

Draft Minutes
PlanPHX Leadership Committee
December 5, 2012

Members Present	Members Absent	Staff Present
Chairman Mo Stein	Taz Loomans (Excused)	Joshua Bednarek
Vice Chair Kate Gallego	Barry Pacey (Excused)	Marc Thornton
Bob Beletz	Tony DiRienzi (Excused)	
John Heffernan	Greg Brownell (Excused)	
Dr. Carol Poore	Marcia Viedmark (Excused)	
Adam Lopez Falk		
Peggy Eastburn		
Dr. George Brooks		
Sandra Ferniza		
Kimber Lanning		
Teresa Brice		
Jack Leonard		

1. Call to order

Chairman Stein called the meeting to order at 3:16 p.m. A quorum was present with 11 members

2. Public comments (Not for committee discussion)

No members of the public provided comment.

3. Review and possible action on the November 7, 2012 meeting minutes.

Motion

Teresa Brice motioned to approve the minutes and Dr. Carol Poore seconded.

Vote

11-0

4. Presentation and discussion on PlanPHX Community Feedback

Chairman Stein discussed some of the items that will come to fruition in 2013 including an enhanced partnership with Arizona State University.

Vice Chair Gallego discussed the hiring of an Americorp VISTA for PlanPHX.

Joshua Bednarek provided an overview of the community outreach efforts with the PlanPHX project and the resulting feedback from the community. The following is a summary of the themes Josh and the rest of the staff identified when analyzing the data:

What do you love about Phoenix?

- Public Safety (1.2 % / 17)
 - Our well trained police (4)
 - Photo radar on some streets (3)
 - Public safety department and their personnel (2)
- Historic Preservation (2.1% / 30)
 - Historic homes / neighborhoods (9)
 - First Baptist Church in Downtown (7)
- City Hall (2.5% / 36)
 - Well managed city (8)
 - Our Mayor and Council (3)
 - City public forums (3)
- Education (2.7% / 38)
 - Our elementary schools (9)
 - Education availability (magnet programs) (5)
- Economy (3.5 % / 50)
 - Malls (12)
 - Locally owned stores / restaurants (6)
- Downtown (4.7% / 67)
- Neighborhoods (5.5% / 78)
 - Historic districts (7)
- Miscellaneous (6.5% / 93)
 - Our hospitals (8)
 - Friendly city (7)
- Views / Weather (8.6% / 122)
- Mobility (16.2% / 230)
 - Light Rail
 - Bikes
- Arts & Culture (16.3% / 232)
 - Pro sports teams (19)
 - First Friday (15)
 - Our cultural diversity (11)
- Parks / Open Space / Recreation (30.1% / 428)
 - Accessibility to hiking and views
 - Mountain preserves
 - Parks system
 - Recreation centers
 - Golf

What's your big idea for our future?

- Small Business (1.2 % / 92 ideas)

- Create small business incubators (7)
 - Exempt art sales on Roosevelt St from sales taxes (6)
 - Create a small business development center (6)
- Public Safety (1.4 % / 109 ideas)
 - Partner more with retired Phoenix police officers (13)
 - Offer free bike safety classes (9)
 - More security in the neighborhood (5)
- Health (1.7% / 134 ideas)
 - Connect school districts and local farmers (20)
 - Focus on food deserts (14)
 - Enable urban agriculture (14)
- Misc. (1.9% / 148 ideas)
 - Enhance city maintenance of landscaping (7)
 - More commercial in Laveen (8)
 - Take care of the homeless (26)
- Housing / Neighborhoods (2.2 % / 173 ideas)
 - Neighborhood street signs (25)
 - More village signs to enhance identity (22)
 - Revitalize old neighborhoods (20)
- Education (2.8 % / 217 ideas)
 - Graduate Phoenix College to a 4-year university (20)
 - Integrate ASU West into the surrounding neighborhoods (13)
- Big Ticket (3.6 % / 277 ideas)
 - Use our system of canals to create an urban oasis (73)
 - Canalscape (29)
 - Upgrade canal from 24th Street to Scottsdale (18)
 - Beautify the banks of the Grand Canal at 24th and Oak (13)
 - Theme Park (13)
- Planning / Design (5.2 % / 402)
 - Put parking behind shopping centers (30)
 - No more “garage door” neighborhoods (26)
 - Expand use of form based code (22)
- Adaptive Reuse / Infill (5.8 % / 452)
 - Eliminate dirt lots (57)
 - Soften vacant lots (34)
 - Honor the history of the Baseline Rd Japanese Flower Gardens (27)
 - Enhance adaptive reuse in central city (20)
- Arts & Culture (6% / 470)
 - Museum of Television (47)
 - Create a little Mexico District (23)
 - More Block Parties (14)
- City Hall (6.4 % / 500)
 - Change to a “Strong Mayor” system (30)
 - Turn the Piestewa Freeway into AZ’s Solar Highway (25)
 - Create a quality of life plan for each council district or village (23)
 - Create a Light Rail jobs website (20)
 - Shelter all bus stops (19)
 - Abolish the urban villages (19)

