

**NOTICE OF PUBLIC MEETING
PHOENIX CITY COUNCIL
DOWNTOWN, AVIATION AND REDEVELOPMENT SUBCOMMITTEE**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **DOWNTOWN, AVIATION AND REDEVELOPMENT SUBCOMMITTEE** and to the general public, that the **DOWNTOWN, AVIATION AND REDEVELOPMENT SUBCOMMITTEE** will hold a meeting open to the public on **March 4, 2015, at 10:00 a.m. located in Phoenix City Hall, Assembly Rooms A, B, C, 200 W. Washington Street, Phoenix, Arizona.**

One or more Subcommittee members may participate via teleconference. Agenda items may be taken out of order.

The agenda for the meeting is as follows:

1.	Call to Order	Chairman Valenzuela
2.	Call to the Public	Chairman Valenzuela
3.	Approval of February 4, 2015 Minutes	Subcommittee
Items 4-7 are for Information and Discussion.		
4.	<p>FAA CHANGES IN AIRCRAFT DEPARTURE PROCEDURES UPDATE</p> <p>The report provides an update to the Subcommittee regarding Federal Aviation Administration (FAA) aircraft flight paths at Phoenix Sky Harbor International Airport and an opportunity to hear feedback from the community.</p> <p>This item is for Information and Discussion.</p>	<p>Tamie Fisher, Acting Aviation Director</p> <p>Page 13</p>
5.	<p>AIRPORT CONCESSION STREET PRICING POLICY</p> <p>This report provides information to the Subcommittee on Airport Concession Street Pricing Policy.</p> <p>This item is for Information and Discussion.</p>	<p>Tamie Fisher, Acting Aviation Director</p> <p>Page 15</p>
6.	<p>INTERNATIONAL ECONOMIC DEVELOPMENT AND EXPORT READINESS INITIATIVE UPDATES</p> <p>This report provides the Subcommittee with a an update on the City's ongoing efforts to advance the Council-approved multi-year International Economic Development Strategy, which includes the development and implementation of an Export Readiness Initiative.</p> <p>This item is for Information and Discussion.</p>	<p>Christine McKay, Community and Economic Development Director</p> <p>Page 17</p>

7.	SUPER BOWL XLIX RESULTS This report provides the Subcommittee with information regarding the contributions of City staff and resources to the success of Super Bowl XLIX and related activities in downtown Phoenix. This item is for Information and Discussion.	Paul Blue, Deputy City Manager Page 19
8.	Call to the Public	Chairman Valenzuela
9.	Future Agenda Items	Chairman Valenzuela
10.	Adjournment	Chairman Valenzuela

For further information, or reasonable accommodations, please call Sam Feldman, Management Assistant II, City Manager's Office at 602-534-3916.

Persons paid to lobby on behalf of persons or organizations other than themselves shall register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-262-6811.

February 25, 2015

Phoenix City Council
Downtown, Aviation and Redevelopment Subcommittee
Summary Minutes
Wednesday, February 4, 2015

City Council Subcommittee Room
Phoenix City Hall, Assembly Rooms A, B, and C
200 West Washington Street
Phoenix, Arizona

Subcommittee Members Present

Councilman Daniel Valenzuela, Chair
Councilman Bill Gates
Councilwoman Thelda Williams
Councilwoman Kate Gallego

Staff Present

Paul Blue
Scott Sumners
Penny Parrella
Spencer Self
Tim McBride
Wathsna Sayasane
Chad Makovsky

Staff Present

Christine McRight
Becky Santiago
Jelena Stevanovic
Judy Ross
Karen Apple
Mari Tunder
Cynthia Weaver
Tamie Fisher

Public Present

Scott Van Gompel
Barry Kohlus
Murray Boess
Catrina Kahler
Greg Esser
Juan Salgado
Dan Klocke
Opal Wagner

Public Present

Dale Taylor
Chloe Brooks
Kevin Rille
Eric Kew
David Roderique
Larissa Gaias

1. Call to Order

Chairman Valenzuela called the meeting to order at 10:11 a.m. with Councilwoman Williams and Councilwoman Gallego present.

2. Call to the Public

None.

3. Review and Approval of the January 7, 2015 Downtown, Aviation and Redevelopment Subcommittee Meeting Minutes.

Councilwoman Gallego requested a correction to the minutes relating to the mention of public comments from Luisa Stark. Councilwoman Williams moved to approve the minutes as corrected. Councilwoman Gallego seconded, which passed 3:0.

4. Authorization to Issue RFP for THAB Funds.

Councilwoman Williams moved to approve the item. Councilwoman Gallego seconded the motion, which passed 3:0.

