



CITY OF SURPRISE
Regular City Council Work Session Agenda
16000 N. Civic Center Plaza
Surprise, AZ 85374

Tuesday, March 15, 2016 @ 4:00 PM
COUNCIL CHAMBERS

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- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. 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 on any item not 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.

E. Regular City Council Work Session Agenda:

Regular Agenda Item - Non-Public Hearing:

- | | | |
|----|--|---|
| 1. | District Citywide Presentation and discussion with the President & CEO of the Greater Phoenix Economic Council (GPEC), Chris Camacho, providing an update on their new organizational 3-year strategic plan. | None
Jeanine
Jerkovic,
Director
Economic
Development |
| 2. | District Citywide Presentation and discussion pertaining to review of capital projects. | None
Lindsey
Duncan,
Finance
Director |
| 3. | District Citywide Presentation and discussion pertaining to City Transportation | None |

projects.

Karl Zook,
Public
Works
Department

4. District Citywide Presentation and discussion pertaining to the fiscal year 2016 Capital Improvement Projects.

None
Karl Zook,
Public
Works
Department

F. 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));
- discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03 (A)(3));
- discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid or resolve litigation (A.R.S. §38-431.03 (a)(4));
- discussion or consultation with designated representatives of the city in order to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03 (A)(5)); or
- discussion, consultation or consideration for international and interstate negotiations or for negotiations by a city or town, or its designated representatives, with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city or town. A.R.S. §38-401.03 (A)(6)).
- discussing or consulting with designated representatives of the city in order to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03 (A)(7)).

Confidentiality Requirements Pursuant to A.R.S. §38-431.03(C)(D): Any person receiving executive session information pursuant to A.R.S. §38-431.02 shall not disclose that information except to the Attorney General or County Attorney by agreement of the City Council, or as otherwise ordered by a court of competent jurisdiction.

The council may vote to hold an executive session for the purpose of obtaining legal advice from the Board's attorney on any matter listed on the agenda pursuant to A.R.S. § 38-431.03(A)(3).

G. Adjournment:

SHERRY ANN AGUILAR, CITY CLERK, MMC

POSTED:

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

March 15, 2016 @ 4:00:00 PM

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Council Meeting Date:	March 15, 2016	Contact Person:	Jeanine Jerkovic, Director Economic Development
Submitting Department:	Econ Development	District:	Citywide
Staff Recommendations:	None		

Consent	Regular	Public Hearing	Report/Discussion
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Agenda Wording:

Presentation and discussion with the President & CEO of the Greater Phoenix Economic Council (GPEC), Chris Camacho, providing an update on their new organizational 3-year strategic plan.

Motion:

Work session presentation only - no motion required.

Background:

GPEC is a public-private partnership founded in 1989 to leverage resources to attract and grow business to Greater Phoenix. Their goal is to develop a high-performance economy by attracting high-quality investments and jobs. The community's annual agreement with GPEC provides Surprise with the opportunity to partner with GPEC to attract quality jobs to the community, to receive marketing services that reach a targeted national and international industry and site selection audience, and to engage with local industry leaders in initiatives to enhance the overall regional competitiveness. GPEC has been a partner of the City of Surprise in its economic development endeavors since 1990.

Objective Analysis:

GPEC will be providing a presentation on their newly developed 3-year strategic plan, which will give information on how the regional organization is both actively attracting businesses to consider Greater Phoenix and working to enhance the local business climate through targeted business attraction and competitiveness strategies.

Policy Compliant:

This work session is compliant with City and Council policy.

Financial Impact:

There are no operational costs associated at this time with this update item, however, for reference the GPEC annual contract, calculated on the basis of population, for the last fiscal year was in the amount of \$54,434, and the estimated amount for the FY 2017 contract will be \$55,236.

Budget Impact:

There is no immediate budget impact associated with the update item, however, note that Economic Development has budgeted for the annual contract amount associated with the GPEC annual contract.

FTE Impact:

There are no FTE impacts at this time associated with this item.

ATTACHMENTS:

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☐ [GPEC Strategic Plan](#)



Greater Phoenix
ECONOMIC COUNCIL

GREATER PHOENIX ECONOMIC COUNCIL

STRATEGIC PLAN

FISCAL YEARS 2017-2019



**CREATING THE PLACE WHERE
BUSINESSES GO TO SCALE:**

A REGIONAL APPROACH TO
ECONOMIC DEVELOPMENT THAT
LEVERAGES THE STRENGTH OF
GPEC'S UNPARALLELED PUBLIC-
PRIVATE PARTNERSHIP.

