subcommittee on the City's ongoing enhanced engagement efforts to address homelessness in the area outside the Human Services Campus (HSC).

**THIS ITEM IS FOR INFORMATION AND DISCUSSION.**

**Responsible Department**

This item is submitted by Deputy City Manager Gina Montes and the Office of Homeless Solutions.

**DISCUSSION AND POSSIBLE ACTION (ITEM 8)**

**8 Fiscal Year 2023-24 Bioscience Healthcare Strategic Initiative**

**Page 47**

This report requests the Economic Development and Housing Subcommittee (Subcommittee) recommend City Council approval to implement the Fiscal Year (FY) 2023-24 Bioscience Healthcare Strategic Initiative, including authorization of an Arizona Bioindustry Association (AZBio) membership for FY2024-25 and participation at the annual BIO International Convention in 2024. Further request the Subcommittee recommend approval to accept funds from the City's BIO International Convention partners to offset costs associated with the 2024 Convention expenses, and for the City Controller to disburse funds associated with this request to future identified convention vendors. Funding for the AZBio membership and convention efforts will not exceed \$110,000. There is no impact to the General Fund. Funding is available in the Genomics Facilities and Operations Fund.

**THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.**

**Responsible Department**

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.

**000 CALL TO THE PUBLIC**

**FUTURE AGENDA ITEMS**

**ADJOURN**

For further information or reasonable accommodations, please call the City Council Meeting Request line at 602-262-6001. 7-1-1 Friendly.

Persons paid to lobby on behalf of persons or organizations other than themselves must register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-534-0490.

**Members:**

Councilman Kevin Robinson, Chair  
Vice Mayor Yassamin Ansari  
Councilwoman Keshia Hodge Washington  
Councilwoman Debra Stark



Report

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Agenda Date: 9/13/2023, Item No. 1

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**Minutes of the Community and Cultural Investment Subcommittee Meeting**

This item transmits the minutes of the Community and Cultural Investment Subcommittee meeting on June 7, 2023, for review, correction or approval by the Economic Development and Housing Subcommittee.

**THIS ITEM IS FOR POSSIBLE ACTION.**

**Summary**

The minutes are included for review as **Attachment A**.

**Responsible Department**

This item is submitted by Interim Deputy City Manager John Chan and the City Manager's Office.

**Phoenix City Council  
Community and Cultural Investment (CCI) Subcommittee  
Summary Minutes  
Wednesday, June 7, 2023**

City Council Chambers  
200 W. Jefferson St.  
Phoenix, Ariz.

Subcommittee Members Present

Councilwoman Betty Guardado, Chair  
Vice Mayor Yassamin Ansari  
Councilwoman Debra Stark  
Councilwoman Kesha Hodge Washington

Subcommittee Members Absent

**CALL TO ORDER**

Chairwoman Guardado called the Community and Cultural Investment Subcommittee to order at 10:03 a.m. with Vice Mayor Yassamin Ansari, Councilwoman Kesha Hodge Washington, and Councilwoman Debra Stark present.

**CALL TO THE PUBLIC**

Jerry Van Gasse expressed support for the City's effort to redevelop Papago Park.

**MINUTES OF MEETINGS**

**1. Minutes of the Community and Cultural Investment Subcommittee Meeting**

Councilwoman Stark motioned to approve the minutes of the May 3, 2023, Community and Cultural Investment Subcommittee meeting. Councilwoman Hodge Washington seconded the motion, which passed unanimously, 4-0.

**CONSENT ACTION (ITEMS 2-6)**

**2. Fiscal Year 2023-28 Public Art Plan**

Consent only. No Councilmember requested additional information.

**3. Artist Contract for Maryvale Grand Canal Crossing Public Art Project**

Consent only. No Councilmember requested additional information.

**4. Pueblo Public Art Deaccession**

Consent only. No Councilmember requested additional information.

## **5. Artwork Donation - Hatcher Urban Businesses**

Consent only. No Councilmember requested additional information.

## **6. Request Approval of the Head Start Birth to Five Infectious Disease Mitigation Policy**

Consent only. No Councilmember requested additional information.

Councilwoman Stark motioned to approve consent Items 2-6.

Vice Mayor Ansari seconded the motion, which passed unanimously, 4-0.

## **INFORMATION ONLY (ITEMS 7- 9)**

### **7. Head Start Birth to Five Monthly Report - April 2023**

Information only. No Councilmember requested additional information.

### **8. 2023 Summer Solstice Celebration at Burton Barr Central Library**

Information only. No Councilmember requested additional information.

### **9. Phoenix Public Library's 2023 Summer Reading Program**

Information only. No Councilmember requested additional information.

## **INFORMATION AND DISCUSSION (ITEMS 10-11)**

### **10. Park Ranger Hiring Update**

Parks and Recreation Director Cynthia Aguilar introduced Parks and Recreation Deputy Director Jarod Rogers to provide an update on Item 10.

Mr. Rogers discussed City park ranger duties, such as helping improve visitor satisfaction, park safety, and park usability. He said about 69 Mountain Preserve park rangers, including eight vacancies, serve the City. Additionally, about 28 Urban park rangers support the City's urban park system, including 186 parks, pedestrian pathways, and tunnels.

Councilwoman Stark asked about a recent Parks and Recreation recruitment effort and whether what was targeted for all vacant positions.

Ms. Aguilar replied this particular recruitment was targeted for the third shift.

Chairwoman Guardado expressed support for the City's effort to hire new park rangers. She asked about the hiring process for new rangers.

Ms. Aguilar explained the various methods to attract qualified candidates, including social media advertisement and a group hiring event.

Chairwoman Guardado asked about the difference between City-employed parks rangers and private security guards Parks and Recreation recently used to patrol some parks.

Ms. Aguilar answered the private security services were authorized to provide roving patrols to 12 specific locations between 8 p.m. and 10 a.m. daily. The Park Rangers would also be patrolling the City's 186 Urban Parks with an additional authority to issue trespass notices or citations.

### **11. Park Activation Neighborhood Grant Program Update**

Ms. Aguilar gave an update on Item 11. She noted some benefits of the City's Park Activation program to promote a healthy lifestyle for residents, including new park amenities, park programming, and the new neighborhood grant opportunity funded through the American Rescue Plan Act (ARPA).

Councilwoman Stark asked for clarification of qualified census tracts.

Ms. Aguilar answered staff uses the U.S. Census Tract definition of a qualified census tract to review parks located within the boundary or near those qualifying census tracts.

Vice Mayor Ansari asked if staff could award some of the ARPA-funded neighborhood grants before the end of the year.

Ms. Aguilar replied the City is hiring additional staff to administer the neighborhood grants program to help expedite the process.

Councilwoman Hodge Washington asked if the neighborhood grants opportunity is limited to programs, events, and activities or if it could also be used for other services related to park amenities as deemed by the Neighborhood Associations.

Ms. Aguilar answered this particular grant opportunity is limited to programs and events.

Chairwoman Guardado asked if local nonprofit organizations wanting to host events at City parks could qualify for the neighborhood grant funding.

Ms. Aguilar replied yes.

### **DISCUSSION AND POSSIBLE ACTION (ITEMS 12-13)**

## **12. Recommend Fee Increase for Use of Phoenix Tennis Center**

Ms. Aguilar introduced Parks and Recreation Supervisor Stacia Homes to discuss item 12. She also acknowledged Mr. and Mrs. Ragland sitting in the audience.

Ms. Homes presented Item 12, noting the Phoenix Tennis Center is the largest in the metropolitan area serving 60,000 visitors annually through leagues, tournaments, and open play. She stated the Parks and Recreation Board recommended a fee increase from \$4.00 to \$5.10 for 90 minutes of court time and a light fee increase from \$5.00 to \$5.10 for a 90-minute court reservation at 6:00 p.m. or later. However, staff recommends the CCI Subcommittee increase the fee from \$4.00 to \$6.00 for 90 minutes of court time and \$5.00 to \$6.00 for 90 minutes of court reservation at 6:00 p.m. or later. Junior fees remained unchanged at \$2.00 for 90 minutes of court reservation.

Councilwoman Hodge Washington asked about the demographics of tennis center users by age and after 6:00 p.m. preservation statistics.

Mrs. Veronica Ragland, Business and Legal Consultant for Ragland Tennis Services, replied Juniors represent 15 to 20 percent of the tennis center community. She added the tennis center court is reserved between 65 to 70 percent of capacity after 6:00 p.m.

Chairwoman Guardado motioned to recommend the City Council approve increased fees for the Phoenix Tennis Center to \$6.00 for 90 minutes of court reservation and \$6.00 for lighting per 90 minutes. She further recommended that the City Council approve no change to the current junior fees of \$2.00 per junior for 90 minutes of court time.

Mr. Joe Ragland expressed support for the recommended fee increase.

Mrs. Veronica Ragland discussed the increased expenses for operations and expressed support for the recommended fee increase.

Vice Mayor Ansari seconded the motion, which passed unanimously, 4-0.

## **13. Head Start Birth to Five Full Enrollment Initiative Plan**

Human Services Director Marchelle Franklin, Human Services Assistant Director Nichole Ayoola, and Human Services Deputy Director Patricia Kirkland presented Item 13.

Ms. Franklin gave an overview of Item 13, noting Fiscal Year 2022-23 enrollment numbers, efforts to address enrollment issues, and factors affecting enrollment.

Ms. Ayoola stated the Head Start Birth to Five program's enrollment is 68 percent, meaning 2,341 of the 3,451 available slots are filled. She mentioned some strategies staff has undertaken to increase enrollment, including community outreach, advertising on City garbage trucks, billboards, and various media platforms.

Ms. Kirkland discussed resources staff used to identify critical factors impacting enrollment numbers, including existing data on enrollment, surveys completed by program participants and teachers, and the latest Community Needs Assessment, which identified four factors that have impacted total enrollment numbers: staff shortages due to low wages, a mismatch of family educational needs and program offerings, eligibility issues, and language barriers.

Councilwoman Stark asked if the Human Services staff is collaborating with the City's Youth and Education Office to assist with enrollment.

Ms. Kirkland replied yes.

Councilwoman Stark asked if there were ways the subcommittee could help promote the Head Start program.

Ms. Franklin responded the subcommittee could help in several ways, including inviting staff to their Council District events, providing a contact listserv, and providing feedback on constituent needs and preferences.

Councilwoman Stark asked staff to discuss how Covid-19 impacted the program.

Ms. Ayoola replied the Covid-19 pandemic affected enrollment in different ways, including a shift in the needs of families and the workforce.

Vice Mayor Ansari asked staff to elaborate on some of the language barriers noted in the presentation and how they affect enrollment.

Ms. Kirkland answered the language barrier primarily impacts the Head Start program's home-based service, where staff who visit participant families' homes encounter language challenges due to some families' specific Swahili and Farsi dialects.

Vice Mayor Ansari asked if the City is looking to hire more interpreters and translators to overcome this challenge.

Ms. Kirkland replied staff is working with the current vendor to identify the specific Swahili and Farsi dialects needed to address this challenge.

Vice Mayor Ansari stated many Afghan refugees speak Farsi, especially the dialects some of the families in the Head Start speak, and would appreciate an employment opportunity.

Councilwoman Hodge Washington asked if the recently completed Class and Compensation Study will address staff shortages caused by low wages.

Ms. Franklin replied yes.

Councilwoman Hodge Washington recommended the City consider parents and guardians of children who qualify for the Head Start program as potential employees.

Chairwoman Guardado asked about the eligibility criteria for the Head Start program.

Ms. Kirkland answered the eligibility for the Head Start program includes income, participation in the Supplemental Nutrition Assistance Program, and homelessness.

