



Issue Review Session Agenda

**Tempe City Council
Issue Review Session
Harry E. Mitchell Government Center
Tempe City Hall - City Council Chambers
31 East 5th Street, Tempe, Arizona
Thursday, November 07, 2013
6:00 PM**

Members of the City Council may attend either in person or by telephone conference call.

AGENDA

Legal Advice: If necessary, the City Council may make a vote to adjourn to executive session for the purpose of obtaining legal advice from the Council's attorney on any matter listed on the agenda pursuant to A.R.S. § 38-431.03(A)(3).

1. Call to the Audience

The City Council welcomes public comment at this time only for items listed on this Issue Review Session agenda. There is a three-minute time limit per citizen.

2. Mayor's Youth Advisory Commission Annual Report*

3. Tempe Tourism Office Report*

4. Tempe Water Conservation Program Update*

5. Formal Council Meeting Agenda Items

The City Council reserves this time to discuss any item(s) appearing on the 7:30 p.m. Formal Council Meeting agenda.

- 5B12. Contract with PCL Construction, Inc. for replacement of the Tempe Town Lake Downstream Dam.

6. Future Agenda Items*

7. Mayor's Announcements/City Manager's Announcements

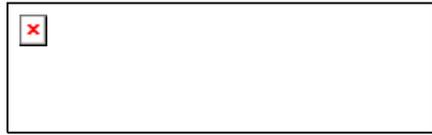
The Mayor and/or City Manager may make announcements regarding current events that are not on the agenda. No discussion or legal action will be taken regarding these announcements.

According to the Arizona Open Meeting Law, the City Council may only discuss matters listed on the City Council agenda. Members of the City Council may attend either in person or by telephone conference call. The City of Tempe endeavors to make all public meetings accessible to persons with disabilities. With 72 hours advance notice, special assistance is available at public meetings for sight and/or hearing-impaired persons. Please call 350-2905 (voice) or 350-2750 (TDD) to request an accommodation to participate in the City Council meeting.

**Watch this meeting live on Cox cable channel 11 or www.tempe.gov/tempe11.
Video replay of this meeting is available the next day at www.tempe.gov/tempe11.**

*Background material included

Memorandum



Community Services

To: Mayor and City Council

From: Shelley Hearn, Community Services Director, (480) 350-5464

Date: October 17, 2013

Subject: Mayor's Youth Advisory Commission Annual Report

Tempe's Mayor's Youth Advisory Commission celebrated its thirty-third anniversary serving our community and representing Tempe's youth this year. Over the years, the Commission has become a model for civic involvement and has been replicated in other communities around the State of Arizona.

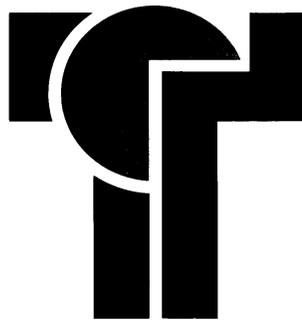
On Thursday, November 7, 2013 the Mayor's Youth Advisory Commission (MYAC) will present their 2012-13 annual report. MYAC Chair Rohit Badia, MYAC Vice Chair Tiffanie Cappello Lee, and Youth Town Hall Chair Mohammad Halloum will be presenting the information. An overview of this year's Youth Town Hall and a summary of the resulting recommendations will be provided.

City of Tempe

**Mayor's Youth Advisory
Commission**

Youth Town Hall Report

2013



Dear Mayor and City Council:

This has been another productive year for the Mayor's Youth Advisory Commission (MYAC). Activities organized by MYAC have allowed Tempe's youth to contribute their ideas and assist in the continued development of our city. We would like to thank you for your on-going support of our Commission and its projects.

The events sponsored by MYAC this year were very successful. We developed and provided the "Get Fit, Don't Sit Healthy Habits" project which promoted the importance being fit and healthy eating to elementary school aged children. The project was very well received by Kid Zone students and we hope to continue similar community service projects in the future.

Our annual Town Hall allowed youth and community leaders to exchange ideas on issues concerning youth. A summary of the dialogue that occurred and recommendations made at Youth Town Hall are detailed in this report. These recommendations are the original ideas of Tempe's youth to solve problems facing our community.

On behalf of the Commission I would like to thank you again for your dedication and commitment to the youth of Tempe. The successes we have had could not have been achieved without your support.

Sincerely,

**Amanda Milovich, Chair
Mayor's Youth Advisory Commission**

**Mayor's Youth Advisory Commission
2012/2013 Officers**

**Jeremy Cappello Lee
Chair**

**Chris Vega
Vice Chair**

**Jesica Ast
Administrative Recorder**

**Will Morgan
Treasurer**

**Amanda Milovich
Youth Town Hall Chair**

**Dominic Bonelli
Community Service Project Chair**

**Mayor's Youth Advisory Commission
2012/2013 Members**

**Rohit Badia
Katie Barone
Raquel Camarena
Zaria Guignard
Mohammad Halloum
Timur Karamanov
Andrea Lara-Garcia
Zach Mitchell
Andie Niebling
Maria Ornelas
John Osgood
Julia Rasmussen
Humza Zubair**

Tempe City Council

**Mayor
Mark Mitchell**

**Vice Mayor
Onnie Shekerjian**

**Council Members
Robin Arredondo-Savage**

Shana Ellis

Kolby Granville

Joel Navarro

Corey Woods

Tempe Youth Town Hall

Report

Presented by

Amanda Milovich

Youth Town Hall Chair

The Mayor's Youth Advisory Commission sponsors Tempe's Youth Town Hall each year to bring together teens and adults from the community to discuss issues of concern to Tempe's youth and offer recommendations for practical solutions to these issues.

This was Tempe's thirty-third year to sponsor Youth Town Hall, which was held Wednesday, February 12, 2013 at the Westside Community Center. To ensure input from all sectors of our community, representatives from high schools, middle schools, service clubs, youth organizations, community centers, local businesses, the police department, and juvenile court were invited to participate.

Participants were divided into six discussion groups covering three topic areas. Two groups discussed “**Teen Healthy Relationships**” and two other groups discussed “**School Transitions and Career Planning.**” The remaining two groups addressed “**Teen Volunteerism and Civic Engagement.**”

After enjoying welcoming comments by then Mayor Mark Mitchell participants met in their issue groups. They began discussion of their assigned topic by defining the problem and possible contributing factors. Groups then made recommendations for solutions and focused on those that were practical and could be easily implemented. Youth spokespersons from each of the discussion groups presented their committee's recommendations to all Town Hall participants in the closing general session. These presentations gave those in attendance the opportunity to gain understanding and insight from each other.

The Youth Town Hall Report is available to various agencies, organizations, schools and service clubs to review and use as a planning tool in our community. We hope that Youth Town Hall will continue to be a success and a model on how to effectively get input directly from youth on issues that impact them.

Teen Healthy Relationships - 1

Discussion Group Summary:

Our group began by identifying the difference between healthy and unhealthy relationships. Characteristics of a healthy relationship include positive self-esteem, being unselfish and accepting of your partner, having trust and not being jealous, and maintaining your own individuality. Unhealthy relationships include physical and/or emotional abuse, being manipulative, creating low self-worth, and containing power imbalances. Our group was in consensus that education on healthy relationships needs to start in elementary school. The group also felt there is the need for stronger support networks between teens and positive adult role models. Teens in our group perceived teachers and counselors as focusing primarily on academics with not much regard for social development. However, teens in the group also felt that most teachers have strong insight into the relationships between their students and could be utilized to intervene in unhealthy relationships.

Recommendations:

1. Create a volunteer teacher support program at each school.

Each school could utilize a group of teachers who are willing to volunteer their prep period once a week to listen to students who are having difficulties and offer support and resources. The group of volunteer teachers would be provided on-site training by City Social Services staff and/or school counseling staff.

2. Develop and implement a peer outreach program.

Schools could develop an outreach program where peers educate peers on healthy relationships through informational workshops. A component of these workshops could be having teens who have overcome relationship struggles present their “real-life” scenarios, which would further encourage healthy relationships.

