



Council Executive Report

Charles P. Potucek, City Manager

July / August 2020

Highlights

- ➔ Engage.SierraVistaAZ.gov, the City's newest community engagement tool, was launched on Thursday, September 17th.
- ➔ The Library will reopen its lobby on September 8th. Lobby hours will be from 9 a.m. to 1 p.m. on Monday-Friday and 4 to 7 p.m. on Monday-Thursday.
- ➔ The tool, accessaBe, has been incorporated into the City's website to allow for multiple visual, audio, and navigation options that make the website accessible for all users.
- ➔ SEACOM will go live with Emergency Medical Dispatch (EMD) on September 29, 2020.

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City Manager's Message

July is an exciting time as the new fiscal year for the City begins. City Council approved the Fiscal Year 2021 tentative budget on June 25th, the final operating budget on July 23rd, and adopted the new property tax levy rates on August 13th.

Despite the uncertainty in the economy due to COVID-19, the City's adherence to prudent fiscal policies laid a strong foundation that stands well to continue its delivery of exemplary service. Staff is eager to complete projects and tackle new initiatives to elevate amenities in the community.

City Manager Highlights

- 🏡 City Council met with staff to discuss the Strategic Plan Objective C-7 in which gaps in local services to aid homelessness, mental health issues, and affordable housing were identified. City Council will be kept apprised as more information is evaluated.
- 🏡 The City is pleased to move forward to collaborate on a grant opportunity. The Upper San Pedro Partnership approved of the contract with the Bureau of Reclamation and the suballocation to US Geological Survey to build the Web-based Hydrologic Information Portal. This two-year project will produce a web- and geo-based tool that will provide readily accessible water data and reports to the public and water decision-makers.
- 🏡 Mary Sutherland retired after 22 years of service from the Parks Division. The City thanks her for her commendable service and dedication to Sierra Vista.
- 🏡 In August, an orientation was held for City Council candidates to discuss many topics, to include an overview of the City's form of governance and financial position, the strategic plan, and the functions of each department. Staff enjoyed the opportunity to share information about their departments and to answer any questions the candidates may have had.

Upcoming Council Meetings

(City Hall Council Chambers except where noted)

Sep. 1, 3:00 p.m. – Special Meeting/Executive Session

Sep. 7 – City Offices closed in observance of Labor Day

Sep. 8, 3:00 p.m. – Work Session

- City Manager Update

Sep. 10, 5:00 p.m. – Council Meeting

~~Sep. 22, 3:00 p.m. – Work Session~~

- ~~• CANCELLED~~

~~Sep. 24, 5:00 p.m. – Council Meeting~~

- ~~• CANCELLED~~

Oct. 8, 3:00 p.m. – Work Session

- City Manager Update

Oct. 10, 5:00 p.m. – Council Meeting

Oct. 22, 3:00 p.m. – Work Session

- City Manager Update

Oct. 24, 5:00 p.m. – Council Meeting

Other Meetings and Events

Sep. 17, 3:00 p.m. – Sierra Vista Metropolitan Planning Organization Executive Board Work Session @ City Hall

Sep. 8, 5:30 p.m. – Industrial Development Authority – Virtual Meeting

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As always, please do not hesitate to reach out with any questions or comments about this report.

Chuck Potucek, City Manager

Police Department

Sworn Officer Recruiting Update

Current Sworn Staffing Levels

The FY2020-2021 Classification and Compensation Plan authorizes the police department's staffing level at 68 sworn officers with 67 positions funded through the FY2020-2021 budget. Recent recruitment efforts have been very successful in recruiting qualified individuals to serve as police officers with the City of Sierra Vista. The city hired seven new police officers in 2019 and five to date in 2020, bringing the department's current staffing to 67 officers! The five new recruits hired in 2020 are currently attending the Southeast Arizona Law Enforcement Academy (SEALTEA) in Douglas and will graduate in November 2020. The department estimates all five recruits will complete field training in March 2021.

Despite all 67 funded positions being filled, only 60 positions are currently available for full-duty assignments. In addition to the five recruit positions in training, two officers are on light-duty assignment due to significant injuries. These "unavailable for assignment" positions have led to vacancies in the traffic unit, property crimes unit, community response team, a major crimes detective, and a school resource officer. Once the recruits complete training in March 21, they can be assigned to full-duty assignments; however, future officer retirements will limit the department's ability to fill all these position vacancies.

Future Recruiting Challenges

Upcoming retirements pose a significant challenge over the next five years with 24 officers eligible for retirement during this time. During 2021, nine officers will be eligible for retirement with seven confirming their plans to retire by the end of 2021. In addition, the department typically experiences general turnover of officer positions at a rate of 1-3 officers per year. As a result, the department potentially could lose 7-10 officers in 2021.

These retirements place a greater emphasis on recruiting, especially since SEALETA only runs two academy classes per year. Recruits that begin the academy in January 2021 will not complete all required training (academy and field training) until August 2021. Unfortunately, the pandemic and the general negative environment regarding police across the country are having a negative effect on the number of eligible applicants. The department has experienced a marked decrease in applicants attending monthly testing dates at the department over the last several months. As a result, the department is working to expand the recruiting pool by testing outside the Sierra Vista area.

Testing at Military Bases

In addition to increasing traditional recruiting strategies, the department continues to work on plans to travel to military bases to offer testing to service members that are exiting military service. In addition, the department plans to recruit at local colleges near the military bases. The current pandemic has placed these plans on hold for the last several months; however, the department is planning a recruiting trip to the El Paso/Fort Bliss, TX area in the next few months as an initial test for this process. The department believes the El Paso/Fort Bliss, TX area is an ideal testing ground due to the military base, several colleges in the general area, and relatively short driving distance to Sierra Vista.

Sierra Vista Fire and Medical Services (SVFMS)

COVID – 19

Sierra Vista Fire and Medical Services (SVFMS) has adopted the operational changes consistent with CDC guidelines to ensure effective and efficient care of all patients during and after the COVID-19 pandemic. We feel these changes will allow us to stay ahead of the curve if any other issues arise.

SVFMS personnel will continue to have their temperatures taken along with a medical survey at 0800 and 2000 hours. These procedures ensure we have healthy personnel responding to our community's needs.

PRO Q/A

Emergency Medical Dispatch (EMD) is going live September 29th, 2020. Emergency Medical Dispatch (EMD) refers to a system that enhances services provided by Public Safety Answering Point (emergency) call takers, such as municipal emergency services dispatchers (SEACOM). It does so by allowing the call taker to quickly narrow down the caller's type of medical or trauma situation, so as to better dispatch emergency services, and provide quality instruction to the caller before help arrives. SEACOM personnel have been trained and certified as Emergency Medical Dispatchers (EMDs). Armed with this knowledge emergency medical care can begin the moment the dispatcher answers the phone. This makes properly trained and equipped EMDs a critical link in the EMS chain of patient care essentially producing a zero second response with patient care initiated with those on scene prior to the arrival of Fire and EMS personnel.

BIKE PATROL GRANT

Sierra Vista Fire and Medical Services received a grant from Cochise County Sheriff's Office for \$1000.00. The grant was used to get our EMS Bike Patrol in service by purchasing two bikes and supplies. The SVFMS bike patrol will during Art in the Park, July 4th, Halloween neighborhood EMS, Christmas Parade, etc.

Response Numbers

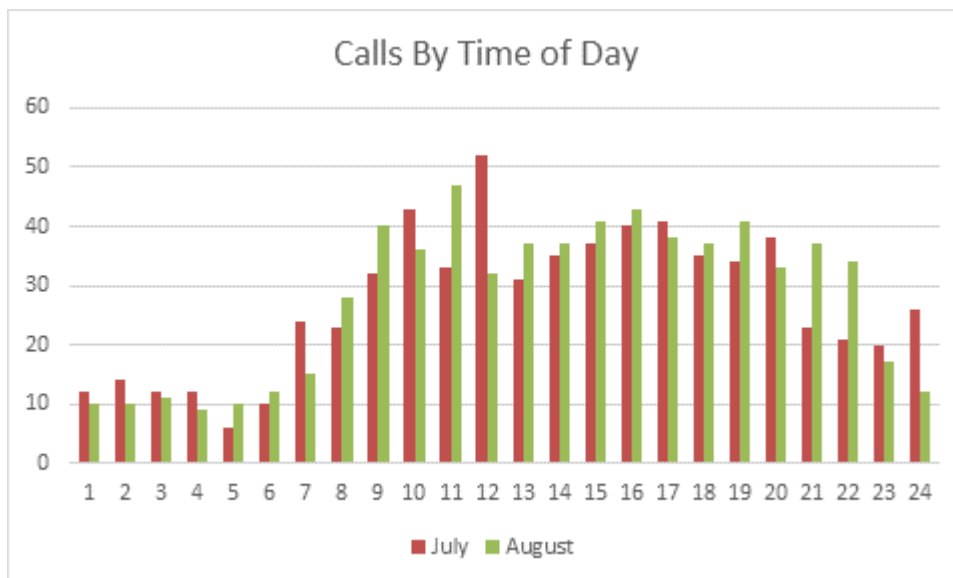
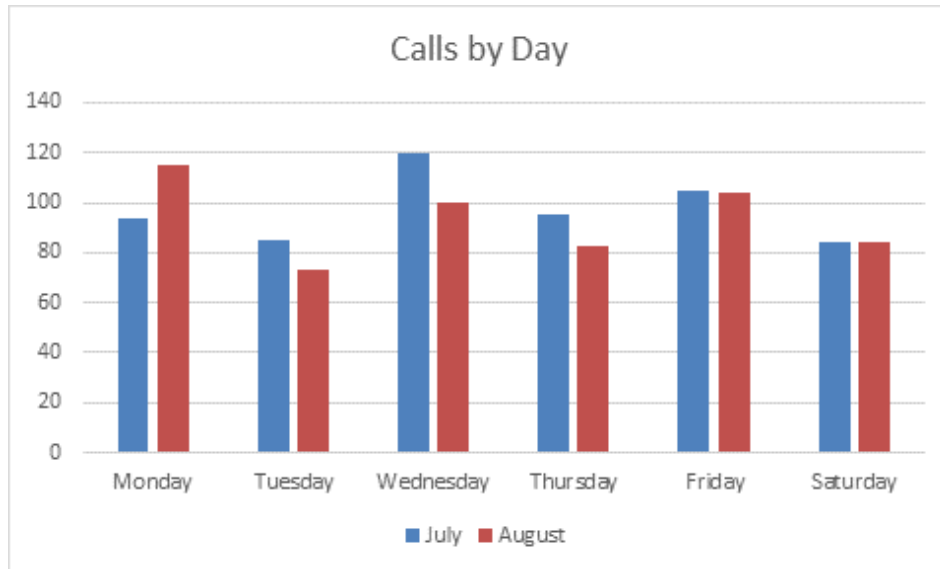
SVFMS Total Calls	639
SVFMS calls on FH	36
SVFMS auto aid given	48
SVFMS auto aid received	89

