
Minutes Technology, Economic & Community Development Council Committee May 20, 2011

Minutes of the meeting of the Technology, Economic & Community Development Council Committee held on Friday, May 20, 2011, at 10:00 a.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Member Present:

Councilmember Onnie Shekerjian, Chair

City Staff Present:

Brigitta Kuiper, City Clerk	Amber Wakeman, Assistant to the City Council
Kris Baxter-Ging, Community Outreach, Mktg Coord.	Micah Miranda, Economic Development Specialist
Ken Jones, Finance and Technology Director	John Osgood, Dep. Public Works Dir. – Field Ops
Dave Heck, Deputy Finance & Technology Director – IT	Mary Helen Giustizia, Solid Waste Services Manager
Grace Kelly, Energy & Grants Project Manager	Oliver Ncube, Parks Manager
Larry Schmalz, Principal Planner	Mary Fowler, Management Assistant II

Guests Present:

Nick Bastian	Crista Alvey
Maryanne Miller, Tempe Chamber of Commerce	Nancy Hormann, Downtown Tempe Community, Inc., (DTC)

Councilmember Shekerjian called the meeting to order at 10:12 a.m. She asked participants to introduce themselves.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Review of Minutes

The April 15, 2011 minutes were accepted.

Agenda Items 3 – Evaluate new Technological Advancements that would improve the efficiency and effectiveness of the work performed by Information Technology (IT) and other City departments

Dave Heck, Deputy Finance & Technology Director – IT, provided an update to the list of Information Technology (IT) initiatives he presented to the Committee in February 2011. Presentation and discussion highlights include:

- Office Professional 2010, Exchange 2010 and Tax System upgrades have been completed
- IT Project Portfolio Management - 90% complete
- Utility Billing System replacement – July 2011
- Web Content Management – staff will brief the Committee in June 2011
- iPads – progressing towards paperless packet
- Councilmember Shekerjian expressed appreciation for the work completed
- IVR/IWR systems implementation in progress – will allow payment of utility bills, court fines, plan submittals and permit fees via the telephone or website

- An update of the IVR/IWR system will be presented to the Committee in October 2011.
- Use of iPads is good – efficient to go paperless

Agenda Item 4 – Community Focus Video and New Fly Around Video for Tempe

Due to technological difficulties, Kris Baxter-Ging, Community Outreach, Marketing Coordinator, stated that the video will be presented at the next Committee meeting in June 2011.

Agenda Item 5 – Update on Evaluation on Green Waste/Composting Program

John Osgood, Deputy Public Works Director - Field Operations, Mary Helen Giustizia, Solid Waste Services Manager, and Oliver Ncube, Parks Manager, provided an update on the green waste/composting pilot program, as follows:

- Photo of the transfer station prior to the green waste/composting pilot program was shown.
- Green Waste to Compost pilot program concept includes:
 - Collect green waste material from the community – residential and parks maintenance operations
 - Process the material into high quality compost
 - Return the finished product back to the community – athletic fields, parks, neighborhoods
- Program Evaluation
 - Measure and evaluate the viability of green waste program as a business operation
 - Evaluate effectiveness to triple bottom line
 - Review program elements and impact on goals
 - Program adds value to the community; parks will be greener
- Cost comparison – tipping fees to date have been reduced
- Program Elements for Evaluation: collection methodology and frequency; materials preparation; operating and maintenance costs; other program costs/reductions (water, fuel, pesticides); equipment and staffing; lifecycle analysis of compost fertilizer; potential for new revenue stream; program location
- Value of Compost: enriches soils, offers economic benefits, helps cleanup (remediate) contaminated soil, helps prevent pollution
- Challenges: increased labor and material costs, additional equipment, environmental benefit vs. challenges; land
- Next Steps: analyze bulky item and brush collection programs; further define program goals/objectives; evaluate business models (City operated program, site/location consideration, other uses for green material)
- Triple Bottom Line: environmental value; fiscal sustainability; social responsibility

Discussion highlights include:

- Compost contamination levels are closely monitored
- There is a potential new revenue stream from excess materials that can be marketed
- Landscaping firms provide a potential for future partnerships
- Residential landscaping waste should be addressed; drop off locations
- Composting exchange program should be explored
- Capital Improvement Program (CIP)/asset preservation approach
- Analysis of future cost of service to be performed
- Staff is currently researching and evaluating single-side collection/pick-up; routes need to be updated before implementing such a program
- Staff is collecting hard data in order to develop goals/objectives; goals will be refined in the future
- Staff will present updated goals/objectives and specific program measurements to the Committee in November 2011

Agenda Item 6 – Update on Recycling Efforts and Recycle Bank

Mary Helen Giustizia, Solid Waste Services Manager, and John Osgood, Dept. Public Works Dir. - Field Operations, provided an update to the City's recycling efforts and Recycle Bank, followed by discussion:

