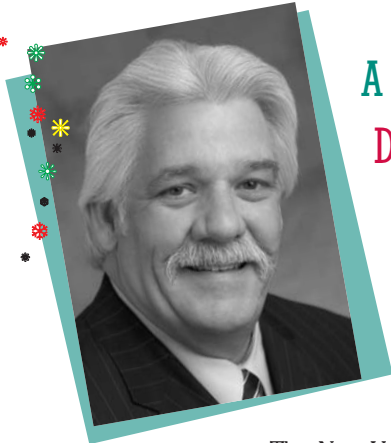




A newsletter from Phoenix City Councilman Claude Mattox, District 5 . Winter 2009



A Message from Councilman Claude Mattox

Dear Residents,

The holiday season is upon us and all of us in the District 5 Office wish you a happy holiday and a productive 2010! This past year was full of accomplishments and changes at City Hall. The most notable accomplishment was that Phoenix was selected as the All-America City by the National Civic League for the fifth time in its history.

The biggest change was the retirement of former City Manager Frank Fairbanks, after 19 years of dedicated service. Although finding Frank's replacement was difficult, my colleagues and I on the City Council selected David Cavazos to serve as our new leader.

The New Year will bring a whole new set of challenges. Like everyone else, the city of Phoenix also is facing a budget crisis. It's the worse we've seen in decades and more reductions are inevitable. As usual, the city will host community budget hearings to hear your feedback on the proposed cuts. The hearings will take place in February and I encourage you to visit the District 5 Web site at phoenix.gov/district5 for locations and times. We want to hear your feedback.

Many have asked how you can help the budget situation. The easiest way is to Shop Phoenix. Sales taxes on the merchandise you buy goes directly into the city's general fund, which helps pay for many vital city services, such as police, fire, parks, senior centers and libraries.

There are more than 20 shopping centers, with numerous retail stores for you to explore within our city. A complete list can be found at phoenix.gov/ShopPhoenix. And although it's convenient for residents to buy merchandise on-line, the city doesn't receive sales-tax revenue from those purchases. If possible, search for the best sales and products on-line and then head to a Phoenix shopping center to make the purchase. Please join me in patronizing Phoenix businesses and, in doing so, keeping our sales tax dollars at home.

As usual, all of the city's employees are here to serve you. Pat, Rebecca, Renie, Gracie and I hope you have a safe and wonderful holiday and a Happy New Year.

*Remember to always watch kids around water.
Have a wonderful and safe fall season!*

- Claude, Pat, Rebecca, Renie and Gracie

Sincerely,

Councilman Claude Mattox



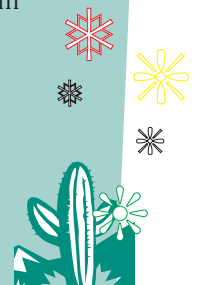
Councilman Mattox and the District 5 Staff: Pat, Gracie, Renie and Rebecca

Mark Your Calendar

District 5 Community Budget Hearings

6 p.m. Thursday, Feb. 11
Maryvale Community Center Auditorium
4420 N. 51st Ave.

6 p.m. Tuesday, Feb. 16
Manzanita Senior Center
3581 W. Northern Ave.



Phoenix's New City Manager



Last month, former Deputy City Manager David Cavazos was selected by the City Council to become Phoenix's newest city manager. Cavazos, 49, is the first minority (and Hispanic) to hold the highest-ranking non-elected position in Phoenix. He joined the city in 1987 as a management intern and was economic-development manager from 1991 to 1997.

From 1998 to 2000, he served as deputy director of the Aviation Department and later the assistant Aviation director from 2001 to 2003. Cavazos served as acting Aviation director from 2004 to 2005, with his most recent position as deputy city manager. In that position, he oversaw the Development Services, Information Technology, Planning and Water Services departments; ASU Downtown; water strategy; and West Phoenix Revitalization.

There are many challenges Cavazos will face as city manager, but he has a top-notch team in place to tackle each issue. He recently formed an Efficiency Task Force consisting of city employees to research ways to make the city do more with less resources as well as streamline processes.

Councilman Mattox recently interviewed Cavazos to hear his vision for the future. To watch the segment, visit phoenix.gov/video/d5oti.html. Congratulations to David Cavazos!

Remembering Frank Fairbanks

It has been written that the truly extraordinary man is truly the ordinary man. That description captures precisely Frank Fairbanks, who has been Phoenix's City Manager for nearly 20 years.

The ever unassuming, honest city CEO retired on Nov. 5 – just one day before his wife's birthday. Nov. 5 was a well-deserved day for Frank and his family, but it was a sad day for many at City Hall.