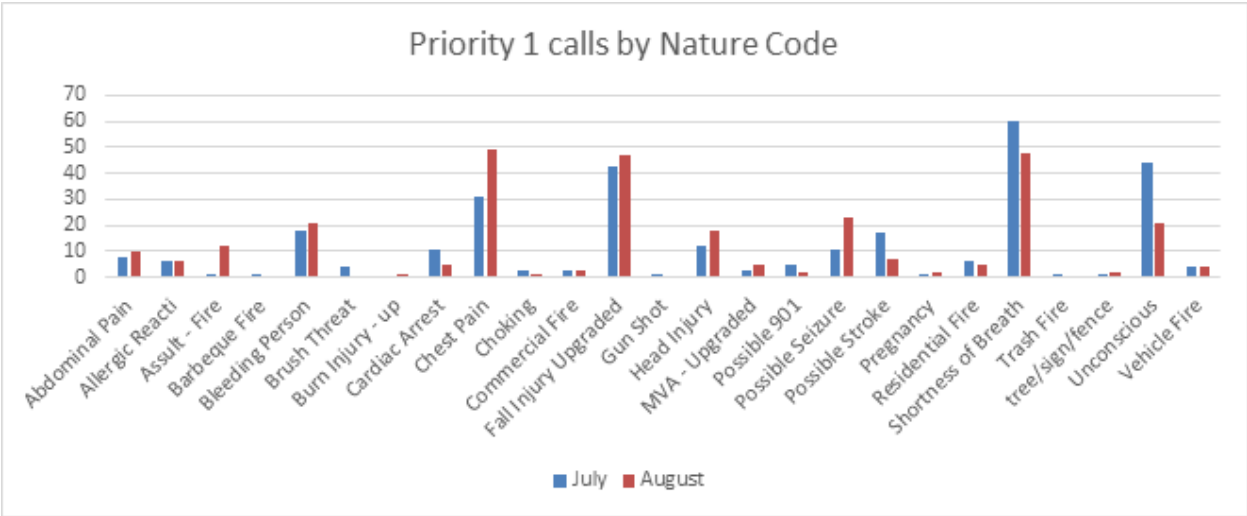
2020 year to date totals

SVFMS total calls	4906
SVFMS calls on FH	221
SVFMS auto aid given	324
SVFMS auto aid received	679

2019 Year to date totals

SVFMS total calls	5062
SVFMS calls on FH	306
SVFMS auto aid given	258
SVFMS auto aid received	587





Community Development

Planning & Administration

- Community Development Block Grant (CDBG-CV) Emergency Crisis Fund.** On May 14, 2020, the City entered into a Subrecipient Agreement with the United Way of Sierra Vista and Cochise County, Inc. to carry out the Emergency Crisis Fund providing assistance to individuals and families impacted by COVID-19. Through the CDBG amendment process, the City Council allocated \$39,897 of CARES Act funding for this purpose. On July 10, 2020, the Agreement was amended to increase the total budget to \$73,847 through the reallocation of \$33,950 of CARES Act funding from the Emergency Small Business Assistance program following its conclusion. Nearly three-quarters of the funding distributed during the reporting period was spent on rental assistance that benefited 26 families. The Emergency Crisis Fund is scheduled to last through the end of this year.

Provider	Purpose	July	August	Benefit
St. Vincent De Paul	Rental Assistance	\$7,093.06	\$8,061.81	26 families
St. Vincent De Paul	Utility Assistance	\$1,412.85	\$1,452.17	13 families
Good Neighbor Alliance	Shelter Assistance	\$348.06	\$829.95	6 families
Hughes Counseling Service	Anxiety & Depression Seminar	\$0.00	\$750.00	30 persons
United Way	Administration	\$532.00	\$532.00	
TOTAL		\$9,385.97	\$11,625.93	

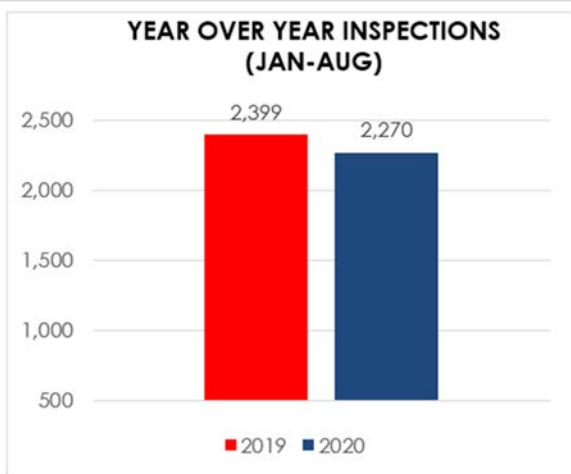
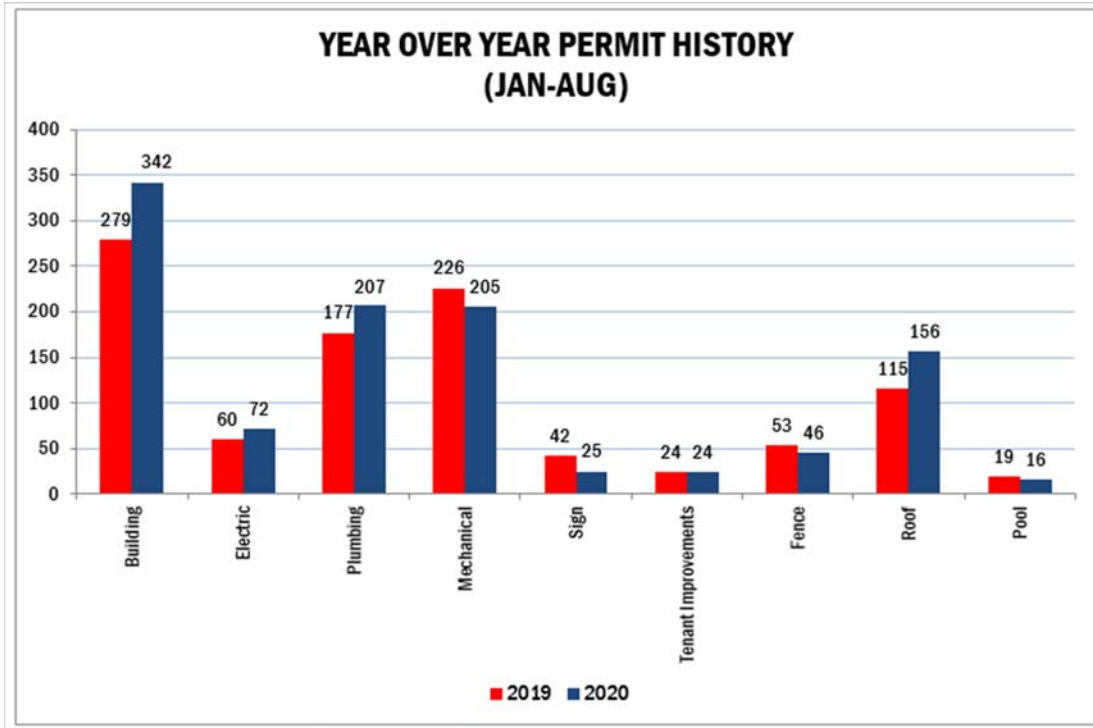
- West Sierra Vista Partnership Program.** Matching grant assistance was provided for the following West End redevelopment projects in July/Aug:
 - *Sierra Vista Glass, Inc. 556 West Fry Boulevard (formerly occupied by Martin Cleaners).* The scope of work includes building façade; interior renovations; ADA improvements; exterior signage; and mural.
- Planning and Zoning Commission FY 20-21 Work Program.** On August 18, 2020, the Planning and Zoning Commission convened to draft its annual work program for the upcoming fiscal year. The Community Development Department regularly reviews currently adopted code provisions and procedures to identify potential improvements to standards and process. The Commission discussed reviewing the City's water conservation code to ensure Sierra Vista remains on the leading edge of best practices; eliminating conflicting provisions regarding driveway access and evaluating whether modifications are appropriate; and reviewing currently adopted development plan review and processing fees which were last updated in 2013.
- VISTA 2030 Evaluation and Appraisal Report.** In August, the Planning and Zoning Commission began its review of the City's progress on meeting the goals and strategies contained in the City's VISTA 2030 General Plan. Staff presented a progress update on the Redevelopment and Infill Development and Citizen Participation Elements. Staff will present its review of the Growth and Urban Design Elements at the Planning and Zoning Commission in October. The Evaluation and Appraisal Report will be presented to City Council next summer after the Planning and Zoning Commission's review is completed.

Building & Inspection Services

The following projects were reviewed/inspected during this reporting period:

PLANS UNDER REVIEW		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Vista Bella Apartments - NEW GARAGES	Accessory Commercial	77 El Camino Real
Wal-Mart	Electrical - Commercial	500 N Hwy 92
U-Haul - outdoor canopy	Accessory Commercial	2011 E Fry Blvd
Haven Health	Addition - Commercial	660 N Coronado Drive
CSV - HR/PROCUREMENT Remodel	Tenant Improvement	1011 N Coronado Drive
PLANS APPROVED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
VistaBella Apartments	Tenant Improvement	77 El Camino Real
Sierra Vista Glass	Tenant Improvement	556 W Fry Blvd
T-Mobile @ Teleperformance	Cell Tower Modifications	4253 Enterprise Way
Wal-Mart Online Grocery Pick Up Expansion	Tenant Improvement	500 N Highway 90
Circle K Store #3410	Tenant Improvement	2275 Buffalo Soldier Trail
PERMIT ISSUED/UNDER CONSTRUCTION		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS
Buena High School Theater Expansion	Commercial Addition	5225 Buena School Blvd
U-Haul - Interior Renovations	Tenant Improvement	2011 E fry Blvd
Chase Bank	Solar - Commercial	3932 E Fry Blvd
Town and Country School - AT&T	Cell Tower Modifications	1045 S Lenzner Ave
Best Western Plus - T-Mobile	Cell Tower Modifications	260 N Garden Ave
Verizon @ Teleperformance	Cell Tower Modifications	4253 Enterprise Way
Via Elegante	Tenant Improvement	4255 Calle Vista
SV Chiropractic	Tenant Improvement	247 S 7th Street, #B
PDS Multipurpose Building	Accessory Commercial	5130 Paseo Las Palmas
American Family Insurance	Tenant Improvement	999 E Fry Blvd, #110
Oasis Apartments	Tenant Improvement	4250 E Busby Drive
PC's Lounge	Tenant Improvement	4700 E Highway 90
Beau Tea & The Bites	Tenant Improvement	1634 S Highway 92
Pioneer Title - Fry Blvd	Tenant Improvement	2700 E Fry Blvd
CSV - Police Dept Gate replacement	Tenant Improvement	911 N Coronado Drive
CSV - Public Works Gate replacement	Tenant Improvement	401 Giulio Cesare Ave
Sierra Vista Tile	Tenant Improvement	784 E Wilcox Drive
Indochine	Tenant Improvement	1299 E Fry Blvd, #B
Pioneer Title - Wilcox	Tenant Improvement	580 Wilcox Drive
The Copper Oven	Tenant Improvement	185 E Wilcox Drive
Horizon - Soldier Creek	Tenant Improvement	655 N Garden Ave, #D
SSVEC	Tenant Improvement	311 E Wilcox
CSV - Civil Airport	Tenant Improvement	1011 N Coronado Drive
NCI - Soldier Creek	Tenant Improvement	655 N Garden Ave, #C
Spencer Rays/S.V. Vision	Tenant Improvement	1502 E Fry Blvd
Leman Academy	Tenant Improvement	1000 E Wilcox Drive
PROJECT COMPLETED		
PROJECT NAME	PROJECT TYPE	PROJECT ADDRESS

