



Council Executive Report

Charles P. Potucek, City Manager

September 2016

Highlights

- ➔ Year to date, the city has experienced a 79% increase in burglaries and a 135% increase in vehicle burglaries, largely attributable to drugs.
- ➔ Police Department has reactivated the Community Response Team.
- ➔ Community clean-up day on Sept. 17 resulted in several city areas being improved with help from volunteers.
- ➔ Community groups can now view city streets, washes, parks and other facilities available for adoption on-line.
- ➔ An estimated 17,000+ people attended the city's Oktoberfest in September.
- ➔ City is participating in an inter-city bus route study funded by the Legacy Foundation through SEAGO.

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City Manager's Message

There has been a significant amount of interaction with Fort Huachuca during the month of September. The Mayor, Mary Jacobs and I were invited to a luncheon to meet LTG Kenneth Dahl, Commanding General of the IMCOM that oversees the installations and garrisons across a large region incorporating Fort Huachuca. We were also invited to participate in the quarterly Senior Leader Community Forum, where we learned the key things planned and other issues facing the Fort over the next several months. We attended the ribbon cutting for the Fort's new multi-use path, an excellent addition to the network of paths the City has installed over the past 15+ years. And Mary and I hosted the Garrison Commander COL Wright and Deputy Garrison Commander Chris Ferris on a detailed orientation of the City and its various facilities. The Mayor participated in the first hour, reviewing issues related to water and the Upper San Pedro Partnership. The orientation was very well received and will pave the way for even stronger City/Fort relationships in the future.

Other September City Manager Highlights

- ➔ The final settlement agreement with Lane Balmer has been signed and the County's specialty bankruptcy attorney will be requesting a court date in short order. It is expected the item will be scheduled on the court's docket by early November. The past six weeks were needed to clear up title issues on several of the Balmer properties that would have made it difficult for the City to dispose of the real estate once acquired.
- ➔ In a recent meeting of the Cochise Conservation and Recharge Network (CCRN), representatives of the Nature Conservancy reported that recent data indicates that there has been a slight increase in water use within the City. An analysis indicates that the increase is largely attributed to outdoor watering. Based upon that information, the group is exploring ideas or programs that would be targeted at outdoor water use. Once a

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Oct 11, 3:00 PM – Work Session

- CAC Presentation on Tasking
- Veterans' Memorial Park Proposal
- Review of Procurement Code Overhaul

Oct 13, 2:30 PM – Executive Session

5:00 PM – Council Meeting

Oct 25, 3:00 PM – Work Session

- Review of Upcoming Strategic Planning Process

Oct 27, 5:00 PM – Council Meeting

Nov. 7, 3:00 PM - Special Work Session on Strategic Planning

Other Meetings and Events

October 10 – City offices closed in observance of Columbus Day

Office Contacts

Charles.Potucek@SierraVistaAZ.gov

Mary.Jacobs@SierraVistaAZ.gov

Linda.Jones@SierraVistaAZ.gov

520-439-2147

www.SierraVistaAZ.gov

determination has been made on the most effective approach, the City will be actively engaged in assisting with the implementation.

- ✚ Mary is working closely with Police staff and the County in evaluating regional communications models in other jurisdictions to determine the best fit and approach for ours. The project team is meeting regularly. I expect to schedule a joint work session with the Board of Supervisors once the options have been evaluated and the team is close to reaching a recommendation.
- ✚ A special work session has been scheduled for Monday, November 7, at 3:00 p.m. to hear the proposed approach to your strategic planning session after the new Council is seated. Our consultant, Julia Novak of Novak Consulting, will be there to present the results of her conversations with each of you and Council Member-Elect Wolfe regarding your thoughts on the process, and to obtain final feedback. In the meantime, if you haven't already provided my office with your availability on the potential dates for the two-day strategic planning retreat sent under separate cover, please call Sue Gray in my office as soon as possible. I know how difficult it is to get everyone together for two days, so I want to provide you with as much advance notice as possible, and also ensure we are able to book Ms. Novak.

You have probably heard of the passing of former police officer Mike Mitchell. The Police Department and all of our employees are saddened by the tragic loss, and we extend our sincere condolences to Mike's wife and two daughters.

Chuck Potucek, City Manager

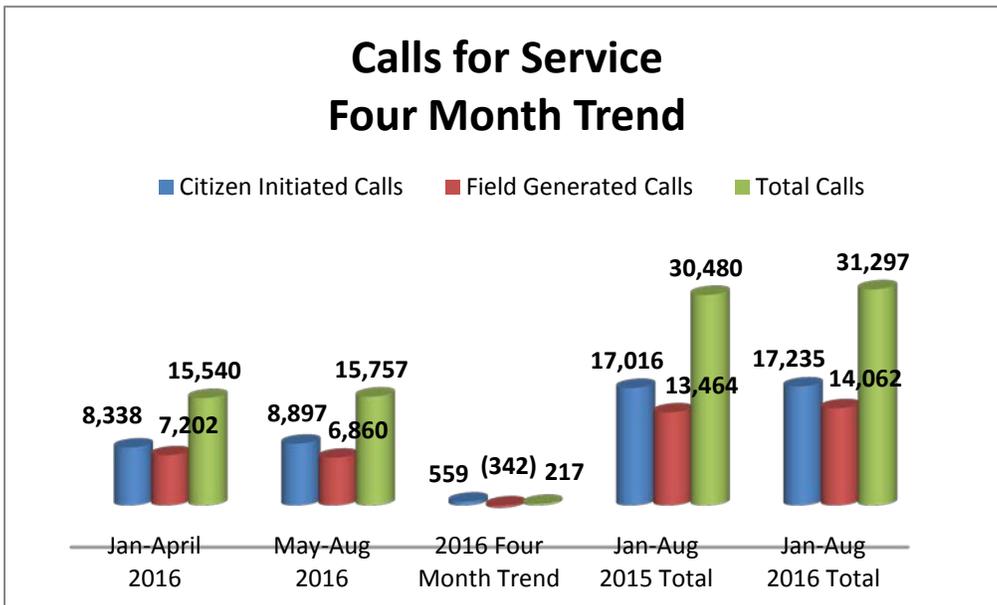
Police Department

This month's report will provide an update on police calls for service, police reports, and arrest data. The report is a follow-up to the May council report that compared data through the first four months of the year. This report evaluates trends that are occurring through the first eight months of 2016. As will be seen in this report, the police department is continuing to experience an uptick in activity through the second four months of 2016.

Law Enforcement Trends – January through April

Calls for Service

Total law enforcement calls for service entered into the computer-aided dispatch (CAD) for January-August 2016 totaled 31,297. Of these 31,297 calls for service, 55% were citizen-initiated calls and 45% were self-initiated by department members (field-generated calls). During the same time period in 2015, the department took 30,480 calls for service of which 56% were citizen-initiated and 44% were self-initiated by department members. In order to understand what is currently occurring in the city, it is useful to analyze the data throughout the year to identify any trends.