5. FAA Changes in Aircraft Departure Procedures Update.

Acting Aviation Director Tamie Fisher introduced Assistant Aviation Director Chad Makovsky and noted the over 3,000 noise complaints from 720 households

impacted by flight path changes made by the Federal Aviation Administration in September.

Ms. Fisher explained staff's efforts to log each complaint, transmit the information to the FAA, and return each call. She said staff provides information to the community in a variety of ways, including on the airport's website at skyharbor.com.

Ms. Fisher noted the response from the FAA Administrator, honorable Michael Huerta, on January 22, 2015 indicating the FAA would not return the flight paths back to the patterns from before September 18, 2014, but noted he would recommend a performance based navigation working group to assemble to work on mitigating strategies and feasible changes.

Ms. Fisher detailed a request made for the FAA to submit all records related to the topic, but have not yet received those documents.

Ms. Fisher outlined additional efforts the Aviation Department was taking to monitor noise around the airport and to get more feedback from the community, including outreach meetings.

Mr. Makovsky summarized the results of the community outreach, noting the top three concerns as quality of life and health issues, concern for the decrease in home values and the economic wealth transfer from communities to airlines.

Mr. Makovsky gave examples of other ways the Aviation Department was communicating with the community, including on Facebook and Twitter, possibly including information in residents' water bills, and improving the airport's website at skyharbor.com.

Ms. Fisher explained the next steps including collecting more noise data, requesting more information from the public, and communicating with the FAA.

Councilman Gates entered the meeting at 10:27 AM.

Chairman Valenzuela thanked staff for their efforts.

6. Aviation Department Five Year Capital Improvement Program.

Acting Aviation Director Tamie Fisher introduced Assistant Aviation Director Chad Makovsky and Deputy Aviation Director Judy Ross to present the Aviation Department's five year Capital Improvement Program.

Mr. Makovsky indicated the program consists of three airports, Phoenix Sky Harbor International, Phoenix Deer Valley, and Phoenix Goodyear Airport. He explained CIP projects, valued at \$652 million, do not use tax or general fund dollars and are used to maintain a system of modern, safe, secure and efficient airports. He said

the CIP projects are funded from a multitude of sources including airport operating revenue, capital grants, passenger facility charges and revenue bonds.

Mr. Makovsky highlighted the importance of sustainable projects including LED lighting elements at aviation facilities and LEED silver certification standards for the Terminal 3 modernization project.

Ms. Ross expounded on the Terminal 3 modernization project to improve aging infrastructure and the Terminal 4 terrazzo flooring project to eliminate carpet flooring that wears more frequently. She also detailed projects at Phoenix Deer Valley Airport, such as reconstruction on the north side aircraft parking aprons and taxi lanes, and Phoenix Goodyear Airport, primarily improving runway surface conditions for the runway.

Councilwoman Williams asked about funding for software, including flight information on skyharbor.com. Mr. Makovsky explained those funds would be expended from the operating budget.

Councilwoman Gallego congratulated staff on the airport's success during the Super Bowl and noted concerns about parking. Mr. Makovsky outlined several possible changes relating to the Terminal 3 modernization project, parking technology and signage.

Councilman Gates requested additional information in the future relating to Phoenix Goodyear and Phoenix-Mesa Gateway. He also thanked staff for the sustainable projects, including LED lighting.

Chairman Valenzuela thanked staff and mentioned Phoenix Sky Harbor International Airport's status as one of the ten busiest airports in the nation with a \$79 million daily economic impact on a typical day.

7. RFP for West Fillmore Development

Paul Blue, Deputy City Manager, introduced the item. He stated this item was another opportunity to advance the Downtown Strategic Plan and that having active residents in downtown was a critical component of a successful downtown. He stated the West Fillmore Development was an exciting development that could create as many as 1,000 new residents in downtown Phoenix. He introduced Scott Sumners, Deputy Community and Economic Development Director, to discuss the item.

Mr. Sumners stated the City now owns the property known as West Fillmore after the Subcommittee and Council's previously approved proceeding with the purchase of the remaining lots. He stated the site is 7.4 acres on either side of 5th Avenue, north of Van Buren Avenue. He stated a project of this size has not been completed since the Arizona Center development, and the properties are vacant now, which would make any change a significant improvement for the area. He stated

ownership is shared between the City of Phoenix and the Phoenix Industrial Development Authority.

Mr. Sumners stated the Downtown Phoenix Partnership conducted a planning study and introduced Dan Klocke, Vice President for Development for the Downtown Phoenix Partnership. Mr. Klocke stated it was an inclusive process that involved the community, property ownership, and the economic and business conditions. He stated Ayers Saint Gross conducted the study. He stated appropriate density and cross-through traffic of the site was important. He also stated there was interest in having an urban school at the site.

