



Technology, Economic & Community Development Council Committee Work Plan

Chair: Councilmember Onnie Shekerjian

Address technology application and implementation in Tempe, economic development issues and opportunities, and community development and redevelopment strategies and efforts. Work plan should include:

Technology

(1) Expansion of the use and availability of technological enhancements by City Government and Tempe residents and businesses;

- Support the Community Oriented Policing Services Program (COPS). Build on efforts to improve the interoperability of emergency response communication systems which allow first responders to communicate efficiently during emergency situations.
- Explore more ways to make government transparent.
- Explore WiFi options.
- Explore web town halls.
- Evaluate new technological advancements that would improve the efficiency and effectiveness of the work performed by IT and other City departments.
- Explore opportunities to introduce technological enhancements that will improve the community's ability to interact with the City.
- Provide summarized reports of technological advancements that have been incorporated into the City's operations to improve efficiency and effectiveness.
- Update Committee on action plan to implement Active Citizen Request (ACR) citywide and to communicate availability of system to the public.
- Implement Active Citizen Request (ACR) Webforms for current service request case types.
- Install and test use of ACR Mobile.
- Convert website to new Content Management System.
- Develop plan to incorporate new federal requirements for accountability and transparency into the website.

Sustainability

(2) Development and application of cost-effective, environmentally sustainable programs, including recycling programs and resource conservation and waste reduction programs, both for city operations and community application (i.e. K-20 community institutions);

- Approve a lease process for the use of city property for community gardens.
- Explore and expand green waste compost programs.
- Continue to explore new sustainability programs.
- Explore the idea of a city community garden program.
- Clarify the current process of allowing community gardens on private property.
- Promote City Green Programs through enhanced city website.

- Develop a brochure that identifies current city policies and programs on sustainability.
 - Establish a Construction Recycling.
 - Move forward on “Grease Project” converting restaurant grease to fuel.
 - Install energy efficient HVAC upgrades, HVAC controls, interior and exterior lighting, water fixture upgrades, and a computer power management system in city buildings and facilities.
 - Replace aging mechanical equipment with cost savings instead of using the CIP budget.
 - Keep thermostat at a range of 72-78 in summer and changing custodial schedule to day-cleaning at the 80 city buildings.
 - Conduct public outreach of the Energy Conservation Program.
 - Partner with APS for a solar demonstration project in Tempe Beach Park.
 - Review progress on the streetlight induction project and explore options for additional streetlight electric savings.
- (3) Consider and develop environmental design standards that are specifically applicable to the arid, relatively warm, climate of Tempe;
- Establish a Rebate program for Residential Improvements above Code.

Economic Development

- (4) Address strategies to create economic stabilization and revitalization, including facilitating, and working with ASU for development of High-Tech, Bio-Tech, Nano-Tech facilities within Tempe;
- Drafting an economic development plan for the downtown region and modern street car route in conjunction with the Transportation Council Committee.
 - Explore, assist and create incubator space.
 - Cooperatively work with ASU and the U of A to market intellectual property.
 - Establish an “Action Team” with local partners to identify and remedy technology commercialization problems.
 - Host informational outreach forums with ASU graduate students focusing on the resources available for business start-ups.
- (5) Redevelopment and development services policy formation for recommendation to Council, and implementation of council-approved projects;
- Research the potential implementation of a Small Business and Arts Overlay districts to help spur “micro site redevelopment.”
 - Resolve pre-existing, non-permitted building improvement problems faced by architects/contractors. Research how other cities solve this issue.
- (6) Development, implementation and assessment of economic development approaches, projects and proposals;
- Explore legislative support for economic development.
 - Proactively market the quantitative benefits of operating a business in Tempe.
 - Clarify the business operating advantage for business located in Tempe via a coherent economic development marketing strategy.
 - Strengthen relationships between the local banking community and emerging technology companies.
 - Centralized web portal for entrepreneurs (website maintenance).

- Reconsider application of Fire Prevention Annual Self Inspection Program.
- (7) Redevelopment of neighborhood commercial centers; and
- Research the potential implementation of a Storefront Improvement Program.
 - Research the potential implementation of an Alley Improvement Program.
- (8) In conjunction with Sports, Recreation, Arts & Cultural Development Committee, consider economic development associated with hotel and conference facilities, business tourism, arts and culture driven tourism, youth and amateur sports and outdoor and active tourism;
- Consider a Farmer Art District Branding Campaign.
 - Consider establishing / reinstating a Tempe Historical Tour.
 - Proactively solicit conference center proposals from private developers.
 - Promote Tempe in partnership with the Tempe Convention and Visitors Bureau as a destination for Sports, Arts, Culture and Business via web driven, social media and collateral marketing outreach.

