



CITY OF SURPRISE
Regular City Council Work Session
16000 N. Civic Center Plaza
Surprise, AZ 85374
Tuesday, December 20, 2022 @ 5:00 PM
COUNCIL CHAMBERS

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Proclamation and Community Acknowledgements
- E. City Manager Report
- F. City Clerk Report
- G. Call To The Public

INSTRUCTIONS: In order to address the City Council, you will need to fill out a Call to the Public Form available at the front counter, and then turn it in to the City Clerk before the meeting begins.

[Download the Call to the Public form](#) (PDF download requires Adobe Acrobat Reader)

[Fill out the Call to the Public form online](#) If submitting form electronically, please submit to City Clerk at least one hour before the meeting start time.

The Call to the Public form is also available at the front counter.

Note: A.R.S. 38-431.01(H)- During this time members of the public may address City Council only on issues within the jurisdiction of the City Council which are not an item on the agenda. At the conclusion of the open call, City Council may respond to criticism, may ask staff to review the matter or may ask that the matter be put on a future agenda. No discussion or action shall take place on any item raised.

Approval of items on the Consent Agenda – all items with an asterisk (*) are considered to be routine matters and will be enacted by one motion and one roll call vote to the City Council. There will be no separate discussion on these items unless a Councilmember requests, in which event the item will be removed from the consent agenda and considered in its normal sequence on the agenda.

Please be aware that Council Members may not discuss or respond to matters raised during call to the public that are not specifically identified on the agenda. Council Members may however, in their discretion, discuss or respond to relevant matters raised during a noticed public hearing or agenda item.

H. Regular City Council Work Session Agenda

CONSENT AGENDA:

REGULAR AGENDA ITEM - PUBLIC HEARING:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|--|-------------------------------------|
| 1. | Citywide | Presentation and discussion pertaining to the status of the Microtransit Project. | None |
| | | | Kristen Taylor
Public Works |
| 2. | Citywide | Presentation and discussion pertaining to an update on the Tennis and Racquet Complex. | None |
| | | | Kendra Pettis
Sports and Tourism |
- I. Other Business and Future Agenda Items
 - J. City Council Reports

K. Executive Session

For information Purposes; Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, but for only the following purposes:

- discussion or consideration of personnel matters (A.R.S. §38-431.03 (A)(1));
- discussion or consideration of records exempt by law from public inspection (A.R.S. §38-401.03 (A)(2));

L. Adjournment

SHERRY ANN AGUILAR, CITY CLERK, MMC

POSTED: Thursday, December 15, 2022 @ 9:15 a.m. Amended on December 19, 2022 to change start time from 4:00 p.m., to 5:00 p.m.

SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK'S OFFICE @ 623.222.1200 OR TTY 623.222.1002, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.



CITY OF SURPRISE
Regular City Council Work Session

Council Meeting Date: December 20, 2022

Contact Person: Kristen Taylor, Senior
Management Analyst

Submitting Department: Public Works

District: Citywide

Staff Recommendations: None

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Presentation and discussion pertaining to the status of the Microtransit Project.

Motion:

None

Background:

This item is for presentation only to inform the Council about ongoing projects and initiatives. During the FY23 Budget, the City Council approved funding for a Microtransit Pilot Program. An update on that project will be presented.

Objective Analysis:

The Public Works Department periodically presents to the Mayor and Council the status of projects.

Policy Compliant:

This item is policy compliant.

Financial Impact:

None at this time; however, the topics covered in this presentation could lead to future actions which may have a financial impact.

Budget Impact:

None at this time; however, the topics covered in this presentation could lead to future actions which may have a budgetary impact.

FTE Impact:

This item does not impact the overall full-time equivalent count.