Mr. Klocke stated the committee, made of property owners and community members, had many discussions about the potential uses for the site and asked for various plans from Ayers Saint Gross. The most feasible concepts include residential development, including affordable housing, market-rate rentals and condominiums, as well as retail along the streets and a potential school site. He stated these concepts are meant to provide various options and information as part of the Request for Proposal.

Mr. Klocke stated community outreach was a critical component of the process. He stated there were multiple meetings with community groups and significant feedback that was provided back to Ayers Saint Gross and the committee. Developers and advocacy groups for multi-family housing were also involved in the outreach and discussions.

Mr. Sumners thanked Mr. Klocke and also stated he wished to thank Maricopa County staff for their work on this. He described the recommended evaluation criteria for a Request for Proposal. He also stated there were other requirements for submitting a proposal, including a performance deposit. He also stated the Phoenix IDA will need to have a positive return on their investment and introduced Juan Salgado, Executive Director of the Phoenix IDA, to discuss their role.

Mr. Salgado stated the Phoenix IDA has approximately \$3 million invested in the project. He thanked the Mayor and City Council for their leadership on this.

Mr. Sumners stated an appraisal for the property will be included in the RFP, as well as the feasibility study. He stated the evaluation panel is expected to include community representatives, Phoenix IDA staff, City staff, private developers, and potentially others based on feedback. Mr. Sumners stated staff would be expected to return to the Subcommittee in the fall.

Chairman Valenzuela stated David Roderique submitted a comment card in favor of the item but he did not wish to speak.

Councilwoman Gallego stated she was excited about the possibilities for this development and that downtown has significant momentum. She stated the

community did want to have development that was walkable and was urban in character.

Mr. Sumners stated the RFP was expected to include the links to other City documents including the Tree and Shade Master Plan, the Downtown Urban Form Code, Bicycle Master Plan and more.

Councilwoman Gallego stated she would want to have someone with private sector certifications and professional experience in sustainability.

Councilman Gates thanked Mr. Salgado for Phoenix IDA's involvement. He stated even when Phoenix IDA projects are not located in Phoenix; those projects still provide significant opportunity for Phoenix, with this as one example. He stated he has heard interest from large master-planned community developers that normally focus their efforts on the outer edges of Phoenix. He asked if a lack of experience in downtown would hurt a developer even if they have significant experience in other areas.

Mr. Sumners stated all experience would be welcome and that the hope would be to have large development teams involving multiple partners with a wide variety of residential, retail and commercial experience.

Councilman Gates stated he was supportive of sustainability representation on the evaluation panel. He stated he would want to see some innovative sustainability initiatives.

Councilwoman Williams stated she wanted to ensure this was a quality project. She stated this is a prime piece of property that deserved an excellent project. She stated if a school was targeted for this property, she wanted to ensure safety of pedestrians, especially children, was considered when designing the project, including landscaping.

Councilman Valenzuela stated he too was excited for the project and agreed there is a need to focus on sustainability.

Councilwoman Gallego made a motion to approve staff recommendations, with direction to include on the evaluation panel a private-sector sustainability expert. Councilman Gates seconded the motion, which was approved unanimously.

8. Roosevelt Row Business Improvement District

Mr. Blue introduced Scott Sumners and David Krietor, Executive Director of Downtown Phoenix, Inc. He stated this was an update on a project to bring support to the Roosevelt Row area, which has relied on largely volunteer support up to this point. He stated this was a more sustainable opportunity to provide support to the Roosevelt Row area.

Mr. Krietor provided background on Business Improvement Districts (BIDs). He stated the study process was initiated by community and business leaders in the Roosevelt Row area, and Downtown Phoenix Inc. provided administrative support to help manage the BID planning process.

Mr. Krietor stated it was a community-driven process that included many community and business leaders. He stated there have been 23 meetings and focus groups and various surveys and outreach conducted. The focus of the discussion has been on the boundaries, the services and priorities and cost of various options. He stated there is now a draft proposal including a budget and map.

Mr. Krietor stated the proposal was focused on priorities for leadership and management, beautification including aesthetic improvements, and parking coordination, business recruitment and event management. He stated the plan also included marketing, branding and signage and "clean and safe" initiatives the support day-to-day activity.

Mr. Krietor stated the draft boundaries included 7th Street on the east, Interstate 10 on the north, 7th Avenue on the west, and Fillmore Street on the south. He stated the approximate cost based on the priorities would be \$500,000 annually. Mr. Krietor stated the next steps included significant continued outreach to property owners and community leaders. He stated this would include outreach to individual property owners about their portion of the shared cost. He stated it would include an affirmative petition process for property owners to ensure there is support for the proposal.