**TECHNOLOGY, ECONOMIC & COMMUNITY DEVELOPMENT
COUNCIL COMMITTEE
COUNCIL MEMBER ONNIE SHEKERJIAN
JANUARY 2011 – JUNE 2012 ACTION PLAN**

Sponsor Name(s) Ken Jones & Dave Heck	Action Item 1 Expansion of the use and availability of technological enhancements by City Government and Tempe residents and businesses.
Start Date: January 1, 2011	End Date: June 30, 2012

Define this item (in your words):

Research the use of best practices of technology in efficient government operations, including citizen interaction with government, on-line transaction and processing, customer relationship management, timely dissemination of information, and open availability of government documents, processes and public information. Use this research as a framework for shaping and evaluating current and future technology projects, operations, and expenditures.

Measures of Success/Expected Outcomes (how will you know when it is completed):

- A city of Tempe technology needs assessment will be conducted that includes internal and external feedback as well as best practices.
- A short-term and long-term technology plan will be created by Finance & Technology staff members and presented to the council committee.
- The committee will provide feedback on the viability and prioritization of the identified technology projects.

Implementation Steps and Key Personnel

Who (name)	What (activity)	When (date)
Dave Heck	Conduct a technology needs assessment that includes best practices.	February 2011 – April 2011
Dave Heck	Create a technology plan with specific recommendations for review by Council Committee.	May 2011 - December 2011
Dave Heck & Council Committee	Work together to evaluate and prioritize recommendations.	January 2012 – March 2012

**TECHNOLOGY, ECONOMIC & COMMUNITY DEVELOPMENT
COUNCIL COMMITTEE
COUNCIL MEMBER ONNIE SHEKERJIAN
JANUARY 2011 – JUNE 2012 ACTION PLAN**

Sponsor Name(s) Lisa Collins, Don Hawkes & John Osgood	Action Item 2 Develop and apply cost-effective, environmentally sustainable programs, including recycling programs and resource conservation and waste reduction programs, both for City operations and community application.
Start Date: January 1, 2011	End Date: June 30, 2012

Define this item (in your words):

Develop sustainability programs, promote community awareness, and implement grant funded green programs for city operations and the Tempe community.

Measures of Success/Expected Outcomes (how will you know when it is completed):

- All Energy Efficiency Conservation Block Grant (EECBG) funded green programs will be implemented.
- The progress on the streetlight induction project will be reviewed and future savings options will be explored.
- An energy conservation program campaign will be conducted in concert with the promotion of the city's sustainability policies and programs.
- A construction recycling program will be established.
- A restaurant grease recycling program will be piloted.
- A process for developing community gardens on private property will be created and presented to council.
- The green waste program will be expanded and the creation of an enterprise fund to support this project will be explored.

Implementation Steps and Key Personnel

Who (name)	What (activity)	When (date)
Shauna Warner & Lisa Collins	Develop a process for developing community gardens and present to council for feedback.	February 2011
Grace Kelly	Implement EECBG programs including the energy efficiency upgrades to city facilities, replacing outdated mechanical equipment, maintaining thermostat settings, and conducting the APS solar demonstration.	December 2011
Grace Kelly	Review progress on the streetlight induction project and explore options for additional streetlight savings.	December 2011
Grace Kelly & Shelly Hearn	Implement an energy conservation program publicity campaign and promote the city's sustainability policies and programs.	December 2011

Implementation Steps and Key Personnel (Continued)

Who (name)	What (activity)	When (date)
Mike Williams	Establish a construction recycling program.	December 2011
Dave Neil	Conduct a restaurant grease recycling pilot program.	December 2011
John Osgood & Lisa Collins	Expand the green waste program in Tempe and explore the establishment of an enterprise fund to support this process.	June 2012

**TECHNOLOGY, ECONOMIC & COMMUNITY DEVELOPMENT
COUNCIL COMMITTEE
COUNCIL MEMBER ONNIE SHEKERJIAN
JANUARY 2011 – JUNE 2012 ACTION PLAN**

Sponsor Name(s) Lisa Collins	Action Item 3 Consider and develop environmental design standards that are specifically applicable to the arid, relatively warm climate of Tempe.
Start Date: January 1, 2011	End Date: June 30, 2012

Define this item (in your words):

Update the Tempe city code in accordance with best practices in order to enhance the sustainability of the city, develop green programs, and promote awareness of Tempe’s sustainability programs among the community.

