



Avondale

2018

ANNUAL REPORT

Making Lives

Better

# THE AVONDALE STORY

Avondale, Arizona is a community where people share a deep sense of pride in what has been accomplished and how far we have come. In Avondale, there is strong belief that the blending of a broad spectrum of cultures comes from a true sense of harmony throughout the community. Here, people and businesses are welcomed with open arms and supported in a way that exemplifies a dynamic, intelligent and driven city, ready to take on the future.

## 2018 ANNUAL REPORT

This document serves as a statement of fulfillment of the City Council's goals in 2018, highlighting many of the achievements and successes of the previous year. This report reflects the City of Avondale's commitment to providing superior services to our constituents, residents, businesses, workers and visitors.

**Avondale is Aspiring. Achieving. Accelerating.**

Avondale City Hall, 11465 W. Civic Center Dr. Avondale, AZ 85323 | (623) 333-1000 | [www.AvondaleAZ.gov](http://www.AvondaleAZ.gov)

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## CHARLES A. MONTOYA

AVONDALE CITY MANAGER

## 2018-2019 AVONDALE CITY COUNCIL

FOCUSED VISIONARIES



Vice Mayor **Pat Dennis**



Council Member **Tina Conde**



Council Member **Bryan Kilgore**



Council Member **Veronica Malone**



Council Member **Curtis Nielson**



Council Member **Mike Pineda**





# Making Lives Better



I am pleased to present the 2018 Avondale Annual Report to you. The year was a continuation of the progress and advancements in Avondale with regard to *Making Lives Better* for everyone who lives, works, visits and does business in our wonderful city.

Indeed, Avondale is a wonderful city. According to the 2018 Citizen Satisfaction Survey, more than three-quarters of residents (79%) rated the quality of life in Avondale as excellent or good. Eight in 10 residents recommend Avondale as a place to live and planned to remain in Avondale. Residents had positive feelings about the local economy, and 6 in 10 residents gave high marks to the cost of living

and to the availability of affordable quality housing in Avondale. Safety-related services also received positive marks from a majority of residents, and strong ratings were given to Avondale's fitness and recreational opportunities.

When it comes to capital investment, 2019 is going to be the year of many landmark groundbreakings, which will lay the foundation for numerous grand openings in the months ahead. In January, we broke ground on Phase 2 of Festival Fields, a \$19 million, 30-acre park expansion featuring Avondale's first skate park, and unique to the Phoenix area, a pump track.

The City will continue to build upon the strong network of support for human services. The construction of our new Avondale Care 1st Resource Center will help to deliver more targeted services to the residents who need them. The expansion of our main Police headquarters to include a new property/evidence facility will fulfill our promise to invest in public safety. We will make crucial investments in our Cashion, Las Ligas, and historic areas, and we'll continue to work with our neighbors on regional projects, as well as helping each other in times of need.

Avondale is also leading the way in attracting new investment. Our manufacturing sector continues to expand, with the addition of companies such as Copper State Rubber and King Koil, adding hundreds of high-paying jobs. The Health-Tech Corridor that runs from 99th Avenue to Dysart Road along McDowell Road, has quickly built up over the past six years as the hub for medical technology and innovation. The Corridor's newest locate, the AKOS Medical Campus, will add an estimated 400 high-paying jobs in 130,000 square feet of class-A medical office buildings, visible from the I-10.

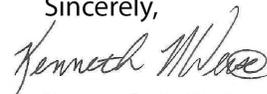
Four new hotels will be opening this year. Marriott Springhill Suites will build at Virtua 99, located along 99th Avenue at Encanto Boulevard, in what has been designated as a federal Opportunity Zone. Residence Inn will open along Avondale Boulevard, and Home 2 Suites will construct at Gateway Village. Meanwhile, My Place Hotels is seeking to locate near the busy Randall McDaniel Sports Complex.