3. Include healthy relationship education in health class curriculums.

School districts could review their policies regarding health class curriculum and revise it to include education for teens about healthy relationships and the consequences of unhealthy relationships.

Teen Healthy Relationships - 1

**Facilitators: Kristen Scharlau
Jessica Ast**

**City of Tempe – Community Services
Mayor’s Youth Advisory Commission**

Youth Participants

Serena Abouchar
Angelica Cota
Steven Garcia
Stephanie Granillo
Viridiana Borja Guerrero
Ashley Lara
Tiffanie Cappello Lee
Cassandra Leedom
Austin Long
Guadalupe Mabry
Adam Messer
Mary Mirizio
Julio Lara Padilla
Hailey Powell
Shimoli Shah
Riley Stanton

Tempe Preparatory Academy
Tempe High School
McClintock High School
McClintock High School
Laird School
Compadre Academy
Tempe Preparatory Academy
McClintock High School
Corona del Sol High School
Fees College Preparatory Middle School
Tempe High School
Marcos de Niza High School
Gililland Middle School
Ward Traditional Academy
Corona del Sol High School
Corona del Sol High School

Adult Participants

Kelly Alexander
Stephanie Armstrong
Jon Evans

Kyrene School District
Compadre Academy
City of Tempe Police Department

Teen Healthy Relationships-2

Discussion Summary:

Our group began by discussing different types of relationships and what constitutes a healthy vs. unhealthy relationship. Healthy relationships were defined as respectful, having trust, loyalty, commitment, positive communication, shared interests, humor, meaningful support, and honesty. Characteristics of unhealthy relationships include any physical or emotional abuse, controlling behavior, manipulation, neglect, as being one-sided, sexual abuse or sexual pressure. In addition to romantic teen relationships our group also focused on relationships with family and friends as the group felt unhealthy family relationships can contribute to unhealthy romantic and friend relationships. The group felt it was important to be able to recognize if you are in an unhealthy relationship and to be able to take steps to get out of it, or change it, if possible. Discussion also included the reasons people staying in unhealthy relationships, which can include fear, guilt, peer pressure, abuse, bullying, low self-esteem and possible loss of friends. Our group was in consensus that being able to set boundaries with others, establishing trust, having self-respect and most importantly, having a positive connection with a trusted friend, teacher, counselor or parent contribute to healthy relationships.

Recommendations:

1. Provide a “Healthy Relationships” awareness campaign.

Schools could sponsor a student club that promotes and supports healthy relationships by developing and producing fliers, posters, school announcements, and possibly a video, to highlight and promote healthy relationships. Posters and fliers could be displayed throughout schools to bring attention to the larger issue, encourage dialogue, and provide youth with knowledge and resources. Schools districts could utilize tax donations from parents to fund the student club and campaign.

2. Provide middle and high school based prevention specialists.

Prevention specialists could be provided on middle school campuses and hours expanded at the high school campuses. These specialists would have a visible presence and be available to students who need support and referral to services. The prevention specialists could also assist in promoting the ‘Healthy Relationships’ campaign by offering workshops for students and parents.

3. Create a “Healthy Relationships” website and/or Facebook page.

The City of Tempe and the school districts could partner to develop a website and/or Facebook page that highlights healthy relationship topics, articles, and community resources. Student clubs and the Mayor’s Youth Advisory Commission could be involved in the development of the pages. Students could request topics and have them posted on the sites. This website would link to the City’s and schools’ websites and/or Facebook pages.

4. Provide community education workshops on relationships:

TUHSD’s No Parent Left Behind University and the tri-districts could sponsor workshops for youth and parents that offer information on healthy and unhealthy relationships along with resources. This would provide an opportunity for parents and youth to gain information, encourage discussion about relationships issues, and provide resource information.

Teen Healthy Relationships – 2

**Facilitators: Mickie Berry
Chris Vega**

**City of Tempe – Community Services
Mayor’s Youth Advisory Commission**

Youth Participants

Rosalinda Acevedo
Savannah Davis
Erika Hochhaus
Jonathon Lauzun
Shaunio Nelson
Hannah Olsen
Josue Peña
Jade Pickings
Nicholas Richards
Kameron Ross
Kaytlyn St. Yves
Renzo Viccina
Hannah Watts

McClintock High School
Corona del Sol High School
Marcos de Niza High School
Compadre Academy
Kyrene Middle School College Preparatory
Connolly Middle School
Marcos de Niza High School
Tempe High School
Corona del Sol High School
Gililland Middle School
Tempe High School
Tempe Preparatory Academy
Corona del Sol High School

Adult Participants

Michelle Helm
Khalid Jenkins
Brenna Kimberlin
Tiffany Werner

TUHSD Governing Board
Kyrene Middle School
Compadre Academy
Compadre Academy

School Transitions and Career Planning -1

Discussion Group Summary:

Our group's discussion began by discussing some of the barriers youth face in transitioning from middle to high school and from high school to college or other career paths. We then identified some of the existing programs that assist students with school transitions and career planning. Our group was in consensus that there is a lack of awareness by students and their parents of existing programs and services. Consequently, many students do not take advantage of existing opportunities and can feel lost and alone following a transition. The group spent the duration of their time developing suggestions on how to improve successful school/life transitions.

Recommendations:

1. Utilize multi-media to increase awareness of existing programs and services.

Tempe schools could utilize school/district websites, Twitter, edmodo, and other electronic communication to provide information to students and parents on what to expect when experiencing school transitions, current programs and services, and future career opportunities. Teachers could also use websites and other social media to have stronger contact with their students. Hard copies could also be available for people without computers.

2. Sponsor "Career and College Days" for students.

The schools, the City, and local higher education institutions could partner to sponsor "college and career days" that would encourage students to think about their future and give them information available opportunities.

3. Implement programs that promote career planning in elementary school.

Existing programs, such as "No Excuses University" that promote learning, thinking about your future, and college readiness could be implemented or expanded upon beginning in early elementary school. This would increase students' awareness of their possible futures beginning at an early age.

4. Expand guidance counselor support for students.

The schools could explore expanding guidance counselors' services to enable middle and high school counselors to meet frequently with their students. This increased support would provide a stronger foundation for students' career planning.

School Transitions & Career Planning - 1

Facilitators: Lily Villa **City of Tempe – Community Services**
Mohammad Halloum **Mayor’s Youth Advisory Commission**

Youth Participants

Alberto Balbuena	Fees College Preparatory Middle School
Jahnessa Crawford	McClintock High School
Ellie Griffin	Ward Traditional Academy
Heidy Guzman	Tempe High School
Dakota Jorgeasen	Compadre Academy
Wyatt Larson	Corona del Sol High School
Bella Macias	Kyrene Middle School College Preparatory
Jacqueline McIntosh	Tempe Preparatory Academy
John Patterson	Corona del Sol High School
Sayanne Reed	Gililland Middle School
Dayanara Rubio	McClintock High School
Alejandro Schugurensky	Tempe High School
Amie Troutt	McClintock High School
Isarel Zaldivar	Marcos de Niza High School

Adult Participants

Jeremy Edmonds	Maricopa County Juvenile Probation Dept.
Amanda Hamm	Kyrene School District
Linda Littell	Tempe Union High School District (TUHSD)
Diane Welling	Tempe Union High School District (TUSD)
Rochelle Wells	TESD Governing Board

School Transitions and Career Planning -2

Discussion Group Summary:

Our group's discussion focused on the challenges youth face in transitioning from middle school to high school and from high school to college or other career paths. We also discussed the resources and options available when making decisions about careers. The group talked about the resources that they are aware of as well as ideas they thought could assist in making life transitions easier. The consensus of the group was that many resources are available, but students often are not aware of them. One of the main concerns was that middle school students are not given complete information on all their choices for attending high school. The consequences of poor transitioning are that students may be unprepared and have fewer options.

Recommendations:

- 1. Provide a wider range of information to middle school students about high school options.**

The Tempe Union High School District could create a booklet or provide a link that would give middle school students and parents information about all the high schools in the district rather than focusing on the "feeder school." Students and families would then be encouraged to look at all the programs and make the best high school choice for that student.