Measures of Success/Expected Outcomes (how will you know when it is completed):

- The best practices in sustainable environmental design standards will be compiled and compared with the Tempe city code.
- Recommendations for updating the Tempe city code will be brought forward to the Neighborhood Quality of Life & Revitalization Council Committee and the Technology, Economic and Community Development Council Committee.
- A marketing campaign will be developed to promote community awareness of the city’s various green programs.
- A residential improvement rebate program will be developed and brought forward to the council committee for review.

Implementation Steps and Key Personnel

Who (name)	What (activity)	When (date)
Grace Kelly & Michael Golden & Lisa Collins	Conduct a study of the best environmental design practices.	September 2011
Lisa Collins & Community Development Planners	Compare the best practices to the current Tempe city code and bring recommendations to the council committees.	December 2011
Grace Kelly & Shelly Hearn	Design a green program marketing campaign to inform the community.	June 2012
Lisa Collins & Community Development Planners	Develop a residential improvement rebate program and bring to committee for review and feedback.	June 2012

**TECHNOLOGY, ECONOMIC & COMMUNITY DEVELOPMENT
COUNCIL COMMITTEE
COUNCIL MEMBER ONNIE SHEKERJIAN
JANUARY 2011 – JUNE 2012 ACTION PLAN**

Sponsor Name(s) Micah Miranda	Action Item 4 Address strategies to create economic stabilization and revitalization, including facilitating, and working with ASU for development of hightech, bio-tech, nano-tech facilities within Tempe.
Start Date: January 1, 2011	End Date: June 30, 2012

Define this item (in your words):

Develop an economic development plan for the City of Tempe.

Measures of Success/Expected Outcomes (how will you know when it is completed):

- Industries that should be targeted for recruitment to Tempe and expansion within Tempe will be identified.
- A shared economic development vision will be created.
- The steps to reach shared vision will be identified.
- A citywide economic development strategy will be developed.

Implementation Steps and Key Personnel

Who (name)	What (activity)	When (date)
Shannon Shelby	Pre-planning will be completed.	July 2011
Shannon Shelby, Micah Miranda, and Alex Smith	Assessing the local community and economic competitiveness will be completed.	August 2011
Shannon Shelby, Micah Miranda, Alex Smith, and Chris Anaradian	Formulating realistic goals, objectives, and strategies will be completed.	September 2011
Shannon Shelby, Chris Anaradian, and Micah Miranda	Identifying, evaluating, and prioritizing projects will be completed.	November 2011
Shannon Shelby, Chris Anaradian, and Micah Miranda	Developing plans of action will be completed.	January 2012
Shannon Shelby	Implementing those plans.	April 2012
Shannon Shelby	Monitoring and evaluating outcomes; retooling and adjusting.	June 2012

**TECHNOLOGY, ECONOMIC & COMMUNITY DEVELOPMENT
COUNCIL COMMITTEE
COUNCIL MEMBER ONNIE SHEKERJIAN
JANUARY 2011 – JUNE 2012 ACTION PLAN**

Sponsor Name(s) Micah Miranda	Action Item 5 Redevelopment and development services policy formation for recommendation to Council and implementation of council-approved projects.
Start Date: January 1, 2011	End Date: June 30, 2012

Define this item (in your words):

Staff will address and document follow-up on Council identified priority economic development projects.

Measures of Success/Expected Outcomes (how will you know when it is completed):

- Staff will maintain a list of Council identified priority economic development projects.
- Staff will perform a quarterly check-in on the Council identified priority economic development projects list.
- Items will be removed from the projects list when accomplished or successfully addressed.

Implementation Steps and Key Personnel

Who (name)	What (activity)	When (date)
Shannon Shelby	Create and maintain a Council identified priority economic development projects lists.	July 2011
Shannon Shelby	Provide quarterly update to Council.	October 2011
Shannon Shelby	Implement process to remove items from the projects list when accomplished or successfully addressed.	July 2011

**TECHNOLOGY, ECONOMIC & COMMUNITY DEVELOPMENT
COUNCIL COMMITTEE
COUNCIL MEMBER ONNIE SHEKERJIAN
JANUARY 2011 – JUNE 2012 ACTION PLAN**

Sponsor Name(s) Micah Miranda	Action Item 6 Development, implementation, and assessment of economic development approaches, projects and proposals.
Start Date: January 1, 2011	End Date: June 30, 2012

Define this item (in your words):

Create an objective method to determine the City's posture of incentivizing economic developments; resulting in the development of formal council policy.