INTRODUCTION



CHRIS CAMACHO, PRESIDENT & CEO

As a result of the complex issues of rapid population growth, demographic shifts, inequality and global interdependence, competitiveness is being redefined at the regional level. Within this context, we have established a deliberate and intentional path that will solidify the Greater Phoenix region as the place where businesses of today and of the future will grow.

Through the work of our strategic planning committee, with significant input from key board members and our mayors, we have developed a strategic plan that outlines a bold set of strategies to guide the work of the Greater Phoenix Economic Council (GPEC) over the next three years.

The practice of economic development has evolved with the knowledge that sustainable economic growth is rooted in value creation and is achieved through the regional pursuit of inclusiveness. As such, in developing this plan, attention was paid to refining the organization's mission to not only focus on attracting – but also growing – quality businesses, while at the same

time advancing the region's key drivers of competitiveness.

Ten deliberate strategies that leverage our unparalleled public-private partnership will direct our actions for creating an environment where businesses can go to scale; integrating sector-led workforce development; enhancing the strength of our industry clusters; and working with regional and state policy leaders on economic development programs.

The implementation of this plan will result in the elevation of our standing among national peers, brand our region as the location of choice for business growth and set in motion the development of the foundational elements needed to drive economic opportunities for all Arizonans.

Greater Phoenix is poised for greatness. The willingness of our leaders to work together is unparalleled. And together we can make this region a competitive, knowledge-based innovation economy.



GPEC MISSION: ATTRACT AND GROW QUALITY BUSINESSES AND ADVOCATE FOR GREATER PHOENIX'S COMPETITIVENESS.

THE THREE YEAR PLAN

VISION

For more than 26 years the Greater Phoenix Economic Council (GPEC) has successfully attracted quality businesses to the Greater Phoenix region, gaining a reputation as one of the premier economic development organizations in the country. In the FY2017-19 strategic plan, GPEC presents pragmatic and forward-looking strategies for positioning the region as a competitive environment in which companies can locate and grow their business.

Our region will pivot to competing on value, not solely on low cost. Competing on value means our strategy is aligned with the global 21st century economy, which increasingly rewards regions that offer a wide range of capabilities, including workforce and talent availability, access to customers, a robust supply chain, quality infrastructure and strategic partnerships with universities and research institutions.

We will lead the effort to position the region for the next economy by working collaboratively across the public and private sectors. Together we will be best-in-class in designing and implementing economic growth strategies that stimulate inclusive growth and shared prosperity, improving the opportunities and quality of life for all Arizonans.

Solidify the region as a place where businesses locate and grow, creating quality jobs.

We will selectively target markets and advanced industries that align with our region's shift towards a knowledge-based, innovation-driven economy, positioning the region as a place where companies can effectively scale their growth and create quality jobs.

Strengthen the regional model by organizing around workforce development and market intelligence through public-private partnerships and strategic alliances.

We will lead with our unique strengths – visionary leadership, strong public-private sector partnerships and research expertise – to implement an integrated advanced industry strategy, driving sustainable economic growth.

Lead policy and civic dialogue to drive consensus around economic performance objectives for advancing our region's competitiveness.

As the region's economic development experts, we will continuously assess, monitor and measure our economic performance, and advocate for policies and strategies that diversify our economy.

BUSINESS ATTRACTION

Drives Quality Job Creation

COMPETITIVENESS

Foundational Elements for Economic Growth

BUSINESS ATTRACTION STRATEGIES

1. ATTRACT MORE SCALABLE ENTERPRISES IN ADVANCED INDUSTRIES.

We will attract quality businesses to the region, driving the organization's overall performance in job creation, payroll and high wages. We will focus on targeting advanced industries to increase fast-growing and technology-driven companies in our prospect pipeline.

We are already witnessing growth in the region of advanced industries, which compete by innovating, exporting and serving global markets and include the technology sector, advanced manufacturing, and advanced business services.

We will enhance our business attraction strategy by focusing on key target markets for advanced industries, refining our value proposition by highlighting our region's capabilities, and implementing creative tactics to directly source new leads.

2. BRAND THE REGION AS A LOCATION OF CHOICE FOR FOREIGN DIRECT INVESTMENT.

We will be more inventive and targeted in our approach to increasing our market share of foreign direct investment. We will work with a diverse group of partners to market and demonstrate the region's competitive advantages to international firms. We will participate in national programs such as the Brookings Global Cities Initiative and SelectUSA program, leveraging their research expertise and networks to drive outcomes.