Mr. Krietor introduced Kevin Rille, Chair of the Evans-Churchill Community Association, and Greg Esser, a community leader and property owner in the Roosevelt area.

Mr. Rille stated there is strong community interest in this project. He said the next steps will be critical in bringing the community together around supporting the project and finding its final form.

Mr. Esser stated this effort builds on volunteer efforts and stated he appreciated all of the support from staff and the Mayor and City Council.

Chairman Valenzuela stated David Roderique submitted a comment card in favor of the item but he did not wish to speak.

Councilwoman Gallego stated she wanted to see businesses on both sides of 7th Street included in the boundaries as both sides are a gateway into downtown Phoenix. She stated she appreciated the outreach and efforts in development of the proposal.

Councilman Gates asked to clarify if Business Improvement Districts are only allowed in the Downtown Redevelopment Area. He stated he wished to see BIDs expanded into other areas of the City, including in the North 32nd Street area.

Mr. Blue stated state law did restrict the creation of BIDs to Downtown Redevelopment Areas. He stated other cities have discussed changes to allow for more BIDs but was not sure if there was legislative support or potential action at the State.

Councilwoman Williams stated a BID could provide support to Metrocenter as well and she would be interested in this issue. She asked if the City would provide any funding to the BID.

Mr. Summers stated the City is a property owner in the current BID and the City does participate voluntarily in the BID. He stated the City is participating in the BID process for Roosevelt Row and is examining its own interests.

Councilwoman Williams stated the City receives significant benefit from the current BID and stated she would be supportive of participating in the Roosevelt Row BID.

Councilwoman Williams moved approval of the item.

Councilman Valenzuela stated he supported the item as well and was excited for the continued development of this project.

Councilwoman Gallego seconded the motion, which was approved unanimously.

9. Phoenix Parking Cooperative

Mr. Blue stated there are some challenges in the central city related to commercial parking needs. He stated transit, biking and walking options were more sustainable, however, businesses still require parking when searching for potential locations. He stated this item was a proposal for some shared parking options which would help grow business in the central city. He introduced Christine Mackay, Community and Economic Development Director, to discuss the item.

Ms. Mackay stated the challenges included a perceived lack of available parking and a smaller footprint for employees. She stated the buildings in the central city were generally developed with lower parking due to fewer employees in the buildings. She stated brokers or businesses were often looking for a particular number of parking spaces available per 1,000 square feet of space and would not consider a site that cannot meet that basic requirement. She stated transit helps reduce the parking requirement some, businesses still expect a significant number of its employees to drive, even if that is not the case once they locate to a building with significant transit access.

Ms. Mackay stated the most significant problem is that the lack of parking prevents even initial contact with the City. She stated the proposed solution would be to catalog all available parking in the central city, generally defined here from Camelback Road at the north to Buckeye Road at the south, between 7th Avenue and 7th Street. She stated the proposal would complement existing parking initiatives in the downtown area. She stated the database would be marketed to site selectors, building owners and managers, and other

Ms. Mackay stated the next steps would be to contact owners of all available parking in the boundaries and ask if they would like to participate voluntarily in the parking database. She stated the information would be compiled into a database, and that database would be marketed to all who could use it. She also stated the City would be participating with their own parking garages. She stated these strategies would help market the parking available and would help increase occupancy of commercial space in the central city.

Chairman Valenzuela stated David Roderique submitted a comment card in favor of the item but he did not wish to speak.

Councilwoman Gallego stated she was in favor of the item and stated it sounded like it was low-hanging fruit to improve downtown economic development. She asked staff to partner and work with Pango. She stated she would encourage looking at other ways to use City-owned parking to support business downtown.

Ms. Mackay stated she was encouraged by opportunities to work with Pango, City departments that manage parking, as well as Maricopa County.

Councilwoman Williams stated she asked staff to work with Arizona State University in downtown Phoenix on parking. She stated there may be a need to review development ordinances related to parking.

Councilman Gates stated he wanted to find ways to also coordinate with Bike Share. He stated Park Central Mall could be an excellent asset for the area.

Councilman Valenzuela thanked Ms. Mackay for her efforts on this and the other initiatives during her initial few months with the City.

Councilwoman Williams moved approval of the item. Councilman Gates seconded the item, which passed unanimously.

10. Call to the Public.

None.

11. Future Agenda Items

Deputy City Manager Paul Blue noted Mayor Greg Stanton's request to add an item for the future on the Super Bowl. Councilman Gates requested adding a discussion related to open container activity to the Super Bowl item.

Councilwoman Williams requested a review of Aviation's food street pricing policy.

Councilwoman Gallego mentioned Councilman Gate's request for an item on Phoenix Goodyear Airport from earlier in the meeting.

12. Adjournment

Chairman Valenzuela adjourned the meeting at 11:53 a.m.