Carmichael Elementary - New Restroom	Addition Commercial	701 N Carmichael Ave
PDS - Restroom Renovations	Tenant Improvement	5130 Paseo Las Palmas
Town & County - Restroom Renovations	Tenant Improvement	1313 S Lenzner Ave
Village Meadows - Restroom Renovations	Tenant Improvement	905 El Camino Real
Sierra Vista Evangelical Church - ADA	Tenant Improvement	101 N Lenzner Ave
Mountain View Assembly of God - Playground	Accessory Commercial	102 N Colombo
U-Haul - Outside Storage Units	Accessory Commercial	2011 E Fry Blvd
Big Lots	Tenant Improvement	135 S Highway 92, #A



CONSTRUCTION TYPE	NEW CONSTRUCTION (JAN-AUG)	
	2019	2020
SINGLE-FAMILY UNITS	58	71
SINGLE-FAMILY ADDITIONS	12	6
MANUFACTURED HOME UNITS	1	28
MULTI-FAMILY UNITS	0	0
COMMERCIAL (SQ. FT.)	0	0
INDUSTRIAL (SQ. FT.)	0	0
INSTITUTIONAL (SQ. FT.)	1,650	0
OFFICE (SQ. FT.)	0	0

Code Enforcement

Overgrowth, sidewalk obstructions, litter/debris, right-of-way encroachments, and inoperative vehicles remain the top five most reported code enforcement violations. Staff initiated 197 cases during July/August which is above the YTD monthly average of 87 cases. Approximately two-thirds of the cases were initiated in response to a citizen complaint.

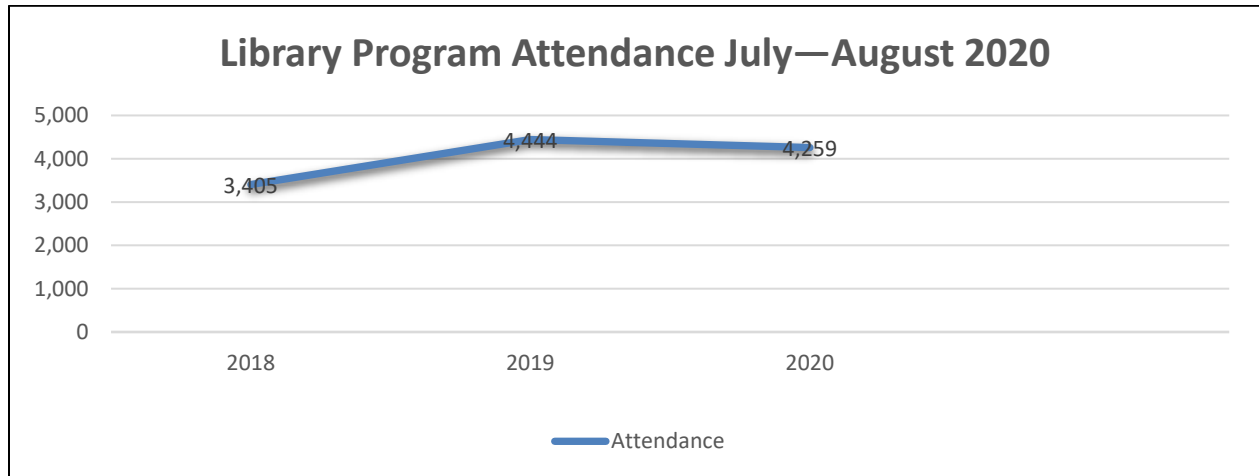
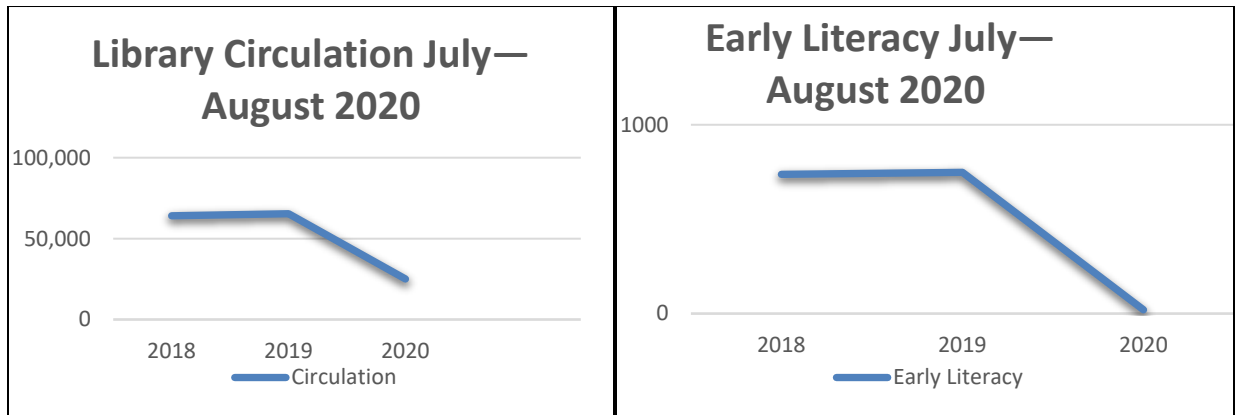
CODE REFERENCE	COMPLAINT	REPORTING PERIOD	YEAR TO DATE	DESCRIPTION
		JUL-AUG (2020)	JAN - AUG (2020)	
150.15.C	ADDRESS NUMBER MISSING	0	7	RESIDENTIAL ADDRESS NUMBER NOT VISIBLE FROM STREET
150.25.4	ALLEYWAY MAINTENANCE	6	10	OVERGROWTH, OBSTRUCTION, DEBRIS INTERFERING WITH USE OF ALLEYWAY
150.23.3	ANIMAL WASTE	1	11	EXCESSIVE ANIMAL WASTE ON PRIVATE PROPERTY
150.23.21	ATTRACTIVE NUISANCE	1	4	MAINTAINING A CONDITION THAT IS DANGEROUS TO YOUNG CHILDREN AND WHICH MAY ATTRACT THEM
150.23.20	BLIGHT	0	6	UNSIGHTLY, UNSAFE, OR UNSANITARY CONDITIONS
150.23.10	BURN/DISPOSAL REFUSE	0	2	ILLEGAL BURNING ON PRIVATE PROPERTY W/O PERMIT
150.23.14	CLEAR VISION	4	13	OBSTRUCTING CORNER VISIBILITY
150.25.8	DILLAPIDATED WALL/FENCE	0	4	NOT UPRIGHT/DISREPAIR
150.23.6	EQUIP AT RESIDENCE	0	2	COM/INDUSTRIAL TYPE EQUIPMENT VISIBLE TO PUBLIC FOR MORE THAN 48 HOURS (EXCLUDING CONSTRUCTION)
150.23.15	FIRE DANGER	1	7	COMBUSTABLE MATERIAL THAT POSES A HAZARD
150.23.22	GRAFFITI	0	4	UNAUTHORIZED INSCRIPTION, FIGURE OR DRAWING OR OTHER DEFAACEMENT
150.24.A	ILLEGAL DUMPING	1	4	DEPOSITING LITTER OR DEBRIS ON ANY LAND
50.16	ILLCIT DISCHARGE	3	3	UNPERMITTED WATER ON STREET OR WASH/CONTAMINATION TO GROUND WATER
150.23.16	INFESTATION	1	8	BEEES
150.23.17	INOPERATIVE VEHICLE	11	35	NO REGISTRATION, FLAT TIRES, DISABLED MOTOR
150.23.8	JUNKYARD DUMPING GROUND	0	3	EXCESSIVE WASTE, ABANDONED PROPERTY, JUNK BEING STORED ON PROPERTY
150.25.1	LITTER/DEBRIS	18	84	GARBAGE, WOOD, CANS, ETC. LITTERING A PROPERTY