- 2. Offer more information about careers and options other than college.**

There can be a lot of pressure for high school students to focus on college and many either can't or don't want to choose that path. High schools could have a "Career Fair," much like college fairs, where vocational opportunities and military service would be featured.

- 3. Involve peer mentors.**

Schools could assist students in thinking about transition issues by inviting alumni to return and speak with students about the challenges they faced and how to work through them. This would assist both middle and high school students as they prepare for the next level.

4. Establish a group of volunteers to assist with college applications.

Many students and families are overwhelmed with the college application/financial application process. Some parents may have language barriers and therefore be unable to assist as much as they would like. The City of Tempe, perhaps through the Library, or partnering with the Tempe Union High School District, could recruit adult volunteers who would be willing to mentor students and families through the application process.

School Transitions & Career Planning – 2

**Facilitators: Rebecca Bond
Rocky Camarena**

**City of Tempe – Community Services
Mayor’s Youth Advisory Commission**

Youth Participants

Alexander Fragoso Aguilar
Bianca Barrandey
Alexis Blanc
Wyatt Calandro
Ruston Clyne
Darian Green
Lyubov Kapko
Kayla Phillips
Aaron Reed
Allison Rivera
Tobias Salcido
Kameren Silas
Manas Subbaraman

Larid School
Corona del Sol High School
Tempe High School
Ward Traditional Academy
Kyrene Middle School College Preparatory
Connolly Middle School
Tempe Preparatory Academy
Tempe Preparatory Academy
Marcos de Niza High School
Tempe High School
Compadre Academy
Gililland Middle School
Corona del Sol High School

Adult Participants

Laurie Cruz
Mark Wertsching

Gililland Middle School
Maricopa County Juvenile Probation

Teen Volunteerism and Civic Engagement – 1

Discussion Summary:

Our discussion group began by identifying challenges related to volunteerism/civic engagement. The group felt that sometimes volunteers do not feel valued and/or appreciated by those they are volunteering for and they do not understand how their volunteer work as a positive impact. These factors can lead to disillusionment and can deter teens from future volunteering activities. Teens in our group expressed a desire to be actively involved in their community but they often do not follow through due to other time constraints, including participation in school related activities. The group also suggested that teens may feel pressure to not volunteer if their peers view civic engagement as “not cool”. The group thought civic engagement would increase if teens could work alongside their friends, combining social time with giving back to their community. After identifying barriers, our group then focused on developing some possible solutions to them that would encourage teens to become more involved in their community.

Recommendations:

1. Sponsor a high school volunteer project competition.

An annual competition could be established where a Saturday during the year would be designated for each school to complete a community volunteer project. This competition would encourage civic engagement and also provide an opportunity for students to come together with friends. A trophy could be awarded to the high school with the most student volunteers (based on the # of volunteers / # of students in school). The trophy would rotate from year to year and would have a small plaque with the school name and year it was awarded.

2. Launch C.I.T.Y (Concrete Impacts by Tempe Youth) campaign to promote teen civic engagement.

The C.I.T.Y campaign could include a Facebook page that encourages teen civic engagement, allows charitable organizations to post volunteer opportunities and also allows teens to post pictures of their volunteer activities. A competition where schools could each create a music video related to civic engagement could be held to launch the campaign. The videos could be posted to the Facebook page and the winner could be determined by the highest number of likes. This campaign could also include the proposed high school volunteer project competition. The winners of the music video and the volunteer project could be featured on Tempe Channel 11.

3. Provide information to organizations on how to successful engage teen volunteers.

The City or a community based organization could develop a tip sheet for organizations on how to effectively engage teen volunteers. These tips would include suggestions on how to let teens know their volunteer work has a positive impact on others and that their work is valuable. The tip sheet could also encourage organizations to recruit high school students utilizing the C.I.T.Y Facebook page. A similar tip sheet could also be developed for teens.

Teen Volunteerism & Civic Engagment- 1

**Facilitators: Isela Blanc
Dominic Bonelli**

**Tempe Community Council
Mayor's Youth Advisory Commission**

Youth Participants

Tanner Bunkelmann
Shaye Busse
Luis Chavez
Esar Divinagaùà
Maria de Jesus Lugo Gutierrez
Katerina Liong
Kelsey Mandell
Paul Messer
Ben Moffat
Christopher Moffitt
Tomas Murua
Elliot Nester
Joshua Putrasahan
Jacqueline Torres

Ward Traditional Academy
Corona del Sol High School
Marcos de Niza High School
McClintock High School
Laird School
Kyrene Middle School College Preparatory
Corona del Sol High School
Tempe High School
Tempe High School
Tempe Preparatory Academy
Fees College Preparatory Middle School
Connolly Middle School
Tempe Preparatory Academy
McClintock High School

Adult Participants

Kathy Espinoza
Debbie Schaefer
David Schauer

TESD Governing Board
Tempe Municipal Court
Kyrene School District

Teen Volunteerism and Civic Engagement – 2

Discussion Group Summary:

Our group began by discussing what volunteerism and civic engagement mean to them. We were in consensus that both strive to improve the quality of life in a community and that volunteerism is one form of civic engagement. Our group then identified some of the personal benefits of volunteerism and civic engagement. These include improved self-esteem and social skills, a greater awareness about social problems, and the satisfaction of helping others. The group then identified the top issues impeding youth involvement: a lack of communication about existing opportunities and the lack of incentives to volunteer. Last, the group discussed existing opportunities to volunteer, and how to leverage those opportunities with community support to promote and increase teen volunteerism and civic engagement in the City.

Recommendations:

1. Establish a high school elective course on volunteerism and civic engagement.

The Tempe Union High School District could work with its schools to develop an elective course that introduces the concepts of volunteerism and civic engagement and its importance. The course could include existing volunteer opportunities within the City, and even require a certain number of volunteer hours required to receive school credit.

2. Provide opportunities to enhance student G.P.A. through an honor's course that incorporates community service and civic engagement with a government course.

Individual high schools could develop an Honors course combining the principles of community service and civic engagement with civics and government class. This would offer motivated students an opportunity to apply concepts learned in the classroom to the real world, through volunteer service.

3. Provide school assemblies and school video announcements that promote volunteerism and opportunities.

The City, community organizations, and the schools could partner to provide an annual school assembly that promotes volunteerism and civic engagement. School video announcements on volunteerism and existing opportunities could also be implemented. Local community leaders and non-profit workers could be utilized in both the assembly

and video announcements. Not only would they inspire students, but it would allow leaders in the non-profit sector an opportunity to reach out to potential volunteers.

Teen Volunteerism & Civic Engagement - 2

**Facilitators: Tricia Gilman
Jeremy Cappello Lee**

**City of Tempe – Community Services
Mayor’s Youth Advisory Commission**

Youth Participants

Trina Begay
Justin Bench
Anthony Giandiletti Jr.
Hadley Griffin
Jazin Hodge
Umair Khohlar
Rosalie Martinez
David Morgan
Melissa Ortega
Mandri Randeniya
Kevin Soria
Raneem Tohaibeche
Eric Vallanueva

Compadre Academy
Kyrene Middle School College Preparatory
Tempe Preparatory Academy
McClintock High School
Conolly Middle School
Marcos de Niza High School
Tempe High School
Corona del Sol High School
McClintock High School
Fee College Preparatory Middle School
Gililand Middle School
Corona del Sol High School
Tempe High School

Adult Participants

Larry Baggs
Patricia Hillman

Tempe Police Department
Fees Middle School

Memorandum



City of Tempe

Date: October 28, 2013

To: Brigitta Kuiper, City Clerk

From: Parrish Spisz, Council Aide

CC: Shelley Hearn, Community Services Director

Subj: Tempe Tourism Office Presentation at IRS, November 7, 2013

Councilmember Corey Woods requested that the Tempe Tourism Office present their marketing plan to City Council at the Issue Review Session on Thursday, November 7, 2013.