Respectfully submitted.

Spencer Self
Management Assistant II

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CITY COUNCIL REPORT

TO: Paul Blue
Deputy City Manager

FROM: Tamie Fisher
Acting Aviation Director

SUBJECT: FEDERAL AVIATION ADMINISTRATION (FAA) CHANGES IN AIRCRAFT
DEPARTURE PROCEDURES UPDATE

The purpose of this report is to provide an update to the Downtown, Aviation and Redevelopment Subcommittee regarding FAA aircraft flight paths at Phoenix Sky Harbor International Airport (Sky Harbor) that are causing significant community concerns.

BACKGROUND

On September 18, 2014 the FAA modified flight paths at Sky Harbor. These modifications implemented new departure paths as part of the FAA's NextGen program designed to enhance the safety and efficiency of air traffic across the United States. New arrivals paths into Sky Harbor were implemented in 2006.

Since September 18, 2014 Sky Harbor's Noise Information Office has received a significant number of questions and complaints from hundreds of households. The FAA controls the national airspace system and the associated flight paths, therefore, all concerns and complaints regarding aircraft noise are forwarded to the FAA. The Aviation Department has also posted FAA contact information to the Sky Harbor website for concerned citizens.

OTHER INFORMATION

On December 23, 2014, the Phoenix City Manager, sent a letter to Michael Huerta, the FAA Administrator, requesting that the FAA cease the use of the new flight paths and use the departure and arrival flight paths that were in effect prior to September 18, 2014.

On January 22, 2015, the Phoenix City Manager received a response letter from Administrator Huerta. The letter indicated the FAA will not immediately cease use of the new flight paths as requested, however the FAA will reconvene a technical working group to explore other potential adjustments to the procedures to address the community's concerns.

Between January 20-24, 2015, the Aviation Department (Aviation) held three community meetings for area residents affected by the flight path changes. Aviation received suggestions from the community on ways the City can provide information and resources to help the community on this issue and to solicit input on locations to place temporary noise monitoring equipment.

On February 2-12, the Aviation Department assisted by Landrum & Brown, placed noise monitors in the community.

On February 17, the City filed a legal protest with the FAA regarding the new flight procedures.

On February 20, Senator Jeff Flake sent a letter to FAA Administrator Michael Huerta acknowledging the community's concerns about the new flight paths and encouraging continued cooperation between the FAA and the City of Phoenix to reach a mutually beneficial solution.

NEXT STEPS

Aviation staff is working with City Council to schedule a second series of community meetings during the month of March to share the results of the noise monitoring and analysis.

Staff will participate on the FAA working group and will remain vigilant to ensure the FAA continues to review this issue as a high priority.

Staff will continue to work with members of Congress and industry organizations to advocate for legislative action to resolve this issue and ensure that future flight path changes include appropriate public notification and outreach.

RECOMMENDATION

This item is for information and discussion.

CITY COUNCIL REPORT

TO: Paul Blue
Deputy City Manager

FROM: Tamie Fisher
Acting Aviation Director

SUBJECT: AIRPORT CONCESSION STREET PRICING POLICY

This report provides information to the Phoenix City Council Downtown, Aviation and Redevelopment Subcommittee on Airport Concession Street Pricing Policy.

THE ISSUE

Aviation Department implemented Street Pricing Policy for Phoenix Sky Harbor Airport (Airport) with the 1996 Terminal 3 Concessions Request For Proposal (RFP). Subsequent concessions RFPs for Terminal 2 and Terminal 4 included the Street Pricing Policy. Currently, the street pricing policy is in effect for all terminal concession contracts.

The goal of the Policy is to maintain consistency in the quality, portion and pricing for products offered at the Airport with comparable products offered at off-Airport locations. In doing so, the policy keeps prices at the Airport in line with what customers pay outside of the Airport.

OTHER INFORMATION

Airport pricing policies have become an airport concession industry standard. Street pricing was introduced in 1992 at Pittsburgh International Airport in response to customer criticisms of being overcharged at airport stores and restaurants. Other airports started to implement pricing policy methodologies with new RFP contracts. Airports Council International – North America (ACI-NA) surveys its member airports annually to report pricing methodologies.

RECOMMENDATION

This report is for information and discussion.

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CITY COUNCIL REPORT

TO: Paul Blue
Deputy City Manager

FROM: Christine Mackay
Community and Economic
Development Director

SUBJECT: INTERNATIONAL ECONOMIC DEVELOPMENT STRATEGY UPDATE
AND EXPORT READINESS INITIATIVE UPDATE

This report provides the Downtown, Aviation and Redevelopment Subcommittee with a an update on the Community and Economic Development Department's (CEDD) ongoing efforts to advance the Council-approved multi-year International Economic Development Strategy, which includes the development and implementation of an Export Readiness Initiative.