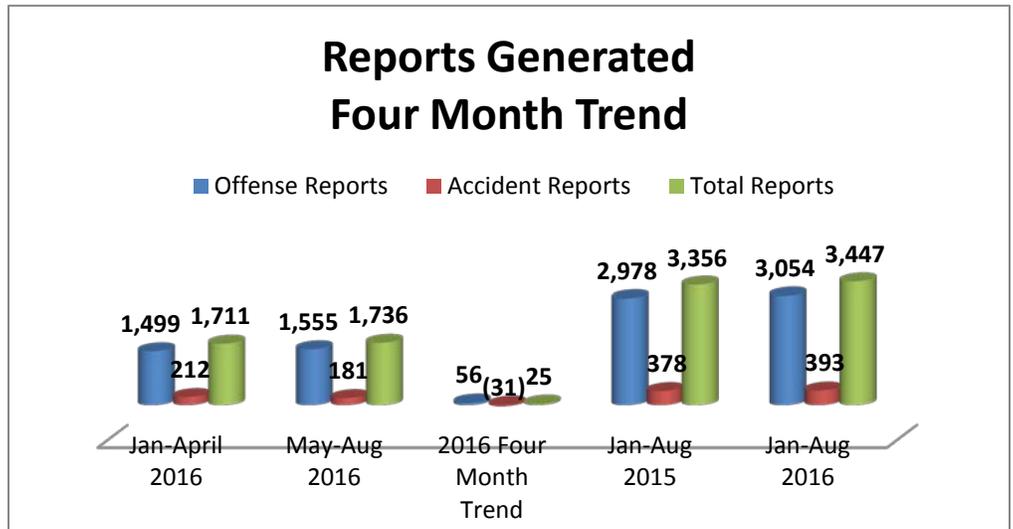


Comparing the second four months of 2016 to the first four months demonstrates an increase in citizen-initiated calls for service of 6.7% and a decrease in field-generated calls for service of 4.7%. The increase in citizen-initiated calls mostly likely accounts for the drop in field-generated calls for service as the officers are spending more time responding to the demands from the public. Despite this reduction, self-initiated officer activity still accounted for 43% of the total calls for service,

demonstrating the officers' commitment to proactive policing.

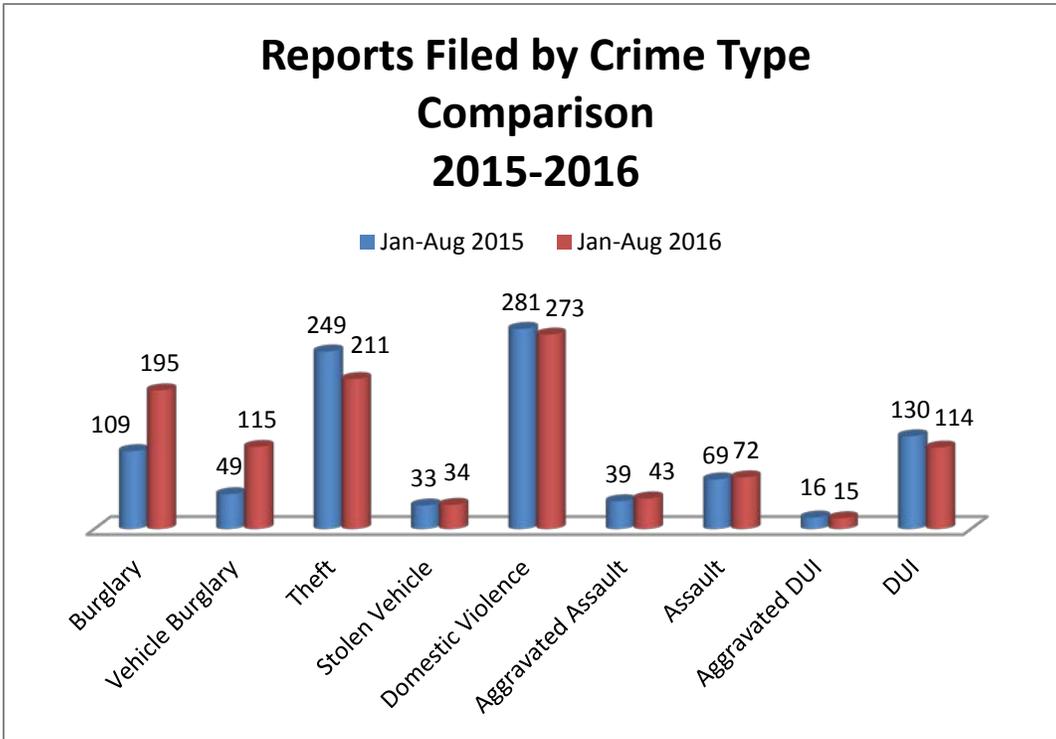
Department Reports

Due to the increase in total calls for service through the first eight months of 2016, the department also increased the total number of reports filed by 2.7%. Department members filed 76 more offense reports and 15 more accident reports for a total increase of 91 reports from January through August 2016.



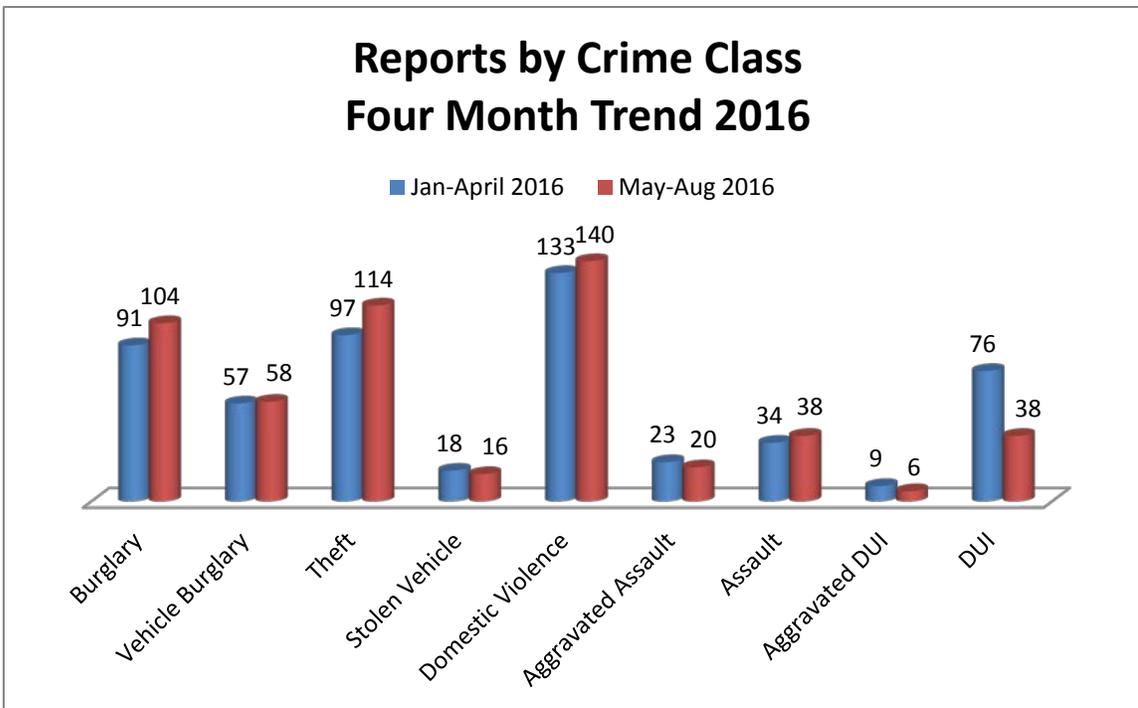
A four-month trend analysis shows the department completed 56 more offense reports during the second four months of 2016, but decreased accident reports by 31 over the same period. While the trend of increased offense reports is troubling as it indicates more criminal offenses occurring, the reduction in accident reports is encouraging as it indicates a trend of decreasing occurrences of accidents during the second four months of 2016.

Crime Types



Analysis of the types of police reports filed by crime class shows a mix of increases and decreases. Compared to the first eight months of 2015, Sierra Vista has experienced a 79% increase in burglary reports and 135% increase in vehicle burglary reports. There have also been minor increases in reports of stolen vehicles, aggravated assault, and assault; there have been minor decreases in theft, aggravated DUI, and DUI reports as compared to 2015.

Further analysis of the 2016 four-month trends reveals a continuing increase of several crime classes during the second four months of 2016. Burglary and theft showed the biggest increases, while vehicle burglary, stolen vehicles, domestic violence, aggravated assault, assault, and aggravated DUI held mostly steady with minor increases or decreases. The largest decrease in reports filed by crime class has been in the category of DUI.