Attached is a copy of the presentation.



tempe
arizona
Tourism Office

Mission

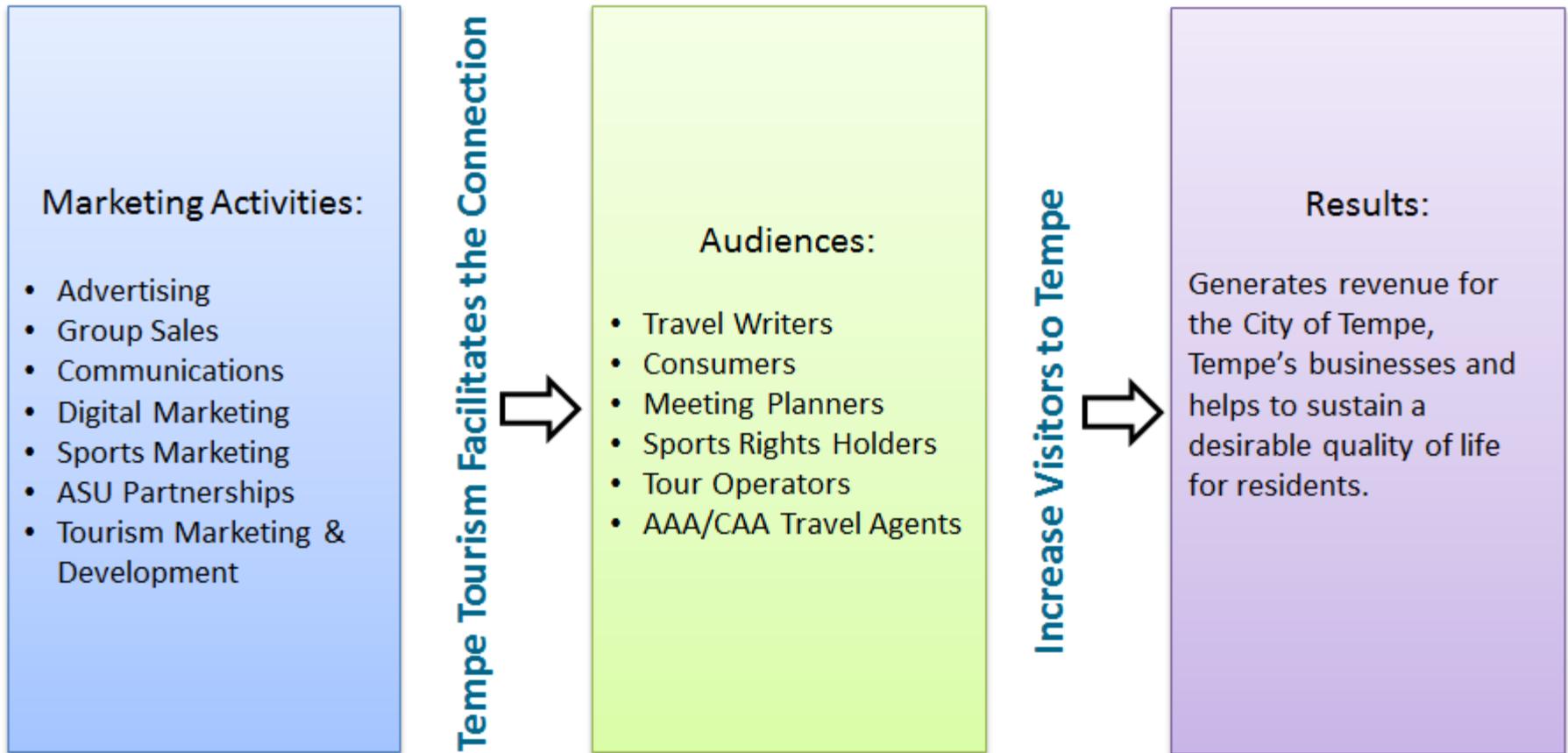
To promote the City of Tempe as a desirable leisure and business travel destination.

Vision

To be the most trusted source of travel information for the City of Tempe.



Strategies and Results



Sports

- Ironman Arizona
- P.F. Chang's Rock 'n' Roll Arizona Marathon and Half Marathon
- USA Triathlon Collegiate National Championship
- ASU Kajikawa Classic
- Quidditch Regional Tournament



Group Sales

- Trade Shows
- Sales Missions
- ASU Information Tours
- Hotel Partnerships



Online Presence

- New Website
- Pay-Per-Click Advertising
- Search Engine Optimization



A screenshot of a Facebook post from the Tempe Arizona Tourism Office. The post features a blue profile picture with the word 'tempe' in white. The text of the post reads: 'Hey Art & Music Lover! This Fall Brings Art Exhibits, Live Music & Theatre to Tempe, AZ!'. Below the text is a photograph of a man in a black polo shirt playing a white electric guitar on a stage. In the background, a banner for 'TEMPE ART SPACE' is visible. Below the photo, the post is identified as being from the 'Tempe Arizona Tourism Office', a 'Non-Profit Organization' with '12,270 people like this.' A 'Liked' button is visible in the bottom right corner of the post area.

tempe
arizona
Tourism Office

Tempe Arizona Tourism Office
Hey Art & Music Lover! This Fall Brings Art Exhibits, Live Music & Theatre to Tempe, AZ!

Tempe Arizona Tourism Office
Non-Profit Organization
12,270 people like this.

✓ Liked



A promotional graphic for the Buffalo Wild Wings Bowl in Tempe, Arizona. The graphic has a yellow and white diagonal background. The text at the top reads: 'Don't Miss the Buffalo Wild Wings Bowl in Tempe - Dec. 29!'. Below the text is the Buffalo Wild Wings logo, which features a buffalo head in a circle, with 'BUFFALO WILD WINGS' in a banner above and 'BOWL' in a shield below, with 'TEMPE, ARIZONA' written at the bottom of the shield. At the bottom of the graphic, the text 'Learn More!' is followed by a red arrow pointing to the right.

Don't Miss the Buffalo Wild Wings Bowl in Tempe - Dec. 29!

BUFFALO WILD WINGS
BOWL
TEMPE, ARIZONA

Learn More! →

Communications

- Media Coverage
- Video Content
- Social Media

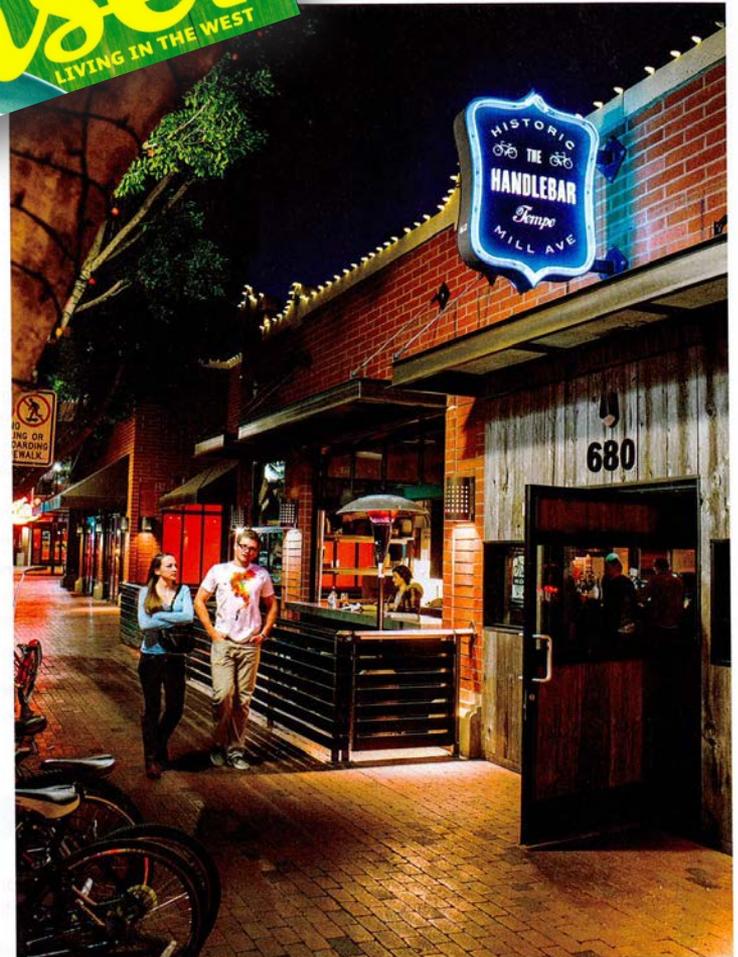


Downtown Tempe

New brews and sweet eats are bringing this college town's food scene into focus.

