



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

Tuesday, August 15, 2017 @ 5:00 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 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.

E. Regular City Council Work Session Agenda:

Regular Agenda Item - Non-Public Hearing:

- | | | |
|----|--|---|
| 1. | District Internal Discussion pertaining to a City of Surprise Transit Feasibility Study and Implementation Plan. | None
Eric Fitzer -
Community
Development |
| 2. | District Citywide Presentation and discussion pertaining to the update of the Business License Fees. | None
Lindsey
Duncan,
Finance
Director |

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
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August 15, 2017 @ 5:00:00 PM

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Council Meeting Date:	August 15, 2017	Contact Person:	Eric Fitzer - Community Development
Submitting Department:	CD	District:	Internal
Staff Recommendations:	None		

Consent	Regular	Public Hearing	Report/Discussion
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Agenda Wording:

Discussion pertaining to a City of Surprise Transit Feasibility Study and Implementation Plan.

Motion:

N/A

Background:

The City of Surprise will be issuing a request for proposals for the Surprise Transit Feasibility Study and Implementation Plan. This study is to supplement, and in other cases supersede, studies which have been conducted as part of the broader Northwest Valley and Maricopa Association of Governments (MAG) regional studies.

The draft Scope of Work consists of six tasks, a list and descriptions of each task are below:

Task 1: Project Management and Coordination Identification of the Prime Consultant who will be the point person on the project and will develop the finalized projects schedule and refine the scope of work.

Task 2: Public Involvement

A Public Participation Plan in accordance with the International Association of Public Participation (IAP2) principles shall be prepared and submitted to City staff for review and approval. The plan shall

include at minimum: kick-off meetings; public outreach meetings; stakeholder meetings; technical advisory committee meetings; surveys online and in person; mailer surveys; utilize social media etc; City Council Work Session and Regular Session meetings; and any other meetings as needed to accomplish the project. The purpose of the plan is to gather public information, origin and destination information, willingness to use public transportation, and other useful input.

Task 3: Current Transit Conditions and Systems Evaluation

The consultant shall evaluate current transit systems including Route 571, and Dial-A-Ride - nearby grid connections Routes 106, 138, and 170 and human service programs. The consultant shall collect, compile and evaluate population, socioeconomic, and other related and pertinent data, and conduct research on the value of a transit system to serve the City of Surprise.

Task 4: Transit Feasibility Study

The consultant shall, based on the public input, stakeholder input and so forth, develop a Short Range Transit Feasibility (3-8 year horizon) and a Long Range Transit Feasibility Study (2030, 2035). The consultant will identify two or three alternative approaches for each (Short Range and Long Range) to address the service needs and areas identified in this task. The studies will look at demand estimations, key trip generation, key corridors, stop prioritization, route development in the short term and long term scenarios as well as alternatives to each.

Task 5: Transit Plan Financial Analysis

The chosen consultant would provide planning level budgetary cost estimates for each alternative identified in the short and long range transit feasibility studies. The budgetary cost estimates will include operating costs, improvements costs including maintenance, administrative costs, projected revenues and funding alternatives including general fund, sales tax, property tax and other sources.

Task 6: Final Implementation Plan

The final document to be produced will be the implementation plan that identifies all the necessary steps to plan, design, fund, equip, construct needed infrastructure, initiate transit service, carry out the plan, continually evaluate, and provide for future extension of transit service within the City of Surprise and the surrounding planning area.

Objective Analysis:

Potential positive impacts include: Understating the transit needs of the community, identifying funding sources, and understating the cost of service. Potential negative impacts: Transit service is determined to not be feasible due to surveys and funding sources are not identified.

Policy Compliant:

Although there is no action as of yet on this item, per the Council strategic plan Transportation Goal 3 is to develop a robust multimodal transit plan that provides for transit connectivity to the region and Goal 4 to provide local transit service in surprise. As such discussion of this item is policy compliant.

Financial Impact:

It is anticipated that the feasibility study and implementation plan will have a one time cost of \$300,000. Future costs will be identified as a part of the implementation plan.

Budget Impact:

This item was included in the FY2017 budget in the amount of \$300,000.