In 2018, Avondale added many new restaurants and retailers, most notably at the vibrant Gateway Village area. This year will see even more new businesses and entertainment venues coming in, such as Portillo's, the popular Chicago-based eatery which has selected Avondale for its fourth Arizona location, to build a 9,000 square foot restaurant. These businesses support not just the local economy but the thousands of visitors, including the 200,000-plus NASCAR fans to ISM Raceway, which in 2018, completed its \$178 million upgrade to the racetrack in Avondale.

In terms of residential growth, 3,690 homes are planned for the near future, south of Interstate 10, adding new opportunities for expanded retail, office and industrial growth.

Improving our residents' quality of life continues to be one of my foremost goals in the city -- whether it's seeking out companies that will provide new jobs, supporting our teachers and schools with a city-funded grant program, and encouraging our public art program to flourish. With a skilled workforce, a city government that is financially stable and leadership that supports innovation and vibrant quality of life, Avondale is solidifying its reputation as a premier city in the fast growing Southwest Valley.

I wish to take this opportunity to thank the many individuals who contributed thousands of volunteer hours to the city. Whether it's on a board or commission, the Volunteers in Police Service (VIPS) program, library and recreational volunteers, and others who so generously give of their time, your contribution goes a long way towards *Making Lives Better*.

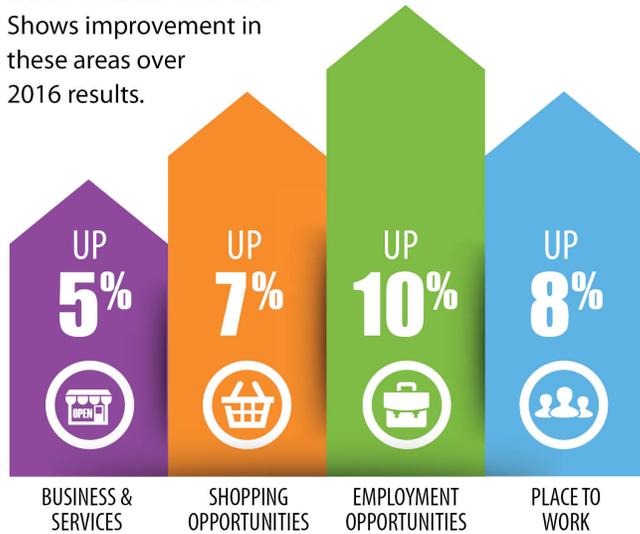
Sincerely,  
  
Kenneth N. Weise  
Mayor

# 2018 RESIDENT SURVEY RESULTS

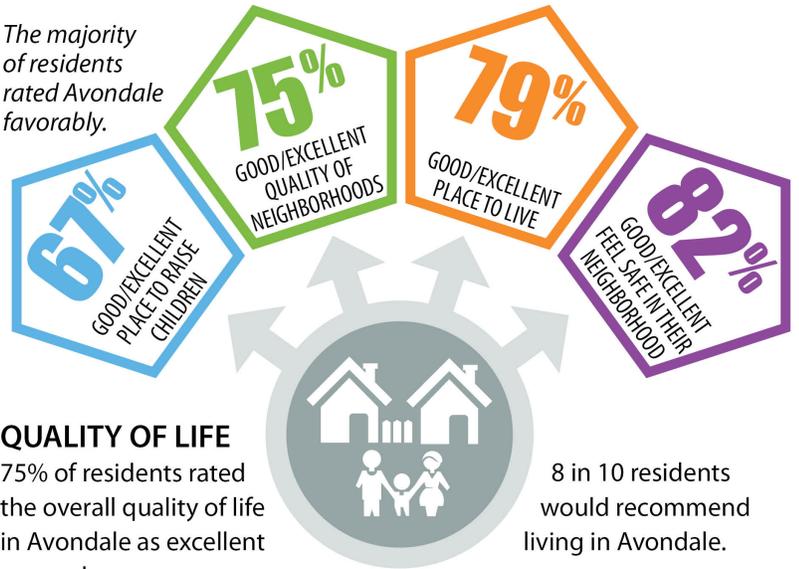
A Citizen Survey, conducted by the National Research Center in the fall of 2018, provided an opportunity for Avondale residents to be heard and offer feedback about topics important to them. Many of the goals set in the Avondale Strategic Plan were developed because of feedback received from past surveys. Below is a snapshot of resident responses.