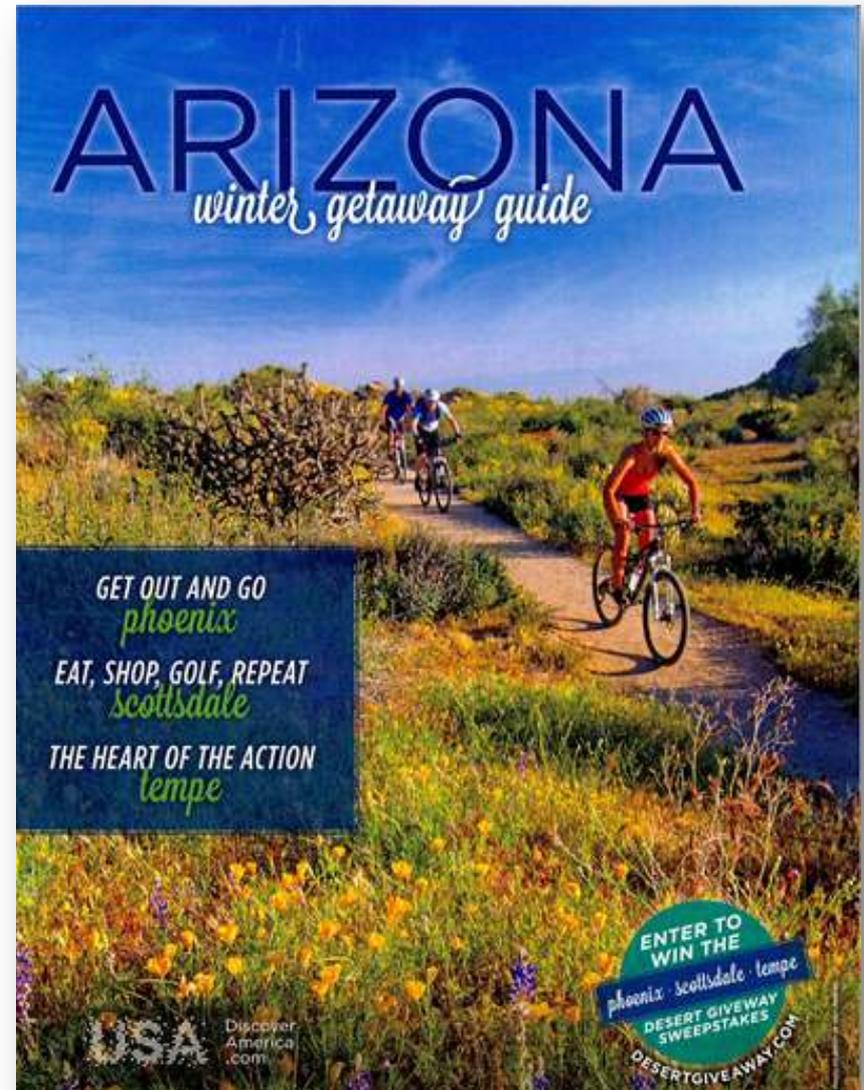
Beer and burgers

Craft beer will always be dear to Tempe, home to a campus of Arizona State, the country's largest public university. **Four Peaks Brewery** (\$; 1340 E. Eighth St.; fourpeaks.com) has national cred, while **Sleepy Dog Brewery** (\$) (1920 E. University Dr.; sleepydogbrewing.com) is revered for its Red Rover Irish Red Ale. The latest: The **Handlebar** (\$) (680 S. Mill Ave.; handlebaraz.com), which opened last fall with a huge bike- and dog-friendly patio. Find two dozen brews on tap, plus Arizona beef burgers, locally made pretzels, and hand-cut fries with sun-dried tomato basil aioli and Thai ketchup for dunking.



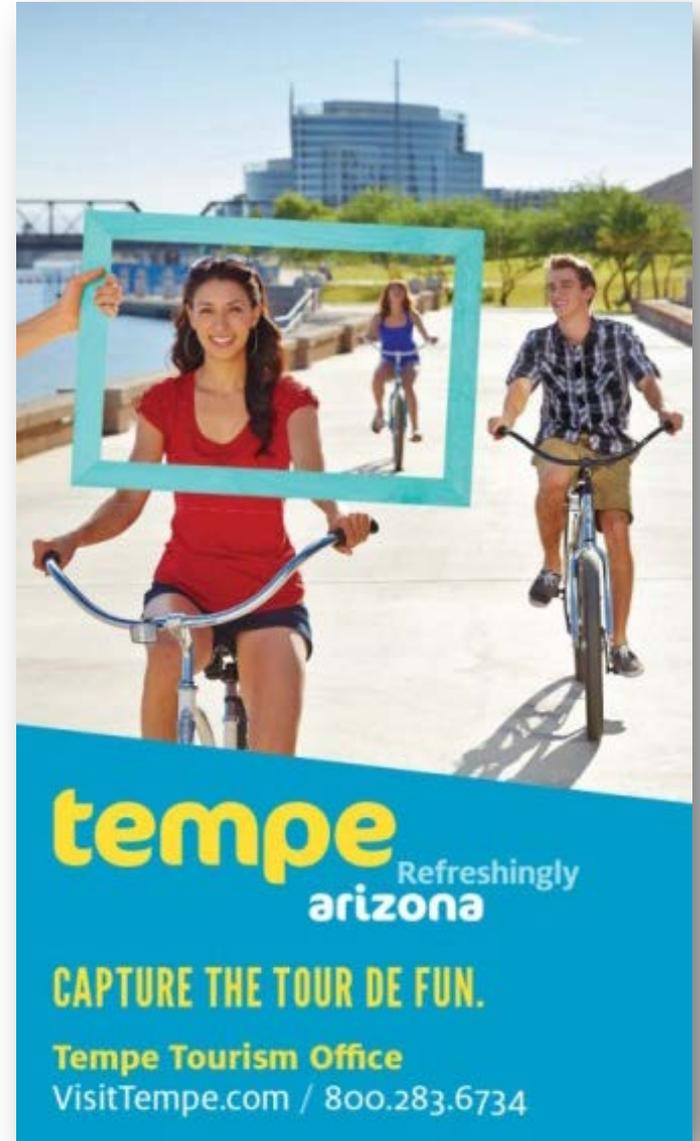
Co-op Partners

- Canada Promotion
- Sunny Arizona
- Descubre Phoenix



Print Advertising

- Sunset Magazine
- Arizona Office of Tourism
- AAA Publications
- Pride Guides
- US Airways Magazine
- Smart Meetings



Digital Advertising

- Trip Advisor
- TravelGuidesFree.com
- ESPN
- Weather.com
- MNI Networks
- Specific Media
- Pandora
- Yahoo!
- Cvent

Plan your trip to
Tempe today.

Click for

SPECIAL OFFERS

tempe Refreshingly
arizona

Hiking

Biking

Kayaking

tempe Refreshingly
arizona

tempe
Refreshingly
arizona

Memorandum



Public Works Department

Date: October 22, 2013

To: Mayor and City Council

From: Eric Kamienski, Water Resources Manager (ext. 2608)
Marilyn DeRosa, Deputy Public Works Director (ext. 2660)
Pete Smith, Water Conservation Coordinator (ext. 2668)

Through: Don Bessler, Public Works Director (ext. 8205)

SUBJECT: TEMPE WATER CONSERVATION PROGRAM UPDATE

The Tempe Water Conservation Office of the Public Works Department was established in 1992. The Water Conservation Office is staffed by two water conservation professionals. The Tempe Water Conservation Program is designed to provide educational opportunities, resources and technical assistance in water use efficiency and water conservation practices to all of Tempe's municipal water customers: residential (*single-family and multi-family sectors*), commercial/institutional, industrial, parks/landscape, and construction.