Chairwoman Guardado asked if children receiving free meals at school qualify for the Head Start program.

Ms. Kirkland replied yes.

Chairwoman Guardado asked if Council could raise the eligibility criteria at or below 140 to 150 percent of the Federal Poverty Guidelines to allow more families to participate in the Head Start program.

Ms. Kirkland replied the current qualification cap is at or below 130 percent of the Federal Poverty Guidelines, but staff would explore the existing procedures and report back to the subcommittee.

Chairwoman Guardado asked if the Human Services staff is collaborating with the City's afterschool PAC program.

Ms. Kirkland replied yes.

Chairwoman Guardado asked about the Head Start program's home visitor staffing level.

Ms. Kirkland responded the program has 28 positions, 13 of which are currently filled.

Chairwoman Guardado noted the Head Start program pays some teachers \$21 per hour while others receive \$13 for the same job. She asked why there is a significant pay gap between educators doing the same work.

Ms. Kirkland replied such pay inequities result from education levels and teaching requirement differences between school districts and nonprofit organizations. School districts require teachers to be certified through the state; nonprofits do not.

Chairwoman Guardado recommended Head Start program teachers receive equal pay.

Chairwoman Guardado motioned to approve the submitted Head Start Birth to Five Full Enrollment Initiative plan. She also motioned staff to provide the CCI Subcommittee with a monthly update on the progress of the enrollment initiative plan.

Vice Mayor Ansari seconded the motion, which passed unanimously, 4-0.

Chairwoman Guardado noted this was the last CCI subcommittee meeting before the summer recess. She thanked her colleagues and staff for their hard work.

### **CALL TO THE PUBLIC**

There were no speakers for public comment.

### **FUTURE AGENDA ITEMS**

### **ADJOURNMENT**

Chairwoman Guardado adjourned the meeting at 11:32 a.m.

Respectfully submitted,

Yusuf Dirow, Management Fellow



Report

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Agenda Date: 9/13/2023, Item No. 2

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**Minutes of the Economic Development and Equity Subcommittee Meeting**

This item transmits the minutes of the Economic Development and Equity Subcommittee Meeting on June 28, 2023 for review, correction or approval by the Economic Development and Housing Subcommittee.

**THIS ITEM IS FOR POSSIBLE ACTION.**

The minutes are included for review as **Attachment A**.

**Responsible Department**

This item is submitted by Interim Deputy City Manager John Chan and the City Manager's Office.

**Phoenix City Council  
Economic Development and Equity (EDE) Subcommittee  
Summary Minutes  
Wednesday, June 28, 2023**

City Council Chambers  
200 W. Jefferson St.  
Phoenix, Ariz.

Subcommittee Members Present

Chairwoman Laura Pastor  
Councilwoman Ann O'Brien  
Councilwoman Debra Stark  
Vice Mayor Yassamin Ansari

Subcommittee Members Absent

**CALL TO ORDER**

Chairwoman Pastor called the Economic Development and Equity Subcommittee to order at 10:07 a.m. with Councilwoman Ann O'Brien, Councilwoman Debra Stark and Vice Mayor Yassamin Ansari present.

**CALL TO THE PUBLIC**

None.

**MINUTES OF MEETINGS**

**1. Minutes of the Economic Development and Equity Subcommittee Meeting**

Councilwoman Stark made a motion to approve the minutes of the June 13, 2023 Economic Development and Equity Subcommittee meeting. Vice Mayor Ansari seconded the motion which passed unanimously, 4-0.

**INFORMATION AND DISCUSSION (ITEMS 2-6)**

**2. Z-TA-5-23-Y- Zoning Ordinance Text Amendment Regarding Accessory Dwelling Units**

Planning and Development Director Joshua Bednarek, Acting Planning and Development Deputy Director Tricia Gomes, and Planning and Development Team Leader Chris DePerro gave a report on Z-TA-5-23-Y, a text amendment to the Phoenix Zoning Ordinance to address Accessory Dwelling Units (ADUs).

Councilwoman Stark commented on ADU adoption in Portland, Oregon and noted concerns about short-term rentals.

Mr. DePerro summarized the ordinance language and discussed Flagstaff ADU standards as a model for Phoenix.

Councilwoman O'Brien asked for clarification on ADU ownership.

Mr. DePerro replied either the ADU or main unit must be occupied by the owner.

Councilwoman O'Brien expressed concern that the requirements would not prevent the owner from creating short-term rentals.

Mr. DePerro responded the requirements would not prevent this and noted State law limited the City's ability to put restrictions on short-term rentals.

Vice Mayor Ansari asked about the costs and timeline to build an ADU in a backyard.

Mr. Bednarek replied the cost and timeline would depend on the ADU's complexity but noted the primary cost would be the ADU itself.

Vice Mayor Ansari discussed ADUs in Tucson and asked how the text amendment would remove barriers to install ADUs in Phoenix.

Mr. DePerro commented on the Tucson ADU case study and summarized Phoenix's simplified requirements.

Vice Mayor Ansari asked about setback standards for detached ADUs.

Mr. DePerro provided clarification on setback requirements and noted they were the same as existing detached accessory structures.

Vice Mayor Ansari asked to which zoning districts the text amendment would apply.

Mr. DePerro replied the text amendment was written based on use, not districts, and ADUs could be permitted in all residential districts.

Chairwoman Pastor opened the floor for public comment.

Brent Kleinman asked about short-term rentals and licensing, historic preservation and repurposing of garages for ADU conversion.

Ms. Gomes discussed the registration process for short-term rentals.

Mr. DePerro summarized historic preservation processes and commented on garage conversion scenarios.

Chairwoman Pastor asked for clarification about short-term rentals.

Mr. DePerro discussed short-term rentals.

Chairwoman Pastor asked if an airstream could be considered an ADU.

Mr. DePerro replied no and reviewed the definition of an ADU.

Chairwoman Pastor asked when the text amendment vote would occur.

Ms. Gomes replied will be before Council on September 6.

Chairwoman Pastor called Scott Bourque for public comment.

Scott Bourque discussed benefits of ADUs for veterans.

### **3. Housing Choice Voucher Waitlist Opening**

Deputy City Manager Gina Montes, Housing Director Titus Mathew and Housing Manager Elenia Sotelo presented on the Housing Department's plan to open the Housing Choice Voucher (HCV) program waitlist.

Chairwoman Pastor expressed excitement for the waitlist opening.

### **4. Update on Request for Proposals for Redevelopment of Parcels**

Ms. Montes, Mr. Mathew and Assistant Housing Director Aubrey Gonzalez provided an update on the Request for Proposals for Redevelopment of Parcels Near Central and Columbus Avenues.

Chairwoman Pastor asked for clarification on scoring.

Ms. Gonzalez and Mr. Mathew elaborated on the 375 points returned to the City.

Chairwoman Pastor asked for confirmation that this property was for lease.

Mr. Mathew responded yes.

Chairwoman Pastor asked when the return to the City would be.

Mr. Mathew discussed a possible 99-year lease term, subject to negotiation.

Chairwoman Pastor noted the City Council could determine if they wanted to keep or sell the property after the 99 years and asked for more details.

Ms. Montes stated staff could provide briefings prior to releasing the RFP.

Chairwoman Pastor asked about areas to store bikes and requested an area be designed for micromobility.

Ms. Spencer noted that Item 5 on the agenda would address micromobility.

Chairwoman Pastor requested a designated parking area for micromobility vehicles, activated ground floor space and collaboration with Fire staff.

Councilwoman Stark commented on ground floor space and requested this topic be a larger conversation.

Chairwoman Pastor noted this conversation should involve staff from Community and Economic Development and Planning and Development.

### **5. Special Events at Margaret T. Hance Park**

Assistant Parks and Recreation Director Martin Whitfield and Deputy Parks and Recreation Director Alonso Avitia presented on Margaret T. Hance Park's event progress, activity and history.

Chairwoman Pastor commented on vendor concerns such as parking, special event permitting and costs.

Chairwoman Pastor opened the floor for public comment.

Sandra Basset expressed concern about economic disparities impacting organizations near Margaret T. Hance Park.

Cyndy Gaughan expressed concern about economic disparities impacting the Phoenix Center for the Arts near Margaret T. Hance Park.

Chairwoman Pastor requested staff meet with those who have concerns.

Mr. Whitfield replied staff would follow-up.

Chairwoman Pastor commented on Indian Steele Park as a possible solution.

### **6. Shared Micromobility Program Update**

Deputy City Manager Alan Stephenson, Street and Transportation Director Kini Knudson, Lime Senior Manager of Government Relations Charlie Mastoloni and Spin Government Partnerships Manager Derek Stehlin gave a report on the utilization of electric scooters and electric bikes in the Shared Micromobility Program.

Chairwoman Pastor asked for clarification on bike rentals.

Mr. Knudson discussed the library model check-out system.

Mr. Stehlin added the rental model was free of charge.

Chairwoman Pastor noted confusing semantics and discussed concerns about theft.

Mr. Stehlin commented on procedures to help prevent theft.

Chairwoman Pastor discussed community micromobility requests and summarized program concerns.

Councilwoman Stark asked if staff would provide maps for future potential expansion.

Mr. Knudson replied staff could provide maps as part of their presentation at a future meeting.

Councilwoman Stark commented on locations in other cities.

Councilwoman O'Brien expressed support for micromobility specific areas and asked about utilization rates.

Mr. Stehlin responded e-scooter ridership trended higher than e-bike ridership and staff were researching reasons why.

Mr. Mastoloni added expanding the program boundaries could support utilization rates.

Chairwoman O'Brien asked if there was data available to show how often individuals were out of service areas and where they were.

Mr. Mastoloni replied yes.

Chairwoman O'Brien asked if this information could be shared.

Mr. Mastoloni responded yes and noted curfew hours may be another factor limiting utilization.

Chairwoman O'Brien asked what the curfew hours were.

Mr. Knudson responded the curfew was midnight and rental could begin again at 5:00 a.m.

Chairwoman O'Brien asked how the curfew hours were determined.

Mr. Knudson replied safety concerns impacted the curfew hours.

Mr. Stehlin discussed dexterity tests to help address safety concerns.

Chairwoman Pastor asked how the dexterity tests worked.

Mr. Stehlin replied the dexterity tests were facilitated through the app.

Chairwoman O'Brien requested data for other market areas that do not have a curfew and noted concerns for individuals who work past midnight and need to get home.

Mr. Stehlin replied staff could follow-up with this information before September.

**DISCUSSION AND POSSIBLE ACTION (ITEM 7)**

**7. Updated Central Business District Expansion Option**

Community and Economic Development Director Christine Mackay and Deputy Community and Economic Development Director Xandon Keating presented on Plan B map options on the potential expansion of the Phoenix Central Business District.

Chairwoman Pastor asked for more information on the Option B map boundaries.

Mr. Keating provided clarification on the area around Grand Avenue.

Chairwoman Stark expressed support for the Option B expansion.

Ms. Mackay expressed appreciation for the time and attention dedicated to this work.

Councilwoman Stark made a motion to approve the item. Councilwoman O'Brien seconded the motion which passed unanimously, 4-0.

**CALL TO THE PUBLIC**

None.

**FUTURE AGENDA ITEMS**

None.

**ADJOURNMENT**

Chairwoman Pastor adjourned the meeting at 11:49 a.m.

Respectfully submitted,

Danielle Vermeer  
Management Fellow



Report

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Agenda Date: 9/13/2023, Item No. 3

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**Phoenix Kiva Hub and Better Business Bureau Serving the Pacific Southwest  
Premiere Partnership Sponsorship Contract**

Request the Economic Development and Housing Subcommittee recommend City Council approval to enter into a three-year contract as a Premiere Partnership sponsor of the Phoenix Kiva Hub administered by the Better Business Bureau Serving the Pacific Southwest (BBB) for a three year total amount not to exceed \$100,000. Funding is available in the Community and Economic Development Department's budget.