ATTACHMENTS:

1. Microtransit
-



1

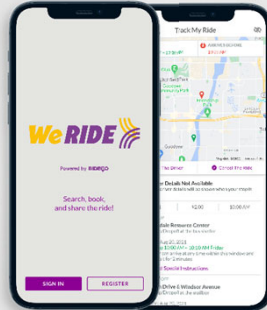
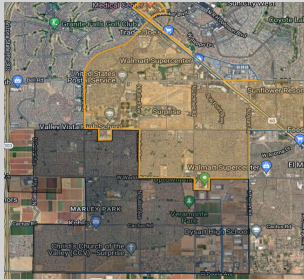
Background

- FY23 Budget - Council committed to 2 years of the Microtransit project
 - Follows the Council's strategic plan to develop a robust multimodal transit system
- Staff has been working through the options available in the region

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What is Microtransit

Specific Zone



Smartphone App

Vehicle Type



3

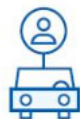
How Does It Work?



Request by phone
or mobile app.



Dynamic
routing.



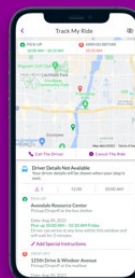
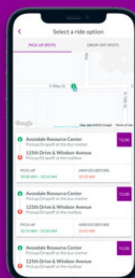
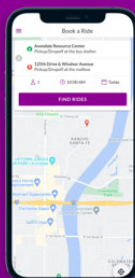
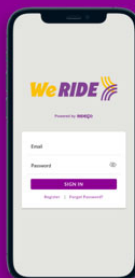
Rider
pickup.



Trip
sharing.



Rider
dropoffs.



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Proposed Zone

- Original Town Site
- Resource Center
- Hollyhock Library
- Senior Center
- Del Webb
- Ottawa
- Shopping (Target, Sprouts, Fry's)
- Uptown Alley
-

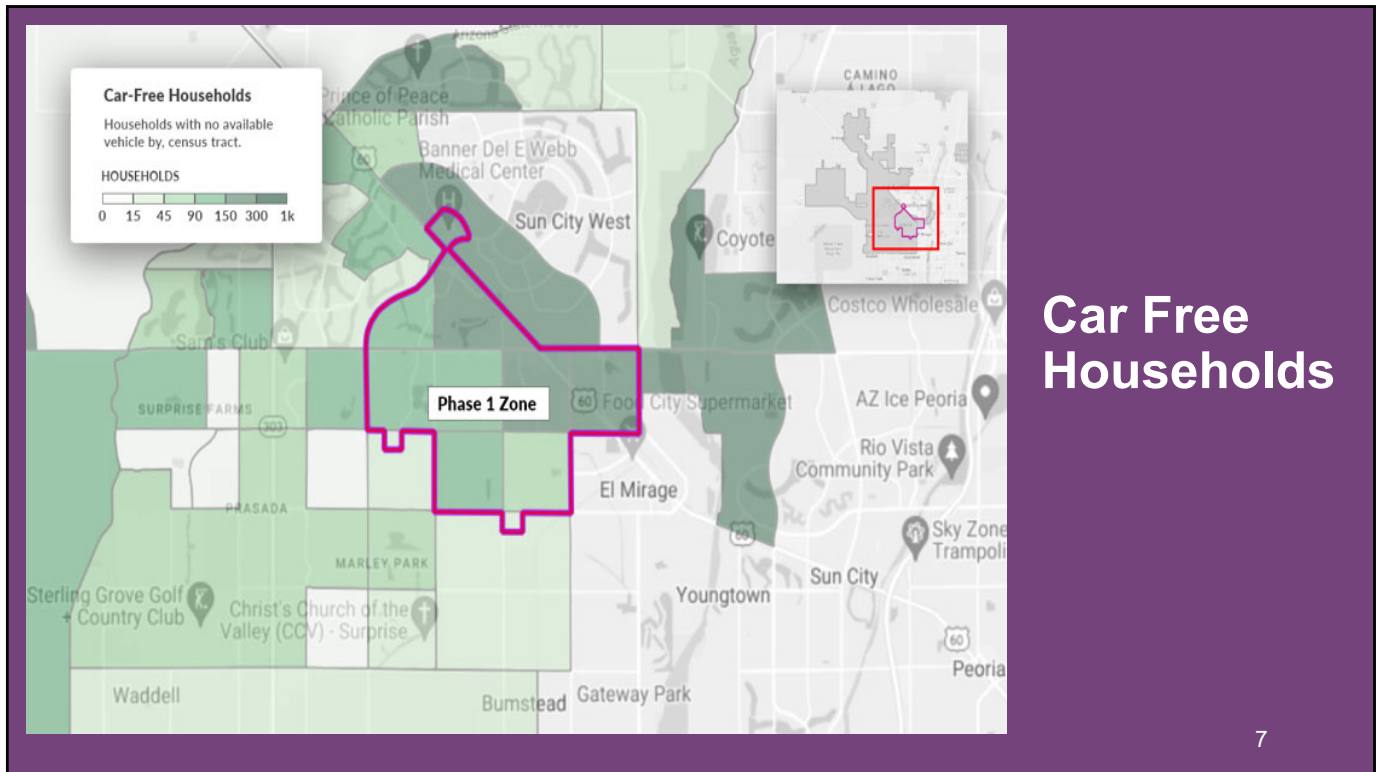
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Poverty Level