- Relocate utilities under the road (15)
 - Who's who on boards and commissions (15)
- Parks / Open Space / Recreation (9.7% / 751)
 - Implement the Tree & Shade Master Plan (58)
 - Make Hance Park a World Class Public Space (45)
 - Build Rio Salado Oeste (27)
- Environment (12.5% / 971)
 - Create a city-wide multi-family recycling program (39)
 - More community gardens (37)
 - Solar powered street lights (37)
 - Trees! Trees! Trees! (36)
- Downtown (16.8% / 1302)
 - Get serious about shade for pedestrians in Downtown Phoenix (52)
 - More dense residential in Downtown (47)
 - More mixed-use development Downtown (39)
 - Make the "Grand Ave Rail Project" a reality (38)
 - More density between the 7's (36)
 - More grocery stores Downtown (33)
- Connectivity (22.8% / 1772)
 - Enhanced bicycle infrastructure (58)
 - Bike lanes in all downtown streets (43)
 - Serious bicycle infrastructure for central Phoenix (42)
 - Light Rail to South Mountain (34)
 - Use the canal system for new light rail lines (27)
 - No new freeways, only mass transit projects (21)
 - Light Rail on Camelback to 24th Street and up SR51 (16)

Josh presented this feedback in a PowerPoint presentation and committee members had the following comments and questions.

- Change the "City Hall" theme to "City Government"
- Change the "Mobility" theme to "Connectivity"
- It is surprising that the residents have keyed in on a few big ideas (i.e. connectivity, downtown, parks / open space)
- Many of the themes are interwoven and need to further analyzed on what these connections mean
- Ideas need to be taken back out to the community and tested
- As the ideas are tested it will be important to ask groups and residents to come to the table with their agendas left at the door as much as possible
- Presentation at school districts to get more youth feedback would be beneficial

Josh thanked the committee members for all of their hard work and comments. Josh stated that he would update the theme structure based on their feedback and would work with interested committee members to further refine the data.

Josh added that the presentation will serve as the basis for a report to the Phoenix City Council.

5. Presentation and discussion PlanPHX Next Steps

Chairman Stein noted that with the development of this initial set of themes the committee has an interest story to begin to tell. More work is needed to outreach to additional groups and promote the project.

Chairman Stein discussed an idea of PlanPHX telethon and the acquisition of a "big idea" book utilized for a similar effort in Chicago.

As a means of understanding how the committee might begin to address the community's values and vision, presentations will commence next week that identify what the City of Phoenix and other partners are doing today on specific topics light rail or the canals.

6. Presentation and discussion on the PlanPHX 2013 meeting schedule

Chairman Stein informally polled the committee and most members stated that the current schedule of the second and fourth Wednesday of every month at 3 p.m. worked well.

Josh indicated he would works with the Library to schedule the 2013 meetings.

7. Open committee comments

Committee members provided no comments.

8. Adjournment

The meeting was adjourned at 5:07 p.m.