**THIS ITEM IS FOR CONSENT ACTION.**

**Summary**

Kiva Inc. launched in 2005 as the world's first personal lending website. Because of Kiva, the need for small businesses and entrepreneurs to have affordable and equitable access to financial products and services that help them chase their dreams became an achievable reality. Kiva allows everyday people to pool lending contributions in as little as \$25 increments to provide financial access to entrepreneurs in communities that are underserved and underrepresented within traditional lending spaces. This is done through crowdfunded micro-loans from \$1,000 to \$15,000 for start-ups and entrepreneurs with a zero percent interest rate and a guaranteed \$0 in fees. There are no minimum credit or cash flow document requirements to qualify, which further helps remove a barrier to entry that limits affordable and equitable financial access.

In 2021, with the financial support of the City of Phoenix and GoDaddy.com, the BBB launched the Phoenix Kiva Hub and began crowdfunding microloans focused on women and minority entrepreneurs that would otherwise not qualify for a traditional or low interest loan to start their business. While the Phoenix Kiva Hub services all of Maricopa County, the results within the City of Phoenix have been impactful:

- 19 - Phoenix Loans Funded (12 outside Phoenix)
- \$132,500 - Disbursed to Phoenix Entrepreneurs (\$66,000 outside Phoenix)
- \$6,974 - Average Loan Size (\$6,266 outside Phoenix)

The Phoenix Kiva Hub's focus on women and minority entrepreneurs has been impactful based on the 19 funded loans between February 2020 and April 2023 to Phoenix Entrepreneurs:

- 14 Credit scores below 650 (most bank loans require scores between 680-720)
- 17 Women-Owned Businesses
- 15 Minority-Owned Businesses
- 9 Black-Owned Businesses
- 3 Latino or Hispanic Owned Businesses
- 1 Native American, Asian or Pacific Islander-Owner Business

If approved, the City's new Premiere Partner Sponsorship will continue to be used to pay for the annual licensing fee associated with hosting the Phoenix Kiva Hub, which includes a ten percent administration fee. The City of Phoenix will be recognized as the title program partner/trustee in all branded materials, digital products and media mentions alongside the BBB and GoDaddy.com (also a Premiere sponsor).

Phoenix Kiva Hub will provide a biannual report to City staff that will include the following items:

- Demographic data of Kiva loan portfolio
- Average credit score of borrowers
- Repayment rate
- Total number of loans
- Borrower related data by zip code
- Success stories
- Marketing: Impact (clicks, views, etc.) and traffic to Kiva landing page
- Events, Webinar, event, and networking opportunity tracking

### **Contract Term**

The term of the three-year contract will begin on or about March 1, 2024 and end Feb. 28, 2027.

### **Financial Impact**

The total sponsorship contract will not exceed \$100,000. Funding is available in the Community and Economic Development Department's General Fund budget.

### **Responsible Department**

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.



Report

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Agenda Date: 9/13/2023, Item No. 4

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**Head Start Birth to Five Monthly Report - July 2023**

This report provides the Economic Development and Housing Subcommittee, which serves as the City of Phoenix Head Start Birth to Five Governing Board, with an updated summary of the Head Start Birth to Five Program's financial and programmatic status.

**THIS ITEM IS FOR INFORMATION ONLY.**

**Summary**

The Improving Head Start for School Readiness Act of 2007 requires each Head Start Grantee to share monthly information with the Governing Board and Policy Council on program planning, policies and operations. In compliance with the Act, the Head Start program provides a monthly report on the following areas:

- Fiscal expenditures;
- Enrollment reports;
- School attendance;
- Medical/dental exams; and
- Program information summaries.

Fiscal Expenditures

**Attachment A** shows year-to-date expenditures for the Fiscal Year 2023-24, which began July 1, 2023. The reports include a breakdown of each Education Service Provider, Child Care Partnership, Policy Council and the administrative support budget.

Enrollment Reports

The Office of Head Start requires programs to report the total number of children enrolled on the last day of each month. At the end of July, overall enrollment was 315 out of 3,451 available slots.

In the Preschool program, Deer Valley Unified School District was the only Education Service Provider that started school in July. At the end of the month, 97 slots out of 2,963 were filled. The other Education Service Providers will begin school in August.

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Early Head Start ended the month of July with 218 slots filled out of 488. The Home-Based program, which provides year-round, in-person home visitation, filled 74 slots out of 300. The Child Care Partnership program, which provides full-day, year-round services, filled 144 slots out of 188. Under-enrollment is largely due to staffing shortages, especially in the Home-Based program. Other vacancies are due to children turning three and aging out of the program. Children who age out can apply for Head Start Preschool, or a private or school district preschool program.

#### School Attendance

The annual target for attendance set by the Office of Head Start is 85 percent.

**Attachment B** indicates the year-to-date average attendance through the end of July. Head Start Preschool was 69 percent, and the Child Care Partnership program was 54 percent. Under-enrollment impacts attendance, as it is calculated on funded enrollment, not actual enrollment.

#### Medical/Dental Exams

Head Start regulations require all children to have medical and dental exams annually. At the end of July, 278 medical and 269 dental exams were completed, totaling 547 exams, as illustrated in **Attachment C**.

#### Program Information Summaries

Please see **Attachment D**.

#### **Responsible Department**

This item is submitted by Deputy City Manager Gina Montes and the Human Services Department.

# ATTACHMENT A

Fiscal Expenditures  
 Yr 4 FY 23 Head Start Financial Summary Grant 890167  
 Planned level of Expenditures  
 For the Month of July 2023

Fund Center	Program	FTE	Revised Budget 2023-2024	FY24 YEAR-TO- DATE Expenditures Federal Fund	FY24 YEAR-TO- DATE Expenditures General Purpose Fund	FY24 Remaining Balance	FY24 YEAR-TO-DATE % Spent
8940050001	HS Administration	12	\$ 6,604,626.53	\$ 490,447.33		\$ 6,114,179.20	7%
8940050004	HS T&TA	-	\$ 325,611.00	\$ 60,304.74		\$ 265,306.26	19%
8940050012	HS Policy Council	-	\$ 40,259.00			\$ 40,259.00	0%
8940050015	HS Mental Health	4	\$ 434,056.33	49,676		\$ 384,380.72	11%
8940050016	HS Casework Support	67	\$ 5,441,447.38	529,968		\$ 4,911,479.10	10%
8940050017	HS Classroom Support	16	\$ 1,566,566.00	\$ 157,541.49		\$ 1,409,024.51	10%
	<b>Total City of Phoenix</b>	<b>99</b>	<b>\$ 14,412,566</b>	<b>\$ 1,287,937</b>	<b>\$ -</b>	<b>\$ 13,124,629</b>	<b>9%</b>
8940051001	Alhambra	-	\$ 2,677,609			\$ 2,677,609	0.0%
8940051003	Booker T Washington	-	\$ 5,066,455	\$ 384,944		\$ 4,681,511	8%
8940051005	Washington	-	\$ 4,372,278			\$ 4,372,278	0%
8940051006	Deer Valley	-	\$ 1,111,888			\$ 1,111,888	0%
	Greater Phoenix Urban						
8940051010	League	-	\$ 6,857,396	\$ 631,953		\$ 6,225,443	9%
8940051116	Fowler	-	\$ 978,675			\$ 978,675	0%
	<b>Total Education Service Providers</b>	<b>-</b>	<b>\$ 21,064,301</b>	<b>\$ 1,016,897</b>	<b>\$ -</b>	<b>\$ 20,047,404</b>	<b>5%</b>
8940505021	Early Head Start Operations Support	54	\$ 8,242,500	\$ 464,834		\$ 7,777,666	6%
8940505024	Early Head Start T&TA	-	\$ 161,858	\$ 10,632		\$ 151,226	7%
	<b>Total Early Head Start</b>	<b>54</b>	<b>\$ 8,404,358</b>	<b>\$ 475,467</b>		<b>\$ 7,928,891</b>	<b>6%</b>
	<b>Subtotal</b>		<b>\$ 43,881,226</b>	<b>\$ 2,780,301</b>		<b>\$ 41,100,924</b>	<b>6%</b>
	<b>Grand Total</b>	<b>153</b>	<b>43,881,226</b>	<b>2,780,301</b>	<b>0</b>	<b>41,100,924</b>	<b>6%</b>

# ATTACHMENT B

Percentage of Preschool Attendance		
Target: 85%	YTD Percent:	69%

**Goal:**

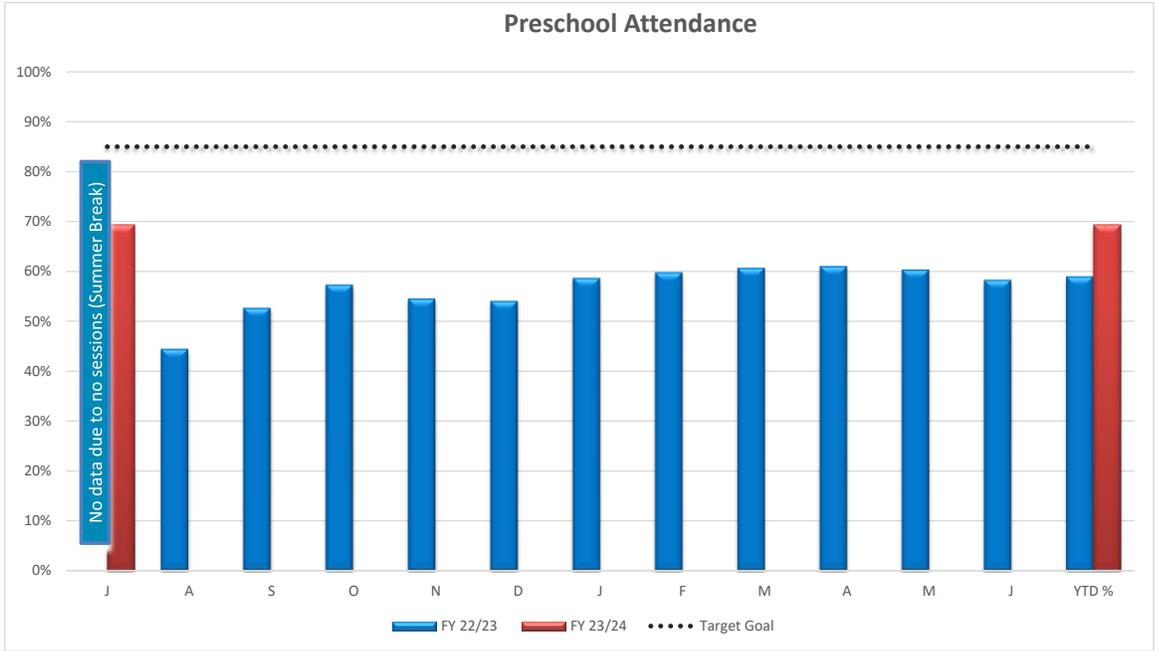
Increase attendance of Head Start Birth to Five children.