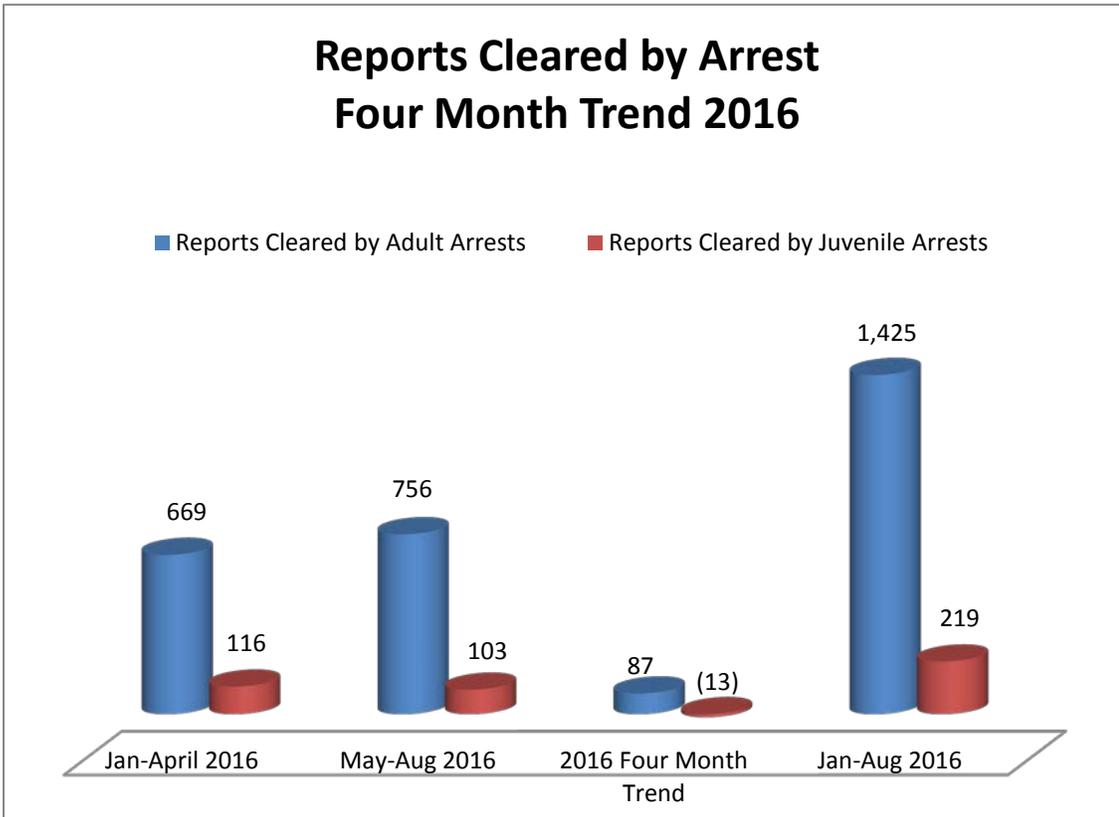


The department believes the large increases in property crimes are directly tied to drug use. While methamphetamine use continues in our community, the addition of a growing number of heroin users is adding to the

problem. The prices of heroin and methamphetamine have declined for several years, allowing more individuals to purchase, become addicted, and ultimately resort to property crimes to maintain their habit. Heroin currently sells on the street for only \$10 per usable dose (1/10 gram), down from about \$40 four years ago. Methamphetamine prices are also down to around \$40/gram, from a high of \$100-\$120/gram several years ago.

Several weeks ago, the department was able to reactivate the Community Response Team (CRT), whose main purpose is to investigate drug related crimes. The two officers assigned to the CRT will be working closely with the Property Crimes Unit (PCU) and drug units from other city, county, state, and federal agencies with a goal of identifying and arresting the heroin and methamphetamine dealers and those who are committing property crimes in our area.

Arrests



The overall 2016 reports cleared by arrest have decreased, which is most likely attributable to the increase in burglary and vehicle burglary reports. Since burglary and vehicle burglary reports can be difficult to solve, an increase in the occurrences of these crimes would result in a lower rate of clearance. Despite these issues, the department still maintains over a 50% overall clearance rate for all crimes.

Conclusion

The department recognizes that the increase in burglary and vehicle burglary calls accounts for a large portion of the increase in citizen-initiated calls for service. The department also recognizes that the root cause of this increase is the availability of cheap, illicit drugs. A continuing upward trend in drug use could also lead to more violent crime. Through partnerships with the CRT, PCU, and other city, county, and federal agencies, the illicit drug trade will be the focus of our efforts to reduce overall crime in Sierra Vista.

Fire and Medical Services

Communications/CARE/Public education

Since Susan Papatrefon is going off the dispatch console beginning in October to help facilitate the move to regional dispatch, PD asked for help as they seek to increase staffing in dispatch. We have one firefighter who will be light duty post surgery that we plugged into dispatch on October 1st and 2nd (0800-1600) to help them with staffing. Additionally, we will be staffing the 15th of October from 0800-1600, with plans to help more whenever possible. We met with Cochise County Sheriff Office Commander Alinen about Fire's needs in the new dispatch center, focusing on dispatcher training and emergency medical dispatch. Another meeting is scheduled for October 19th to discuss more issues, including IT and specific fire dispatcher training.

Fire/EMS

Cancer in the fire service is becoming very widespread, with common findings centering in the head and neck areas. Researchers have identified potential risks as the helmets and hoods that firefighters wear and, potentially never clean or replace. Captain Wilcox is looking into replaceable/disposable sweatbands/headbands for our structure helmets. He was looking at the cost of the original helmet replacement bands that are reusable so it may be more beneficial to get those instead of the disposable ones. Additionally, we are increasing our cancer awareness, and reviewing our on-scene behaviors to help improve and reduce our risks. Replacing our hoods every time we exit a fire scene and using wipes after doffing our SCBA is a beneficial change/habit that may reduce our cancer risks.



The department was looking at changing or updating our current EMS reporting software. Initial reports show that the current provider, Sansio, could not adhere to the state/federal reporting needs of our organization; however, they recently provided us with a demo version of their newest software for trial purposes. The HealthEMS Exchange ER program forwards patient information to the ER prior to our arrival, allowing them to prepare for the patient much earlier. This also eliminates information loss through better records management, and it will forward our reporting requirements to state and federal departments. The hospital likes it and paperwork was sent back to Sansio so they can start the setup. As current users of their software, this additional component will not increase the department's costs. Sansio also provided a demo version of their mobile touch program, which can be used on tablets and may enable fire personnel to use much cheaper hardware than the Panasonic Toughbooks currently in use. We are looking to try this on an old tablet so we can get a real feel of what the program is like.



Rescue Task Force ballistic vests are now on all front line apparatus. The department received some vests through a grant with Tucson Fire, and some from the PD. We added the necessary EMS/rescue equipment that fire personnel may need for entry into hostile environments.

To reduce confusion and potential conflict with other agencies, the department is transitioning to a new department identifying number that coincides with the county-wide numbering system. Sierra Vista will use the 20 prefix, so the Fry Blvd station will be station 201, the

apparatus will be Engine 201 and Medic 201. The Avenida Cochise station will be station 202, and the big house will be station 203, with respective apparatus similarly numbered. All



accountability items for personnel and apparatus are in stock (still awaiting the door plates for engines) and this change took effect on October 1. This should help reduce confusion in public works as well, since they refer to our stations as 1, 2, and 3, while (until this change) we have used 362, 363, and 364, respectively.

The Arizona Department of Health Services, Bureau of Emergency Medical Services (AZDHS-BEMS) conducted an audit on the department's training center and we passed with flying colors, receiving a new certification that is effective through August 31, 2018. We also completed all required updates with them for our name change to Sierra Vista Fire & Medical Services.