## ECONOMIC TRENDS

Shows improvement in these areas over 2016 results.



The majority of residents rated Avondale favorably.



## QUALITY OF LIFE

75% of residents rated the overall quality of life in Avondale as excellent or good.

8 in 10 residents would recommend living in Avondale.

# 2016 - 2020 STRATEGIC PLAN



## FOSTER SUSTAINABLE COMMUNITY DEVELOPMENT

Avondale is committed to creating a sense of place, a community of residents and local businesses unified by pride and common values.



## CREATE AND SUPPORT DIVERSE RECREATION AND EDUCATION OPPORTUNITIES

Avondale provides residents with the ability to connect with amenities, businesses and their community, enhancing the opportunity to live, work and enjoy a healthy lifestyle.



## ADVOCATE FOR AND SUPPORT COMMUNITY-ORIENTED LIFELONG LEARNING OPPORTUNITIES

Avondale will continue to foster an environment where education is a defining value and learning opportunities abound for residents of all ages.



## ENCOURAGE AND SUPPORT CREATIVE INNOVATION IN DEVELOPMENT & SERVICE DELIVERY

The City will continue to serve as a model for innovative, efficient and responsive government.



## CREATE A CONNECTED COMMUNITY

The City will work directly and closely with our citizens to devise and implement programs that work.



## CITY CLERK'S

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- ★ Successfully held candidate election in 2018; three council seats filled
- ★ Implemented on-line Public Records Request Portal allowing increased public transparency
- ★ Upgraded Agenda Management Software

## COMMUNITY RELATIONS & PUBLIC AFFAIRS

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- ★ Re-established delivery of RAVE to all households, to keep residents informed and connected to city programs and services
- ★ Coordinated the 2018 Resident Satisfaction Survey to gauge the "livability" of Avondale and measure residents' satisfaction with city services
- ★ Developed a comprehensive internal Marketing 101 training and launched employee *Making Lives Better* initiative

## COURT

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- ★ Implemented Video Arraignment Upgrade and Refresh Project
- ★ Continued participation in the Maricopa County Regional Homeless Court Program in Maricopa County and the annual StandUp for Veterans and the StandDown Event

## DEVELOPMENT & ENGINEERING SERVICES

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- ★ Completed the Alamar Master Planned Community to include Annexation, General Plan, Rezoning, CFD, and Development Agreement for 3,695 SF units, community park, school, and pedestrian amenities
- ★ Completed plan review, permitting, and inspections for ISM Raceway redesign and track renovations
- ★ Partnered with 5 schools and MAG to complete the Safe Routes to School Program

## FINANCE

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- ★ Improved internal customer service levels through implementation of a new budget software system and streamlined internal services processes

## FIRE & MEDICAL DEPARTMENT

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- ★ Improved the city's ISO rating from Class 4 to Class 2 to reduce the cost of fire insurance throughout the city and help encourage business development
- ★ Developed a fully operational Emergency Operations Center to help maintain community safety
- ★ Initiated a hands only CPR program in cooperation with the area high schools to expand engagement through civic education

## HUMAN RESOURCES

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- ★ Reduced Workers' Compensation costs

## INFORMATION TECHNOLOGY

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- ★ Implemented security awareness training for all City employees
- ★ Created new maps and webservices to support police CAD software and integration
- ★ Created and published interactive online maps for Avondale incentive areas and available properties