**Target:**

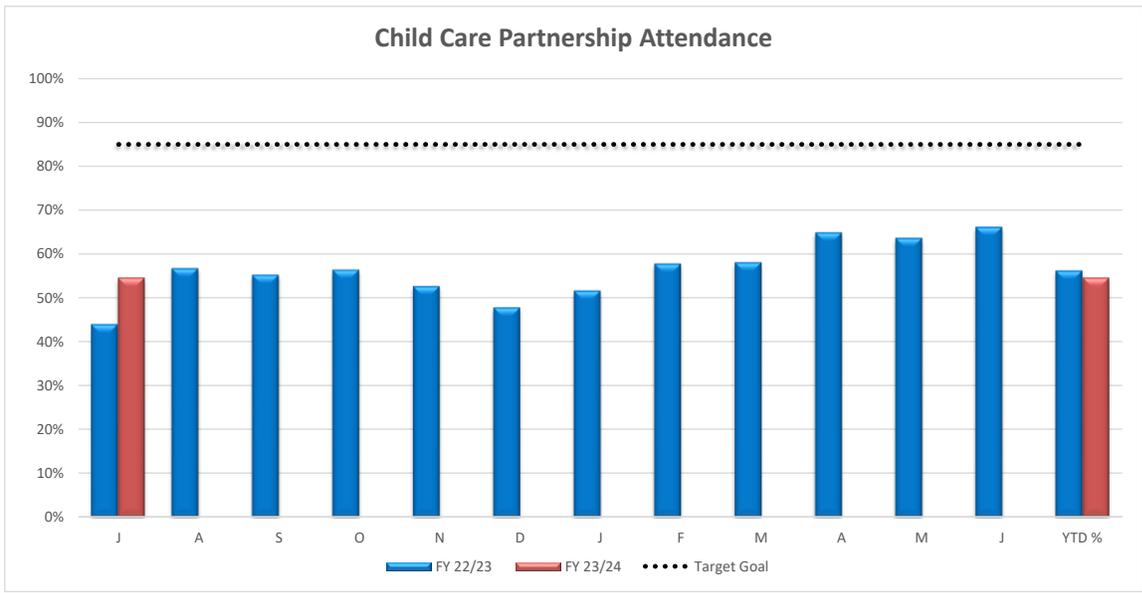
85% of children will attend each day.

**Significance:**

Attendance is a key factor in being able to get children ready to attend kindergarten.



Percentage of Child Care Partnership Attendance		
Target: 85%	YTD Percent:	54%



# ATTACHMENT C

Head Start Birth to Five Medical Exams Completed	
Target: 3,451 exams	FY 23-24 Medical Exam: 278

**Goal:**

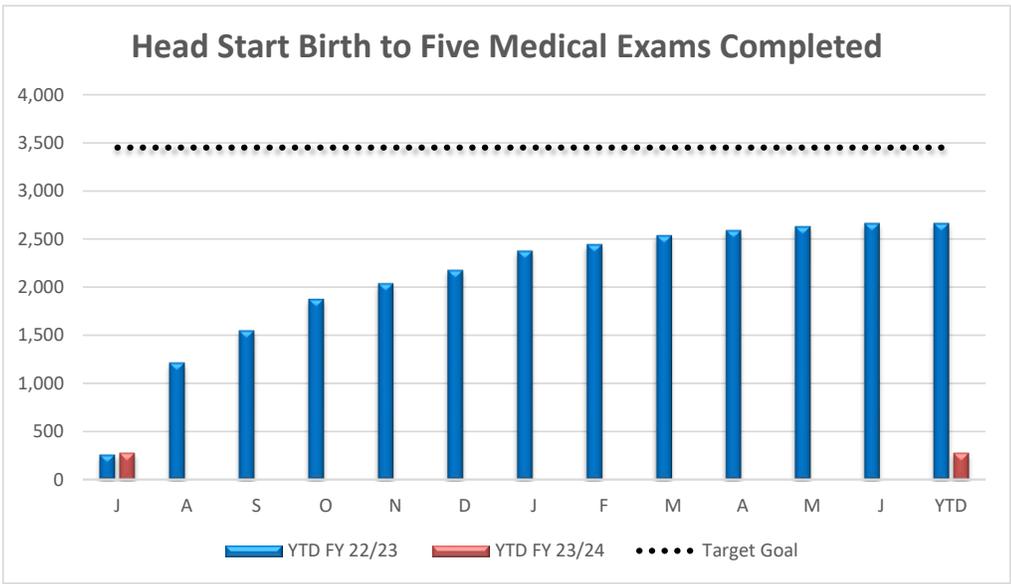
Ensure Head Start Birth to Five children receive necessary medical and dental exams.

**Target:**

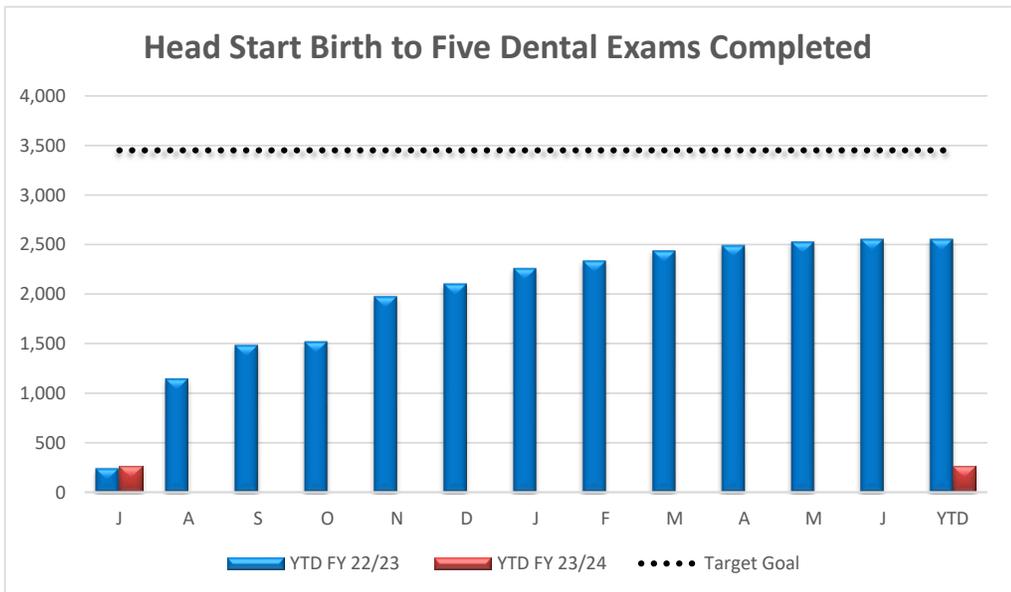
3,451 Medical Exams and 3,451 Dental Exams

**Significance:**

Head Start Birth to Five children are required to have medical and dental exams as part of the Head Start regulations.



Head Start Birth to Five Dental Exams Completed	
Target: 3,451 exams	FY 23-24 Exams: 269



## ATTACHMENT D

### Program Information Summaries

#### *New Employee Orientation*

Orientation was held for all new Head Start and Early Head Start teachers and instructional assistants at Desert Willow Conference Center. The more than 150 attendees learned Head Start expectations, the curriculum, and classroom management strategies to help new staff prepare for the upcoming school year.

#### *Isaac Back to School Health Fair*

Held at Isaac Middle School, Head Start Birth to Five staff hosted a table at the annual Isaac School District Back to School Health Fair sponsored by United Healthcare. There were more than 1,000 attendees. Children received a health screening, sports physicals, haircuts, backpacks, and school supplies to start the new school year. Staff provided over 500 families with information about Head Start and helped eight families complete Head Start pre-registration.

#### *Radio Interview*

A Head Start Birth to Five staff member was a guest on the Spanish radio station La Onda 107.5 FM. During the one-hour interview, she provided an overview of the Head Start Birth to Five Program, how families can contact the program, eligibility requirements, and the benefits families receive from participating in the program.



Report

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Agenda Date: 9/13/2023, Item No. 5

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## Key Phoenix Economic Indicators Quarterly Report

This report transmits the fourth quarter report of the Key Phoenix Economic Indicators for Fiscal Year (FY) 2022-23 to the Economic Development and Housing Subcommittee.

### **THIS ITEM IS FOR INFORMATION ONLY.**

#### **Summary**

As part of efforts to continuously improve budget forecasting and reporting, the Budget and Research Department compiles 18 key Phoenix economic indicators into the attached quarterly report. The data is collected with the assistance of the Aviation, Budget and Research, Planning and Development, Public Works, and Water Services departments. The attached report provides insightful data that, when reviewed collectively, can reveal a helpful overall picture of recent economic activity trends specifically within Phoenix. Although outside sources of economic data are also available, most of that information covers the entire Greater Phoenix region or the State of Arizona. However, with the exception of two statewide measures, the indicators in the attached report relate to data specifically within City of Phoenix boundaries, which may differ from the region or state. The indicators attached to this report (**Attachment A**) are for review by this Subcommittee.

The 18 Phoenix data measures include:

Sky Harbor International Airport Passengers: This measure indicates regional tourism and business activity.

Phoenix Water Service Accounts: This measure may indicate changes in Phoenix population and commercial and residential property development.

New Phoenix Single Family Home Construction Permits Issued: This measure may indicate Phoenix population growth and shifts in housing preferences or demographics, as well as spill-over benefits to other economic sectors such as construction, retail, manufacturing and utilities.

New Phoenix Multifamily Units Permitted: Like single family permits, this measure may indicate Phoenix population growth and shifts in housing preferences or demographics, as well as spill-over benefits to other economic sectors such as construction, retail, manufacturing and utilities.

Total Value of Permitted Phoenix Activity: Along with other factors, this measure may provide an indication of Phoenix property market values and development, as well as overall strength for commercial and residential markets.

Phoenix Solid Waste Residential Customer Growth: This measure may indicate changes in Phoenix population and revenue generated through solid waste services provided by the Public Works Department.

City of Phoenix Overall Sales Tax: This measure indicates overall economic activity related to all categories of taxable sales within Phoenix.

City of Phoenix Retail Sales Tax: This measure indicates economic activity related to taxable retail sales and consumer spending levels within Phoenix.

City of Phoenix Hotel/Motel Sales Tax: This measure indicates economic activity related to hospitality, leisure and tourism within Phoenix.

City of Phoenix Restaurants/Bars Sales Tax: This measure indicates economic activity related to hospitality, leisure and tourism within Phoenix.

City of Phoenix Contracting Sales Tax: This measure indicates economic activity related to taxable commercial and residential construction in Phoenix.

State Overall Sales Tax: This measure indicates economic activity related to all categories of taxable sales within the State of Arizona.

State Vehicle License Tax: This measure indicates vehicle sales activity within the State of Arizona.

Phoenix Assessed Property Valuation: This measure is based on the Primary Net Assessed Valuation, which provides the basis for City of Phoenix property tax revenue.

Phoenix Full Cash Property Value: This measure indicates the market value of residential and commercial property within Phoenix and is an important economic indicator relating to the overall commercial and residential property markets.

Phoenix Median Household Income: This annually updated measure provides the mid-level household income within Phoenix, an important indicator of job and wage activity levels.

Phoenix Unemployment Rate: This annually updated measure shows the percentage of the active labor force currently unemployed within Phoenix, an important indicator of overall economic health.

Phoenix Labor Force Participation: Another measure of employment levels, this annually updated measure shows the percentage of the population aged 16 and older currently in the Phoenix labor force, which can help account for "discouraged workers" not captured in the unemployment rate.

Each measure provides the year-to-date totals and year-to-date growth rates compared to the prior year, prior three-year average, and peak year (when the peak year differs from the current year).

**Responsible Department**

This item is submitted by City Manager Jeffrey Barton and the Budget and Research Department.