6

6



Car Free Households

7

7

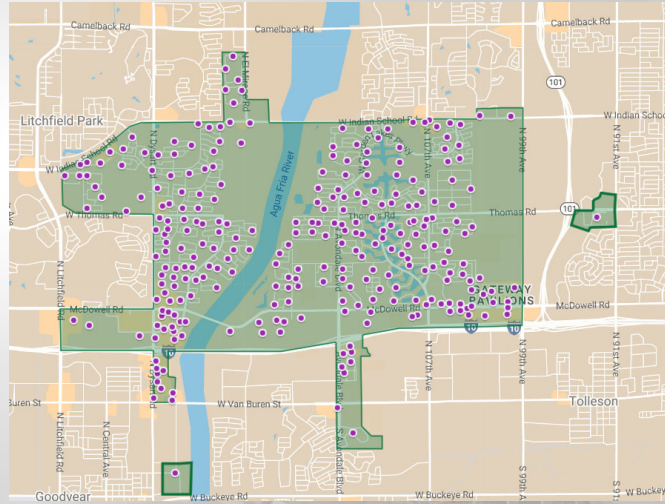
Service Specifics

- ~8 square miles
- Wait time – 30 minutes or less
- Fare – Free promo period - \$2.00 after promo period
 - \$1.00 for seniors, veteran and disabled riders
- Users – General Public
- Book: App or Phone
- 2 vehicles in service
- Hours – 7 am to 7 pm
- Days – Monday through Friday
- Age – must be 16 to ride unaccompanied

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Stop Information

- Virtual Stops will be identified
 - Parks, residential mail boxes, businesses
 - Typically ¼ mile or less walk



Virtual Stops in Avondale's Zone

9

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Comparable Service Stats

	Start Date	Average Rides Per Day	Zone Mileage
Chandler	7/11/2022	115	17.5
Avondale	10/24/2022	65	13
Goodyear	11/14/2022	40	17.5

10

10

Costs – Total

	FY 23	FY24	FY 25	Total
Total Cost	\$ 285,818	\$ 787,664	\$ 507,604	\$ 1,581,086

FY25 – operating costs through February 2025

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Included Costs

- Marketing costs included
 - Brochures
 - Movie theater ads
 - Print/digital/videos
- Marketing vs. ride demand

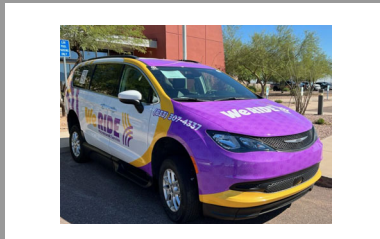
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Next Steps

- Contract Approval
 - Benefits of Cooperative
 - Acquire Vehicles
 - Hire Drivers
- Identify virtual stops
- Develop marketing plan
- Service Launch – estimated 3/1/23



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Vehicle Wraps Examples

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Summary

- Microtransit is the most effective transit option
- Pilot kick off in March
- Collect data
- Update late summer to early fall

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Questions

Kristen Taylor

Kristen.taylor@surpriseaz.gov

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CITY OF SURPRISE
Regular City Council Work Session

Council Meeting Date: December 20, 2022

Contact Person: Kendra Pettis, DIR -
SPORTS/TOURISM

Submitting Department: Sports and Tourism

District: Citywide

Staff Recommendations: None

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Presentation and discussion pertaining to an update on the Tennis and Racquet Complex.