## NEIGHBORHOOD & FAMILY SERVICES

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- ★ Collaborated with multiple faith-based and non-profit organizations to support events and conduct service projects that provided over 4,110 hours of volunteer service
- ★ Conducted ten community engagement events and developed a vision document to guide revitalization in Avondale
- ★ Completed 25 homes through the Emergency and Substantial Home Repair Programs and assisted 15 homebuyers with home purchases through the First-time Homebuyer Program

## PARKS, RECREATION & FACILITIES

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- ★ Completed the Parks, Recreation, Libraries and Trails Master Plan, to prioritize improvements throughout the parks system
- ★ Completed renovations to Las Ligas, Mountain View, DeConcini, and Fred Campbell neighborhood parks
- ★ Continued to make improvements to Friendship Park and Festival Fields

## POLICE DEPARTMENT

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- ★ Created a Neighborhood Resource Officer position to work directly with the community and neighborhoods on public safety issues within the city
- ★ The police department has been fully staffed with police officers for over six consecutive months
- ★ For the year, property crimes have been reduced by 17% over last year

## PUBLIC WORKS

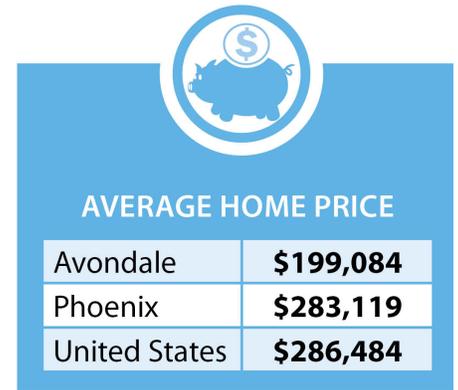
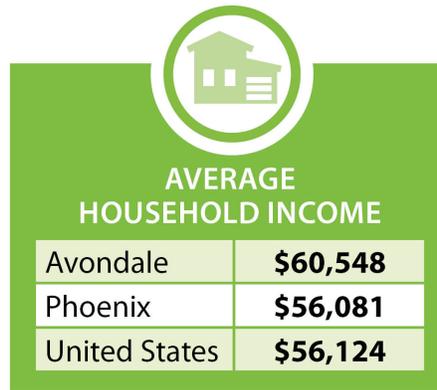
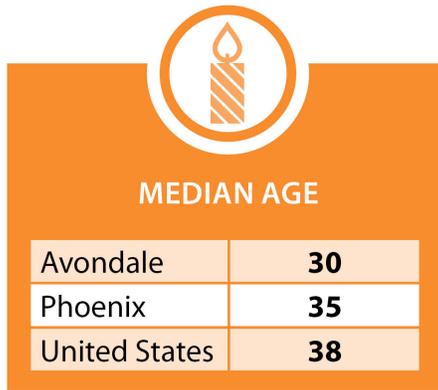
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- ★ Completed upgrades at the Water Reclamation Facility, improving the reliability of critical components to operate the treatment processes and meet permit limits
- ★ Developed the Avondale Aquaculture Program, raising fish for sustainable water quality purposes
- ★ Implemented social media outreach on Next Door and Twitter platforms to engage citizens and communicate project/operations, news and information

