

This request would authorize staff to conduct research necessary to identify and develop best practices, guidelines, oversight and potential boundaries of a future Innovation District in Downtown Phoenix.

An Innovation District is a geographic area where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators and co-working spaces. Innovation Districts have the unique potential to spur productive, inclusive and sustainable economic development.

Responsible Department

This item is recommended by Deputy City Manager Paul Blue and the Community and Economic Development Department.

**ITEM 84**

**CITYWIDE**

**ORDINANCE S-42801 -  
RFP 16-225 UNIFIED CITY SERVICES CARD  
AND/OR SECONDARY MUNICIPAL ID CARD**

---

Request to authorize the City Manager, or his designee, to enter into a contract with SF Global, LLC to provide, at no cost to the City, a Secondary Municipal ID and Unified City Services card for residents.

At the July 1, 2016 Formal meeting, staff received City Council direction to work over the summer to evaluate and discuss the response to the City's Request for Proposals to create a Unified City Services and/or Secondary Municipal ID card at no cost to the City. City Council also directed staff to present its recommendations at the Aug. 31 Formal meeting.

At this time, City staff can recommend SF Global, LLC's technical proposal to produce a Secondary Municipal ID and pair it with the Library system. As presented earlier this year, the issue currently being resolved is that "it takes ID to get ID." The City must ensure that stringent, proper verification and vetting processes are in place when IDs and applications for the card are being reviewed and approved. Staff continues to work with SF Global, LLC to develop a process that ensures protections from identity theft, forgery or fraud, and will present options for Council consideration at its Aug. 31 meeting.

Procurement Results

On July 28, 2016, an eight-member evaluation committee comprised of internal staff and four external stakeholders interviewed SF Global, LLC and viewed a detailed presentation. City staff and one of the external stakeholders also facilitated technology architecture discussions with SF Global, LLC on Aug. 1, 2016. The discussions focused on the City's desire to explore the possibility of the Secondary Municipal ID also serving as a Library card and a future Unified City Services card.

After the discussions with SF Global, LLC and another discussion with the eight-member panel on Aug. 18, 2016, SF Global, LLC committed to delivering a Secondary Municipal ID card that will integrate with the Phoenix Public Library's system by Feb. 1, 2017. The card could be delivered by charging the customers the full cost of the card (\$20 for youth and seniors; \$25 for all other Phoenix residents).

In addition, SF Global, LLC has committed to working with the City to research and explore options to integrate other City services, such as the Parks & Recreation Reservation System, Golf Management System, and Human Services Membership System, into one card in the future.

The City's Unified City Services and/or Secondary Municipal ID card RFP contained three options to which proposers could respond. Option A was the Secondary Municipal ID card; Option B was the Secondary Municipal ID card with a debit card feature; and Option C was the Unified City Services card.

The eight-member evaluation committee recommended, by a 6-2 consensus vote, to award both Option A (Secondary Municipal ID) and Option C (Unified City Services card). SF Global, LLC is recommending to launch the Secondary Municipal ID with the Library card feature on Feb. 1, 2017. The City will then work with SF Global, LLC to develop a strategy, plan and timeline for implementing in the future the other features of the Unified City Services card.

Contract Term

The initial five-year contract term, which includes no cost to the City, shall begin on or about Oct. 1, 2016.

Responsible Department

This item is recommended by Special Assistant to the City Manager Toni Maccarone and the Finance Department.

**ITEM 85**

**CITYWIDE**

**ORDINANCE G-6198 -**

**AMEND CITY CODE - AMENDING CHAPTER 2 TO  
ADD ARTICLE XLII RELATING TO UNIFIED CITY  
SERVICES/SECONDARY MUNICIPAL  
IDENTIFICATION CARD**

---

Request to amend Phoenix City Code, Chapter 2 (Administration) to add new Article XLII relating to a unified City services card/secondary municipal identification card (the City card). New Article XLII will include the following terms.

Issuance and Purpose of the City Card.

By separate request for Council action, staff proposes to enter into an agreement with a program administrator to issue the City card. The program administrator will issue the City card to any Phoenix resident who meets the application requirements and pays the applicable fee. The program administrator will produce the card in a form that helps prevent counterfeiting. The City card will be valid for a maximum of two years from the date of issuance and for as long as the cardholder maintains Phoenix residency. A cardholder must surrender his/her City card when the cardholder no longer resides in Phoenix. The City card will provide a resident with the means to prove his/her Phoenix residency for the purpose of accessing Phoenix programs, services, and activities.

Application Process for the City Card.

To obtain a City card, a resident must complete an application under penalty of perjury that requires proof of identity and proof of Phoenix residency. An applicant must present at least two identity documents from an approved list. At least one of the documents must display a photo of the applicant and at least one of the documents must display the applicant's birth date. If the applicant's current legal name is different from his/her primary document, the applicant must show legal proof of a name change. To establish Phoenix residency, each applicant must present utility bills or other information that includes both the applicant's name and a residential address that is located within Phoenix. For an applicant thirteen years of age or younger, Phoenix residency may be verified by the applicant's parent or guardian. Phoenix and the third party administrator will keep application information confidential as permitted by applicable laws.