The Arizona Department of Health Services, Bureau of Emergency

Prevention

As part of the fire accreditation process, we are required to conduct structural risk assessments on all commercial buildings within the city's jurisdiction. This is a significant undertaking, but one that has tremendous benefit to the organization and community. It looks at building size, construction type, occupancy, fire prevention measures, firefighting needs, and economic impact, to name just a few. The department's prevention team has completed several hundred of these assessments, and duty crews will be assisting as the process moves forward.

Other Notes

The patient transport engine (PTE) purchase order was sent to Pierce, with a total delivered price of \$930,000. The total came in within estimated costs; however, with taxes and other fees the total price is higher. Build time was estimated at between 11-14 months.

Fire Captain Brad Dever is enrolled in the Leadership Sierra Vista program through the Sierra Vista Chamber of Commerce, another of the department's stellar members who will benefit from this great leadership program.

Community Development

Planning & Administration

On September 22, 2016, the City Council approved Resolution 2016-077, approving the submission of the Consolidated Annual Performance Evaluation Report (CAPER) for the CDBG Program Years 2014 and 2015. The CAPER was electronically transmitted to the U.S. Department of Housing and Urban Development on September 30, 2016.



On the same date, the City Council approved Resolution 2016-078 authorizing a modification to a Development Agreement and Estoppel Certificate for the Coronado Commons subdivision development.

Building & Inspection Services

Year to date, the City has averaged 96 permit applications per month. In September, the Staff processed 115 permits requiring 253 inspections and worked on the following projects:

Plans Under Review:

- Walgreen's - Tenant Improvement - 1950 E. Fry Blvd
- SSVEC - Tenant Improvement for Large Bay - 1348 Giulio Cesare Ave

Approved Plans:

- Cochise County Joint Communications Facility - Remodel - 1728 Paseo San Luis
- T-Mobile - Cell Tower - 2047 S. Hwy 92
- T-Mobile - Cell Tower - 260 N. Garden Avenue

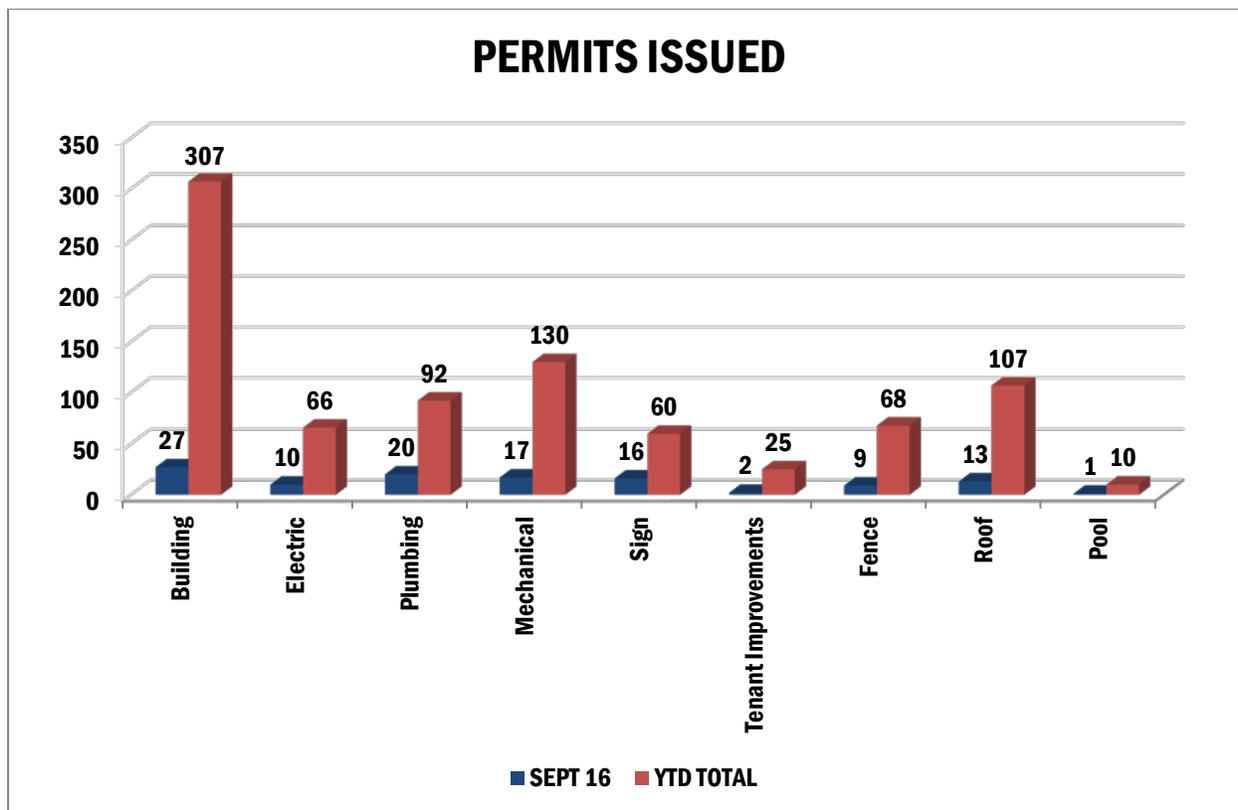
Current Projects Under Construction:

- A & H Body Shop - Remodel - 4533 N. Commerce Drive B
- Arizona Auto & Radiator Repairs – Tenant Improvement – 1255 E. Fry Blvd
- Cell Tower at Church of Christ - Cell Tower - 240 N. Hwy 90
- Factory Auto Part Store – Tenant Improvement – 1255 E. Fry Blvd
- Hatfield Funeral Home – Tenant Improvement – Office for Animal Crematory
- Lawley Honda – Tenant Improvement – 3200 E. Fry Blvd.
- Mountain Vista Apartments – Patio Repairs – 4400 E. Busby Drive
- Pioneer Title Agency - Adding Fire Wall - 2700 E. Fry Blvd A09
- Southwest Gas – New Construction – 4411 Industry Drive
- Tacos Y Raspadas Mi Yaqui - Tenant Improvement - 1481 E. Fry Blvd
- Target - Solar Panels - 4151 E. Hwy 90
- Vanilla Space - Remodel - 1939 Frontage Road

Projects completed:

- Arizona Auto Spa – New Construction – 3850 Martin Luther King Jr. Pkwy
- Chiricahua Community Health Svcs - Tenant Improvement - 155 Calle Portal 600
- Jack Furrier Tire & Auto Care – Repairs from Car Accident – 3350 E. Fry Blvd
- Mountain View Gardens - Remodel - 3477 Rodeo Drive
- Immanuel Lutheran Church – Fellowship Hall Addition – 2145 S. Coronado Drive
- Little Caesars – Tenant Improvement – 55 S. Hwy 92 Suite C

- The Salvation Army – New Construction – 180 E. Wilcox Dr.
- Trimz Salon - Remodel - 439 N. Hwy 90 E



CONSTRUCTION TYPE	NEW CONSTRUCTION	
	SEPT 2016	YTD
SINGLE-FAMILY UNITS	1	44
SINGLE-FAMILY ADDITIONS	2	9
COMMERCIAL (SQ. FT.)	0	0
INDUSTRIAL (SQ. FT.)	0	0
INSTITUTIONAL (SQ. FT.)	0	0
OFFICE (SQ. FT.)	0	0

Code Enforcement

Staff continues to implement the Registration and Maintenance Program for Vacant Properties. To date, 109 bank-owned properties have been registered with the City (8 new applications were received in August).