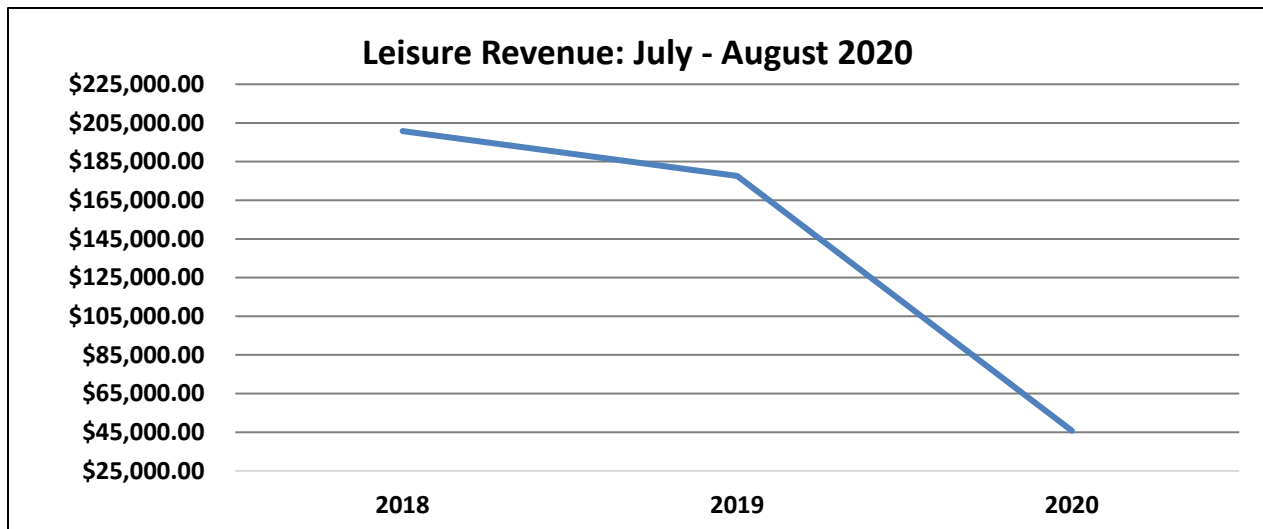
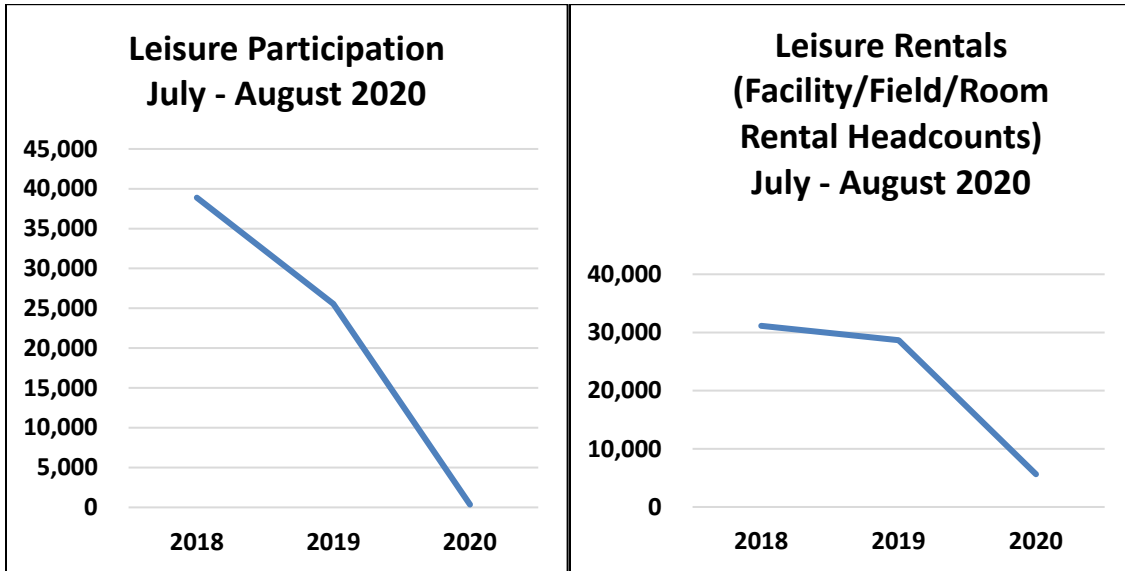
110.01.A	NO BUSINESS LICENSE	1	2	UNAUTHORIZED HOME-BASED BUSINESS
93.01A	NOISE	1	1	LOUD AND RAUCOUS
150.23.9	ODORS	3	3	FOUL SMELL
150.25.5	OVERGROWTH	91	309	TALL GRASS & WEEDS (OVER 12")
91.11.B.1	RIGHT-OF-WAY ENCROACHMENT	13	38	OBSTRUCTION, NON-PERMITTED IMPROVEMENT IN PUBLIC RIGHT-OF-WAY
90.11.4	ROOSTERS/BREEDING	0	2	ROOSTER IN RESIDENTIAL ZONE
150.04.015	RV LIVING	0	3	OCCUPYING AN RV FOR MORE THAN 14 DAYS IN RESIDENTIAL ZONING DISTRICT
71.02.C	RV/TRAILER PARKING	0	4	LONG-TERM STORAGE OF RV/CAMPER/TRAILER ON PUBLIC STREET
150.25.1	SANITATION	0	4	NO SANITATION SERVICE/TRASH BUILD UP
150.23.13	SIDEWALK OBSTRUCTION	36	105	ANYTHING OBSTRUCTING A 36" WIDE PATHWAY OR 80" OVERHANG
150.25.10	SWIMMING POOL	1	4	GREEN AND STAGNANT POOL
150.23.14	TRAFFIC SIGN BLOCKED	2	2	OBSTRUCTION OF A TRAFFIC SIGN (TREE OR BUSH)
150.23.12	UNGUARDED PITS/HOLES	0	2	POTHOLES ON PRIVATE PROPERTY
150.18.A	UNSAFE STRUCTURE	2	10	UNFIT FOR HUMAN HABITATION/STRUCTURALLY COMPROMISED
TOTAL		197	696	

Leisure and Library Services Department

July - August Dashboard (Years: 2018 vs. 2019 vs. 2020)

Library Circulation: July—August	25051
Virtual Library Program Attendance: July—August	4259
Virtual Early Literacy Attendance: July—August	20





Employee Appreciation Drive-Thru BBQ

An employee appreciation drive-thru BBQ was held on Wednesday, August 12. Utilizing the drive-thru area in front of the Oscar Yrun Community Center (OYCC), Leisure staff decorated the area with large employee appreciation posters, canopies, and balloons resulting in an area fit to rival any fast food restaurant. Department leaders came out and braved the heat - grilling up hamburgers and hotdogs and bagging them up with cookies, chips and raffle tickets for a virtual raffle coordinated by the Human Resources Department.

Employees were able to get a fabulous lunch and didn't even have to leave their car. Refuse trucks, Fire trucks, Police cars all stopped by to get their lunches. Nothing was too big to handle! Leisure Department staff provided delivery to department crews that couldn't break away for a quick drive through. Call ahead orders for large groups were packed with care and were ready to go when folks stopped by to retrieve them. Approximately 275 lunches were packed up with delicious food and treats and were thoroughly enjoyed by staff.

Aquatics

The months of July and August were challenging for the Cove due to the impacts of COVID – 19. The COVE shut down operations during these months, and in an effort to help support other areas of the City infrastructure, 15 guards were moved to other departments, including:

- Parks
- Animal Control
- The Library
- City Hall
- Sports

Even though we could not be open ourselves, everyone in Aquatics was happy to be able to have a positive impact on other vital areas of City operations, and the guards gained valuable experience and knowledge of how other departments and facilities operate.

The COVE is looking ahead and is in the planning stages for various activities to return to the pool as our program offerings are planned to gradually increase. An exciting fresh addition to our regular Aqua Exercise class routines will be our new Aqua Bike Class. Aqua Bikes are just what they sound like, they are spin bikes that go in the water, further reducing impact on joints and muscles while providing a complete cardio workout. Stay tuned for details on the launch date for this new program, likely starting sometime in the New Year.



Sports Tourism



The sports fields continue to be a popular place in the community. In season sports, such as football and soccer, have started to take the fields. The City baseball and softball fields are also booked with local travel teams getting ready for competition. Sierra Vista has recently been the host of several softball tournaments put on by Sierra Vista and Tucson youth softball organizations. The City has hosted three tournaments with over 35 teams competing in the last two months. During September 24th-26th, the first pickleball tournament in Sierra Vista is scheduled to be held. As of now, the organizers report they have over 130 people registered. The City with its cooler weather, awesome atmosphere, and great support is being put on the map as an extraordinary tournament destination.

Special Event Permits

The decision to suspend the issuing of all special event permits has been extended thru November 30th for park festivals and large gatherings. The decision is for the interest of the community as a whole. With the current COVID-19 status it was concluded that large scale events could not practically be held in a safe manner. The City Manager, Assistant City Manager, and the Leisure

and Library Director will meet again at the beginning of October and make a determination on the remainder of the year permit status. For October, two of the major events this will impact are the annual Art in the Park and Cars in the Park. It should be noted that Cars in the Park decided as an organization to cancel their event prior to the permit decision being made.

Library Partial Re-Opening September 8th

The Sierra Vista Public Library is ready to reopen the library lobby and will offer limited services, while maintaining some best practices developed in response to COVID-19.

The library lobby will be open from 9 a.m. to 1 p.m., Monday-Friday, and from 4 to 7 p.m., Monday through Thursday. It will remain closed on Saturday and Sunday. The café inside the library lobby will be accepting orders to go during the daytime library lobby hours. All library book drops are now open.

The library facility itself will remain closed, but patrons may enter the lobby to pick up holds, sign up for a library card, request items, or return materials. A temporary computer lab will be open Monday through Thursday from 9 a.m. to noon. The number of patrons accessing the computer lab will be limited.

Patrons are asked to maintain social distancing of at least 6 feet and wear a face covering when entering the facility. Those who are not yet comfortable entering the building, or who cannot wear a face covering or physically distance, still have the option of ordering materials for outside pickup.

The Little Library Bookstore will remain closed at this time. Please visit the library's Facebook page for the latest news and updates.

Museum Update



The Henry F. Hauser Museum is now open and inviting patrons to step behind the 115 year old bar from the first structure built outside the gates of Fort Huachuca. Come in and explore the troubling past of the Daisy Mae's building, which was originally named "The White City," and the red-light district that sprouted around it. The new display features artifacts spanning 100 years, over 140 reproduced documents from the 1910s-1920s, and a behind the scenes look at artifacts restoration. The museum is currently open Mon.-Weds. from 10-4 and Thurs. & Fri. from 10-1.

Arts & Humanities Hosts: #SVMaskerpiece!

The Arts & Humanities Commission is hosting an altered COVID mask contest this September & October in an effort to keep the “Arts Alive” in our community during a time of remarkable event cancellations and seclusion. The Arts have suffered greatly in our community as concerts, performances, and public viewings have been all been put on hold. The #Maskerpiece contest has 3 categories and encourages residents of all ages to apply. Best Youth, Best Adult, and Most Creative Mask categories are now open for entry and encourage participants to “glam up” one of their pandemic masks using both traditional and non-traditional items. All entries can be submitted to the Arts and Humanities

Commission via email (ArtsandHumanitiesCom@SierraVistaAZ.gov), and the group will begin making choices on winners beginning October 15th—just in time for Halloween.



In addition, the commission is working on plans for a “Art in the Time of Covid” event this Winter to showcase local talent that has continued to contribute to the Arts in some way during this unprecedented time. Participants from multiple categories can photograph, video, or email their artistic talents to the commission to display their wares and talents this Spring at the mural opening outside the library (2021). Stay tuned for more information on that ongoing project in a few months.

Public Works

Engineering

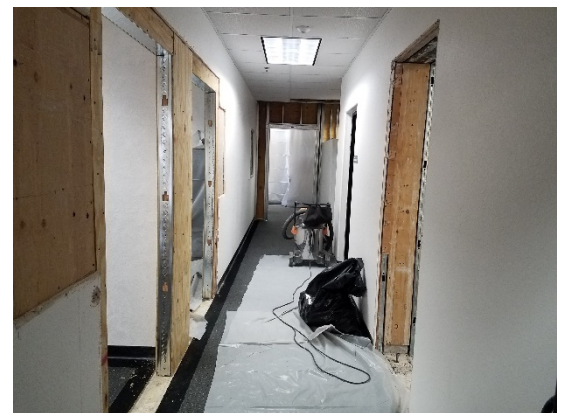
Fry / North Garden. The design process for the Fry and North Garden improvements is continuing, and the 35% complete plans were submitted for staff review in August. Staff returned comments to the consultant in early September, and a comment resolution meeting will be held in mid-September prior to moving to the next phase of design. Design is currently projected to finish in mid-2021. Construction of the first phase will then continue through calendar year 2021 and complete in early 2022.