3. REFINE THE CONSULTATIVE MODEL WITH A FOCUS ON SPECIALIZED EXPERTISE AND KNOWLEDGE.

In today's information-rich environment, we must take a proactive and value-driven approach to attracting businesses. Armed with specialized expertise and knowledge about our market, we will assist and advise businesses to make location decisions that mitigate risk and enhance their long-term growth potential in the region.

Our consultative model has shown results in deepening our relationships with corporate real estate executives, site selectors and growth companies, as well as differentiating GPEC from traditional economic development organizations.

4. ENGAGE TARGETED AUDIENCES THROUGH DIGITAL PLATFORMS TO GENERATE LEADS AND ESTABLISH GPEC AS A THOUGHT LEADER.

By leveraging an array of digital platforms and new marketing capabilities, we will deliver industry specific content to targeted audiences to increase the number of direct leads, elevating the organization's reputation as a thought leader in economic development.

5. PARTNER WITH CITIES TO ENHANCE LOCAL AND REGIONAL INFRASTRUCTURE AND COMMUNITY PREPAREDNESS.

We will evolve the Community Partnership Program, reinforcing regionalism as an effective framework for achieving economic prosperity for all communities. We recognize the diversity of needs and capabilities that exist across our communities and will engage our local leaders with tailored market data and analysis to support the development of employment districts.

PROJECTED OUTCOMES



Increased percentage of GPEC's total locates in advanced industries.



Increased number of international prospects.



Elevated reputation of GPEC as a credible and respected "go-to" organization.



Increased number of directly sourced prospects and leads.



Enhanced national profile of the region.



Strengthened value proposition, allowing attraction and growth of advanced industries.



COMPETITIVENESS STRATEGIES

1. DEVELOP AND DEPLOY A REGIONAL MARKET INTELLIGENCE SYSTEM.

We will focus on applying the regional model of cooperation and collaboration to assist communities in their business retention and expansion efforts.

We will scale the GPEC market intelligence program into a multi-sector regional system in collaboration with communities and local partners. A more targeted and results-driven regional system will demonstrate the benefits of integrating industry expertise with deep industry engagement and outreach efforts.

The new regional system will add value to current business retention and expansion capacity at the local level, allowing the region to respond more quickly and effectively to opportunities and threats.

2. ENGAGE STATE AND FEDERAL POLICYMAKERS ON NEW ECONOMIC DEVELOPMENT AND COMPETITIVENESS CONCEPTS.

GPEC will lead important economic development discussions with business, civic and policy leaders by providing market-based evidence and data. We will convene industry leaders for meaningful and

action-oriented dialogue, engaging in evaluating our region’s competitiveness and developing strategies and recommendations. We will seek to form alliances with the regional and state leadership and advocacy organizations in order to facilitate coordinated action and initiatives around key economic issues that will shape the region’s competitiveness for new investment and jobs.

3. ADVOCATE FOR WORKFORCE DEVELOPMENT INITIATIVES TO SUPPORT THE GROWTH OF ADVANCED INDUSTRIES.

Companies across the country are competing for qualified workforce and talent. Prospects we work with demand clear evidence and data to qualify our region as an environment where they can attract and retain talent.

We will advocate for meeting the workforce needs of growing industries by collaborating with career and technical education providers, community colleges and higher educational institutions. We will encourage and promote industry involvement in shaping and supporting an efficient workforce delivery system that creates pathways for students to earn a credential or a degree and prepares them for high-paying jobs. We will focus our market

intelligence efforts on identifying the workforce and skills needs of individual sectors and work with our communities to grow and attract new talent to the region.

4. PROMOTE INNOVATION AND COMMERCIALIZATION TO SUPPORT AN ADVANCED INDUSTRY ECOSYSTEM.

We will monitor and analyze private and public-sector investment trends and models designed to stimulate commercialization of new technology products and services as new sources of economic prosperity. In collaboration with regional and state leaders, we will promote strategies that align with our region’s aspirations to lead the knowledge-based economy.

5. LEAD COLLABORATION ACROSS PEER ORGANIZATIONS TO LEVERAGE COMPLEMENTARY ASSETS AND STRENGTHEN COORDINATED ACTION.

To advance the region’s competitiveness, we will lead the dialogue on expanding effective alliances and strategic partnerships and forming new collaborations. We will seek collaboration across organizations to establish a common set of economic growth indicators that can help shape our strategies and policies.