City of Phoenix

# Phoenix Economic Indicators Report

Fourth Quarter FY 2022-23

## Executive Summary

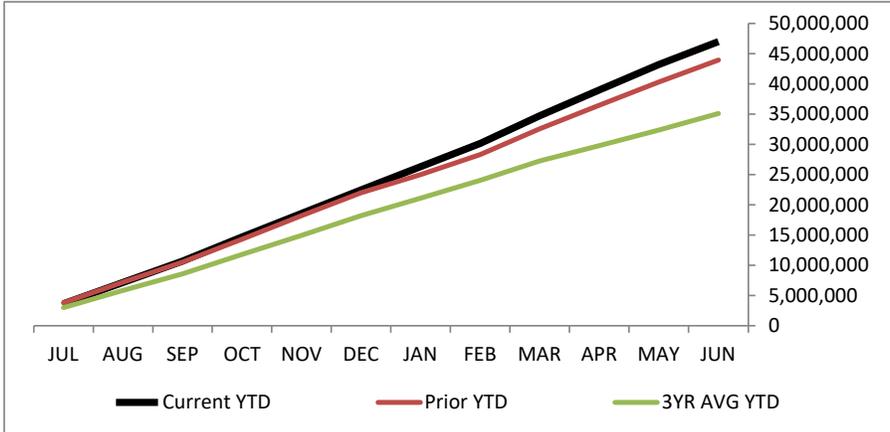
Economic indicators, such as those included in this report, provide measurements for evaluating the health of our economy, the latest business cycles, and how consumers are spending and generally faring. Included in this report are aviation, utility, new development, state and local sales tax, vehicle sales, property values, and employment statistics. Each statistic is shown through a graph presenting current year-to-date data (for data available on a monthly basis), prior year-to-date, prior three year average of year-to-date data, and peak year data for four quarters of the current fiscal year (July 1 - June 30). Each indicator has its own peak year where performance was at its highest since 2000. Each graph is accompanied by a description of the significance of the measure as an economic indicator, and a statement about the current year data in relation to prior years. Many of the statistics are measured on a monthly basis, but a few are only available quarterly or annually.

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### Phoenix Sky Harbor Airport Total Passengers

**Significance:** The number of passengers utilizing the Phoenix Sky Harbor airport can be an indicator for regional tourism and business activity.



**Current YTD Compared to:**

Prior Year	7.0%
3 Year Avg.	33.8%
Peak Year	
(FY 2022-23)	N/A

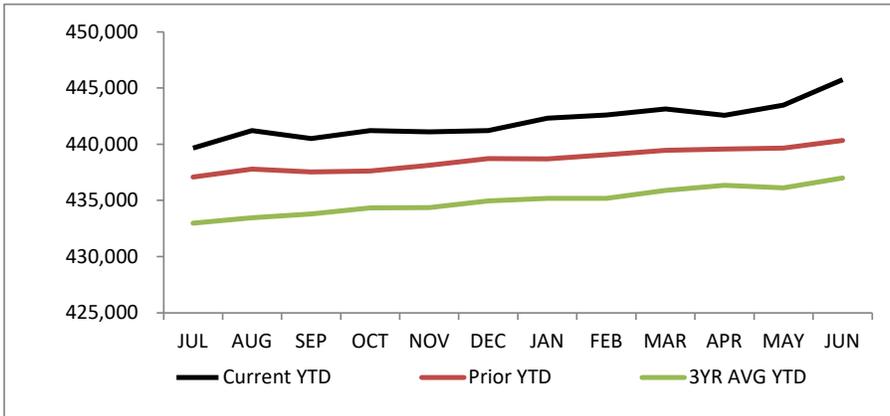
**Totals**

CYTD	47,029,885
PYTD	43,939,000
3YR AVG	35,148,333
Peak Year	
(FY 2022-23)	N/A

**Current Year:** Passenger traffic increased 7.0% compared to the same time period last fiscal year and is 33.8% higher than the three year average. Industry data lags two months.

### Total Water Service Accounts

**Significance:** Total water service account growth is a measurement indicating revenue generated through services provided by the Water Services Department. The number of water service accounts can be an indicator of changes in population and development.



**Current YTD Compared to:**

Prior Year	1.2%
3 Year Avg.	2.0%
Peak Year	
(FY 2022-23)	N/A

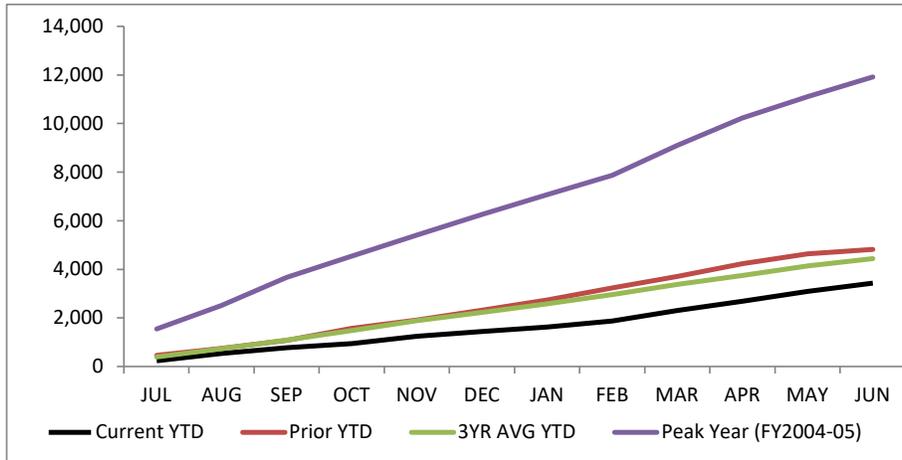
**Totals**

CYTD	445,731
PYTD	440,352
3YR AVG	436,991
Peak Year	
(FY 2022-23)	N/A

**Current Year:** Water service accounts continue to reflect an upward trend in residential customers. While most growth has occurred in the single family residential sector, multifamily residential also grew at an increased rate as compared to previous years.

## Total New Home Construction Permits Issued

**Significance:** New single family homes are a key economic indicator, reflecting local population growth as well as spill over benefits to other sectors of the economy such as demand for construction labor/materials, retail, manufacturing and utilities.

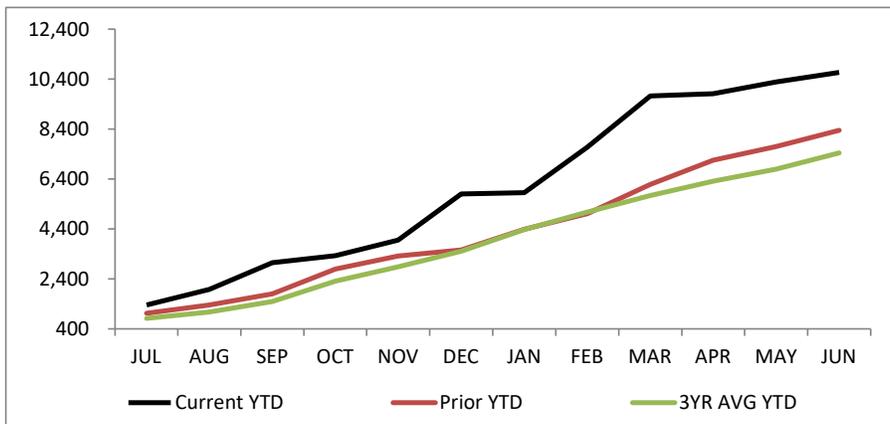


<b>Current YTD Compared to:</b>	
Prior Year	-28.8%
3 Year Avg.	-22.8%
Peak Year (FY 2004-05)	-71.2%
<b>Totals</b>	
CYTD	3,434
PYTD	4,822
3YRAVG	4,447
Peak Year (FY 2004-05)	11,924

Current Year: Planning and Development experienced a year over year decrease in single family permits issued in FY 2022-23. This decrease was expected as there has been a decline in the number of residential lots submitted for preliminary approval.

## New Multifamily Units Permitted

**Significance:** New multi-family construction is a key economic indicator of local population growth or shifts in housing preferences and its spill over benefits to other sectors of the economy such as demand for construction labor/materials, retail, manufacturing and utilities.

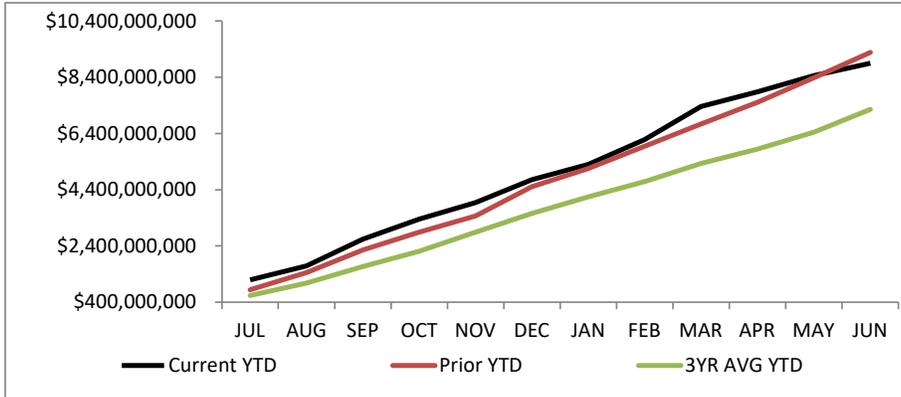


<b>Current YTD Compared to:</b>	
Prior Year	27.8%
3 Year Avg.	43.4%
Peak Year (FY 2022-23)	N/A
<b>Totals</b>	
CYTD	10,668
PYTD	8,345
3YRAVG	7,441
Peak Year (FY 2022-23)	N/A

Current Year: Planning and Development experienced an increase in growth in multifamily housing compared to last fiscal year. As the demand for housing continues, growth in this sector is anticipated to continue, although there was a decline in the fourth quarter compared with the third quarter.

**Total Value of Permitted Activity**

Significance: The valuation of new construction can be an indicator of economic strength because it reflects the permit value of new construction projects.



**Current YTD Compared to:**

Prior Year	-4.1%
3 Year Avg.	22.6%
Peak Year	
(FY 2021-22)	-4.1%

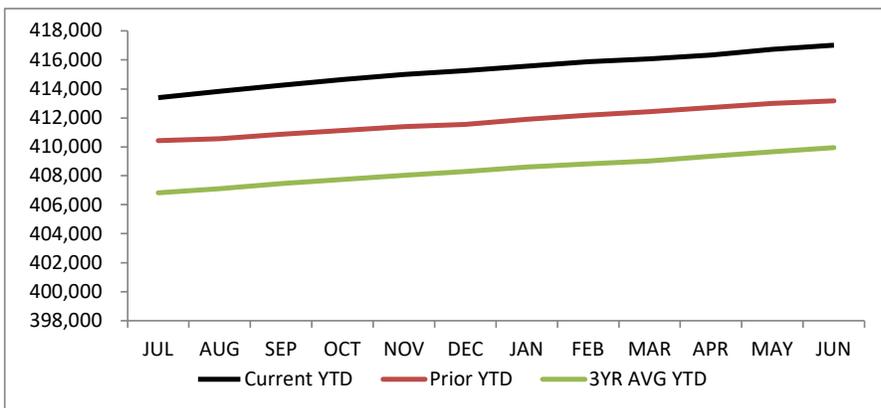
**Totals**

CYTD	\$8,899,236,096
PYTD	\$9,277,267,626
3YR AVG	\$7,256,844,218
Peak Year	
(FY 2021-22)	\$9,277,267,626

Current Year: Planning and Development experienced a 4.1% decrease in permit valuation compared to last fiscal year, which was the peak year. Fourth quarter FY 2022-23 Value of Permitted Activity decreased by 39.3% compared with the same quarter of the previous year. This is mainly attributable to a decrease in new multifamily units permitted in the fourth quarter.

**Solid Waste - Residential Customer Growth**

Significance: Residential customer growth is an indicator of one facet of Phoenix's economic strength because it reflects the growth in households. The graph shows a consistent upward trend in the count of Solid Waste residential customers.