FTE Impact:

This item does not have an impact on current staff levels.

ATTACHMENTS:

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☐ [City of Surprise Transit Feasibility Study Presentation](#)



City of Surprise Transit Feasibility Study and Implementation Plan

City Council Work Session
August 15, 2017



Scope of Work

- Task 1: Project Management and Coordination
 - Identification of the Prime Consultant who will be the point person on the project and will develop the finalized projects schedule and refine the scope of work.
- Task 2: Public Involvement
 - A Public Participation Plan in accordance with the International Association of Public Participation (IAP2) principles shall be prepared and submitted to City staff for review and approval. The plan shall include at minimum: kick-off meetings; public outreach meetings; stakeholder meetings; technical advisory committee meetings; surveys online and in person; mailer surveys; utilize social media etc; City Council Work Session and Regular Session meetings; and any other meetings as needed to accomplish the project. The purpose of the plan is to gather public information, origin and destination information, willingness to use public transportation, and other useful input.
- Task 3: Current Transit Conditions and Systems Evaluation
 - The consultant shall evaluate current transit systems including Route 571, and Dial-A-Ride - nearby grid connections Routes 106, 138, and 170 and human service programs. The consultant shall collect, compile and evaluate population, socioeconomic, and other related and pertinent data, and conduct research on the value of a transit system to serve the City of Surprise.



Scope of Work

- Task 4: Transit Feasibility Study

- The consultant shall, based on the public input, stakeholder input and so forth, develop a Short Range Transit Feasibility (3-8 year horizon) and a Long Range Transit Feasibility Study (2030, 2035). The consultant will identify two or three alternative approaches for each (Short Range and Long Range) to address the service needs and areas identified in this task. The studies will look at demand estimations, key trip generation, key corridors, stop prioritization, route development in the short term and long term scenarios as well as alternatives to each.

- Task 5: Transit Plan Financial Analysis

- The chosen consultant would provide planning level budgetary cost estimates for each alternative identified in the short and long range transit feasibility studies. The budgetary cost estimates will include operating costs, improvements costs including maintenance, administrative costs, projected revenues and funding alternatives including general fund, sales tax, property tax and other sources.

- Task 6: Final Implementation Plan

- The final document to be produced will be the implementation plan that identifies all the necessary steps to plan, design, fund, equip, construct needed infrastructure, initiate transit service, carry out the plan, continually evaluate, and provide for future extension of transit service within the City of Surprise and the surrounding planning area.



Tentative Schedule

Presentation to City Council	August 15, 2017
Release RFP	August 24, 2017
Pre Proposal Meeting	September 7, 2017
Final Date For Questions	September 11, 2017
Proposal Due Date/Time	September 14, 2017
Contract Award	Anticipated October 6, 2017
Project Initiation meeting	October 2017
Stakeholders and Public Outreach Meetings	December 2017
Alternatives Refinement and Evaluation	January - February 2018
Draft Report	March 2018
City Council Workshop	April 2018
Final Report	June 2018



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**QUESTIONS OR
COMMENTS?**

Thank You



CITY OF SURPRISE
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August 15, 2017 @ 5:00:00 PM

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Council Meeting Date:	August 15, 2017	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 the update of the Business License Fees.

Motion:

None

Background:

Business licenses are issued to all persons who practice, transact, or carry on business within the municipal limits of the city. These licenses are issued to identify businesses and make sure their owners are accountable for their actions, to protect the public health and safety, and to keep track of businesses for tax purposes.

Fees are charged to recover a portion of the costs associated with the licensing process. The current business license fees have remained primarily the same since establishment in 1995 by Resolution #95-42. The current update is targeted at simplifying the administration of the fees and evaluating the accuracy and reasonableness of the fees. The proposed new license fee targets approximately 75% cost recovery and the renewal fee is set at 50% of that fee.

State statute requires cities to post notice of any new or increased fees charged to a business on the city website for 60 days prior to Council consideration. After this discussion, the notice will be posted and the item will be presented to Council for action on October 17, 2017. The new business license fees are intended to be effective January 1, 2018 for the 2018 calendar year renewal cycle.