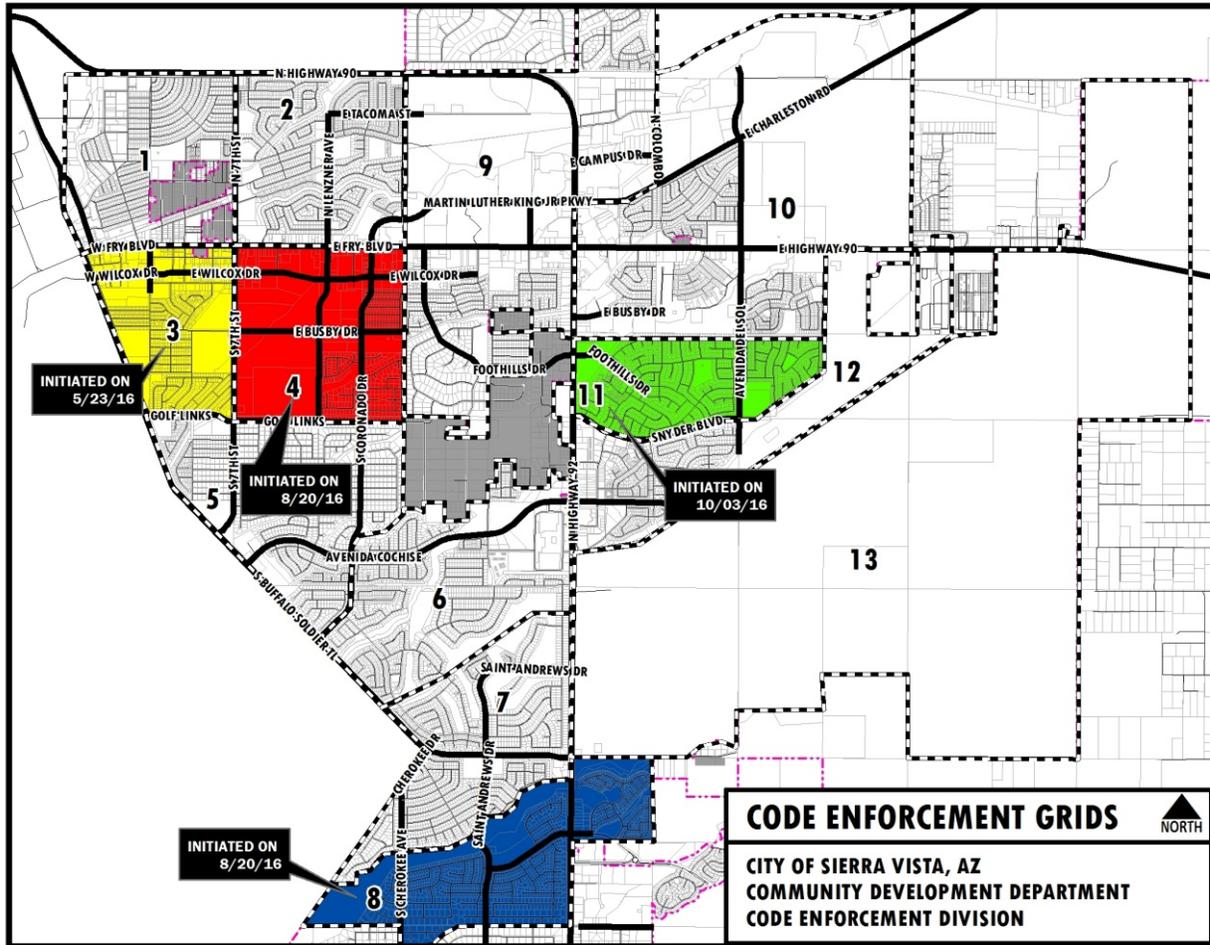
Proactive inspections within Grid 3, initiated on May 23, 2016, are complete resulting in 302 cases of which 263 (87%) have been closed for compliance. The remaining 31 open cases will proceed through the abatement process.

A sweep of Grids 4 and 8 was initiated on August 20, 2016, and was completed in September. A total of 106 cases were generated of which nearly 60% have been closed for compliance.

In October, Staff will be conducting proactive inspections in Grid 11, the neighborhood proximate to the Pueblo Del Sol Elementary School.

YEAR TO DATE CODE ENFORCEMENT ACTIVITY

CASE STATUS	PROACTIVE INSPECTION AREAS						CITYWIDE	
	GRID 3		GRID 4		GRID 8			
OPEN	31	10%	18	33%	23	44%	167	17%
CLOSED	263	87%	34	63%	29	56%	791	81%
ABATEMENT IN PROGRESS	8	3%	2	4%	0	0%	18	2%
TOTAL	302	100%	54	100%	52	100%	976	100%



Community Involvement

In conjunction with the Sierra Vista in Action Initiatives being launched by Community Development Staff, a community clean up event was held on September 17, 2016, which brought volunteers out to plant trees and shrubs around the City's Library, remove massive amounts of trash and litter along a wash north of the Walmart and East Campus Drive, perform right-of-way maintenance around a bus shelter on Tacoma and other areas, and trim back the overgrowth along the rustic trails in Garden Canyon Linear Park.



Community groups and civic organizations can now view public facilities available for adoption on the City's website, by visiting the Community Development Department webpage:

Adopt a Multi-Use Path or Park

This map shows existing multi-use paths in Sierra Vista. Paths with a blank "Adopted By" in the table below are available for adoption. Double-click a path in the table to highlight and zoom to the path

Click the park ■ in the map for information

Name	Adopted By	Length
Forrest Doerner		1328
E HWY 90 North		3421
HWY 92 Cochise Vista		1472
Avenida Cochise		7269
HWY 90 Hospital		3919
HWY 92 SW Greenbriar		2627
...		...

<http://www.sierravistaaz.gov/city-departments/community-development/adopt-a/>

Leisure and Library

August Dashboard

Library circulation	27,641	Total Monthly revenue	\$84,571
Library program attendance	881	Leisure class/program participation	47,084
Library patron count	15,235	Facility/field/room rentals	10,856
New library cards	321	Library meeting room use	93 groups

King's Court – Reevaluating plans



With the news of the decision by Pacific American Development to not continue with its project, staff immediately began regrouping on a plan for King's Court.

The primary issues with the property at this time are the condition of the tennis courts and the buildings. The courts should have been resurfaced years ago, but due to the flux the property has been in the few years before and after the donation of the property to the city, they are now long overdue for repair and resurfacing. Without some kind of repair or resurfacing in the next year, the possibility of the courts becoming unrepairable exists.

Staff met with the president of the SVCTA the week after the announcement was made to discuss repair, and the possibility of resurfacing next year. Staff will continue to work closely with the SVCTA to accomplish any future improvements.

Staff are also revisiting applying for USTA grants to assist with the court resurfacing, though accepting a grant from the USTA would require a commitment to at least five years of operating the courts. Other options for improvement using grants will also be explored.

Library Bicycle Lending Update

The circulation of bikes tripled from about 8 per month to 24 in August after changing the checkout period to 3 days with one renewal for up to 6 days. Staff has since witnessed bikes around town being used for grocery shopping on the West End, and posts on Facebook from a happy parent who wrote the following:

"This is such a great program! I've never seen borrow-a-bike at a library before. I checked out the adorable yellow cruiser and it enabled me to practice the route to school with my daughter, and ride with her the first day she tried it for real. I even got a bunch of compliments on the bike. And the online renewal for the second 3-days was super convenient. Thank you so much!"



Oktoberfest

The 21st annual Oktoberfest was held September 9 and 10 to the enjoyment of much of Sierra Vista. After a soggy start to the week and a slight delay in setting up, the city was fortunate to have a beautiful weekend which allowed for an estimated 17,000+ people to attend throughout the two night, one day event. Food was available from 8 different vendors ranging from schnitzel sandwiches and brats to curly fries and tacos. There were also 25 craft and information booth vendors for the crowd to purchase



from while enjoying the live oompah music during the day and a live rock cover band in the evening.