**Current YTD Compared to:**

Prior Year	0.9%
3 Year Avg.	1.7%
Peak Year	
(FY 2022-23)	N/A

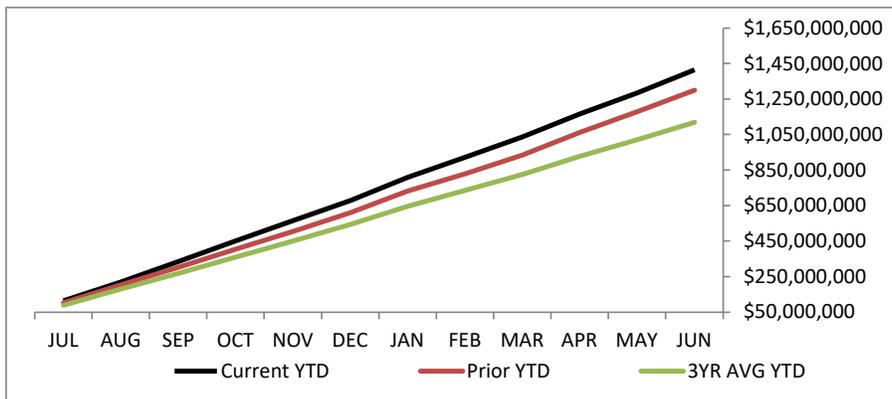
**Totals**

CYTD	417,000
PYTD	413,177
3YR AVG	409,940
Peak Year	
(FY 2022-23)	N/A

Current Year: The number of residential living units being serviced by the Public Works Department Solid Waste Division is consistently trending upwards.

**City Sales Tax - Total**

Significance: City sales tax (all funds including: General Fund, T2050, Public Safety, 3PI, Convention Center, Sports Facilities, and Capital Construction) represents overall local economic activity related to taxable sales.



**Current YTD Compared to:**

Prior Year	8.8%
3 Year Avg.	26.5%
Peak Year	
(FY 2022-23)	N/A

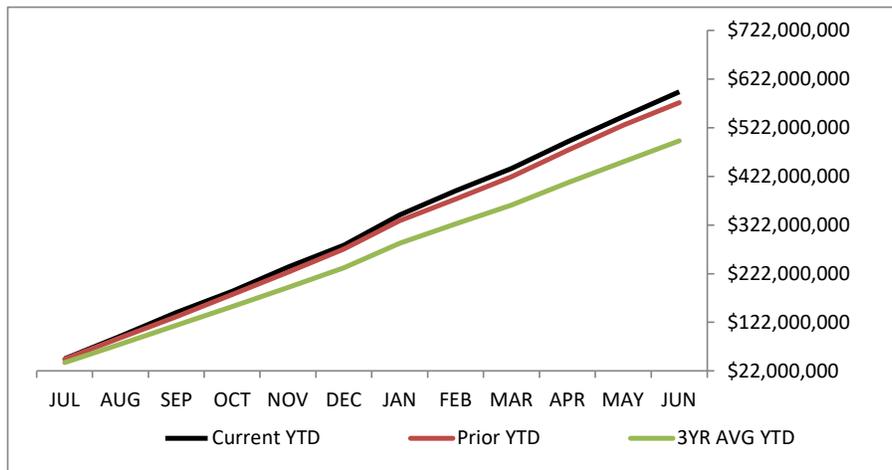
**Totals**

CYTD	\$1,414,388,000
PYTD	\$1,299,977,000
3YR AVG	\$1,118,357,333
Peak Year	
(FY 2022-23)	N/A

Current Year: Total City sales tax collections continued to experience positive growth in the fourth quarter compared to the same time period last fiscal year. The retail category grew at a slower pace, although the contracting, hospitality and leisure categories still have shown substantial increases. Prior year values have not been adjusted for inflation.

**City Sales Tax - Retail**

Significance: Retail sales tax represents retail sales, not including the sales tax on food.



**Current YTD Compared to:**

Prior Year	3.9%
3 Year Avg.	20.4%
Peak Year	
(FY 2022-23)	N/A

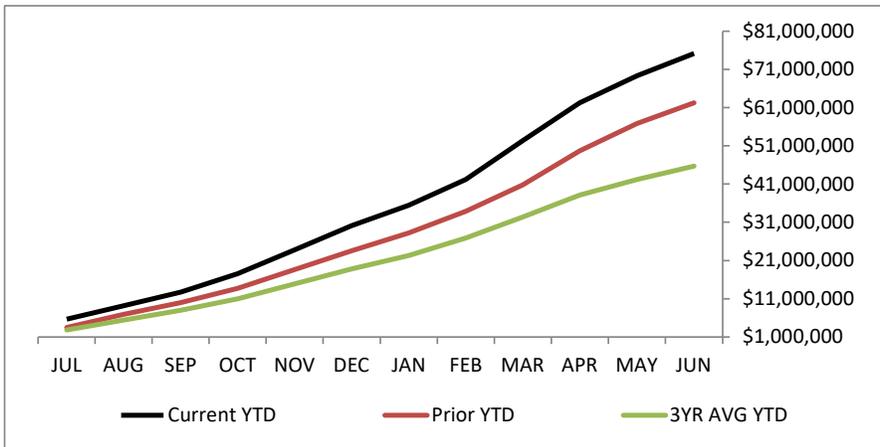
**Totals**

CYTD	\$596,045,000
PYTD	\$573,660,000
3YR AVG	\$495,097,333
Peak Year	
(FY 2022-23)	N/A

Current Year: City retail sales tax continues to experience positive growth, albeit at a slower pace. Current year growth also accounts for additional retail sales tax collected from online retailers which became effective October 2019. Prior year values have not been adjusted for inflation.

**City Sales Tax - Hotel/Motel**

Significance: Hotel/Motel sales tax revenue represents taxable sales for these businesses and is an indicator of tourism activity.



**Current YTD Compared to:**

Prior Year	20.8%
3 Year Avg.	64.4%
Peak Year	
(FY 2022-23)	N/A

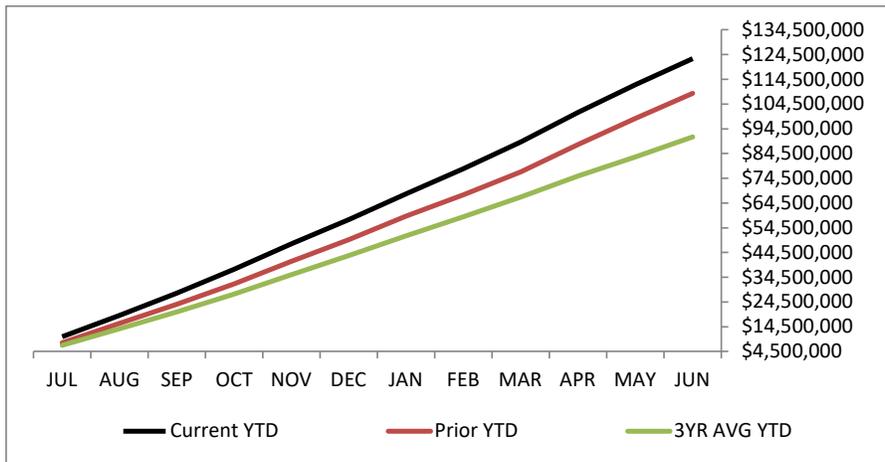
**Totals**

CYTD	\$75,155,000
PYTD	\$62,238,000
3YRAVG	\$45,703,667
Peak Year	
(FY 2022-23)	N/A

Current Year: Hotel/motel sales tax collections have shown recovery. FY 2022-23 actuals continued this trend and grew significantly compared to the prior fiscal year. This growth may be attributed to several factors, such as the Super Bowl and related events, as well as the impact of inflation leading to an increase in the tax base. Prior year values have not been adjusted for inflation.

**City Sales Tax - Restaurants/Bars**

Significance: Restaurants/Bars sales tax revenue represents taxable sales for these businesses and is an indicator of economic strength, population growth, and tourism.



**Current YTD Compared to:**

Prior Year	12.8%
3 Year Avg.	34.6%
Peak Year	
(FY 2022-23)	N/A

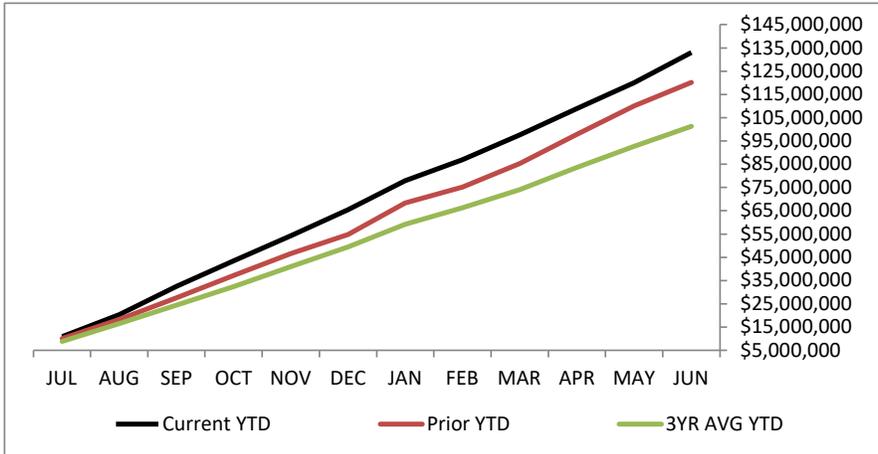
**Totals**

CYTD	\$122,779,000
PYTD	\$108,867,000
3YRAVG	\$91,250,333
Peak Year	
(FY 2022-23)	N/A

Current Year: Restaurants/bars sales tax collections have shown recovery. FY 2022-23 actuals continued this trend and grew significantly compared to the prior fiscal year. This growth may be attributed to several factors, such as the Super Bowl and related events, as well as the impact of inflation leading to an increase in the tax base. Prior year values have not been adjusted for inflation.

**City Sales Tax - Contracting**

Significance: Contracting sales tax revenue presents activity in the commercial, retail and residential construction markets.



**Current YTD Compared to:**

Prior Year	10.6%
3 Year Avg.	31.3%
Peak Year	
(FY 2022-23)	N/A

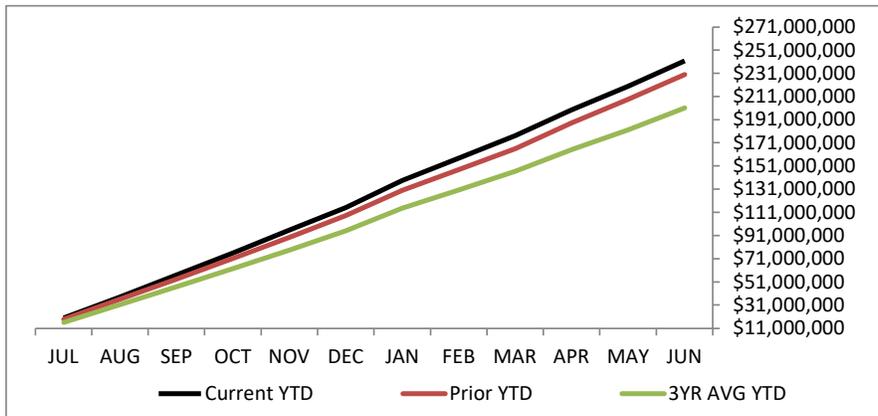
**Totals**

CYTD	\$132,952,000
PYTD	\$120,170,000
3YRAVG	\$101,231,667
Peak Year	
(FY 2022-23)	N/A

Current Year: Contracting sales tax collections continued to experience solid growth. Current year-to-date fourth quarter actuals are positive and growing compared to the prior fiscal year. The increase might be due to growth in the multi-family housing market and new largescale commercial projects including the TSMC project. Prior year values have not been adjusted for inflation.