Implementation and Fees.

The program administrator is authorized to adopt rules and regulations to implement and administer the issuance of the City card. A fee will be charged for the City card as determined by the program administrator.

Card Acceptance by City Departments.

Each City department will accept the City card as a valid identification and valid proof of Phoenix residency. The Phoenix Police Department may use other identification forms and processes as necessary to substantiate a person's identity. The City card is not intended to replace any other existing requirements for issuance of other forms of identification in connection with the administration of City benefits and services. Additionally, City card requirements do not apply where: (1.) a federal or state statute, administrative regulation or directive, or court decision requires the City to obtain different identification or proof of residency; (2.) a federal or state statute or administrative regulation or directive preempts local regulation of identification or residency requirements; or (3.) Phoenix would be unable to comply with a condition imposed by a funding source. City departments are not prohibited from requesting additional information from individuals to verify a current address or other facts that would enable the department to fulfill its responsibilities.

Cardholder's Responsibilities.

A cardholder must notify the program administrator within 14 calendar days of any change in address. A cardholder must relinquish the City card if a cardholder no longer resides within Phoenix or expects to reside outside Phoenix for a period of more than 90 consecutive days.

Counterfeit and Fraudulent Card.

A person shall be guilty of a Class 1 misdemeanor as provided in Phoenix City Code Section 1-5 if the person: (1.) knowingly presents false information to Phoenix in the course of applying for the City card; or (2.) alters, copies, or replicates a City card without the authority of the City; or (3.) uses the City card issued to another cardholder with the intent to cause a third person or entity to believe the card user is the person to whom the card was issued.

Location

Citywide

Responsible Department

This item is recommended by Special Assistant to the City Manager Toni Maccarone.

**ITEM 86**

**CITYWIDE**

**ORDINANCE S-42802 -  
RENEWAL OF INTERGOVERNMENTAL  
AGREEMENT WITH ARIZONA DEPARTMENT OF  
REVENUE**

---

Request to authorize the City Manager, or his designee, to renew and modify the existing intergovernmental agreement (IGA) between the City of Phoenix and the Arizona Department of Revenue (DOR) regarding the uniform administration, licensing, collection and auditing of transaction privilege tax, use tax, severance tax, jet fuel excise and use tax and rental occupancy taxes imposed by the State or cities or towns. Further request authorization for the City Controller to disburse all funds related to this item up to \$3,200,000.

Local Transaction Privilege Tax (TPT) administration is governed by A.R.S. § 42-6001. This statute was modified for the purpose of tax simplification with the passage of House Bill 2111 in 2013 and House Bill 2389 in 2014. This statute requires DOR to administer the transaction privilege and use taxes imposed by all cities and towns and to enter into an IGA with each city and town to reflect these changes and to clearly define the working relationship between the DOR and Arizona cities and towns.

The modifications to the existing IGA include the addition of two new sections and revision of three existing sections. The additions include an administrative mechanism that helps DOR distribute funds more accurately and allows cities and towns to interpret tax codes with direct local impacts. The modifications include language acknowledging that the City has a statutory financial obligation to pay for DOR services, eliminating the term limits of the IGA and an administrative date change related to reviewing the IGA on an annual basis.

The IGA provides that the agreement should not be interpreted as the City relinquishing its legal rights under the Arizona State Constitution and other applicable law nor is the City conceding that the administration and collection of its taxes is not a local concern or should not be under local control.

The City's intent is not to waive any of its legal rights it has or may have under its Charter and the Arizona State Constitution by signing the intergovernmental agreement.

Financial Impact

The City of Phoenix will be paying DOR for TPT administration costs in Fiscal Year 2016-2017 totaling approximately \$3,200,000 as required by state law. These funds will be paid out of the General Fund.

Responsible Department

This item is recommended by City Manager Ed Zuercher and the Finance Department.

**ITEM 87**

**CITYWIDE**

**REQUEST FOR CITY COUNCIL TO MEET IN  
EXECUTIVE SESSION ON SEPTEMBER 7, 2016  
AND SEPTEMBER 27, 2016 AT 1:00 P.M.**

---

Request authorization for the City Council to meet in Executive Session pursuant to Arizona Revised Statutes, Section 38-431.02.A, on Wednesday, September 7, 2016 at 1:00 p.m. in the East Conference Room, 12th Floor of the Phoenix City Hall, 200 West Washington Street, Phoenix, Arizona; and on Tuesday, September 27, 2016 at 1:00 p.m. in the East Conference Room, 12th Floor of the Phoenix City Hall, 200 West Washington Street, Phoenix, Arizona.

Citizen Notification

The Notice and Agenda for the September 7, 2016 Executive Session will be posted no later than 1:00 p.m. on September 6, 2016; and the Notice and Agenda for the September 27, 2016 Executive Session will be posted no later than 1:00 p.m. on September 26, 2016.

Responsible Department

This item is recommended by Assistant City Manager Milton Dohoney, Jr. and the Law Department.

**COMMUNITY SERVICES**