Frank served Phoenix residents for 37 years, and along the way, he captured every prestigious honor in his profession. He is a man of honesty, integrity and decency – traits that are rare among city managers, especially for one who oversees the day-to-day operation for the country's fifth-largest city.

Frank embodies the paragon of public servant. He's had a long history with the city. Frank joined the city in 1972 as a management assistant, and spent his career in key management roles, including assistant and executive assistant to the city manager and assistant city manager.

After becoming city manager in 1990, he managed to get things right. His management, foresight and analytical skills were recognized and honored by scores of educational scholars, municipal planners and business advocates.

Consider that he was named top municipal leader by American City & County Magazine; helped to capture the prestigious Carl Bertelsmann Prize for the best managed city in the world; and led to Financial World Magazine ranking Phoenix the best-managed of the nation's 30 largest cities. And there are many other awards.

But he always gave credit to city employees for the recognitions. He didn't want the attention on him, but the employees who carried out the decisions made by the mayor and City Council.

Frank, you will be missed tremendously, and the city and residents will always value your leadership and friendship.



Hermosillo Fire Relief Fund

The Hermosillo Fire Relief Fund was created to assist our Sister City in the aftermath of the tragic fire at the ABC Day Care in Hermosillo, Mexico, through the provision of training on how to prevent fires and how to treat burn victims. The training would go to first responders, doctors and nurses.

To date, local businesses and the community have donated \$20,000 to the relief fund. The tax-deductible donations continue to be accepted at all Wells Fargo branches, account number: 2832588335 and Food City locations statewide. Councilman Mattox would like to recognize the Arizona-Mexico Commission, All City Towing and Pick-A-Part, Veolia Transportation and Food City for their generous donations to the relief fund.



Councilman Claude Mattox accepts a donation from Vasti Mugica, general manager of Veolia Transportation, in the amount of \$2,500. Also pictured is Norm Lords, chairman of the Phoenix-Hermosillo Sister Cities Committee.

During the fire, 142 children were inside the day care center and nearly 50 children have died due to fire-related injuries. All of the victims are between six months and five years old, and some survivors are expected to need surgery twice a year, every year, until they reach age 18. Many are being treated at Phoenix Children's Hospital.

The Mexican government is providing for the immediate needs of the children and families. The Phoenix Sister Cities are looking to utilize the funds to provide training to personnel to focus on fire prevention and the treatment of burns. This would provide something sustainable and eliminate the need to transport future burn victims so far away from Hermosillo. Currently, there is not burn unit in the northwest region of Mexico.

Hermosillo, the first sister city of Phoenix, has partnered up with the city for 32 years and continues to need collective support of the City of Phoenix.

For more information, visit phoenixsistercities.org.

Phoenix Police Use Technology to Inform Residents

The Phoenix Police Department is using Twitter and YouTube to inform residents about their efforts and accomplishments to keep the community safe.

For those not familiar with Twitter, it's a social networking site that consists of web posts up to 140 characters called "tweets". Users can "follow" those on Twitter to get updates. Updates can be received on the Internet or sent directly to your cell phone.

A recent tweet consisted of: "Phoenix Police working phones tonight. Watch CH8/PBS beginning at 6PM. Call and talk to your favorite officer." So far, nearly 1,400 residents are following the city's Police Department. You can stay in the know by following them on Twitter at twitter.com/PhoenixPolice.

The Police Department also has a new web-based updated called "The Last 24". Although it may not offer the excitement of a TV episode of "Cops", the Police Department's "The Last 24" does give you a glimpse of what police in Phoenix have been up to lately. Broadcast daily on the city's Web site, the video features police officers delivering reports on significant crimes and arrests as well as home safety tips and steps you can take to avoid becoming a victim of a crime.

To view the show, visit phoenix.gov/police/last24.html or youtube.com/PHXPD. The show also can be watched on Phoenix City Channel (Cox, Ch. 11). Interested viewers also can subscribe to receive the daily updates from iTunes.

For more information, visit the Police Department's Web site at phoenix.gov/police.





Illegal Sign Removal Program

It's not hard to miss them – “Huge Yard Sale,” “Work from Home,” or “House for Sale” – these unattractive signs are placed on street corners or nailed to utility poles. You may not know this, but placing these signs along right-of-way areas, which include city streets, curbs, medians, traffic lights and utility poles, is illegal and a potential safety hazards to residents.