**State Sales Tax - Total**

Significance: State shared sales tax revenues are distributed to cities and towns based on relative population share in Arizona. The population share in FY 2000-01 was 33.72% and the current relative population share was reduced to 27.87% in July 2022 based on Census 2021 data.



**Current YTD Compared to:**

Prior Year	5.2%
3 Year Avg.	20.3%
Peak Year	
(FY 2022-23)	N/A

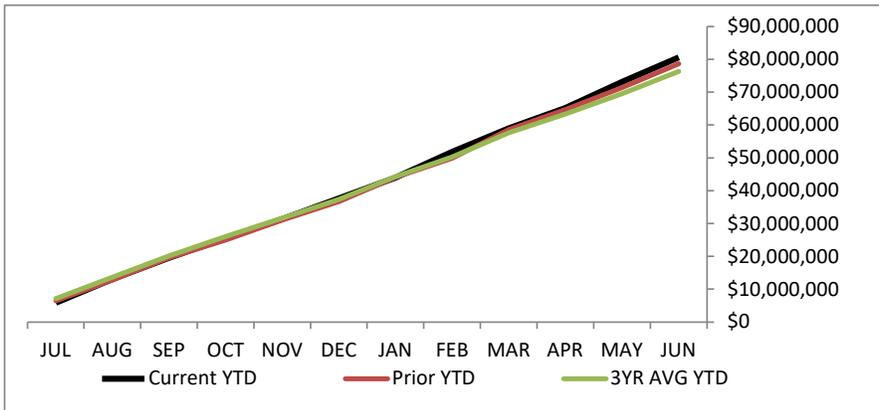
**Totals**

CYTD	\$241,813,000
PYTD	\$229,901,000
3YRAVG	\$201,039,667
Peak Year	
(FY 2022-23)	N/A

Current Year: State sales tax collections continued to experience positive growth in the fourth quarter compared to the same time period last fiscal year. The retail category grew at a slower pace, although the contracting, hospitality and leisure categories still have shown strong increases. Prior year values have not been adjusted for inflation.

**State Vehicle License Tax**

Significance: State shared vehicle license tax revenues are distributed to cities and towns in Maricopa County based on their relative population share of Maricopa County. The City of Phoenix's population share in FY 2000-01 was 48.51%, and the population share has been reduced to 38.93% starting from FY 2022-23.



**Current YTD Compared to:**

Prior Year	2.4%
3 Year Avg.	5.6%
Peak Year (FY 2022-23)	N/A

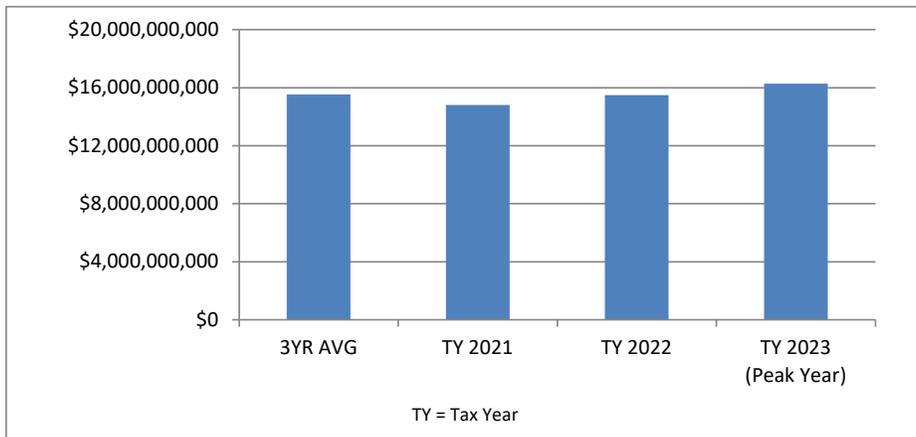
**Totals**

CYTD	\$80,593,187
PYTD	\$78,694,876
3YRAVG	\$76,315,746
Peak Year (FY 2022-23)	N/A

Current Year: State shared vehicle license tax (VLT) collections started to experience positive growth, which might be attributable to the elimination of the alternative fuel vehicle license tax discount after December 31, 2022. Prior year values have not been adjusted for inflation.

**Phoenix Primary Net Assessed Valuation**

Significance: Phoenix assessed valuation is based on the Primary Net Assessed Value (Primary NAV), which beginning in FY 2015-16, is the single value used for calculating both Primary Property Taxes and Secondary Property Taxes. The assessed valuation provides an indicator of the basis for the City property tax revenue. Primary NAV growth year-over-year is limited under the State Constitution and does not match growth in market values. The statistic is updated once per year, in February.



**Calendar Year Compared to:**

Prior Year	5.0%
3 Year Avg.	4.8%
Peak Year (TY 2023)	0.0%

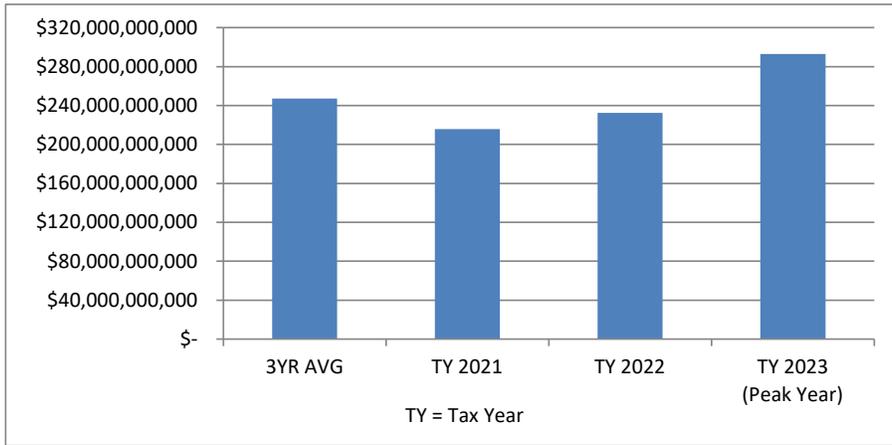
**Totals**

TY 2022	\$15,490,531,934
TY 2021	\$14,800,877,416
3YRAVG	\$15,518,914,067
Peak Year (TY 2023)	\$16,265,332,852

Current Year: Tax year 2023 (FY 2023-24) Primary NAV grew by 5.0% over the prior year; 1.9% is attributable to new property and 3.1% is attributable to appreciation in previously-taxed property. Prior-year values have not been adjusted for inflation.

### Phoenix Full Cash Value

**Significance:** Full cash value is an indicator of both commercial and residential property values, an important indicator of one facet of economic health. This statistic is updated once per year, in February, and lags market conditions by approximately one year. Due to assessed valuation growth limits and statutory changes in assessment ratios, however, trends in full cash value do not correlate to trends in the tax base for property taxes.



**Calendar Year Compared to:**

Prior Year	26.0%
3 Year Avg.	18.6%
Peak Year (TY 2023)	0.0%

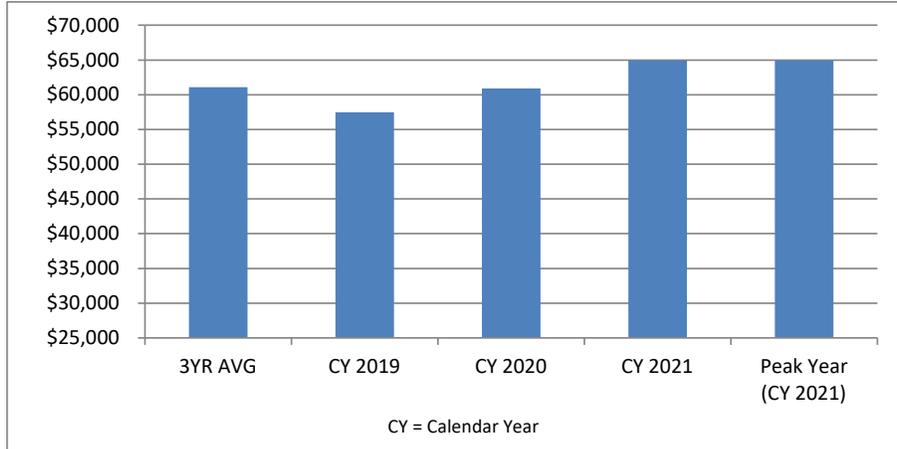
**Totals**

2022	\$232,423,574,149
2021	\$215,741,892,809
3YR AVG	\$247,029,671,908
Peak Year (TY 2023)	\$292,923,548,766

**Current Year:** Tax year 2023 (FY 2023-24) full cash value grew by 26.0% over the prior year. Growth was most impacted by 30.0% appreciation in single- and multi-family residential properties. Prior year values have not been adjusted for inflation.

### Phoenix Median Household Income

**Significance:** This measure includes the income of the householder and all other individuals 16 years of age and older in the household. Median income is the amount that divides the income distribution into two equal groups, half at income levels above that amount, and half at income levels below that amount.



**Calendar Year Compared to:**

Prior Year	6.6%
3 Year Avg.	6.3%
Peak Year (CY 2021)	0.0%

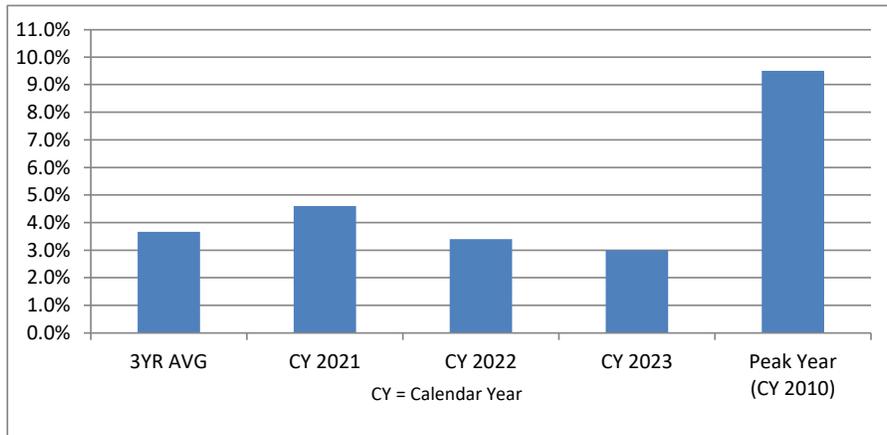
**Totals**

2021	\$64,927
2020	\$60,914
3YR AVG	\$61,100
Peak Year (CY 2021)	\$64,927

**Current Year:** Phoenix Median Household Income in 2021 exceeded the previous peak year of 2008 (\$57,507). Data is from the U.S. Census Bureau 2021 American Community Survey One-Year Estimates released in September 2022. Peak year reflects the highest since 2005 (the oldest readily available data set).

## Phoenix Unemployment Rate

**Significance:** This measures the percentage of the labor force that are unemployed. Those individuals (16 years of age and older) who do not have a job but are available for work, except in the case of temporary illness, and actively seeking work in the prior 4 weeks. The only exceptions to these criteria are individuals who are waiting to be recalled from a layoff and individuals waiting to report to a new job within 30 days—these, too, are considered unemployed. This statistic is updated once per year, in April.