# AVONDALE ECONOMIC OVERVIEW

## DEMOGRAPHIC PROFILE

Source: ESRI | 2018



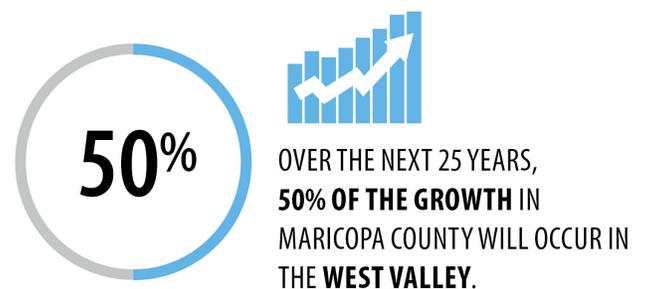
## EMERGING INDUSTRIES

Source: EMSI | 2018 | Available workforce within a 15 mile drive of Avondale

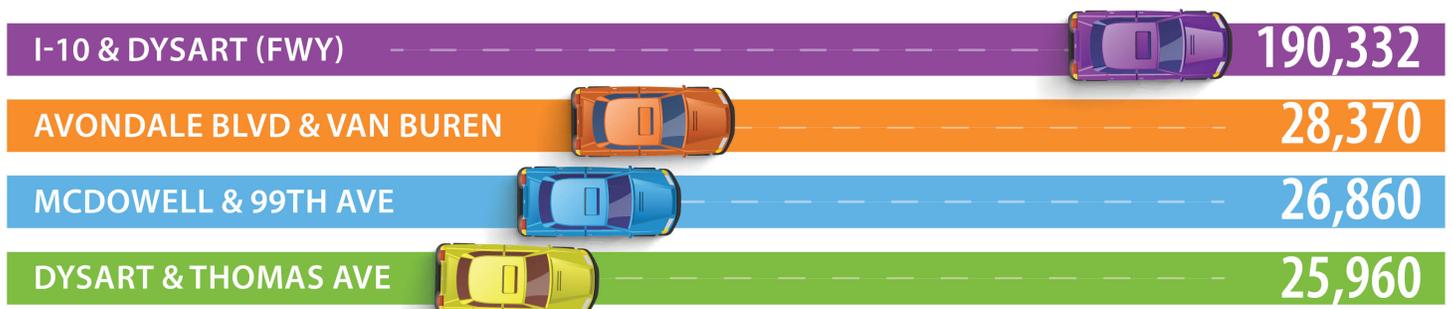


## LABOR SUPPLY

Source: MAG



## DAILY TRAFFIC COUNTS



# AVONDALE POINTS OF INTEREST



1 | ISM Raceway



2 | Randall Mc Daniel Sports Complex



3 | Festival Fields



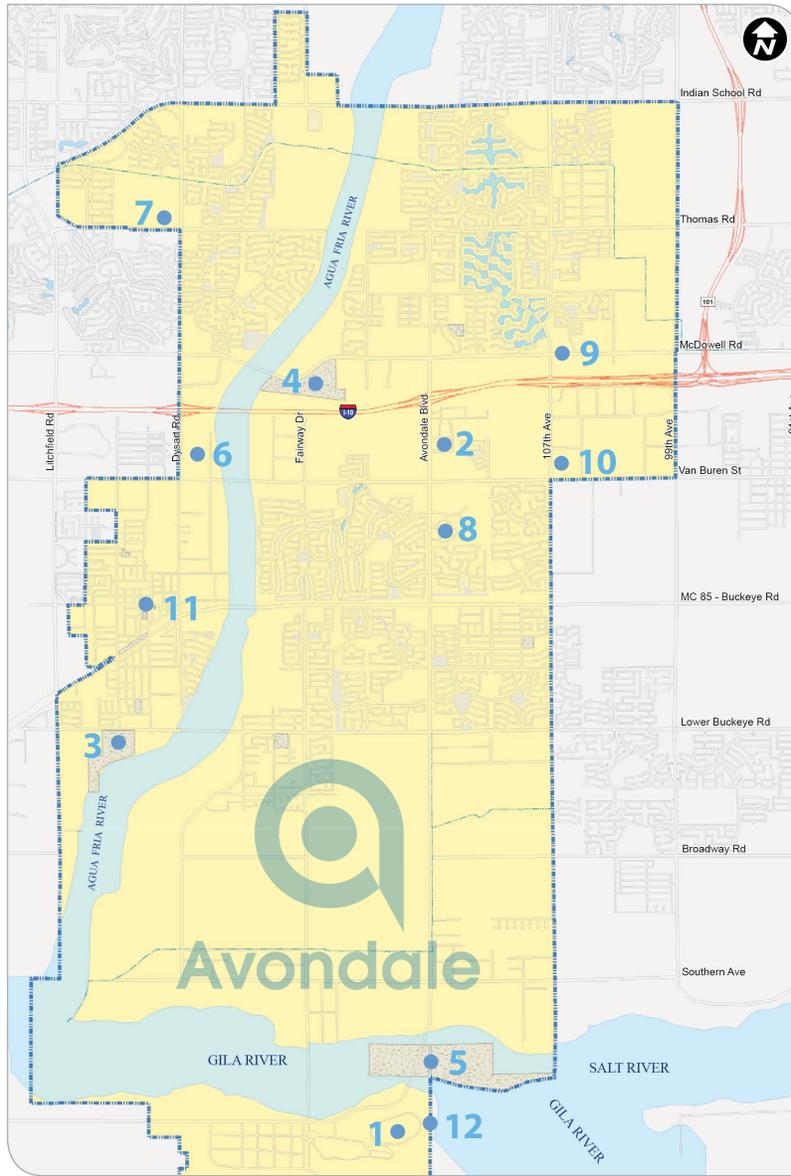
4 | Friendship Park



5 | Tres Rios Corridor / Base & Meridian Wildlife Area



6 | Coldwater Depot Logistics Center



7 | Estrella Mountain Community College



8 | Civic Center Campus



9 | Health-Tech Corridor



10 | Universal Technical Institute



11 | Historic Avondale



12 | Monument Hill

**85,504**  
POPULATION  
(2018 ESRI)

**47**  
SQUARE MILES

**1946**  
YEAR OF  
INCORPORATION

**4%**  
UNEMPLOYMENT  
RATE

**10**  
CITY PARKS

**48%**  
COLLEGE  
EDUCATED  
WORKFORCE

**232**  
NEW HOME STARTS  
IN 2018

**225**  
NEW BUSINESS  
LICENSES ISSUED  
IN 2018

# AVONDALE BY THE NUMBERS



## AVONDALE INVESTS



**4146**

ACTIVE BUSINESS LICENSES



**232**

NEW HOUSING PERMITS ISSUED