At the November 7th Tempe City Council Issue Review Session we will present an overview of the Tempe Water Conservation Program and examine recent water use trends. The presentation will also provide advice and tips for our residents and water customers on ways to save water and money through improvements in water use efficiency.

PUBLIC WORKS – WATER UTILITIES

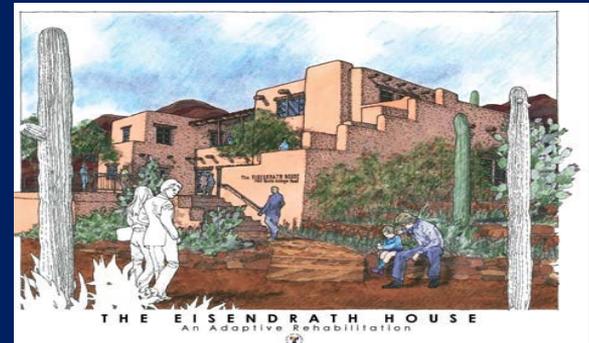
TEMPE WATER CONSERVATION PROGRAM UPDATE



NOVEMBER 7, 2013

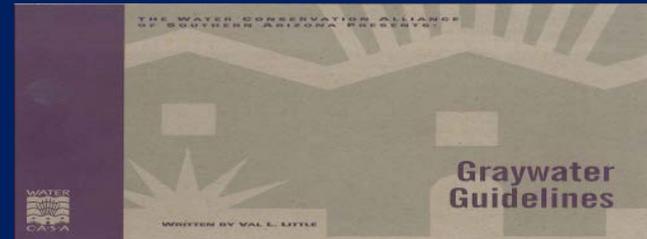
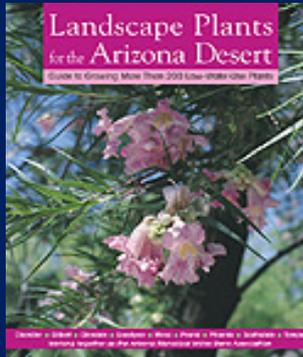
EDUCATION AND PUBLIC OUTREACH

- ❁ Tempe Schools Programs
- ❁ Xeriscape Classes and Workshops
- ❁ Demonstration Gardens
- ❁ Mill Ave Fair and Public Events
- ❁ Regional “Water Use it Wisely”
- ❁ Eisendrath House Water Conservation Center



RESIDENTIAL PROGRAMS

- ❁ Xeriscape Landscape Conversion Rebates
- ❁ Low-Flow Toilet Rebates, Including Multi-Family Sector
- ❁ Tiered Residential Water Rates
- ❁ Home Water Audits, Publications and Household Tips

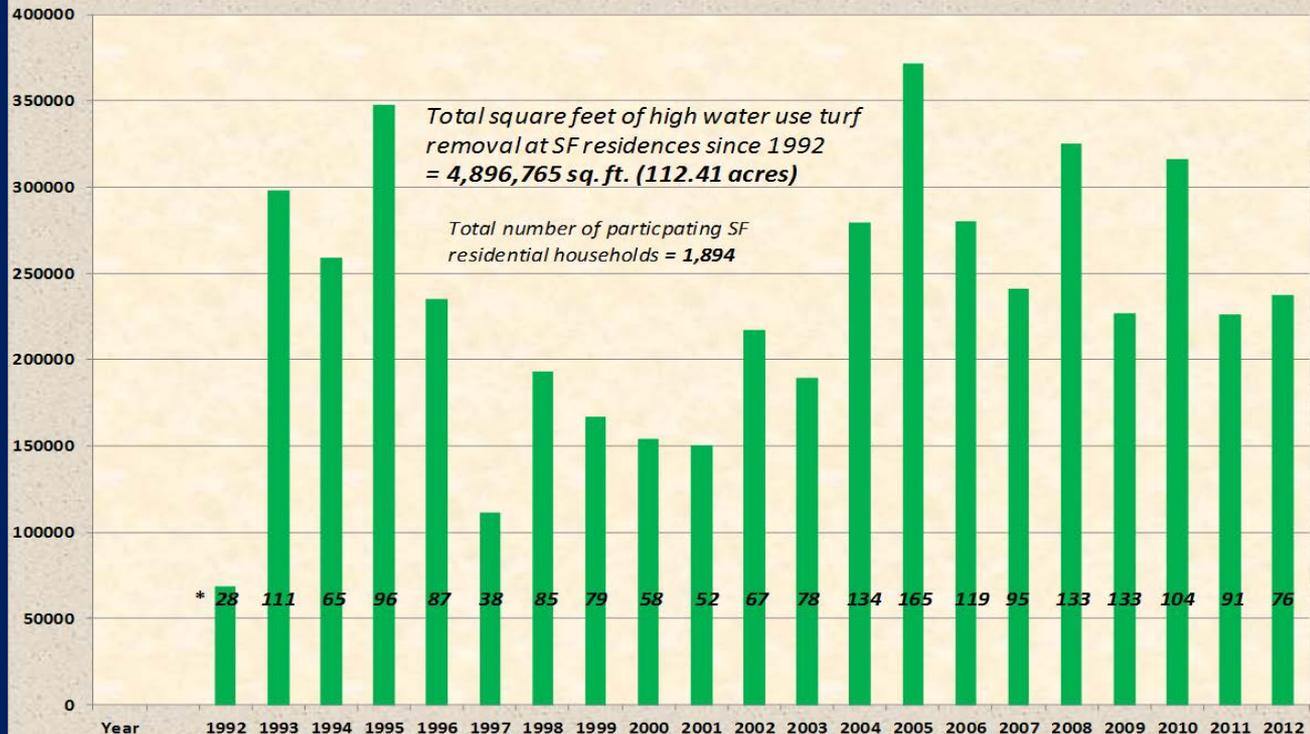


XERISCAPE CONVERSION REBATES

- Up to \$500 (\$250 for Each Yard)
- 1,900 Homes
- 112 Acres (4.9 M ft²)