Motion:

None, discussion only.

Background:

This presentation will provide an update on the Tennis and Racquet Complex.

Objective Analysis:

The objective is to update Council on the current programming, tournaments and activities taking place at the Tennis and Racquet Complex.

Policy Compliant:

This presentation is compliant with City Policy.

Financial Impact:

The information presented is intended to encourage discussion and does not have a financial impact.

Budget Impact:

The information presented is intended to encourage discussion and does not have a budget impact.

FTE Impact:

The number of full time equivalent (FTE) is not impacted by this item.

ATTACHMENTS:

1. Tennis Work Session_December 20 2022



Surprise Tennis & Racquet Complex

Work Session
December 20, 2022

TENNIS & RACQUET COMPLEX OVERVIEW:

Facility Overview:

- 25 Tennis Courts
- Pro Shop & Tournament Amenities

Initiatives:

- Parks & Recreation
 - Community Programming
 - Drop-In Opportunities
- Sports & Tourism
 - Attract regional and national tournaments
 - Generate a positive economic impact through tourism-related revenues



Operations:

- Daily Operations and Facility Maintenance: Parks & Recreation
- Tournament Operations: Sports & Tourism

FY22 EVENT RECAP – TENNIS TOURNAMENTS:

TENNIS TOURNAMENTS	DATES	# OF TEAMS	# OF MATCHES	# OF PARTICIPANTS	ATTENDANCE	TOTAL
USTA SOUTHWEST SECTION 18+ / 40+ MIXED DOUBLES	SEPT. 25-26	27	47	278	150	428
USTA LEAGUE NATIONAL CHAMPIONSHIPS 18+ 3.5 M & W	OCT. 1-3	33	444	342	240	582
USTA LEAGUE NATIONAL CHAMPIONSHIPS 18+ 4.5 M & W	OCT. 8-11	30	408	320	225	545
USTA LEAGUE NATIONAL CHAMPIONSHIPS 18+ 4.0 M & W	OCT. 15-18			356	250	606
USTA LEAGUE NATIONAL CHAMPIONSHIPS 40+ 3.0 M & W	OCT. 22-24	31	350	336	235	571
USTA LEAGUE NATIONAL CHAMPIONSHIPS 18+ 6.0, 8.0, 10.0	OCT. 29-31	44	400	433	303	736
USTA LEAGUE NATIONAL CHAMPIONSHIPS 18+ MD 6.0, 8.0	NOV. 4-7	33	210	356	285	641
USTA LEAGUE NATIONAL CHAMPIONSHIPS 40+ 7.0, 8.0	NOV. 11-14	32	204	336	269	605
USTA LEAGUE 65+ NATIONAL INVITATIONAL 7.0 M & W	JAN. 28-30	32	288	335	270	605
USTA LEAGUE 65+ NATIONAL INVITATIONAL 6.0 , 9.0 M & W	FEB. 4-6	37	372	378	304	682
USTA LEAGUE 65+ NATIONAL INVITATIONAL 8.0 M & W	FEB. 11-13	32	288	323	258	581
USTA NTRP NATIONAL SINGLES CHAMPIONSHIPS 18+	APRIL 1-4		463	214	160	374
USTA NTRP DOUBLES CHAMPIONSHIPS 18+	APRIL 8-10		350	270	202	472
GOLDEN STATE ATHLETIC CONFERENCE M & W	APRIL 11-14	18	135	185	90	275
PACWEST ATHLETIC CONFERENCE MEN'S AND WOMEN'S	APRIL 19-23	20	270	240	120	360
USTA MEN'S 35 NATIONAL HARDCOURT CHAMPIONSHIPS	APRIL 28-MAY 1		57	34	15	49
USTA GIRLS 18'S NATIONAL LEVEL 2 CHAMPIONSHIPS	MAY 22-24		146	64	75	139
TOTAL: 17 TOURNAMENTS		369	4,432	4,800	3,451	8,251