THE ISSUE

The City of Phoenix remains an emerging international region with significant potential for long-term economic growth. Phoenix is uniquely positioned to leverage its growing population, talented workforce, infrastructure, robust tourism, pro-business climate and competitive operating costs to for the purpose of significantly broadening and deepening exports and Foreign Direct Investment (FDI).

As previously reported, the City's largest unrealized international potential is related to trade, more specifically exports. CEDD has been engaged in focused, concentrated and sustained efforts to broaden and deepen our export base recognizing that those efforts will be the single most important contribution to the economic future of the City of Phoenix. The continued integration of a robust export-centric international strategy will provide the City of Phoenix with the opportunity to achieve true global connectivity and relevance. Canada, Mexico, Asia, and Europe remain the most significant export markets for both the City of Phoenix and the state of Arizona.

CEDD has made progress with regards to the individual elements of the International Strategy including:

- Compiled and aggregated market intelligence and research to support the Metro Export Plan and the Greater Phoenix Economic Council (GPEC) FDI Road Show Program.
- Integrated the 2014 National Export Initiative 2.0 mandate of increasing "global fluency" of United States business into the Metro Export Plan and the Export Readiness Initiative.
- Developed comprehensive connectivity with Mexico by collaborating with the Arizona Commerce Authority (ACA) to open the Arizona Trade and Investment

Office in Mexico City and by partnering with the Canadian American Business Council (CABC) to facilitate the promotion of strategic Phoenix investment opportunities to sources of Canadian investment capital.

- Opened the Arizona Trade and Investment Office in Mexico City, coordinated bi-directional delegation visits as well as successful partnering efforts related to joint business retention and expansion activities with international companies and on important export programs.

A critical component of the international economic development strategy is the Export Readiness initiative. The initiative has three basic components established to serve all levels of Phoenix companies: Inform, Educate and Assist. The concept is to facilitate a progression from “Export Curious” to “Export Serious.” The strategic relationship that the City of Phoenix has with the newly formed Global Chamber as well as new assessments and programs at the Arizona Small Business Development Center, Phoenix Minority Business Development Agency Business Center and the Import/Export Institute will serve to provide comprehensive informational and educational services to companies interested in exporting.

The assistance components of the City of Phoenix Export Readiness Initiative are as follows:

- The City of Phoenix in collaboration with the ACA has launched a series of export assistance programs called ExporTech. It is a proven three-month program developed by the National Institute of Standards and Technology that drives a cohort of six to eight companies per program to “export readiness.” In addition, the City of Phoenix and ACA will partner on visits to existing companies to determine those that need assistance relating to growing their export initiatives.
- Global Target – A seven-month United States Department of Commerce (USDC) and United Postal Service (UPS) sponsored export readiness program with support from Arizona Summit Law School, Global Chamber and Alliance Bank that will be launched in the Fall of 2015.
- Global Reach – a four-month, USDOC and UPS sponsored export market expansion program with support from Global Chamber and Alliance Bank that will be launched in 2016.

Other new export assistance activities/programs that the City is partnering with the Global Chamber to support include a peer-to-peer CEO export mentoring program; Export Connector, a quarterly export networking event; and a resumption of the Arizona State Trade Export Promotion Grant Program.

OTHER INFORMATION

This report is for information and discussion.

CITY COUNCIL REPORT

TO: Milton Dohoney Jr.
Assistant City Manager

FROM: Paul Blue
Deputy City Manager

SUBJECT: SUPER BOWL XLIX RESULTS

This report provides the Downtown, Aviation and Redevelopment Subcommittee with information regarding the contributions of City staff and resources to the success of Super Bowl XLIX and related activities in downtown Phoenix. The City of Phoenix provided significant public safety resources, event venues and other support in partnership with the Greater Phoenix Convention and Visitors Bureau and the Arizona Super Bowl Host Committee.

THE ISSUE

Downtown Phoenix was the epicenter of Super Bowl XLIX fan-related events. Verizon Super Bowl Central, a multi-day festival offering free concerts and family-friendly activities spread across 12 downtown blocks, attracted more than 1 million visitors. The Phoenix Convention Center hosted the largest event in its history, including the NFL Experience, and the NFL Media Center. The NFL Honors red-carpet award show was broadcast from Symphony Hall. The Orpheum Theatre hosted live broadcasts of NBC's The Tonight Show starring Jimmy Fallon and the Golf Channel's Feherty Live. US Airways Center hosted the Super Bowl XLIX Media Day, an event that is typically at the stadium. The Super Bowl and related events drew record-breaking numbers of travelers through Phoenix Sky Harbor airport, and on METRO light rail.