**18**

GRADUATES FROM THE 2017 AVONDALE CITIZENS' LEADERSHIP ACADEMY



**17**

GRADUATES OF CITIZENS' POLICE ACADEMY



## AVONDALE GIVES BACK

**1,161**

INDIVIDUALS WERE SERVED THROUGH THE COMMUNITY ACTION PROGRAM



**\$111,186**

PLEGGED BY EMPLOYEES FOR VALLEY OF THE SUN UNITED WAY

**\$100,000**

ALLOCATED TO NON-PROFITS THROUGH THE COMMUNITY ASSISTANCE PROGRAM



**52,290**

PEOPLE SERVED AT CARE1ST AVONDALE RESOURCE CENTER THAT PROVIDES SERVICES THROUGH 54 NONPROFIT ORGANIZATIONS



**35,090**

MEALS SERVED AT THE SENIOR CENTER

**\$85,605**

IN SPONSORSHIPS RAISED TO ENHANCE CITY EVENTS



## AVONDALE CELEBRATES



**200,000+**

RACE FANS WELCOMED TO AVONDALE DURING 2 NASCAR WEEKENDS AT ISM



**18**

LARGE-SCALE FAMILY FRIENDLY COMMUNITY EVENTS, INCLUDING A PARADE AND MULTI-DAY NATURE FESTIVAL

# AVONDALE BY THE NUMBERS



## PROUDLY SERVING THE COMMUNITY

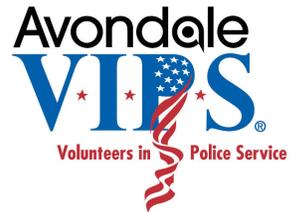


**585**

CITY EMPLOYEES WHO TAKE PRIDE IN SERVING THE PEOPLE OF AVONDALE

**25**

VOLUNTEERS IN POLICE SERVICES (VIPS)



**65**

MEMBERS SERVED ON THE CITY'S 17 BOARDS, COMMISSIONS AND COMMITTEES



**2,891**

HOURS OF SERVICE BY VOLUNTEERS IN POLICE SERVICES (VIPS)