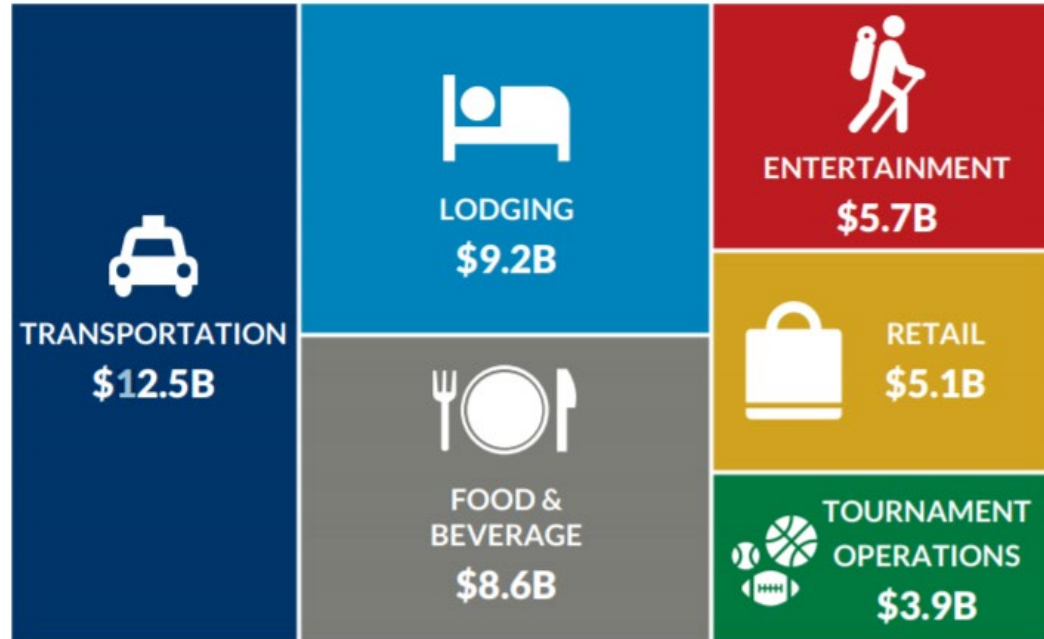
➤ 88% of participants are from out of state

THE CONNECTION TO ECONOMIC DEVELOPMENT

90%

- 90% of spending is done outside of the sporting event

\$45.1B SPORTS-RELATED TRAVEL SPENDING (2019)



Source: Tourism Economics

ECONOMIC IMPACT:

Direct Tournament Rental Revenue in FY22: \$111,289

Total Estimated Economic Impact in FY22: \$7.2 Million

Increased Transient Lodging Taxes since the inception of Sports & Tourism Dept:

- October 2018 – October 2021: increased 115%
- November 2018 – November 2021: increased 122%
- April 2019 – April 2022: increased 96%

Sports Destination Management – Champions of Economic Impact Awards

- 2021 & 2022 Award for USTA League National Championships



FY22 Tennis Operations and Programs

Residential programming includes court admission fees classes, leagues, concessions and merchandise

Tennis Programs	# of Programs	# of Leagues	Participants	Revenue
Lessons / Classes	245	102	1,693	\$ 168,726
Rentals			2,138	40,258
Admission Fees			12,177	36,533
ProShop				74,370
Totals	245	102	16,008	\$ 319,887



SURPRISE
ARIZONA

QUESTIONS OR COMMENTS?

Thank You