The Arizona Super Bowl Host Committee, which played a pivotal role in attracting Super Bowl XLIX to Arizona and in planning Verizon Super Bowl Central, did more than help bring people to downtown Phoenix. Their efforts benefited the community in other ways. The Host Committee's "Business Connect" program provided opportunities for local small businesses to conduct Super Bowl business to fuel Arizona's economic engine. More than 400 Arizona small businesses were accepted into the program and incorporated into an online database utilized by the NFL, NFL sponsors and their affiliates. Additionally, the Host Committee and NFL Foundation distributed more than \$2 million in legacy grants to 27 Arizona nonprofit organizations working to improve the education, health and wellness of local youth.

A number of City departments were involved in the planning and coordination of the Super Bowl-related events in downtown Phoenix, as described below.

Phoenix Convention Center Department

As home of the Super Bowl XLIX Media Center, the Phoenix Convention Center (PCC) was the hub of all media during the week prior to Super Bowl. More than 6,000 journalists from all over the world conducted live television and radio broadcasts and filed print stories from within the West Building. PCC also hosted the NFL Experience, an interactive pro football “theme park” offering participatory games, displays, entertainment attractions, youth football clinics and autograph sessions with NFL players. National broadcasts of NFL Honors, “The Tonight Show” and “Feherty Live” were beamed from PCC’s entertainment venues, Symphony Hall and Orpheum Theatre. Over nine days of Super Bowl activities, PCC and its venues hosted 177,803 guests – the most ever for any event in the department’s history.

Public Transit Department

Public Transit Department (PTD) facilitated the implementation of an overall regional transportation plan for Super Bowl XLIX. PTD maximized capacity and extended services hours for light rail and selected bus routes. Park-and-ride locations were promoted as a way to encourage parking outside of the downtown footprint. The result was enhanced connectivity for residents and visitors to downtown Phoenix. Light rail ridership over Super Bowl weekend was double the average ridership. On Saturday alone, light rail experienced 126,000 riders – the highest number on record.

Aviation Department

The Aviation Department began preparing for the Super Bowl over a year ago, and worked closely with the Host Committee, fixed-base operators, and federal and local law enforcement. At Phoenix Sky Harbor International Airport, Aviation staff coordinated the arrival of team charters, planned for arrival of corporate aircraft and prepared for a surge in passengers, which reached an all-time peak of 180,000 on the Monday following Super Bowl.

The City’s two general aviation airports, Phoenix Deer Valley and Phoenix Goodyear, were extremely busy with corporate and private aircraft. The Transportation Security Administration and the Policy Department stationed law enforcement officers at both airports to provide increased security.

Community & Economic Development Department

City staff, in partnership with the Arizona Super Bowl Host Committee and Downtown Phoenix Inc. staff, successfully provided extensive downtown community outreach and facilitated communication with residents, business owners, tenants and stakeholders throughout the central city area prior to and during Verizon Super Bowl Central. This downtown outreach and communications team held over 125 individual and group meetings starting in February of 2014. Information via email and door hanger was provided to neighborhood groups and property owners of residential and commercial properties throughout the downtown area. Additionally, dedicated websites and email

blasts were utilized to distribute event preparation efforts and, during the event, daily schedules of activities.

In coordination with the media and marketing efforts of the NFL, the Arizona Super Bowl Host Committee, Downtown Phoenix Inc. and the City, the team was able to successfully provide a wide variety of information to not only visitors but also to employees, residents, businesses and property owners. The information provided to the public included: Know Before You Go, Business Connect, Verizon Super Bowl Central, traffic plans, public safety, other downtown events, parking, FAQs, event partners, volunteer information and press/news stories on the Super Bowl. The City and Host Committee has overwhelmingly received positive feedback and recognition for the coordination, communication and outreach efforts by staff.

Street Transportation Department

Staff from the Street Transportation Department led over 20 meetings with the Arizona Super Bowl Host Committee, several city departments and outside agencies to develop a plan to manage street closures and restrictions downtown. The plan included static and dynamic signs to guide motorists to parking areas and other key destinations, as well as deploying portable cameras at strategic locations to monitor traffic and security issues.

Additionally, field crews refreshed paint markings, including crosswalks and curbs; removed graffiti and improved lighting throughout the downtown area. To address crowd security and comfort, Street Maintenance crews welded manhole covers and eliminated sidewalk trip hazards.

Staff coordinated with partners and stakeholders to maximize all parking opportunities in downtown as well as remote parking locations for temporary park-and-ride operations. In all, this group identified more than 40 garages and surface lots totaling more than 28,500 available parking spaces to support all event activities throughout downtown Phoenix. There were no reported issues and downtown parking did not reach full capacity, primarily due to the planning efforts and increased usage of light rail transit.