The event couldn't take place without not only the dedicated and talented Leisure staff, but the help of 25 volunteers contributing over 150 combined volunteer hours during the event. Every effort was made this year to execute a safe, enjoyable event for all who attended, and it was again a success for Sierra Vista.

October Events

- | | |
|---|--|
| Oct 1,15: STEAM Saturdays, 11-12pm, SVPL | Oct 14: Library After Dark: Glow Party, 7-8:30pm, SVPL |
| Oct 6: Digital Device Drop-in, 2pm, SVPL | Oct 16,30: Sunday Concert: US Army MI Corps Band, 2pm, EBC |
| Oct 7: Family Movie Night, 4pm, SVPL | Oct 21: Steampunk Hats & Tea Sandwiches, 6-7:30pm, SVPL |
| Oct 7: Pizza and a Movie, 7-9pm, Teen Center | Oct 22: OK Corral Inquest Papers @ the Museum, 1-2:30pm, EBC |
| Oct 11: Tuesday Talks: Abraham Lincoln, 1pm, SVPL | Oct 28: Teen Zombie Appreciation Day, 4-5:45pm, SVPL |
| Oct 11-14: Fall Break Open Swim, 1:30-5:30pm, Cove | Oct 29: Library scavenger hunt and trick-or-treating, 1-3pm, SVPL |
| Oct 11-14: Kids WORLD Fall Break program, Bella Vista | Oct 29: Latino Genealogy & Family Archives Workshop, 1-2:30pm, EBC |
| Oct 13: Dine a Night, 4:30pm, Native Grill & Wings | Oct 29: Halloween Costume Contest & Dance, 7pm, Teen Center |
| Oct 14: Teen Anime Club, 4-5:30pm, SVPL | Oct 31: LEGO club, 3:30-4:30pm, SVPL |

Public Works

Parks and Park Facilities

Landscaping Maintenance

The Parks Section recently purchased a new weed sprayer, and it has been getting extensive use during its first few weeks in our inventory. The new sprayer has a larger capacity than a backpack sprayer, but it is also small and maneuverable enough to be able to get into tight areas. Its ride-on capability and multiple spray nozzles mean that areas can be treated in a fraction of the time, and the Parks section has been able to accelerate their schedule of building landscaping maintenance as a result. Whereas building landscaping was previously only maintained once per year, the schedule is now approaching twice per year.



Sports Fields

The Cyr Center soccer fields reopened on September 6th, and the before and after photos of the field condition are remarkable. Based on the results achieved at Eddie Cyr, staff is putting plans into place to both maintain and improve the condition of other sports fields. The recent addition of a deep tine aerator to the City's inventory should help in this regard. Next month we should have a photo of a critical new tool in the

department's toolbox in action, the deep tine aerator.



Community Clean-Up Day. Larry Ford and Robert Scully coordinated efforts to install new plants at the Library on September 17. They worked with a group of ROTC students from Buena High School over the course of about four hours, and after the plants were all in the ground, the group moved on to weed pulling and tree trimming. The end result looks great, and we thank the ROTC students for their assistance in beautifying the Library grounds!

Engineering Projects

Coronado Widening

The revised Coronado Widening plans are at 100% and undergoing a final review, with the project expected to be sent out for re-bid in mid October. The project now includes four through lanes for most of its length but still allows for dedicated left turn lanes and traffic signals at the Golf Links and Busby intersections. The construction schedule is about six months, so the project is expected to be completed in June 2017.

Campus/Colombo Traffic Signal

The installation of a new traffic signal at the Campus and Colombo intersection is well underway. Mast arms and traffic signal heads were installed the week of September 25th, so the planned improvements are now very visible to the traveling public. Upcoming work in the next few weeks includes installation of the control cabinet, wiring, and all other electronic components needed to make the signal fully operational. The project should be completed in mid to late October.



Refuse

Direct Haul

Several years ago, staff investigated the possibility of direct hauling to the landfill in Whetstone rather than taking garbage to the County Transfer Station located on the eastern edge of Sierra Vista. The data at the time showed the potential for a modest cost savings, but the increased wear and tear on vehicles would likely have offset the benefit. However, the tipping fee at the County Transfer Station recently increased to around \$65 per ton beginning January 1, whereas Whetstone remains \$35 per ton. Based on this increase, staff is again running the numbers on direct hauling to Whetstone. Initial indications are that the Whetstone option will result in significant cost savings, and a pilot project is underway for October to validate the data. In addition, vehicle technology has changed in the last few years, and the longer haul distance and higher speeds to reach the Whetstone landfill are likely to improve performance and minimize downtime for the refuse trucks. Additional information will be shared as results from the pilot project become available.

Airport

Taxiway G and J

Bids opened on July 26th for pavement repairs to Taxiways G and J, and the low bidder was Granite Construction Company. The total project cost is about two million dollars and will largely be paid for using federal aviation grants. The grant offer has been signed by the City and returned to the FAA, and construction is expected to begin in October. The construction period will be approximately three months, weather permitting.

Transit

Intercity Bus Route Study

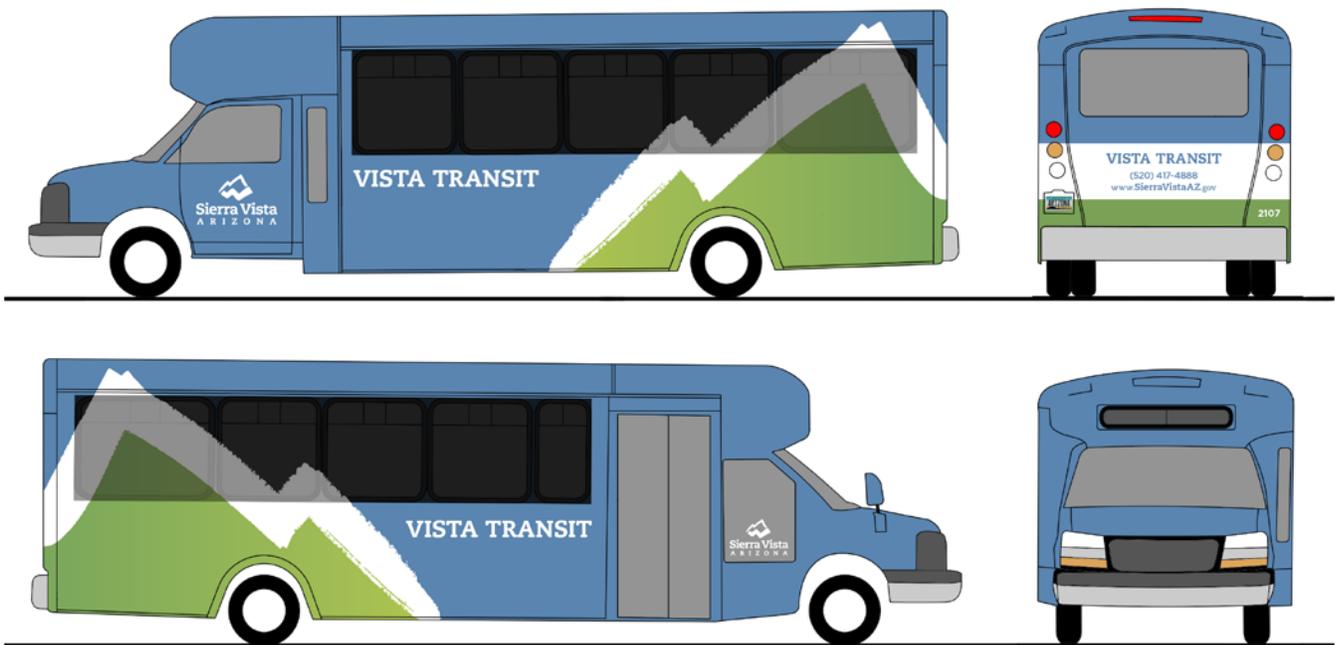
The City of Sierra Vista has partnered with SEAGO to conduct a study to determine if new bus routes linking Douglas, Bisbee, Sierra Vista, and Benson would help people travel throughout Cochise County. Currently, public transit in Cochise County includes services in Benson (Benson Area Transit), Bisbee (Bisbee Bus), and Douglas (Douglas Rides), as well as the City of Sierra Vista's Vista Transit. The only existing intercity route links Douglas and Bisbee.