Tempe Xeriscape Conversion Rebate
Square Feet of Turf Removal / Year

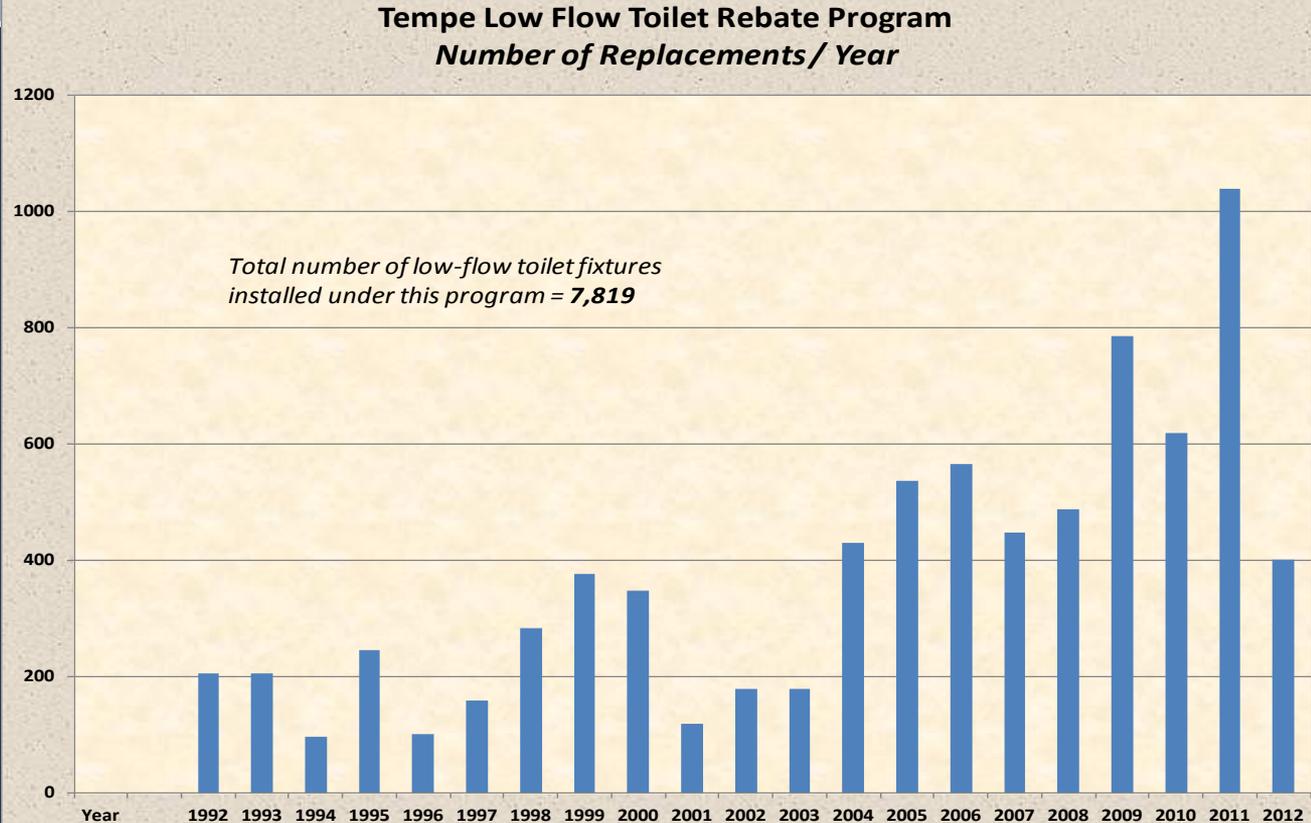
* - Number of homes converted



LOW-FLOW TOILET REBATES

50% of Cost
or \$75

7,900 Fixtures



COMMERCIAL & INDUSTRIAL PROGRAMS

- ❄ Facility Manager's Guide
- ❄ Grants to Industry to Reduce Use by $\geq 15\%$
- ❄ Landscape Ordinance for New Non-Residential Development
- ❄ Water Wasting Ordinance (Tempe Ordinance No. 91.46)



WALKING THE TALK – CITY SUCCESSES

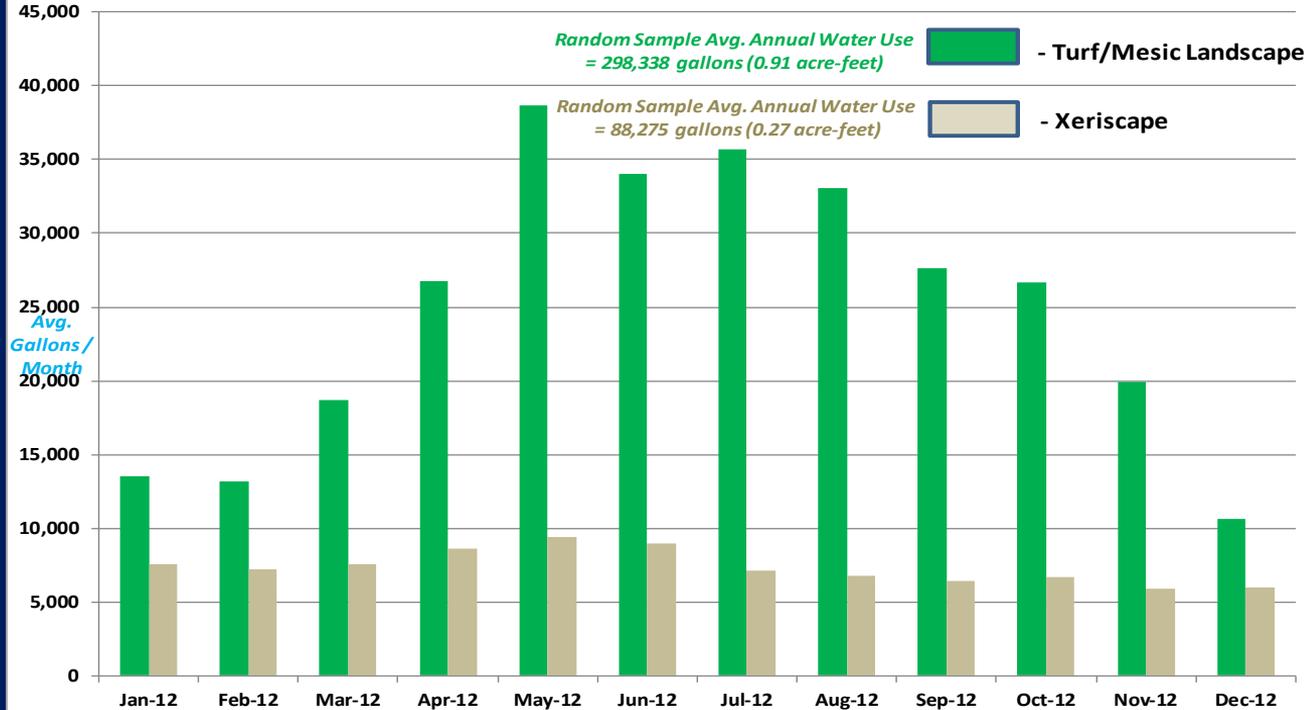
- ❄️ ROW and Medians Converted to Low-Water Use Landscaping
- ❄️ Municipal Golf Courses
 - ❄️ Reduced turf and overseeding
 - ❄️ Added desert landscaping
 - ❄️ Reduced water use from 121 MG/Yr to 81 MG/Yr (33%!)
- ❄️ LEED-Certified City Buildings



RESIDENTIAL WATER USE

- Xeriscape vs. Turf
- > 3x Water Demand for Turf Owners

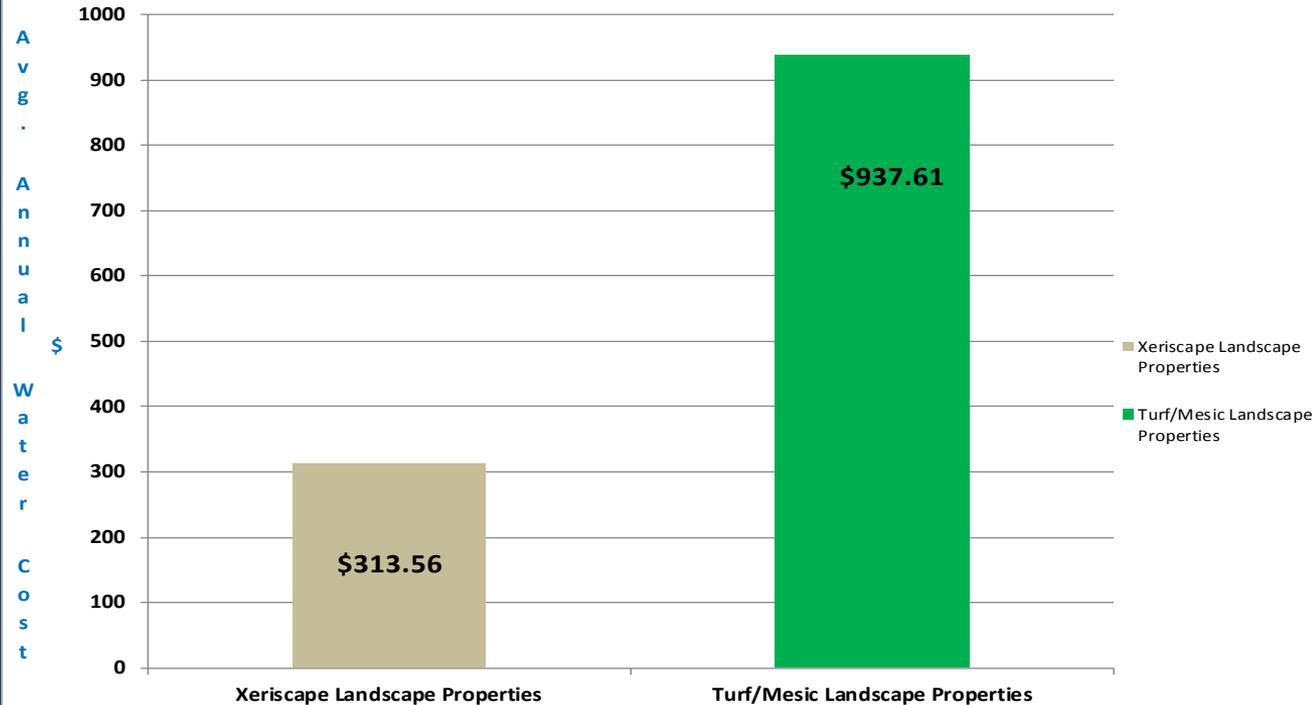
Monthly Residential Potable Water Use -
Tempe residences with turf and mesic landscape compared to
Tempe residences with xeriscape landscape
(random sample average - sample set = 32)