Public Information Office

The Public Information Office (PIO) played an instrumental role in ensuring that important information was relayed quickly and efficiently during Super Bowl XLIX. Staff worked around the clock to distribute essential information to the public and the media. For several months, the office prepared for the big event, developing a seamless communications plan covering three key areas.

- Media Outreach: More than 5,000 journalists from over 30 countries covered the Super Bowl events. PIO staff met one-on-one with many of these journalists, pitching story ideas about why Phoenix is Hot. At least 800 stories were published in major national media publications including The Today Show, ABC News, USA Today, Bloomberg and the Washington Times.

- Emergency Communications: PIO staff worked closely with Police and Fire to ensure that staff were prepared to quickly and accurately distribute information to the public and the media in the event of an emergency. PIO staff attended various tabletop exercises, which simulated possible emergency scenarios, developing a concrete plan on how to respond.
- Know Before You Go: PIO staff worked with various City departments to develop important “Know Before You Go” web content on parking, how to get around, staying safe, driving routes and things to do. This important information was shared in a variety of ways including a special Super Bowl page on the City’s website, the Arizona Super Bowl Host Committee, social media, news releases, door hangers and media pitches. As a result, residents and visitors were informed about how they might be impacted by the events.

Public Works Department

Thanks to the “Kick the Waste” initiative, which achieved a 73 percent waste diversion rate at the Verizon Super Bowl Central festivities, this Super Bowl had the most comprehensive sustainability programs in NFL history. As part of the initiative, attendees were encouraged to divert their waste from the landfill by placing them in either recycling or compost containers provided by NFL sponsor PepsiCo. The Arizona Super Bowl Host Committee encouraged vendors to use compostable materials, such as paper cups and paper plates, when serving food and beverages. The City’s efforts to reduce the amount of trash sent to the landfill from Verizon Super Bowl Central will serve as an important benchmark for future high-profile events hosted by Phoenix and other metropolitan cities.

Planning & Development Department

Planning & Development (P&D) Department staff led a City working group that coordinated all permitting, licensing and inspections for Verizon Super Bowl Central. This included the overall event permit for use of the right-of-way and public spaces over the five-day period in coordination with the Special Event Liquor License. Staff worked with the Host Committee and their contractor on permits for the fireworks shows and all assembly, structure and generator permits for the many stages, platforms and sponsor activations throughout the 12 blocks of the event. Over 40 permits were issued, with each requiring inspections to ensure that minimum life safety requirements were met.

In preparation for the event, a web page and many handouts were developed that outlined the types of permits and licenses required for special events and the processes for obtaining them. A vending and signage enforcement plan was developed, and training was provided to the P&D, Neighborhood Services and Police Department staff assigned to the event. Staff was also active throughout the event, providing emergency inspections and responding to requests for service.

City Clerk Department

Several special event liquor license applications for Super Bowl-related events were processed through the City Clerk Department’s License Services Office. License

applications were submitted and processed in accordance with standard State and City regulations and procedures. License Services worked closely with the Police Department and license applicants to ensure each proposed event had an adequate security plan and established measures to achieve compliance with existing liquor laws.

Human Services Department

The City of Phoenix Human Trafficking Task Force, which includes 17 community leaders appointed by the Mayor and Council, was charged with creating a “game plan” for a safe Super Bowl. In 2014, the City Council approved the City of Phoenix Human Trafficking Task Force COMPASS Plan, which outlined a sustainable plan to establish Phoenix as a national leader in addressing and combating human trafficking. Once approved, the members of the task force began implementing the strategies prescribed within the COMPASS Plan.

In January, a press conference showcased the city’s “Blue Campaign” on 40 billboards donated by Clear Channel. In addition, trainings were held to key city departments including the airport, and a human trafficking training video aired on Channel 11. Finally, the S.A.F.E action Project through O’Connor House trained 5,100 Arizona Super Bowl Host Committee volunteers in January and distributed 8,950 “Bystander’s Action Guides.” Trainings also included 63 hotel properties with 1,496 hotel staff.

Equal Opportunity Department

The City’s Americans with Disabilities Act (ADA) Coordinator worked closely with the Host Committee to ensure accessibility at Verizon Super Bowl Central.

OTHER INFORMATION

The City Manager’s Office asked all City Departments to track costs related to planning and executing Super Bowl-related activities. This includes cash expenses such as overtime, commodities and service contracts (e.g., traffic barricading). It also includes “in kind” expenses related to time spent by salaried or hourly staff during their normally scheduled shifts.

Staff is still assembling the costs and will provide details during the staff presentation at the March 4, 2015, subcommittee meeting.

RECOMMENDATION

This report is for information and discussion.