They can be dangerous when they block the visibility of drivers, become loose and fall into the street or block the flow of pedestrian traffic on sidewalks or bike lanes. Signs that are nailed to poles are just as dangerous – they can damage the integrity of the pole or cause injury to utility workers performing routine maintenance. Signs also are an eyesore and add to the appearance of blight in a neighborhood.

The Phoenix Police Department enforces the city's sign ordinance and citations can be issued against those placing the signs, as well as those benefiting from the ads. Fines range from \$250 to \$2,500 and are imposed for each violation.

The city's Neighborhood Services Department (NSD) has an Illegal Sign Removal Program and their goal is to keep the city public rights-of-way free from illegally posted signs. Staff removes these signs, educates residents on the ordinance and seeks voluntary compliance. Violators are forwarded to the Police Department.

Volunteer to help keep our neighborhoods clean, safe and beautiful. For more information on illegal signs, call 602-534-7100.

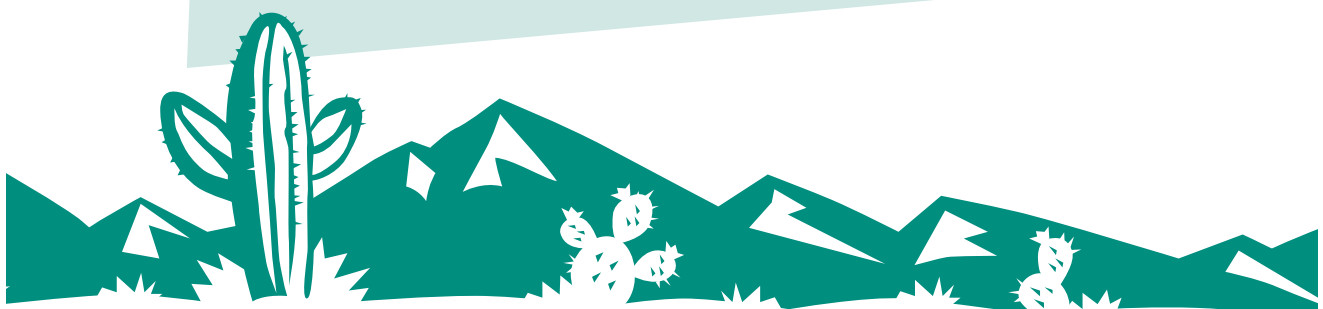
Change for Phoenix

If you're concerned about cost-cutting measures adversely affecting your favorite city programs, here's your chance to help out. The city has created a “Change for Phoenix” fund where residents can make tax-deductible cash donations to the city's general fund or to specific departments or programs.

The idea came from a resident during budget hearings earlier this year where reductions to the 2009-10 city budget were discussed. City officials were forced to eliminate and reduce a number of programs because of the slumping economy.

Residents may contribute any amount they wish and donate to more than one area or city department. The Change for Phoenix fund only accepts monetary donations with the check payable to City of Phoenix – “Change for Phoenix Fund.” In the check memo line, indicate where the contribution should be designated – general fund or a specific department or program.

Contributions can be mailed to City of Phoenix, City Treasurer, 251 W. Washington St., ninth floor, Phoenix, AZ 85003. A thank you note will be sent to each contributor confirming the donation amount for tax purposes. Visit phoenix.gov/changeforphoenix for more information.



Phoenix Named All-America City

Phoenix is an All-America City – for the fifth time. National Civic League judges chose the city as one of 10 winners of the prestigious, nationwide competition. Phoenix, which won the award in 1950, 1958, 1980 and 1989, was one of 29 finalists that presented at the 2009 All-America City Awards in Tampa, Fla., and was the only Arizona community among the finalists for the 60th annual competition. A committee of community members and city employees worked collaboratively on the award application and presentation, which highlighted the city’s new urban education campuses, its parks and land preservation strategies and nationally recognized library teen spaces. The awards called for innovative projects that met major challenges and included the community in the process.

No tax dollars were used for the effort, which was financed by donations from US Airways, FedEx Express, SuperShuttle, the Greater Phoenix Convention & Visitors Bureau and the Downtown Phoenix Partnership. The Phoenix Parks and Conservation Foundation, the Friends of the Phoenix Public Library, Arizona State University and the University of Arizona also supported the delegation.

For more information, visit ncl.org.