One current item of discussion is the potential removal of traffic signals at Fry/North Garden, Fry/North, and Fry/Carmichael. The consultant has run a traffic signal warrant analysis, and none of the signals are warranted either now or with projected traffic volumes for the next twenty years. Keeping unwarranted signals creates unnecessary traffic delays while doing little to improve safety. Considering the reduced roadway width, vehicles exiting commercial establishments and side streets will have fewer conflict points and should be able to do so more safely than they can today. Staff is also looking at adding pedestrian crossing amenities such as signage, lights, and refuge islands at key points along the corridor so pedestrians can continue to cross the roadway safely.



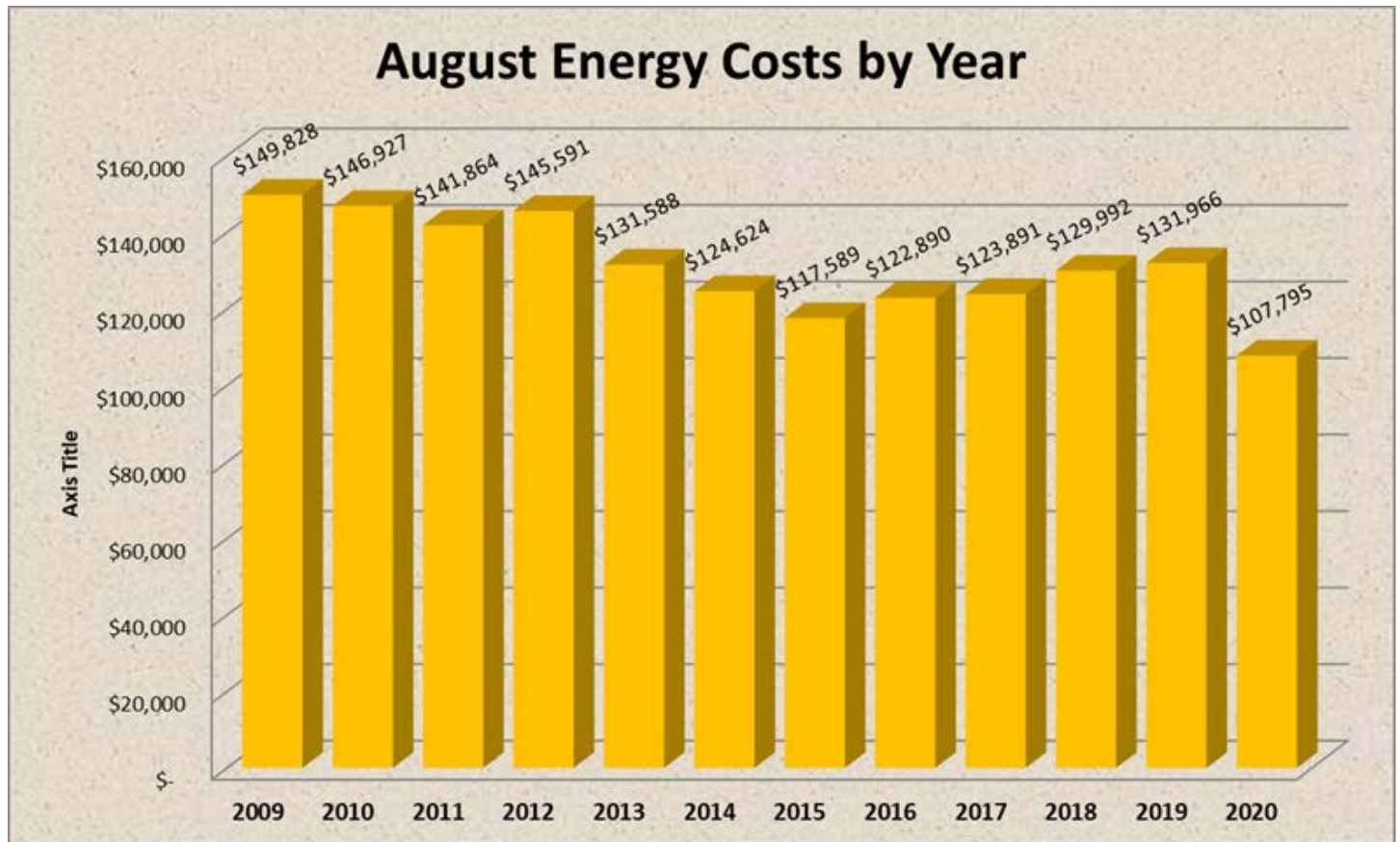
Bar Screen Replacement. The bar screen replacement project at the City's Environmental Operations Park was recently completed and is working well. The new bar screen replaces a previous model which had reached the end of its useful life. The bar screen is an important first step in the treatment process as sewage enters the plant. The role of the bar screen is to filter out larger debris which could clog pumps and other equipment as the wastewater continues to move through the treatment process. To help prolong the life of the new bar screen, the public is reminded to flush only toilet paper. Items such as paper towels, wipes, hair, and hygiene products do not break down in the sewer pipes and eventually end up on the bar screen, where they must be removed.

City Hall Remodel. The City Hall remodel project is now going full steam, and changes are particularly noticeable on the north end of the building. The former Procurement area is now a busy construction zone. When the project is complete, Human Resources will be moving out of the front lobby to the north side of the building where Procurement was formerly located. The Finance area, including a storage room and the north wing conference room, will be reconfigured for Procurement. The area currently occupied by Human Resources will be converted primarily to a conference room more befitting its location directly off the main lobby. Since many City Hall employees are currently teleworking due to COVID-19, operational disruptions should continue to be minimal.



Facilities

Schneider Project. The City is continuing to see positive results from the Schneider Energy Efficiency Project, and as buildings continue to reopen, staff should be able to get a better sense of the savings which can be expected long-term. Monthly electricity has been consistently below the prior year for more than six months. Starting in March, though, year over year comparisons become more difficult due to the closure of City facilities as a result of COVID-19. Whereas February electricity usage declined by about 7.5% year over year, March saw a 15.2% decline, and April was a whopping 19.3%. May through August declines ranged from 15.1% to 18.8%.



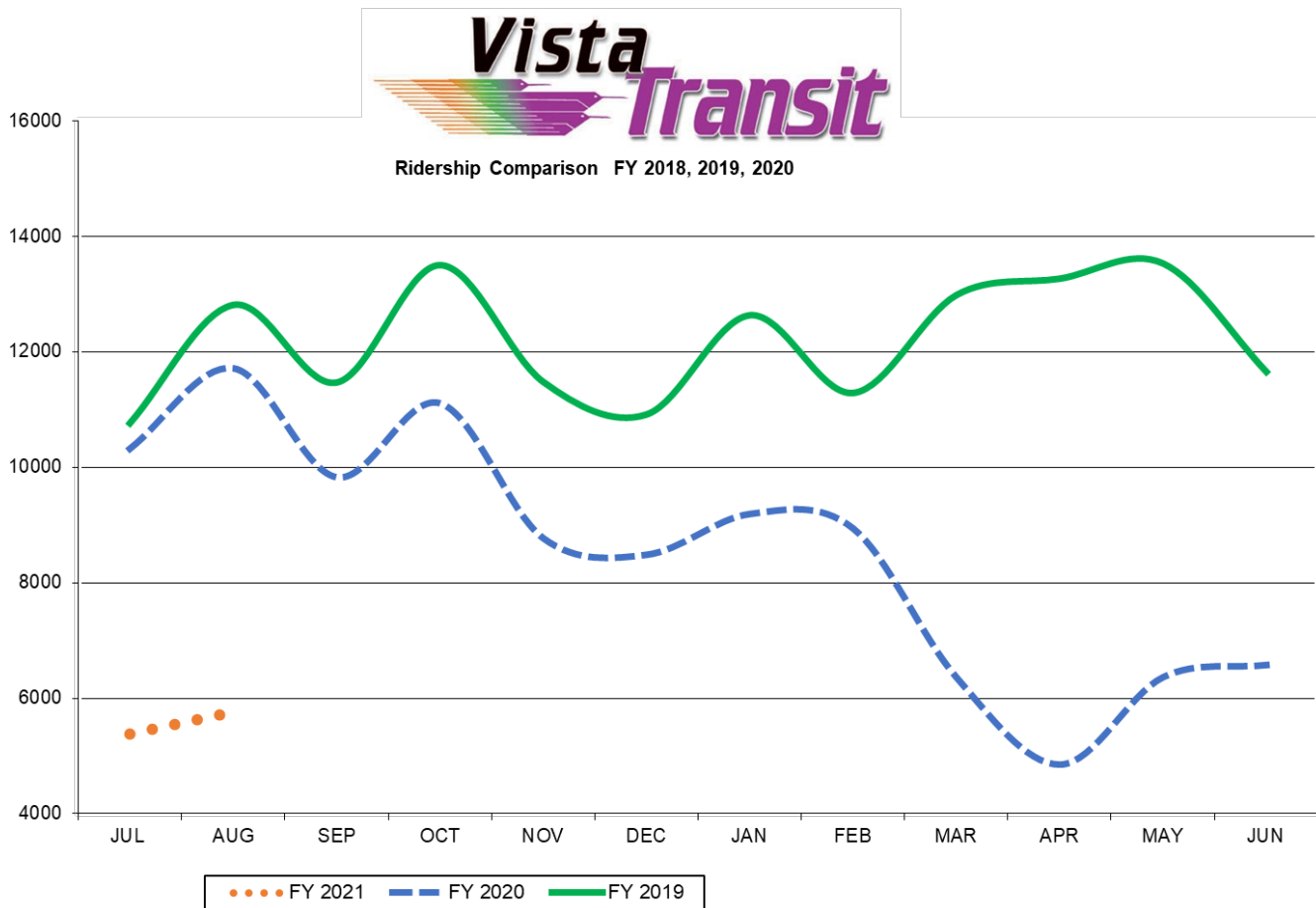
Transit

Vista Transit Ridership Data. Transit continues to see significant impacts from COVID-19, although some of the services which were previously suspended have now been reactivated. The Transit Center is open to the public with a maximum occupancy posted, and the drivers have resumed the collection of fares. However, some operational changes remain in place. Vista Transit is still running the “Orange Line B” route to disperse passengers on the busiest route and keep the number of passengers below ten at all times. In addition, all drivers are now wearing face coverings while on the routes. Passengers are required to wear face coverings as well unless they are unable due to health restrictions.