The study is designed to determine if there is demand for new routes that would expand service from Douglas and Bisbee to Sierra Vista and possibly add a new route linking Sierra Vista with Benson. The study will also explore ways to coordinate with private transportation operators serving both the U.S. and Mexico. The goal is to create a plan that truly meets the needs of the community, improving quality of life for people who travel to and from cities within Cochise County.

Moore & Associates has been retained to conduct the study and public participation process. The cost of the study is funded by grants from the Legacy Foundation of SE Arizona and the Arizona Department of Transportation. Individuals interested in the project can access the public participation survey at <https://www.surveymonkey.com/r/CochiseTransitSurvey>.

Branding

With two new busses in the budget for this fiscal year, the opportunity arrived to freshen up the look of Sierra Vista's bus fleet and also incorporate the new branding. The new design is reminiscent of the blue that has been a hallmark of Sierra Vista's fleet for many years but also establishes consistency with other branded Public Works vehicles, such as the Refuse trucks. We're excited about the new look, although it will be several months yet before the busses are on the road. (note: actual color shades of city's brand not reflected below due to printer ink.)



Economic Development - September Activities

Retention and Entrepreneur Efforts Mayor's Visitation Program (MVP)

On September 27, the MVP team visited **KE&G Construction**. Founded in 1972, KE&G is a full-service engineering contracting company that specializes in the construction of precast arch structures and box culverts, retaining and sound barriers, washes, and streets. KE&G offers flood and wash control, grading, and infrastructure development services. The company has trained staff and certified professionals who provide concrete and asphalt paving, carbon fiber reinforcement, and soil cement bank protection. KE&G designs and undertakes projects for commercial and residential customers.

KE&G's work force consist of 20 Project Managers and Engineers, 21 Field Supervisors, and 98 employees supporting various contracts. Their biggest challenge is recruiting and training qualified construction trades persons.



KE&G 2015 Toys for Tots Drive

The other major concern was keeping the project pipeline filled. Currently, KE&G's work mix is 66% public sector development and 34% private sector development. The meeting concluded with a short list of action items that Marcus Johnson will be following up with KE&G over the next few weeks.

GENERAL DYNAMICS

On September 29, the MVP team visited **General Dynamics Information Technology (GDIT)**. GDIT personnel presented a high-level operations briefing and round table discussion.

GDIT staff shared a few opportunities where the city could assist the business unit. The main concerns were office space availability in case there is a need to scale up for new contract opportunities, workforce recruitment and retention, and community perception.

Business of the Month Recognition



260A W Fry Blvd, Sierra Vista, AZ 85635

Council Member Alesia Ash nominated **Confident Brewer** as the September Business of the Month. Confident Brewer got its start from Rose and Gabe Suntken's favorite hobby, sharing concoctions with the rest of the Buffalo Home Brew Club members. When Rose first tasted the homebrews, she said "it was like tasting fresh home baked bread and I was hooked"!

Rose had a small problem. In order to get supplies for home brews, she had to drive two small children, who don't like long car rides, to Tucson. Since there was a community need, Rose filled it. She wanted the community to have its own shop; a place where people can go to get answers to questions, learn something new, share success stories, and get supplies on demand. Rose



did not feel that online searches and videos were the right fit for Sierra Vista. She wanted to maintain face-to-face interaction with the community.

In a recent interview, Rose said, "People needed a place to come to get answers. I'm passionate about it. I feel like I'm in a store that makes magic and I want to share it with the world."

Initiatives

Upcoming events

Good Morning Sierra Vista (GMSV)

The next GMSV is scheduled for Thursday, November 3, 2016, from 7:00–8:30 a.m. Keynote Speaker: Lucian Niemeyer, The Niemeyer Group

Ribbon Cuttings

A number of ribbon cuttings were held this month, to include:

- Salvation Army
- Sierra Vista Corps
- Horned Toad
- Wellness Center by Canyon Vista Medical Center
- 20th Anniversary of Chiricahua Community Health Centers
- Cochise Family Advocacy Center
- Huachuca Art Association
- Cochise Cowboy Poetry & Music Gathering
- One Year Anniversary-Lee's Karate & Cardio Kickboxing

Events Planning

During the last 2 months, staff from Economic Development, Communications & Public Affairs, and Leisure Services met with the Southeast Arizona Hospitality Association (SEAHA) and approximately ten other community members interested in improving tourism. Together, we set up criteria to determine what type of events could be held within the City of Sierra Vista based on community assets and limitations. The group came up with two distinct tracks:

1. Music festivals and concerts in Veterans Park
2. Expanding existing events to multi-day events

Work is on-going to evaluate opportunities for events as well as the potential to expand existing annual events, such as Art in the Park and the Southwest Wings Birding & Nature Festivals. The intent is to provide a full list of activities from a Friday to Sunday afternoon, which will provide diverse tourism options for visitors.

Tradeshows

Staff attended the National Association of Industrial and Office Properties (NAIOP) conference in Scottsdale this month meeting with brokers, and attended meetings and learning sessions. Follow-up with the Arizona brokers will occur through email blasts.



Highlighted Partnership

Arizona@Work

ED staff continues to work with Arizona@Work and Buena High School to fill fulltime, part-time, and internship positions throughout the city. Marcus Johnson is working with Angelica Hernandez from Arizona@Work to follow up with 48 local businesses who have indicated hiring needs on the business walk surveys, via walk-in appointments, SBO consultations, and MVP visits. Several local employers have decided to attend the Job Fair hosted by Arizona@Work as a result of Marcus and Angelica's recommendations.

On September 16, Johanna Scott of Buena High School and Marcus reviewed a list of hiring businesses to determine if the students in the CTE could work with the local firm for intern credit toward graduation and ultimately job placement.

Below is a brief list of September's Small Business Ombudsman (SBO) outreach for job placement and workforce development.

1. **Hastings** - the SBO and Arizona@Work planned and executed a Rapid Response for Hastings employees to inform them of unemployment benefits and options, and to direct them to retail firms that have immediate and seasonal hiring needs. The majority of the staff, 23 out of 25, have been placed with another job.
2. **Style 161** – several Social Media Interns from Cochise College are interviewing. Style 161 is expected to make a hiring decision this month.
3. **Broxton’s Coffee** – The ED and Arizona@Work worked with the owner to screen candidates for barista positions and an assistant manager, resulting in hiring two hourly staff members.
4. **Arizona Auto Spa** - The Carwash has 5 hourly employees working 20 hours or more per week. Mr. Blitch will also start the evaluation process to train a permanent manager for Sierra Vista. The SBO has scheduled interviewing sessions with Arizona@Work to help source candidates.
5. **K-Mart** - The store will be closing shortly and staff is working with Arizona@Work to refer employees to potential opportunities in the community.

Tools

MAP Dashboard Indicators – Online ED tools for the community

Sierra Vista Economic Development team provided input and feedback for the MAP Dashboard throughout the month of September. The MAP Dashboard is a free public access resource which shows users where Southern Arizona stands compared to the state, the region, and nationally. The free website can be accessed at www.mapazdashboard.arizona.edu. The MAP Dashboard includes the indicator listed below.