RESIDENTIAL WATER COSTS

- ❁ Xeriscape vs. Turf
- ❁ 3x Annual Water Cost for Turf Owners

Random Sample - Average Annual Water Consumption Charges
(City Potable Water Usage Charge)
Xeriscape Properties v. Turf/Mesic Properties



TOTAL WATER DEMAND

14% Reduction
in Demand
Since 2000

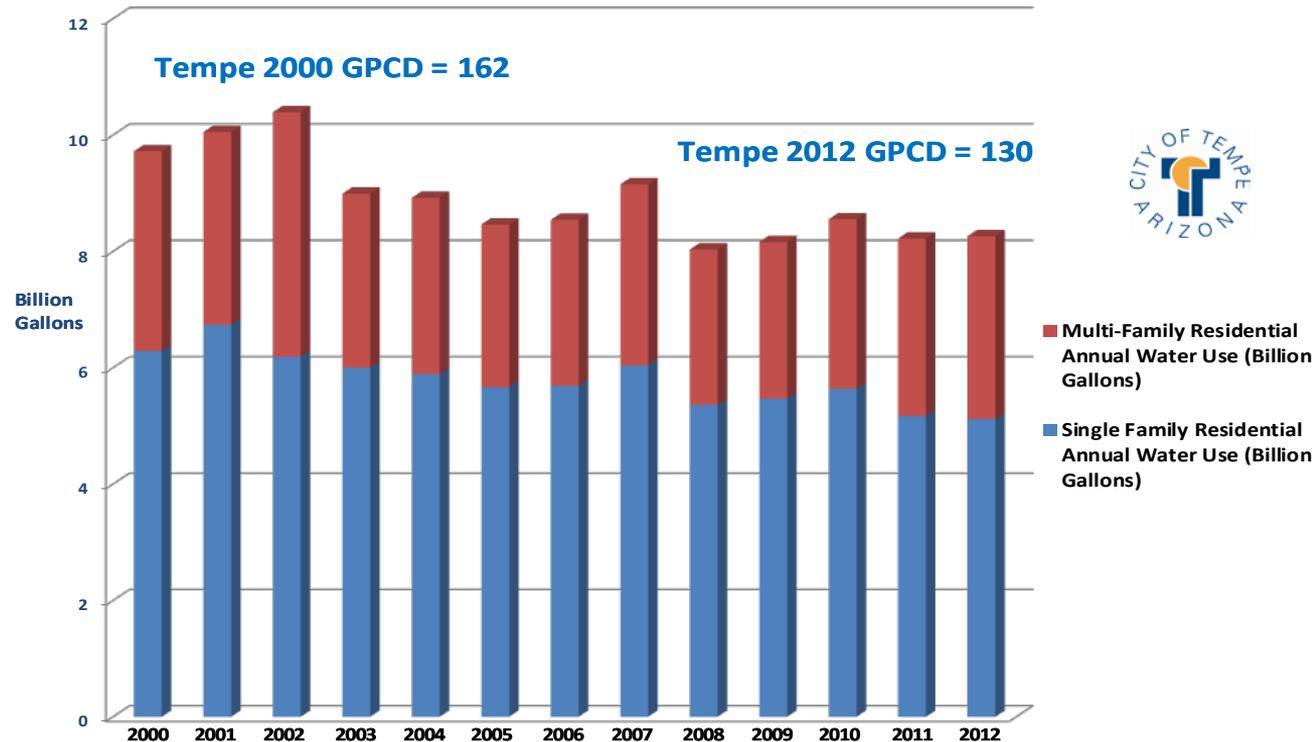
Tempe Water Service Area - Total Water Demand (Billion Gallons)



RESIDENTIAL WATER DEMAND

- 20% Reduction in Single Family Demand Since 2000
- 8.5% Reduction in Multi-Family BUT Increasing Trend Due to Growth

Tempe Water Service Area - Residential Water Use (Billion Gallons)



PROGRAM GOALS & OPPORTUNITIES

- ❁ Residential Sector – Teaching Customers to “Fish”
 - ❁ Video Series: Water Conservation & Audits
Tempe 11 and www.tempe.gov/conservation
- ❁ Commercial Sector – Opportunity to Expand Turf Replacement Program
- ❁ Conversion of RH Golf and Eligible City Parks to Raw Water Irrigation
- ❁ (480) 350-2668, e-mail at pete_smith@tempe.gov

City (Water Conservation Rebate Programs)	Xeriscape Landscape Conversion Rebates or Credits	Low Flow Toilet Fixture Rebates	Other Plumbing Fixture or Appliance Rebates	Commercial / Industrial Grants, Rebates or Credits	Gray Water System Rebates	Other Landscape Irrigation System Incentives
Phoenix 	----- (Phoenix does not offer rebate programs)	-----	-----	-----	-----	-----
Mesa 	\$500 (turf removal of 500 sq. ft. or more)	-----		\$5,000 (turf removal of 10,000 sq. ft. or more at HOAs, multi-family res. or commercial properties – unfunded, USBR grant)	-----	-----
Chandler 	\$200 - \$3,000 (turf removal of 1,000 sq. ft. or more – rebate based on sq. ft removed)	-----	-----	-----	-----	up to \$250 (for ET irrigation controller)
Gilbert 	----- (Gilbert does not offer rebate programs)	-----	-----	-----	-----	-----
Scottsdale 	up to \$1,500 (turf removal of 500 sq. ft. or more – rebate based on total sq. ft. removed)	up to \$75 (low flow toilet rebate)	up to \$200 (hot water recirculation system) \$5 (shower heads)	up to \$3,000 (turf removal of 1,000 sq. ft. or more at commercial or multi-family res. properties, HOAs)	-----	up to \$250 (for ET irrigation controller)
Glendale 	\$150 - \$750 (turf removal of 500 sq. ft. or more - rebate based on sq. ft. removed)	-----	-----	up to \$3,000 (turf removal of 1,000 sq. ft. or more at commercial or multi-family res. properties, HOAs)	-----	-----
Peoria 	up to \$1,650 (turf removal of 500 sq. ft. or more – rebate based on total sq. ft. removed)	\$100 (low flow toilet rebate)	\$100 (hot water recirculation system)	-----	-----	up to \$250 (for ET irrigation controller)
Avondale 	up to \$400 (turf removal of 500 sq. ft. or more – \$200 front yard, \$200 back yard)	up to \$75 (low flow toilet rebate)	\$100 (high efficiency clothes washer) \$5 (shower heads)	\$200 - \$3,000 (\$200 per 1,000 sq. ft. of landscape removed at non-residential properties)	-----	\$50 - \$250 (for ET irrigation controller)
Goodyear 	----- (Goodyear does not offer rebate programs)	-----	-----	-----	-----	-----
Tucson 	-----	up to \$120 (low flow toilet rebate)		up to \$500 (for installation of high-efficiency urinal at commercial properties)	up to \$1,000 (for installing permanent gray water system)	up to \$2,000 (for rainwater harvesting systems)
Tempe 	\$500 (\$250 each for front & back yard turf removal)	up to \$75 (low flow toilet rebate) up to \$5,000 (per apartment property multi-family toilet rebate)	-----	up to \$20,000 (Commercial - Industrial Grant Program, water use reduction >15%)	-----	up to \$1,000 (per Tempe School: Schools Gardening Grant Program)

6. Future Agenda Items
November 7, 2013 Issue Review Session



November 21, 2013

December 12, 2013

January 9, 2014

January 23, 2014

Presentations requested; meeting date to be determined

Flood Irrigation Update

Storm Drainage Update