Objective Analysis:

The proposed updated business license fees will allow the city to recover a portion of the costs associated with the licensing program. The program allows the city to monitor businesses and provide the residents and businesses with detailed information of current business operating within the city.

Policy Compliant:

This action is compliant with city and Council policy. It supports the Comprehensive Financial Management Policies, specifically: 8. A diversified revenue system will be developed to protect City services. 14. All user fees (excluding water, wastewater, and solid waste) will be examined periodically to determine the direct and indirect cost of service recovery rate. The acceptable recovery rate and any associated changes to user fees and charges will be approved by the City Council.

Financial Impact:

The updated business license fees are projected to generate an additional General Fund revenue of approximately \$25,000 to \$55,000 annually.

Budget Impact:

This item does not require any amendments to the current FY2018 budget.

FTE Impact:

This item does not have an impact on current staff levels.

ATTACHMENTS:

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☐ [Business License Update](#)

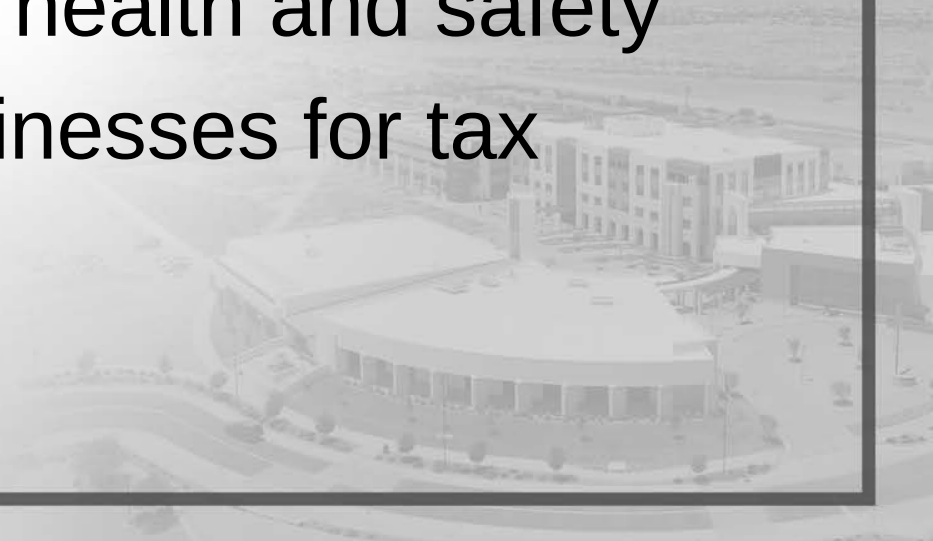


Business License Fee Update

August 15, 2017

Business License Purposes

- To identify business and make sure owners are accountable for their actions
- To protect the public health and safety
- To keep track of businesses for tax purposes