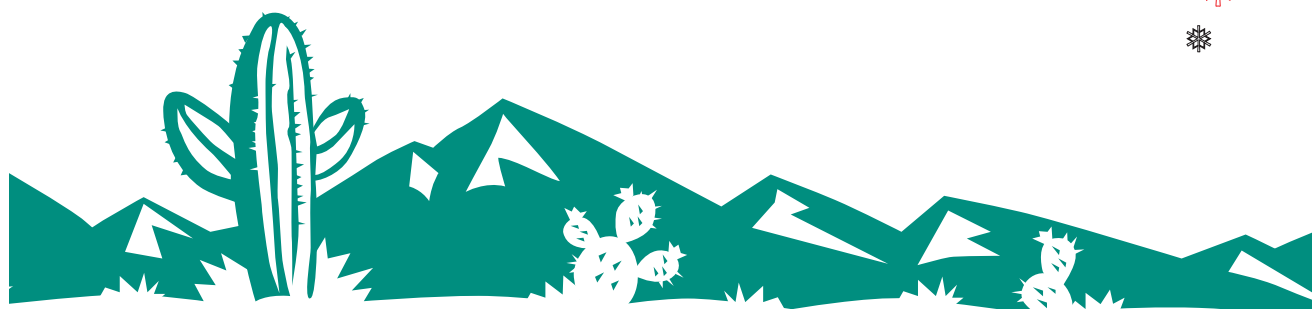


Recycling Update

The city’s recycling program now accepts the following:

- Wet strength chipboard/paperboard (soda/beer cardboard containers)
- 6/12-pack holders, frozen food boxes
- All plastic containers
- Hard plastics (Codes 1-7, including buckets)
- Shredded paper (must placed in clear plastic bags)

Remember – Recycling Changes Everything!



Phoenix Neighborhood Patrol (PNP)

Crime prevention is every citizen's responsibility. Phoenix Neighborhood Patrol (PNP) began in 1994, and more than 1,500 citizens have been involved. The Phoenix Police Department provides the training and tools to volunteers who would like to become more involved in crime prevention around their neighborhoods.

Volunteers are trained in patrol procedures, observational skills, the 9-1-1 system, reporting techniques, confrontation avoidance, safety practices and Block Watch grants. Citizen patrols may be conducted on an "as available" basis.

Volunteer citizen patrols must meet specific requirements:

- Reside in the city of Phoenix
- Be at least 18 years of age
- Possess a valid driver's license or Arizona identification card
- Complete mandatory 8-hour PNP training.

Once these qualifications are met, a background check will be conducted. (Specific disqualifiers are listed online.)

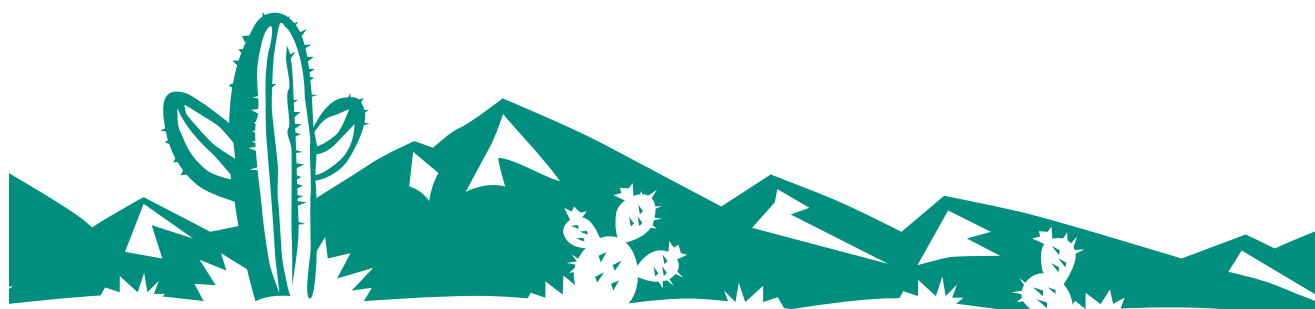
For more information about PNP, visit phoenix.gov/police/bwonpa1.html, contact the police precinct in which you live, or call the Community Relations Bureau at 602-262-7331.

Program's On A Roll

Two years ago, Phoenix City Council adopted an ordinance authorizing a citywide shopping cart retrieval program, administered through the Neighborhood Services Department (NSD). The success of the program, a partnership of retailers, residents and NSD, can be seen throughout Phoenix neighborhoods once littered with shopping carts.

This month the city announced that an estimated 20,000 shopping carts have been retrieved from neighborhoods. The city's cart retrieval service makes frequent sweeps of neighborhoods to remove abandoned carts. Stores are charged \$20 per cart for those retrieved by the city's cart retrieval service. The program encourages stores to educate customers that it's against the law to remove carts from store premises, to install anti-theft mechanisms to carts and to make frequent sweeps of surrounding neighborhoods to retrieve carts and avoid fees.