Economy	<ul style="list-style-type: none"> • Business Growth • Employment Growth by Industry • GDP by Industry 	<ul style="list-style-type: none"> • Median Home Price • Median Household Income • Patents
Education	<ul style="list-style-type: none"> • College Major • Education Attainment • High School Graduation Rates 	<ul style="list-style-type: none"> • Pre K-12 Enrollment • Student Achievement • Teacher Wages
Health & Social Well-Being	<ul style="list-style-type: none"> • Cost of Living • Health Insurance Coverage • Housing Cost Burden 	<ul style="list-style-type: none"> • Poverty Rate • Primary Care Access • Teen Birth Rate
Infrastructure	<ul style="list-style-type: none"> • Air Travel • Commute Time • Energy Use 	<ul style="list-style-type: none"> • Internet Access • Residential Water Use • Transportation to Work
Quality of Place	<ul style="list-style-type: none"> • Air Quality • Bicycling Capacity • Jobs in Leisure & Arts 	<ul style="list-style-type: none"> • Outdoor Recreation Opportunities • Public Safety • Voter Turnout
Workforce & Demographics	<ul style="list-style-type: none"> • Employment Share by Industry • Labor Force Participation Rate • Occupational Wages 	<ul style="list-style-type: none"> • Population Profile • Wage Distribution • Working Age College Graduates

Marketing and Public Affairs

Building Bridges

Public Affairs. The Marketing and Public Affairs division played a key role in coordinating the City Council's and Commissioners' familiarization trip to Cananea, which took place on September 2. The idea was developed from a Tourism Commission plan, then later grew into an event that included Council members on both sides of the border, key stakeholders, and those vested in the Sister Cities program. The plan resulted in positive press in the local Mexican newspapers, and more importantly, in building stronger ties with our sister city in Mexico.

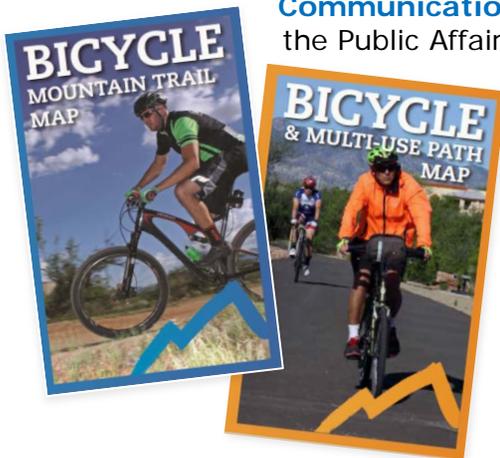
Tourism. Division Manager Judy Hector presented current tourism data at the SEAHA meeting on September 21. The data was released at the Governor's Conference on Tourism in July and is a recap of the economic impact of tourism in the State of Arizona, regions, and counties.



Trip participants stand for a group photo in the office of the Mayor of Cananea, Mexico, on September 2.

Public Affairs

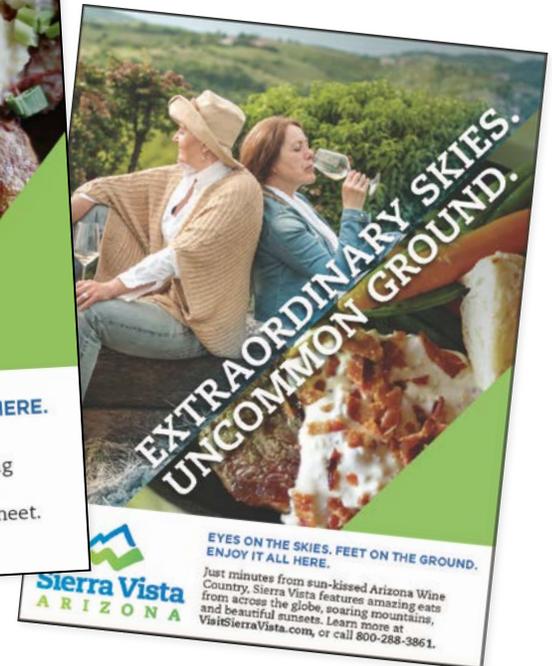
Communications Projects. In addition to day-to-day communications projects, the Public Affairs team produced:



- ❖ A *Mountain Trail Map*, developed for mountain bicyclists (but also useful for hikers). This piece is a companion for the popular *Multi-Use Path Map* and will be provided to the state mountain bike race participants in October.
- ❖ The October/November issue of *Vistas*, which delves into technology used by the City and supports the City's goals of establishing Sierra Vista as a technology-centric community for business and education.
- ❖ Multiple press releases, print and web ads, as well as social media, for several departments.

Tourism

Communications Projects. In addition to ongoing participation in regional efforts, including advertising and public relations, the City represented Sierra Vista as a destination for tourists, specifically targeting Mexico, Phoenix metro area, and Southern California. Ads were also placed in publications distributed across the U.S. (and around the world) in the Arizona map and State Visitor Guide. Messaging remains focused on the nearby outdoor activities and opportunity to explore culinary destinations.



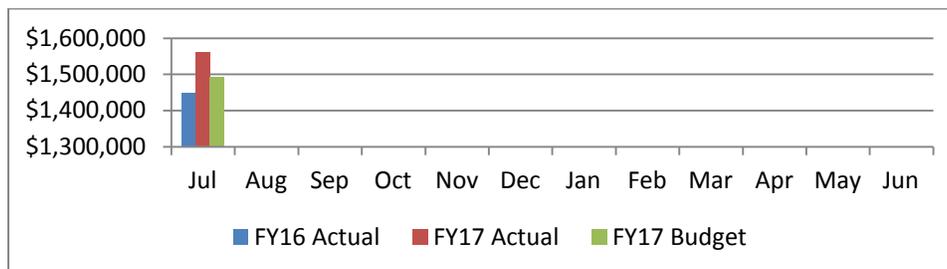
Visitor Center. Literature was provided in bulk quantities to Fort Huachuca, the ABA Birding Rally, and state visitor centers. Additional materials have been prepared and are ready for distribution to the HOG Rally and state mountain bike race participants, scheduled for October.

In addition to managing inventory and fulfilling information requests, the visitor center assisted the following guests in **August**:

Local	220
Arizona (not local)	80
Out of state	150
Foreign	45
Telephone calls	233

Administration

 **Sales Tax Collection.** Gross privilege tax collections for July 2016 were \$112,861, or 8% higher than last July. Total retail sales, including retail and food for home consumption, was up \$127,369 from last year. At the old rate, the classification would have had a \$28,705 increase. Construction activity continues to lag, and July's construction tax revenues were \$37,000 below last year's. The chart below provides a monthly comparison of FY17 actual, FY17 budget, and FY16 actual.



The following table lists the privilege taxes by the new classifications. Some of the differences between categories can be attributed to businesses reporting under an incorrect classification in a period; for example, reporting food sales as retail instead of food for home consumption. The 'Other' classification combines all of the classifications that have less than 10 entities reporting.

<u>Description</u>	<u>Jul-15</u>	<u>Jul-16</u>	<u>Difference</u>
Under old business classifications	13,284	9,950	(3,334)
Utilities	85,549	101,300	15,750
Communicaitons	23,720	19,641	(4,079)
Publication	3,234	3,699	465
Restaurant & Bar	165,899	177,763	11,863
Contracting - Prime	103,853	66,918	(36,935)
Retail Sales	682,143	779,606	97,463
Use Tax Purchases	51,570	55,242	3,671
Use Tax from inventory	2,342	821	(1,521)
Residential Rental	26,237	32,965	6,728
Retail Food for home consumption	152,462	182,368	29,906
Commercial Rental	37,521	29,757	(7,764)
Tangible Property Rental	14,438	18,530	4,092
Extended Stay	80,392	71,066	(9,326)
Other	5,827	11,708	5,881