As expected, the pandemic and the associated stay-at-home order initially resulted in a significant decrease in ridership. Although numbers have rebounded somewhat, ridership numbers are still significantly below pre-pandemic levels. The trend likely reflects customers minimizing trips to public areas unless such travel is essential. In addition, customers who previously used Vista Transit but were not transit dependent may be choosing alternate modes of transportation such as

ride sharing, walking, or driving their own vehicle. Lastly, with many of the local schools continuing to use an online instructional format, Vista Transit is seeing fewer passengers headed to Cochise College and other educational destinations.

As a reminder, any comparison between fiscal year 2021 and prior years' ridership data is difficult due to route changes made in July 2019. At that time, a new route plan which put a great emphasis on single seat rides was implemented. Comparisons between fiscal years 2020 and 2021 are valid, but 2019 data reflects the former routing system and a direct comparison therefore cannot be made.



Airport

Fire Season. Despite the large numbers of fires throughout the west, fire season here in Arizona has fortunately come to an end due to the arrival of monsoons. Forest Service operations at the Sierra Vista Municipal Airport have therefore been demobilized and shifted elsewhere to locations where they are needed more. Preliminary indications are the 2020 monsoon season was below average. Tucson in particular received a historically low amount of rainfall. This year's fire season was therefore very active, and if winter rains are not more plentiful, the 2021 fire season is likely to start earlier and be more severe than usual.

Airport Capital Improvement Plan (ACIP). Staff held their annual ACIP coordination meeting with representatives from the Federal Aviation Administration and Arizona Department of Transportation in June. The meeting went well, and one of the projects planned for the next two years is an update to the Airport Layout Plan. This project is an important one because it will help

to identify eligible projects and priority for future airport grant funding requests. The Federal Aviation Administration made some clarifications to the funding eligibility of joint-use airports a few years ago, and many of the projects identified in the last Master Plan are no longer eligible. The ALP update should identify new projects which have the consensus of staff, the FAA, and ADOT.

Administration

Welcome. As noted in the last Executive Report, Mike Normand, the City's Transportation Administrator, retired on July 7th. Fortunately, the City was able to fill the position quickly with an in-house hire. Linda Jones has moved to the Transportation Administrator from Procurement and has been on the job for about a month. Welcome to Linda!

Economic Development

Economic Framework Strategy Development

Mayor and Council have formally adopted the six objectives and staff continues to work to activate these objectives in the City.

Maximize Economic Impact of the Municipal Airport

Economic Development (Ec Dev) Staff continues to pursue attracting business at the municipal airport with a focus to prepare the available land for development. The overall purpose is to position the municipal airport as a viable option for business attraction and primary jobs with compatibility to Fort Huachuca's missions.

Staff has received the 100% completed design and the final construction documents and estimates. Staff provided comments and requested adjustments to the plans before finalizing the contract later in September. With the approved plans, Staff will be able to create the statement of work for the actual construction project later in the FY.

Staff continues to work with Fort Huachuca to relocate excess material on the 203 acres of excess federal property or in support of a Fort Huachuca construction project. This effort supports Fort Huachuca's mission as well as reducing costs to the City in construction. Staff has included the estimated cost to prepare the land in the draft budget as a key initiative.

Finally, staff has submitted a draft application to the Economic Development Administration (EDA) for CARES Funding. Initial assessment and conversations with EDA representatives indicate the project at the airport may qualify for this funding. If awarded this funding will significantly offset the costs associated with the airport development work.

Fort Huachuca Joint Resource Utilization Study

The Office of Economic Adjustment (OEA) awarded the Joint Resource Utilization Study for Fort Huachuca running from April 2020 through November 2021. The City will award the contract to the selected consultant in early September to lead the study. The purpose of this project is to prepare a study identifying the joint resource utilization of land, airspace, and electromagnetic spectrum to sustain the Army's current and future missions at Fort Huachuca in a compatible use with local communities within the area's region of influence defined as Buffalo Soldier Electronic Test Range (BSETR) and restricted airspace R2303. Local partners and jurisdictions include: The City of Sierra Vista, Cochise County, Huachuca City, Santa Cruz County, and the State of Arizona. On behalf of Fort Huachuca, the group requests technical and financial assistance from the Department of Defense, Office of Economic Adjustment (OEA) to conduct the study.

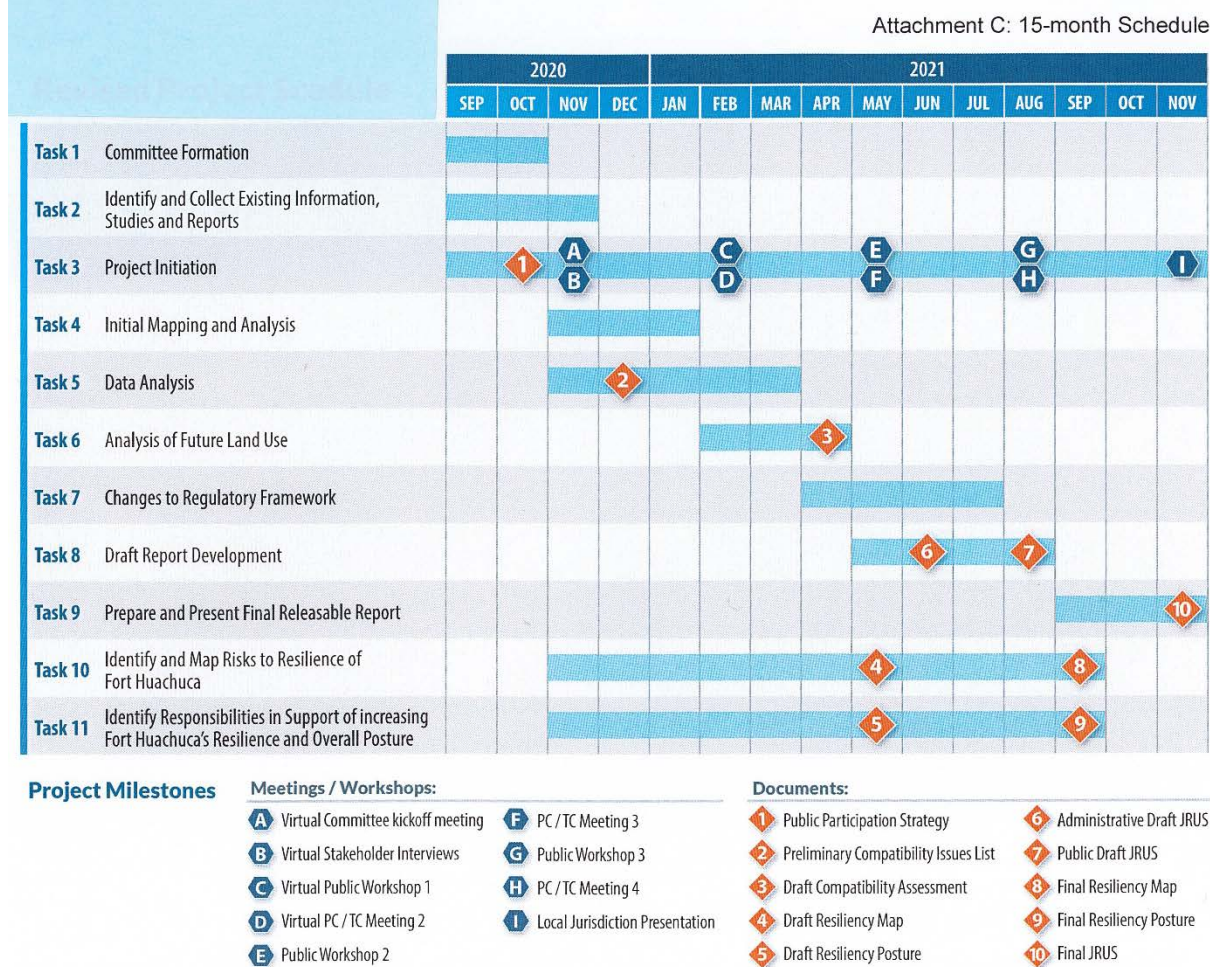
The study's findings and recommendations should enable:

1. Fort Huachuca and local communities to protect and preserve military readiness and defense capabilities into the future in land, airspace, and spectrum utilization while supporting continued community economic development.
2. Enhance civilian and military communication and collaboration while increasing public awareness of the military missions.
3. Promote compatible civilian development to support the long-term sustainability and operability of Fort Huachuca, and associated ranges to include the Buffalo Soldier Electronic Test Range, military restricted airspace, military operation areas, and military training routes.

4. Assist state and local governments to address and prevent the encroachment of civilian communities from impairing the operational utility (land, airspace, and spectrum) of Fort Huachuca into the future while exploring areas for future economic development.
5. Preserve and protect the public health, safety, and general welfare of those living near an active military installation.

The fiscal impact for the study includes the 10% match to the entire grant through primarily City staff time supporting the process.

Below is the proposed schedule provided by the consultant.



DCIPS Grant

City Staff coordinated a submission for the emergency medical services sub-station construction project for the Defense Communities Infrastructure Pilot Program. This is a highly competitive OEA grant with only \$50M available and the City of Sierra Vista was one of only sixteen winning proposals. This grant provides funding to build the EMS sub-station with an estimated total federal contribution of \$1.438M allowing construction to begin in calendar year 2021. The City of Sierra Vista will contribute \$100,000 for the design and engineering of the project. The Staff expects the final grant agreement for signature by Mid-Sep to allow OEA to obligate funds within the current federal fiscal year. In support of the construction, staff awarded the environmental study necessary to receive approval from OEA to begin construction. Construction must be completed by the end of the grant March 31, 2022 with a certificate of occupancy.

CDBG CV-19 Business Grant Update

Staff reached out to several of the business grantees who received Microenterprise Grants (nine total) or a special economic development (two total) grant funded business through CDBG. A few comments from the grantees:

"The grant has really helped me stay calm through this whole scenario. Most of the folks that come in are worried that we won't make it and I try to let them know we're here for the long haul."