Business License Fee Update

- Simplify fee structure
- Evaluate accuracy and reasonableness of fee



Current Fee Structure

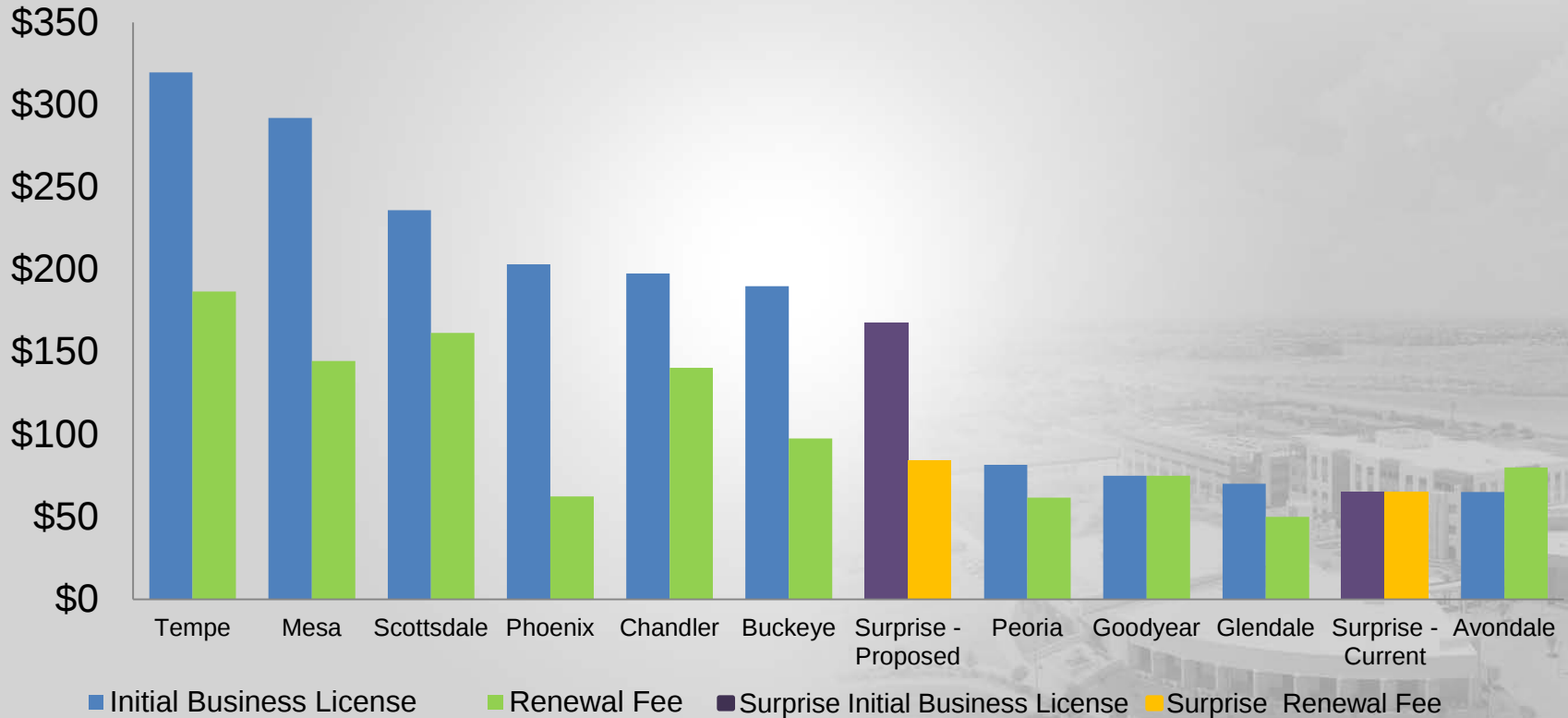
All Businesses Not Specifically Identified	\$80	Per License
Auctioneers	\$25	Per License
Banks & Financial Institutions/Barbershops/Beauty Parlors/ Collection Agencies/Exterminators/ Fortune Tellers & Palmists/Freight Carriers/Child Nursery & Day Care/Nursing Homes & Assisted Living Facilities/Publishers & Printers/Radio Stations/Real Estate Firms/Undertakers & Funeral Homes	\$100	Per License
Billiard Halls	\$20	Per Table
Coin-Operated Machines- Amusement/Jukeboxes	\$20	Per Machine
Massage- Establishment/On-site Manager/Mobile Therapist-Establishment	\$100	Per License
Photographers Transient	\$10	Per Day
Professions- Certified Public Accountants/ Accountants/ Chiropractors/ Dentists/ Physicians/ Optometrists/ Veterinarians/ Engineers/ Surveyors/ Stockbrokers/ Travel Agents	\$100	Per License
Special Events	\$35	Per License
Transportation For Hire- Taxis/Trucks	\$100	Per License
Wholesale Distributors- Gasoline & Petroleum/Delivery Trucks	\$100	Per License

Proposed Fee Structure

Business License - New	\$168
Business License - Renewal	\$84
Special Event License	\$35

Estimated revenue increase \$25,000 to \$55,000

Benchmark Cities



Next Steps

- August 17, 2017 Post notice of increased fee
- October 17, 2017 Council meeting for action





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**QUESTIONS OR
COMMENTS?**

Thank You