Measures of Success/Expected Outcomes (how will you know when it is completed):

- An incentive policy statement approved by City Council incorporating the economic impact report will be finalized.
- A fee, for professional services provided by the City to be levied against parties seeking City incentives, will be established.
- Staff will detail return on investment (ROI) for City incentivized projects when presenting deal structures to Council. In related agreements, staff will tie incentives to market conditions, job creation, and other important factors.

Implementation Steps and Key Personnel

Who (name)	What (activity)	When (date)
Chris Anaradian and Micah Miranda	Develop draft incentive policy.	June 2011
Chris Anaradian	Submit proposal for review that includes developers paying independent financial analysis costs.	May 2011
Chris Anaradian	Establish practice of presenting ROI and related incentive agreements along with general deal structures for Council sanction.	May 2011

**TECHNOLOGY, ECONOMIC & COMMUNITY DEVELOPMENT
COUNCIL COMMITTEE
COUNCIL MEMBER ONNIE SHEKERJIAN
JANUARY 2011 – JUNE 2012 ACTION PLAN**

Sponsor Name(s) Micah Miranda	Action Item 7 Redevelopment of neighborhood commercial centers.
Start Date: January 1, 2011	End Date: June 30, 2012

Define this item (in your words):

Develop and implement a City of Tempe Property Enhancement Program (PEP) that will assist commercial property and business owners along major roadways in rehabilitating their storefronts, revitalize neighborhood commercial areas, eliminate blight, and enhance the livability of surrounding neighborhoods.

** Note that this strategy is identical to Neighborhood Quality of Life & Revitalization Council Committee action item #7*

Measures of Success/Expected Outcomes (how will you know when it is completed):

- Commercial properties along roadways in need of rehabilitation will be identified and prioritized.
- The PEP program will be developed and reviewed by the Neighborhood Quality of Life & Revitalization Council Committee and the Technology, Economic and Community Development Council Committee.
- A pilot test PEP program will be conducted and the findings (along with recommendations) will be presented to both committees for review.

Implementation Steps and Key Personnel

Who (name)	What (activity)	When (date)
Lisa Collins & Jeff Tamulevich & Micah Miranda	Develop the PEP program throughout coordination with code enforcement, economic development, and property acquisition staff.	February 2011 – April 2011
Jeff Tamulevich, Micah Miranda & Larry Schmalz	Identify several commercial properties in need of rehabilitation and interview owners on thoughts about program.	June 2011
Micah Miranda	Bring PEP program summary and project prioritizations to council committees for review.	June 2011
Micah Miranda	Conduct pilot PEP program and evaluate success.	July 2011 – December 2011
Micah Miranda	Bring pilot program results and recommendations to the council committees for review.	January 2012

**TECHNOLOGY, ECONOMIC & COMMUNITY DEVELOPMENT
COUNCIL COMMITTEE
COUNCIL MEMBER ONNIE SHEKERJIAN
JANUARY 2011 – JUNE 2012 ACTION PLAN**

Sponsor Name(s) Travis Dray, Micah Miranda & Adrienne Richwine	Action Item 8 In conjunction with Sports, Recreation, Arts & Cultural Development Committee, consider economic development associated with hotel and conference facilities, business tourism, arts and culture driven tourism, youth and amateur sports and outdoor and active tourism.
Start Date: January 1, 2011	End Date: June 30, 2012

Define this item (in your words):

Establish an economic model to forecast revenue versus costs generated by tourism (i.e. business, arts and culture, youth and amateur sports and outdoor active tourism).

Measures of Success/Expected Outcomes (how will you know when it is completed):

- A mechanism to determine the value of supporting these types of activities will be formalized.
- A return on investment (ROI) calculation (i.e. costs / revenues / financial impacts) will be developed.
- Substantive calculations to assist in determining if a specific concept will provide a benefit to the citizens of Tempe will be determined.

Implementation Steps and Key Personnel

Who (name)	What (activity)	When (date)
Travis Dray	Reach out and involve the Convention of Visitors Bureau toward developing/establishing the model.	April 2011
Micah Miranda	Research best practices.	October 2011
Adrienne Richwine, Micah Miranda & Travis Dray	Select model.	December 2011
Adrienne Richwine & Travis Dray	Test the model using Tempe data.	February 2012
Adrienne Richwine, Micah Miranda & Travis Dray	Implementation and acceptance of the model.	April 2012