- Recycle Bank has changed their corporate structure

- Realigning approach to multifamily housing projects
- Staff is collecting and comparing data – tonnage of materials, determining contamination levels
- Staff will present a mid-year update in September 2011 that includes goals/objectives/measurements
- First year pilot program ends in March 2012
- Good to place an emphasis on multi family involvement
- Recycle Bank program is currently free of charge; Recycle Bank wants to expand the program and increase participation
- Goal is to increase tonnage
- Recycle Bank representatives would like to address the Committee on the overall program concept
- Staff will provide an update to Council at an Issue Review Session (IRS) in the Fall after briefing the Committee; IRS briefing will inform the public of program goals and objectives
- Recycle Bank pilot program is not costing the City any money

Agenda Item 7 – Discussion of potential implementation of an Alley Improvement Program

John Osgood, Dept. Public Works Dir. - Field Operations, stated that staff is searching for specific ideas to improve the City's alley program. Discussion highlights include:

- Different approaches to the program have been taken in the past; what is the goal of the program?
- What is the resident's responsibility vs. the City's responsibility
- Perhaps the annual alley clean-up should be associated with a neighborhood event such as the GAIN celebration
- Recycling of pavement could present a revenue generating opportunity; could be a region-wide effort
- Opportunities for partnerships with neighboring cities such as Chandler should be explored
- Coordination of neighborhood events is positive; use promotional opportunities to generate interest
- Have heard comments that some individuals would like to eliminate alleys; move fences back
- Infrastructure, such as wastewater and other utilities, are located in the alleys
- Some alleys have historical significance and include pedestrian traffic
- Discussion regarding alleys should be a community conversation
- Program update will be provided in the Fall 2011

Agenda Items 8 – Research the potential implementation of a Storefront Improvement Program

Micah Miranda, Economic Development Specialist, and Larry Schmalz, Principal Planner, briefed the Committee on the potential of a storefront improvement program in Tempe, as outlined in the agenda packet memo. Presentation and discussion highlights include:

- Idea for program was based on input from the Economic Development Community Forum held in June 2010
- Program includes three disciplines: code compliance, planning, economic development
- Three reasons landlords/property managers hesitate to improve their property appearance: permitting process is intimidating, time commitment, need to quantify return on investment
- Staff researched other cities for a model policy
- Fiscal impact, before and after construction, needs to be determined
- There are tangible, immediate impacts; for example, the Whole Foods storefront improvement located at Rural Road and Baseline Road
- Staff will continue to work on this program
- Perhaps there are Community Development Block Grant (CDBG) funds eligible for projects where matching funds could be utilized
- Staff will continue to research and explore other successful programs; funding/partnership options
- Staff will provide an update to the Committee in August 2011 and then brief Council at an IRS in the Fall.
- Update should include information about successful storefront improvement examples in Tempe
- Staff will work with Building Safety staff to make the permitting process as efficient and streamlined as possible
- Certain projects will have to go to the Development Review Commission for review/approval

- To the average property owner, the permitting process looks cumbersome, daunting; perhaps a *How to...* video can be produced and placed on the website.
- Staff will perform testing to determine property owners' interest in a program
- The Tempe Chamber of Commerce suggested a "planning for dummies" guide to assist business/property owners
- Improved storefronts will encourage new tenants
- International Council of Shopping Centers (ICSC) has been contacted to provide feedback on this project
- Downtown Tempe Community, Inc., has developed a program entitled "*What's Your Sign?*" to assist downtown business owners with signage regulations
- Informational brochures written in layman's terms with step-by-step instructions will be helpful

Agenda Item 9 – Strengthen Relationships between the Local Banking Community and Emerging Technology Companies

Micah Miranda, Economic Development Specialist, updated the Committee on City staff's efforts to strengthen relationships with local banks and technology companies. Discussion highlights include:

- Local banks do not typically fund technology companies
- Staff is working with the Tempe Chamber of Commerce on this issue, as well as business retention and expansion in general
- Most banks have a pool of money to fund economic development to meet regulatory obligations
- Banks are typically involved with economic development in their specific location/region; in return, banks receive a tax credit for their participation
- Staff is looking into a Community Development Entity (CDE); program requires federal certification.
- Councilmember Shekerjian suggested that she and Mr. Miranda meet to further discuss potential opportunities
- A program update will be provided to the Committee in August

Agenda Item 10 – Future Agenda Items

- Green Waste Program update (November 2011)
- Recycling Program update (September 2011)
- Alley Improvement Program update (Fall 2011)
- Storefront Improvement Program update (August 2011)
- Strengthen Relationships between the Local Banking Community and Emerging Technology Companies (August 2011)
- Additional items as listed in the Committee Work Plan
- Update to the Committee Action Plan
- Sustainability Programs Communications Plan
- Water rates/water resources portfolio - economic development tool

Agenda Item 11 – Future Meeting Date

The next meeting is scheduled for June 17, 2011 at 10:00 a.m.

Agenda Item 12 – Announcements

None.

The meeting adjourned at 11:35 a.m.

Reviewed by: Amber Wakeman