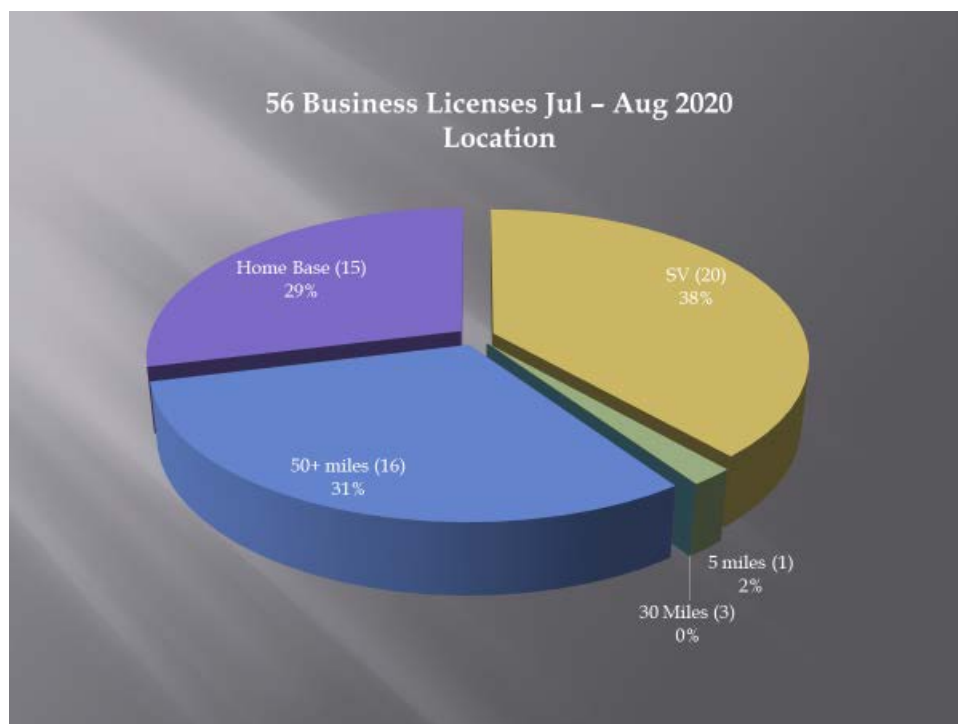
"We have seen a decline in business...(but) I have managed to keep my staff employed with no layoffs."

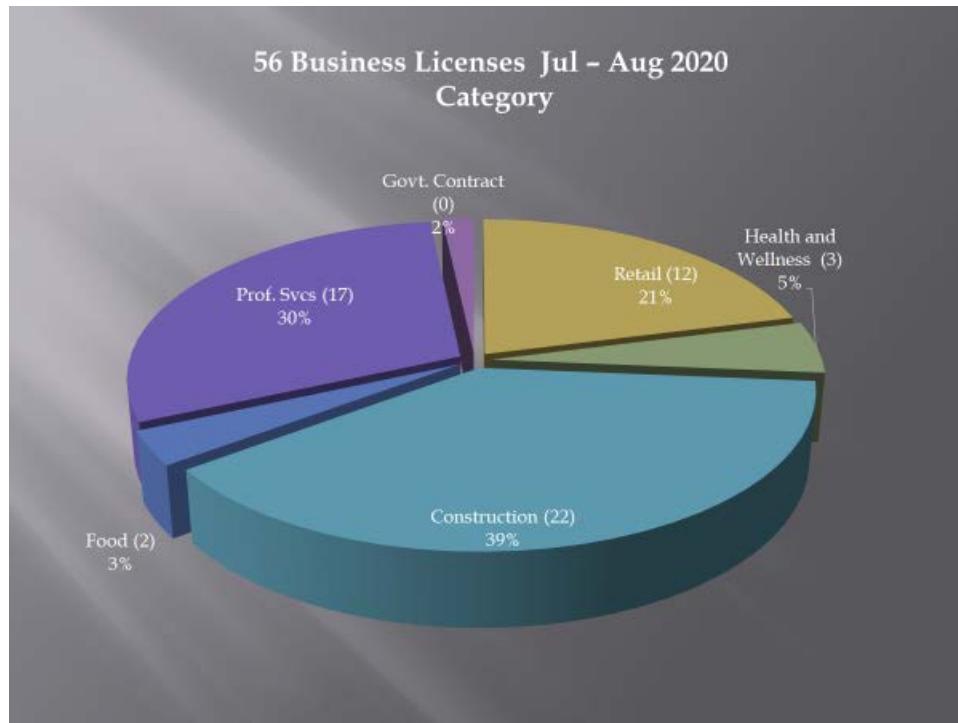
"Annual revenues are up to pre-covid levels again. I hired one new employee and it looks like I can keep one...in the long-term."

Jul / Aug 2020 Business License Analysis

There was a total of 56 new business licenses issued between Jul - Aug 2020. Of the new licenses, 15 were home based businesses. 20 of the licenses were out of town businesses. 1 was within five miles of the City, 3 were within 30 miles and 16 were greater than 50 miles from Sierra Vista. The remaining licenses were for a variety of services based on categories.

- 12 – Retail
- 3 – Health and Wellness
- 0 – Govt. Contracting
- 22 – Construction
- 2 – Food
- 17 – Professional Services





Economic Development Activities and key engagements

- 02 Jul - conducted follow-up telephonic meeting with potential aviation business interested in the municipal airport
- 08 Jul - follow-up meeting with our airport consultant to determine potential users and also additional information for the EDA grant submission
- 08 Jul - attended the virtual Association of Defense Communities annual meeting
- 09-10 - Jul participated in the community leader interviews for the four candidates to serve as the new Dean of UofA's College of Applied Science and Technology
- 16 Jul - another follow-up meeting at the Municipal Airport to walk a potential client through the facilities and discuss their business requirements
- 17 Jul - met with a potential business owner looking at opportunities and property within Sierra Vista
- 20 Jul - held a virtual meeting with the new Executive Director of AAED
- 23 Jul - participated in the Garden Ave/Fry Blvd 25% improvement plan review
- 24 Jul - met virtually with a potential aviation business to discuss the municipal airport
- 04 Aug - met with Ponderosa and Tombstone team to coordinate the new restaurant/brewery on Garden Ave with historical society and Museum Curator
- 05 Aug - met with the regional director for a retail change to discuss the city and their business
- 06 Aug - supported the JRUS preproposal meeting
- 10 Aug - attended virtually the AAED Rural Committee meeting
- 14 Aug - met with a local business owner to discuss the economic potential of Sierra Vista
- 17 Aug - JRUS proposal review
- 18 Aug - attended meeting to discuss the Governor's Military Affairs Commission and attended a follow-up meeting of an aviation business
- 19 Aug - attended the virtual meeting on the Douglas Port of Entry
- 25 Aug - City staff met to discuss the engineering and design for the airport development project
- 27 Aug - attended the virtual ACA's Rural Business Development Advocacy Commission as the Cochise County representative
- 28 Aug - SBA zoom meeting to coordinate a community resource event

Housing report

In the Sierra Vista area, July 2020 active inventory was 250, a 41% decrease from July 2019. There were 225 closings in July 2020, a 48% increase from July 2019.

May Year-to-date 2020 there were 1034 closings.

Months of Inventory was 1.1, down from 2.8 from July 2019. Median price of sold homes was \$190,000 for the month of July 2020, unchanged from July 2019.

www.longrealtyonline.com/HousingReportSelect.asp?Agent=2013654&Area=SV&SubArea=&Report=hr-sv&Source=CRM

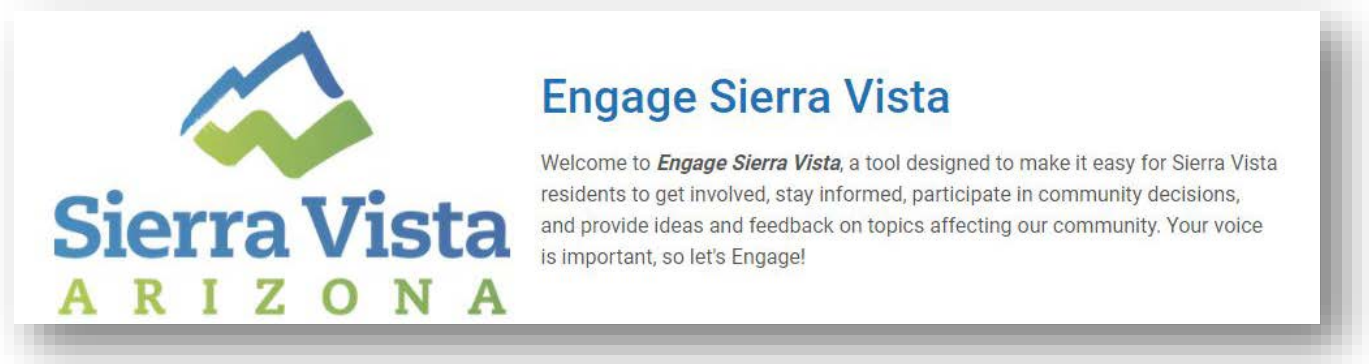
Marketing & Communications

Website becomes WCAG 2.1 compliant. The MarCom division sought and evaluated a new tool for SierraVistaAZ.gov called *accessaBe*, which uses artificial intelligence to supplement (but not overwrite) the site's code when used. *accessaBe* allows multiple visual, audio, and navigation options that make the website accessible for all users, regardless of physical ability. The tool was selected with input from the City's ADA coordinator and the Commission on Disability Issues. The tool is launched by clicking the ADA accessible symbol, which appears on the right side of every web page. The tool also works when accessing the website on small screen and mobile devices.



Click this graphic at SierraVistaAZ.gov to launch accessibility options.

Spotlight Breakfast reimagined. Due to COVID-19, the City's annual Spotlight Breakfast information was presented in a 35-minute video. All production, from storyboarding to scripting, shooting to editing, was completed in-house by the Marketing & Communications team. The video premiered on Thursday, September 17 and features many of the City's executive team who share updates about their projects, as well as a look forward by the City Manager, and a welcome and farewell from Council members. The video will be available on YouTube, with links from the City's website and Facebook page. It will also be linked from the Bang the Table interface, Engage.SierraVistaAZ.gov, to invite community comments.



Engage.SierraVistaAZ.gov. Scheduled to launch on the same date as the Spotlight Video (it is announced within the video), Engage.SierraVistaAZ.gov in the City's newest community engagement tool. Running on the Bang the Table interface, the site launched with forums on the West Fry/North Garden redevelopment project, a "Fact or Fake" page to aid in clarifying community misperceptions, a City Council "HQ" engagement forum with uploads to the latest work session and Council meeting videos and press release recaps, and links to *Vistas* and *Let's Talk Sierra Vista*. The platform is infinitely flexible and many more projects can be added over time.

During the completion of the Spotlight video and building the Engage.SierraVistaAZ.gov platform, the City's podcast was put on a short hiatus. It is expected to return with regular episodes in October.

Visitor Center update. The Sierra Vista Visitor Center reopened on September 8 in its new space. Although not quite complete, the space is functional and attractive, designed to draw visitors' attention to specific tourism pillars, including hiking, biking, wildlife watching, and wine tasting. The final graphics should be completed and installed by early October.

The Visitor Center is continuing to provide curbside pickup of visitor information for those who choose to remain outside.