To report an abandoned cart, call 602-CRT-PKUP (278-7587) or send an e-mail to shopping.carts.nsd@phoenix.gov.



Earn Rewards For Recycling

This month the city of Phoenix partnered with RecycleBank to launch a “rewards for recycling” program. More than 110,000 households in southwest Phoenix, including parts of District 5, were selected to participate in the free pilot program.

The program is simple – residents selected must register online at RecycleBank.com/phoenix or via phone at 1-888-727-2978 and continue recycling as usual. RecycleBank will measure the amount of material recycled and then convert that amount into points that can be redeemed for rewards, gift cards, groceries, merchandise and events at hundreds of local business and national RecycleBank Reward Partners.

Points will be allocated based on an equal share of the total amount that the community recycled. RecycleBank Points can be redeemed via phone or online. The Web site also will offer educational resources on recycling.

Reward Partners include national retailers such as Coca-Cola, Kraft Foods, Ruby Tuesday, Bed Bath & Beyond, and CVS/pharmacy. Local businesses such as Bashas’/Food City, Pros Ranch Market, Cinema Latino, and various local restaurants will make up a large portion of the reward offerings, so residents can *Shop Phoenix*. There also is an option to donate RecycleBank Points to local school environmental programs, charities and nonprofits.

For more information, call 1-888-727-2978, or visit RecycleBank.com/phoenix.

New “Green” Pendergast Elementary School

Pendergast Elementary School officially became the first LEED* certified K-8 green school in Phoenix on August 26, when dedication events were held at the school. A public celebration was held during the afternoon with Councilman Claude Mattox who spoke to about 100 guests, followed by a “grand evening” that night. During both events, members of the student “Green Team” led tours for guests.

Overall, the school is projected to perform 35 percent more efficiently in terms of utility costs in the first year. Some features incorporated into the design and construction of the school includes:

- Buildings are properly oriented for desert climate and feature insulated walls (R17) and roofs (R30) above that required by base building code;
- Solar panels will generate about five to 15 percent of the total electricity needs;
- Plumbing fixtures reduce water by 20 percent; and
- Many materials have a high percentage of recycled content.

For more information about Pendergast Elementary, visit pesd92.org.

**LEED is Leadership in Energy and Environmental Design and is a third-party certification program, and the nationally accepted benchmark for the design, construction and operation of high performance “green” buildings. The rating and certification are provided through the U.S. Green Building Council.*





Recycle Your Christmas Tree

Residents will have the opportunity to recycle Christmas trees this year courtesy of the city of Phoenix and A to Z Equipment Rentals & Sales. Fourteen city parks will accept single trees from residents any time between Friday, Dec. 26, and Sunday, Jan. 3.

Nearby parks include:

- Marivue Park at Osborn Road and 59th Avenue
- Washington Park at Maryland and 23rd avenues
- Madison Park at Glenrosa Avenue and 16th Street
- Los Olivos Park at Devonshire Avenue and 28th Street
- Desert West Park at Encanto Boulevard and 67th Avenue.

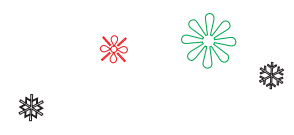
Be sure to place the trees in the designated area where special collection bins will be located.

Trees also may be left at the city's disposal facilities – the nearest one to our district is 27th Avenue and Lower Buckeye Road. The facility is open 5:30 a.m. to 5 p.m. weekdays and 8 a.m. to 4 p.m. on weekends. The 27th Avenue site is closed Sundays. Multiple tree loads should go directly to the above disposal facilities. The service is free to Phoenix residents who drop off one tree. Don't forget to recycle your tree after the holidays!

For more information, call 602-262-7251, e-mail pwserve@phoenix.gov or visit phoenix.gov/publicworks.

Giving Back

During the holiday season, those less fortunate always have a need. However, with the struggling economy and tough job market, more people than ever need our help. It can be as simple as providing a holiday meal for a family down the street, donating food to a local food bank or buying a small gift for a child. These small gestures can make a big difference in someone's life.



"West Side Story" is posted on the city's Web site at phoenix.gov/district5. For information, disability accommodations or materials in alternate formats, call 602-262-7446 or 602-495-5810/TTY.

Your comments, suggestions and story ideas are welcome by calling Councilman Mattox at 602-262-7446, e-mail council.district.5@phoenix.gov or mail to City of Phoenix, 200 W. Washington St., 11th Floor, Phoenix, AZ 85003.