### Calendar Year Compared to:

Prior Year	-11.8%
3 Year Avg.	-18.2%
Peak Year (CY 2010)	-68.4%

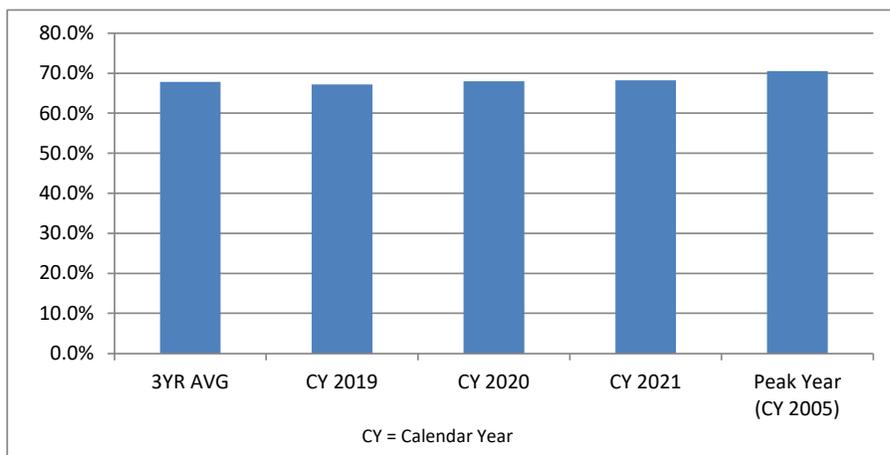
### Totals

2022	3.0%
2021	3.4%
3YR AVG	3.7%
Peak Year (CY 2010)	9.5%

**Current Year:** The unemployment rate in 2022 decreased from the prior year which reflected the continued recovery from the pandemic. Data is from the United States Department of Labor, Bureau of Labor Statistics. Peak year reflects the highest since 1990 (the oldest readily available data set). Data from 2011 through 2022 were revised by the federal government in April 2023.

## Phoenix Labor Force Participation

**Significance:** This measures the percentage of the population (16 years of age and older) that is in the labor force. The labor force is defined as the total population of employed and unemployed people (16 years of age and older). People are classified as unemployed if they do not have a job, have actively looked for work in the prior 4 weeks, and are currently available for work.



### Calendar Year Compared to:

Prior Year	0.3%
3 Year Avg.	0.6%
Peak Year (CY 2005)	-3.3%

### Totals

2021	68.2%
2020	68.0%
3YR AVG	67.8%
Peak Year (CY 2005)	70.5%

**Current Year:** The labor force participation rate decreased slightly from 2020 to 2021, indicating a decrease in the percentage of the population that is either employed or unemployed and actively looking for work. Data is from the U.S. Census Bureau 2021 American Community Survey One-Year Estimates released in September 2022. Peak year reflects the highest since 2005 (the oldest readily available data set).



Report

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Agenda Date: 9/13/2023, Item No. 6

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## What Works Cities Certification Update

This report provides an update to the Economic Development and Housing Subcommittee on the City's efforts on What Works Cities certification, a global standard in data-driven, well-managed local governments, led by Results for America.

### **THIS ITEM IS FOR INFORMATION ONLY.**

#### **Summary**

In 2017, the City of Phoenix began working with Results for America on the What Works Cities initiative, a global standard for data-driven, well-managed local governments. To date, the City has completed three assessments, achieving Silver-level certification in 2019, and rising to Gold-level certification in 2021. Gold-certified cities "are great at understanding data, tracking progress and using data to make decisions." The highest level of certification is Platinum, which only two cities have achieved.

In August 2022, What Works Cities announced updated criteria for achieving certification. Developed by a team of international experts, the new criteria bring an equity focus to evidence-base decision making and better reflect the evolving practices of data governance. Phoenix is currently working on its fourth assessment to align with the updated criteria.

More than 250 cities in North, Central and South America have completed a What Works Cities assessment, comprised of 43 best practice criteria across eight foundational practices, including Data Management, Rigorous Evaluations, Leadership and Capacity, Data-Driven Budgeting and Finance, Results-Driven Contracting, Open Data, Stakeholder Impact and Performance and Analytics.

As part of the certification process, the City was recognized for several innovative programs, including the Public Works Department's use of automatic vehicle location technology and data to maximize route efficiency and ensure high-quality service for solid waste customers; Budget and Research Department's launch of the FundPHX interactive tool that empowers residents to design their own city budget during the annual budget process, available in Spanish and English; the Finance Department's

results-driven procurement enhancements; and the Water Services Department's data-driven approach to balancing water supply challenges and growth.

Launched in 2017 by Bloomberg Philanthropies, What Works Cities is a collaborative partnership between City staff, Results for America and its partners. In 2021, Phoenix was invited to participate in an eight-week Results for America cohort of 14 cities to focus on the Council-directed expansion of the City's Community Assistance Program. This led to an opportunity for ongoing support from Harvard Kennedy School Government Performance Lab. Phoenix recently participated in learning cohorts focused on procurement modernization, workforce development, data quality and management, among others.

Staff will provide future updates on ongoing work efforts and achievements under the What Works Cities initiative.

**Responsible Department**

This item is submitted by Interim Deputy City Manager John Chan and the Office of Innovation.



## **Human Services Campus Engagement Efforts Update**

This report provides an update to the Economic Development and Housing Subcommittee on the City's ongoing enhanced engagement efforts to address homelessness in the area outside the Human Services Campus (HSC).

### **THIS ITEM IS FOR INFORMATION AND DISCUSSION.**

#### **Summary**

In May 2023, the City of Phoenix began a block-by-block approach to close streets to camping in the area around the HSC. Staff from the City's Office of Homeless Solutions, HSC, Community Bridges, Inc. (CBI) and other providers were available at each engagement effort to offer services including shelter and to assist anyone who was unable to move their belongings on their own. In addition, streets were cleaned which consisted of removing trash, waste, and other debris from each identified block, which was then closed to camping. To date, there have been eight enhanced engagement efforts completed. Staff engaged 259 individuals experiencing homelessness in the area over the span of these efforts. Of those engaged, 206 accepted indoor shelters or treatment programs, for a combined 80 percent acceptance rate.

There are approximately nine engagement efforts remaining to complete the area. Staff will provide future updates on ongoing efforts and results around these engagement efforts.

#### **Responsible Department**

This item is submitted by Deputy City Manager Gina Montes and the Office of Homeless Solutions.



Report

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Agenda Date: 9/13/2023, Item No. 8

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**Fiscal Year 2023-24 Bioscience Healthcare Strategic Initiative**

This report requests the Economic Development and Housing Subcommittee (Subcommittee) recommend City Council approval to implement the Fiscal Year (FY) 2023-24 Bioscience Healthcare Strategic Initiative, including authorization of an Arizona Bioindustry Association (AZBio) membership for FY2024-25 and participation at the annual BIO International Convention in 2024. Further request the Subcommittee recommend approval to accept funds from the City's BIO International Convention partners to offset costs associated with the 2024 Convention expenses, and for the City Controller to disburse funds associated with this request to future identified convention vendors. Funding for the AZBio membership and convention efforts will not exceed \$110,000. There is no impact to the General Fund. Funding is available in the Genomics Facilities and Operations Fund.

**THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.**

**Summary**

Phoenix has grown to be a hub of bioscience activity in the Southwestern U.S. CBRE, a national commercial real estate firm, ranked Phoenix fifth in the nation as an Emerging Life Science Market in their 2020 annual U.S. Life Science Report and first for Life Science Job Growth in Emerging Life Science Markets in their 2021 report. Much of this success is due to Phoenix's world-class medical centers, innovative research institutions, pro-business environment, a growing educated population, dedicated universities and community colleges, and spirit of entrepreneurship. In order to build upon these strengths, staff is continuing to implement a strategic plan introduced in 2018 designed to grow, strengthen and sustain a healthy bioscience industry. Since the launch of this effort, there has been an acceleration of investment and growth in the bioscience industry in Phoenix. By the end of 2022, more than \$4 billion will have been invested in new and expanded bioscience and healthcare facilities, and more than 6 million square feet of primary facility space for discovery, development and care delivery creating more than 10,000 jobs for Phoenix residents.

Staff has focused its economic development efforts in the areas of research, development, precision medicine, healthcare delivery, health-tech and education. Focusing on these areas strengthens and solidifies Phoenix as a leader in the nation's

bioscience healthcare industry. The Community and Economic Development Department (CEDD) will continue to ensure there is a world-class real estate inventory that meets the unique needs of bioscience companies. This commitment includes support of the downtown Phoenix Bioscience Core (PBC), Mayo Clinic's Discovery Oasis, the Phoenix Medical Quarter in addition to other submarkets within the City. Specifically, CEDD has been working closely with Arizona State University (ASU) and its development partner, Wexford Science & Technology, to bring prospective tenants to the first phase development on the PBC north of Fillmore Street, the 850 PBC building. In the 850 PBC building, ASU is a major tenant in the building along with the expansion of the Center for Entrepreneurial Innovation with its new LabForce program to train individuals with the skills needed to work in a lab setting. Other tenants within the new building include bioscience companies and a co-working accelerator lab supporting the growth of early-stage companies and creating new, quality jobs in Phoenix.

In order to maintain the City's position in the bioindustry, CEDD is requesting to continue the City's annual membership with the AZBio, the only statewide organization exclusively focused on building Arizona's bioindustry. AZBio is committed to building a top-tier life science industry in Arizona and is a critical partner for Phoenix. As specialists, AZBio provides industry insight, programs specifically designed for life science organizations, visibility into investment opportunities, and a voice for the industry in the media, across the community, and with elected leaders and government agencies at the local, state, and federal levels. The AZBio annual membership cost is \$15,000 for FY2024-25.

Another key effort is the promotion of Phoenix's bioscience efforts nationally and internationally by attending the 2024 BIO International Convention to be held in San Diego. The 2023 BIO Convention was held in Boston, with more than 20,000 attendees and 73 countries represented. As a sponsor of Start-Up Stadium, the City of Phoenix was able to kick off one of the pitch days at the event this year and nominate three Phoenix-based companies that were selected as finalists. These three early-stage companies were able to engage with key members of the investment community, venture philanthropy groups, and BIO attendees. This year's Phoenix delegation included 52 attendees, representing 31 Phoenix companies and organizations. The delegation held more than 300 productive meetings along with continuous engagement with BIO conference attendees in the Phoenix Pavilion. More than 150 people attended this year's Rapid Fire, Fireside Chat featuring 15 Phoenix life science leaders sharing their innovations with the audience. Attendance at the event provided valuable networking and partnership opportunities and synergy with the City's attending partners looking to promote their research and products to a global audience. The knowledge and contacts generated by attending this convention will be

used in communicating the City's competitive advantage, existing ecosystem and resources in Phoenix to attract and grow companies in this industry to thrive and generate quality jobs for the community.

Planning is currently underway, subject to City Council authorization of funding, for the 2024 BIO Convention. Preliminary estimates for participation such as sponsorships, advertising, equipment, and shipping costs total approximately \$95,000. Staff will also work with industry partners, such as the University of Arizona, ASU, and the Translational Genomics Research Institute (TGen) to co-locate at the convention. This shared effort may allow the City to reduce its costs and boost visibility while assisting its partners in promoting Phoenix.

These continued efforts enable CEDD staff to showcase Phoenix's citywide assets and ensure success of future projects. CEDD and its partners continue to generate qualified prospects to create a pipeline of businesses considering expansions and/or relocations to Phoenix through a multi-faceted marketing approach targeted at this industry. Phoenix's involvement and partnership with AZBio and the BIO International Convention elevates the City's visibility as a hub for bioscience, building a critical mass of bioscience and healthcare-related companies and attracting and developing top talent vital to sustain the long-term growth of this thriving industry. As the convention vendors are currently unknown to staff, the vendors will be identified when the information is released by the convention .

### **Financial Impact**

There is no impact to the General Fund. Funding for the AZBio membership and to participate in BIO International 2024 will not exceed \$110,000 total for both efforts. Funding is available in the Genomic Facilities and Operations Fund. Funding received from the City's BIO International Convention partners shall reimburse the Genomic Facilities and Operations Fund.

### **Responsible Department**

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.