Sierra Vista for telecommuting and retirement. The advertising partnership between the Economic Development and Marketing & Communications divisions gained momentum in July and August. New ads were submitted, drawing attention to Sierra Vista’s status as one of the best

places in the West to telecommute from, as well as one of the best small towns to retire to.



Digital ad used in the joint Economic Development-MarCom ad program. The ad clicks thru to a [web page](#) with information about living and working in Sierra Vista.

The campaign resulted in 1.34 million impressions and earned 15,485 clicks for a click thru rate of 1.16% overall, to include digital display ads, search engine marketing (SEM), and social media placements.

SEM placements earned a click thru rate of 5.78%, an impressive gain over the travel and hospitality industry average of 4.9% and average across all industries of 5.06%.

Direct leads as requests for specific information included 12 requests for relocation information, one business relocation information packet, and six visitor information packets.

Sierra Vista positioned to usher in Industry 4.0. For the September/October issues of *Business Facilities* magazine, the MarCom division developed editorial that focuses on the community’s technology-forward opportunities, including Cochise College’s virtual reality/augmented reality and cyber security training; the University of Arizona College of Science and Technology NSA-designated cyber operations programs; and the unique and highly trained available workforce, thanks to Fort Huachuca’s 400-plus soldiers who voluntarily separate from the service annually. The editorial is accompanied by a new display ad, which conveys a similar message.



Display ad focusing on tech opportunities in Sierra Vista, designed to pique the interest of businesses on an Industry 4.0 trajectory.

Visitor Center data.

The table to the right totals the visitor source for individuals contacting the Visitor Center for information. The effect the decrease in all global travel, is evident in numbers for March through June. Total decrease for these four months is 5,991.

For tax revenue changes in the Extended Stay and Restaurant & Bar categories, please see the Finance Department report.

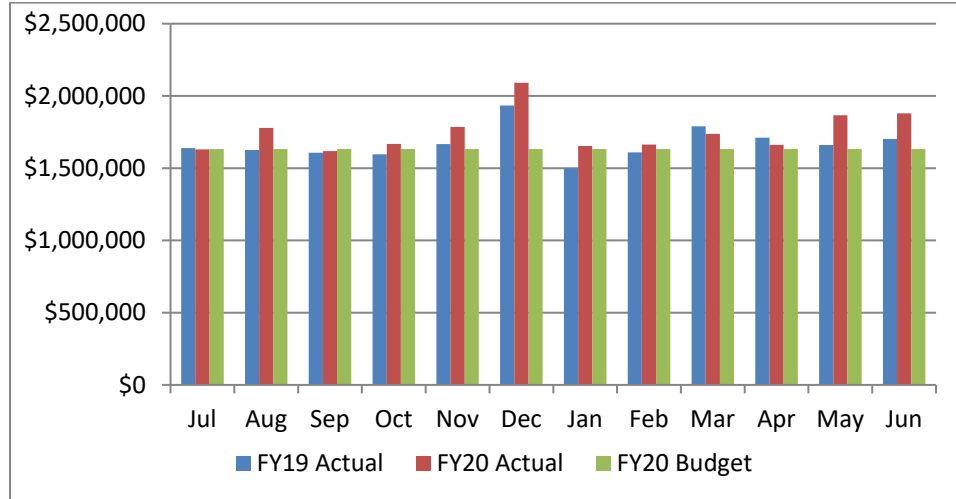
Visitor Source	January		February		March		April		May		June	
	2019	2020	2019	2020	2019	2020	2018	2020	2019	2020	2019	2020
Local-Not Identified	298	240	385	415	335	180	335	0	280	2	250	3
In-State	99	63	98	115	115	35	78	0	85	0	63	0
Out-of-State	528	493	660	700	680	253	550	0	233	1	213	1
Foreign	78	98	90	163	73	28	53	0	43	0	-	0
Phone Calls	300	268	230	325	240	313	230	270	245	260	178	232
Total Other Fulfillment	1303	1,266	1109	1,303	935	321	897	132	1,363	217	959	199
Fulfill Wpress/VC	436	361	354	338	310	141	202	132	253	217	281	199
Literature Racks	470	110	345	570	165	140	240	0	850	0	63	0
Groups, Mtgs, etc.	562	795	410	395	460	40	455	0	260	0	615	0
TOTAL	2,771	2,428	2,572	3,021	2,378	1,130	2,143	402	2,249	479	1,663	431

Visitor Source	July		August		September		October		November		December	
	2019	2020	2019	2020	2018	2019	2018	2019	2018	2019	2018	2019
Local-Not Identified	285	2	250	1	255	223	258	288	253	195	250	173
In-State	118	6	88	4	20	80	63	140	33	43	35	85
Out-of-State	218	0	190	2	188	193	235	240	240	225	140	230
Foreign	5	0	0	0	13	20	18	20	40	43	90	35
Phone Calls	255	123	238	155	193	198	574	248	178	248	205	228
Total Other Fulfillment	686	184	890	343	955	673	1582	1,403	760	1,043	681	1,142
Fulfill Wpress/VC	286	184	250	223	265	238	271	233	240	193	241	192
Literature Racks	200	0	100	0	670	50	301	620	275	260	70	860
Groups, Mtgs, etc.	200	0	540	120	690	385	1010	550	245	590	370	90
TOTAL	1,567	315	1,656	505	3,249	1387	2,730	2,339	1,504	1,797	1,401	1,893

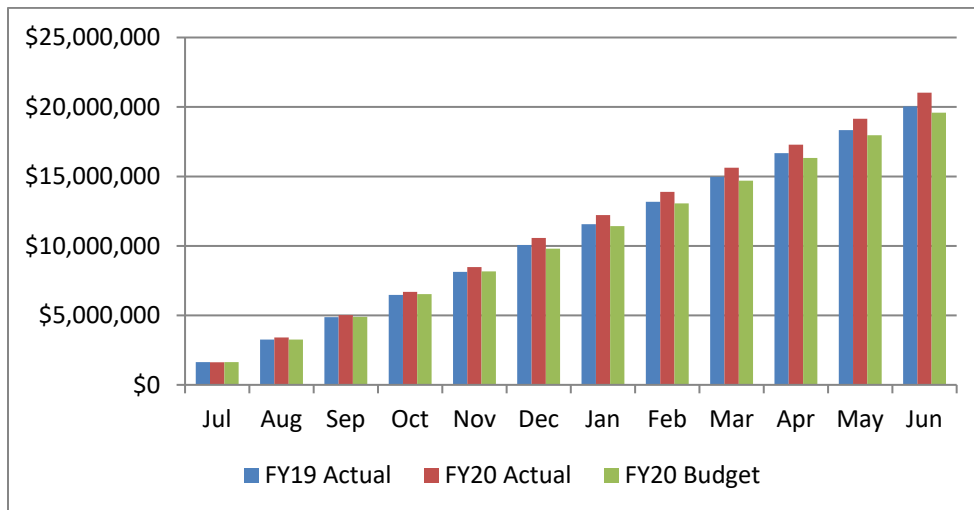
Administration

Sales Tax Collection. Gross privilege tax collections for May were up \$205,3982, or 12.4% from last May and June collections were up \$177,269, or 10.4% from last June.

The chart below provides a monthly comparison of FY20 actual, FY20 budget, and FY19 actual.



For the fiscal year total privilege tax collections ended up \$991,253, or 5% over last fiscal year and \$1,437,469, or 7.3%, ahead of budget. The chart below provides a monthly comparison of FY20 actual, FY20 budget, and FY19 for the complete Fiscal Year.



The largest negative impact of the COVID -19 pandemic was felt by the Hotel/Motel classification. Its revenues were down \$56,669, or 6.2% from FY19. The Restaurant/Bar classification was also negatively impacted, but to a lesser extent. Its revenues were down \$73,508, or 3.1% from FY19.

On the positive side, total retail for the year, excluding internet sales, was up \$849,458, or 6.4%, over FY19. With the new internet sales included, total retail sales were up \$1,436,375, or 11.5%. Total internet revenues for October through June were \$586,917.

Description	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20
Utilities	23,926.77	187,370.65	103,067.90	87,268.57	79,950.93	88,942.27	101,145.65	92,785.59	80,521.75	74,434.93	75,239.21	79,760.61
Communicaitons	20,392.32	20,258.24	20,609.07	20,427.16	19,993.57	20,352.03	15,921.72	15,548.81	15,989.89	15,671.12	15,763.80	15,608.32
Publication	2,867.66	2,291.44	3,837.74	3,281.19	2,872.34	2,697.11	3,783.44	3,175.78	3,048.83	2,155.87	2,812.02	2,827.26
Restaurant & Bar	207,715.16	205,262.40	197,415.00	189,395.23	208,004.65	212,733.55	194,907.59	186,602.83	170,720.45	141,888.71	202,876.33	200,632.51
Contracting - Prime	40,832.04	52,160.62	61,968.03	72,726.18	89,430.56	71,000.41	38,889.31	60,039.22	54,379.05	54,240.00	58,988.13	53,996.62
Retail Sales	861,120.18	866,499.67	801,748.59	825,142.63	883,768.22	1,069,108.59	766,917.36	807,931.35	852,486.28	855,486.82	1,001,425.57	1,007,508.10
Use Tax Purchases	75,668.81	60,909.14	58,101.37	61,061.36	60,140.92	63,728.10	54,196.26	48,936.13	57,720.49	49,722.13	56,512.51	75,546.28
Use Tax from inventory	842.70	523.60	1,276.30	(2,044.16)	912.32	486.63	2,576.90	975.39	1,358.50	1,061.04	440.13	166.28
Residential Rental	29,962.27	30,905.62	39,417.59	32,755.47	34,923.08	58,683.69	35,048.50	46,806.41	40,864.09	35,329.16	30,440.11	37,697.33
Retail Food for home consumption	208,471.22	201,153.54	198,627.20	197,856.92	213,082.26	293,643.80	209,998.79	205,783.39	287,400.08	257,490.35	239,907.47	229,617.14
Commercial Rental	30,004.35	25,380.53	27,777.78	30,920.86	32,540.80	35,062.53	30,924.41	30,730.92	29,813.97	25,702.76	25,685.88	32,062.28
Tangible Property Rental	21,197.63	20,393.41	19,716.15	21,474.10	19,677.82	20,167.95	24,026.55	16,312.77	19,513.27	14,279.30	17,009.33	17,548.81
Extended Stay	96,156.46	96,787.24	71,430.05	90,286.22	75,624.43	67,100.88	87,561.13	86,807.65	46,110.16	50,882.92	40,674.16	50,977.37
Online sales				36,764.85	56,125.74	69,973.36	78,267.90	53,725.13	61,500.01	76,363.98	79,094.82	75,101.01
Other	10,890.87	8,562.47	13,327.04	378.41	7,977.04	16,893.96	9,088.23	7,564.12	16,614.13	6,167.52	19,089.44	915.25