PROJECTED OUTCOMES



Increased number of data-driven actions to improve the region’s competitiveness.



Coordinated economic development policies that are aligned with the region’s long-term development goal.



Expanded labor pool that meets industry needs.



Establishment of innovation partnerships.



A nationally recognized economic development system that is coordinated across peer organizations.

CONCLUSION

GPEC's FY2017-19 Strategic Plan drives our mission for attracting and growing quality businesses, and advocating for our region's competitiveness. The plan sets forth a collective path for strengthening our civic foundation by bringing together visionary and innovative organizations and leaders. We will direct the trajectory of the region, setting the course for a diverse, knowledge-based innovation economy; attracting and growing middle and high-skill jobs; and enhancing opportunities for all Arizonans.

GREATER PHOENIX ECONOMIC COUNCIL STRATEGIC PLANNING COMMITTEE

Andy Warren (Chair), Ed Aaronson,
John Graham, Tammy McLeod,
Curtis Reed, Don Smith, Karrin Taylor,
Chris Zaharis, Ed Zuercher

DONALD A. SMITH
GPEC Board of Directors Chairman



Photo Credit: Stefanie Carson-Nickolaissen



Greater Phoenix
ECONOMIC COUNCIL

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gpec.org



CITY OF SURPRISE
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March 15, 2016 @ 4:00:00 PM

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Council Meeting Date:	March 15, 2016	Contact Person:	Lindsey Duncan, Finance Director
Submitting Department:	Finance Dept	District:	Citywide
Staff Recommendations:	None		

Consent	Regular	Public Hearing	Report/Discussion
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Agenda Wording:

Presentation and discussion pertaining to review of capital projects.

Motion:

None; discussion only.

Background:

This is the third in a series of discussions regarding the FY2017 capital budget. This discussion will focus on transportation and general government projects.

Objective Analysis:

None; discussion only.

Policy Compliant:

The presentation is consistent with City and Council Policy.

Financial Impact:

None at this time; however, topics covered in this presentation could lead to future actions which may have a fiscal impact on the city's operations.

Budget Impact:

None at this time; however, topics covered in this presentation could lead to future actions which may have a FY2017 budget impact on the city's operations.

FTE Impact:

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

ATTACHMENTS:

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No Attachments Available



CITY OF SURPRISE
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March 15, 2016 @ 4:00:00 PM

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Council Meeting Date:	March 15, 2016	Contact Person:	Karl Zook, Public Works Department
Submitting Department:	Public Works	District:	Citywide
Staff Recommendations:	None		

Consent	Regular	Public Hearing	Report/Discussion
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Agenda Wording:

Presentation and discussion pertaining to City Transportation projects.

Motion:

N/A

Background:

This item is for presentation only to inform Council of ongoing City transportation improvement projects which have been started as part of the FY2016 operational and capital budget.

Objective Analysis:

The Public Works Department has set a goal to present quarterly to Mayor and Council the current status of Projects.

Policy Compliant:

N/A

Financial Impact:

None at this time, however, topics discussed in this work session could lead to future actions which may have a fiscal impact on city operations.

Budget Impact:

All projects that are being presented are fully funded and are currently programmed in the FY2016 operational and capital budgets.

FTE Impact:

This item does not change the full time equivalent count.

ATTACHMENTS:

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No Attachments Available



CITY OF SURPRISE
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March 15, 2016 @ 4:00:00 PM

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Council Meeting Date:	March 15, 2016	Contact Person:	Karl Zook, Public Works Department
Submitting Department:	Public Works	District:	Citywide
Staff Recommendations:	None		

Consent	Regular	Public Hearing	Report/Discussion
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Agenda Wording:

Presentation and discussion pertaining to the fiscal year 2016 Capital Improvement Projects.

Motion:

N/A

Background:

The Public Works Department would like to provide an update regarding the status of the capital projects currently funded for fiscal year 2016.

Objective Analysis:

Policy Compliant:

This item is City and Council policy compliant.

Financial Impact:

None at this time, however, topics discussed in this work session could lead to future actions which may have a fiscal impact on city operations.

Budget Impact:

All projects that are being presented are fully funded and are currently programmed in the FY2016 capital budget.

FTE Impact:

This item does not change the full time equivalent counts.

ATTACHMENTS:

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No Attachments Available