## BEHIND THE SCENES

**768**

LIBRARY PROGRAMS OFFERED



**12,821**

IN ATTENDANCE AT AVONDALE PUBLIC LIBRARY EVENTS



**189,912**

RIDERS RODE THE ZOOM



**10,970**

CASES FILED IN AVONDALE CITY COURT

**24,639**

WATER METERS



**7,503**

WATER VALVES

**2,814**

HYDRANTS



MAINTAINED BY PUBLIC WORKS STAFF



**1,056**

TONS OF GREEN WASTE COMPOSTED/RECYCLED

**3,379**

AVONDALE STUDENTS WERE TAUGHT ABOUT WATER CONSERVATION



**260**

HOMEOWNERS EDUCATED AT WATER-SAVING LANDSCAPE CLASSES

**821,220**

SQ. YARDS OF ROADWAY RESURFACED OR TREATED



**\$236,168**

TOTAL GENERATED FROM PASSPORTS



**8,108**

PASSPORT APPLICATIONS PROCESSED



**630,000**

VISITORS TO THE 225 ACRES OF PARKS & OPEN SPACE



**11,647**

FIRE-MEDICAL RESPONSES FOR SERVICE

**5:42**

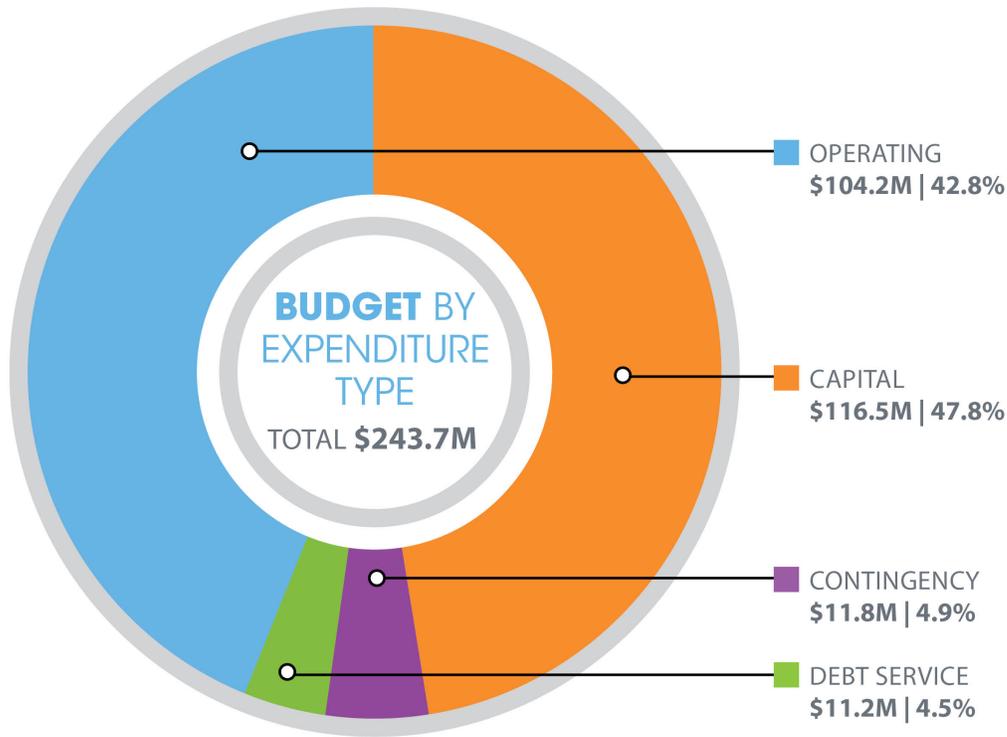
MINUTES - AVERAGE RESPONSE TIME FOR FIRE-MEDICAL CALLS

**253,995**



VISITS TO CITY WEBSITE

# FINANCIAL INFORMATION

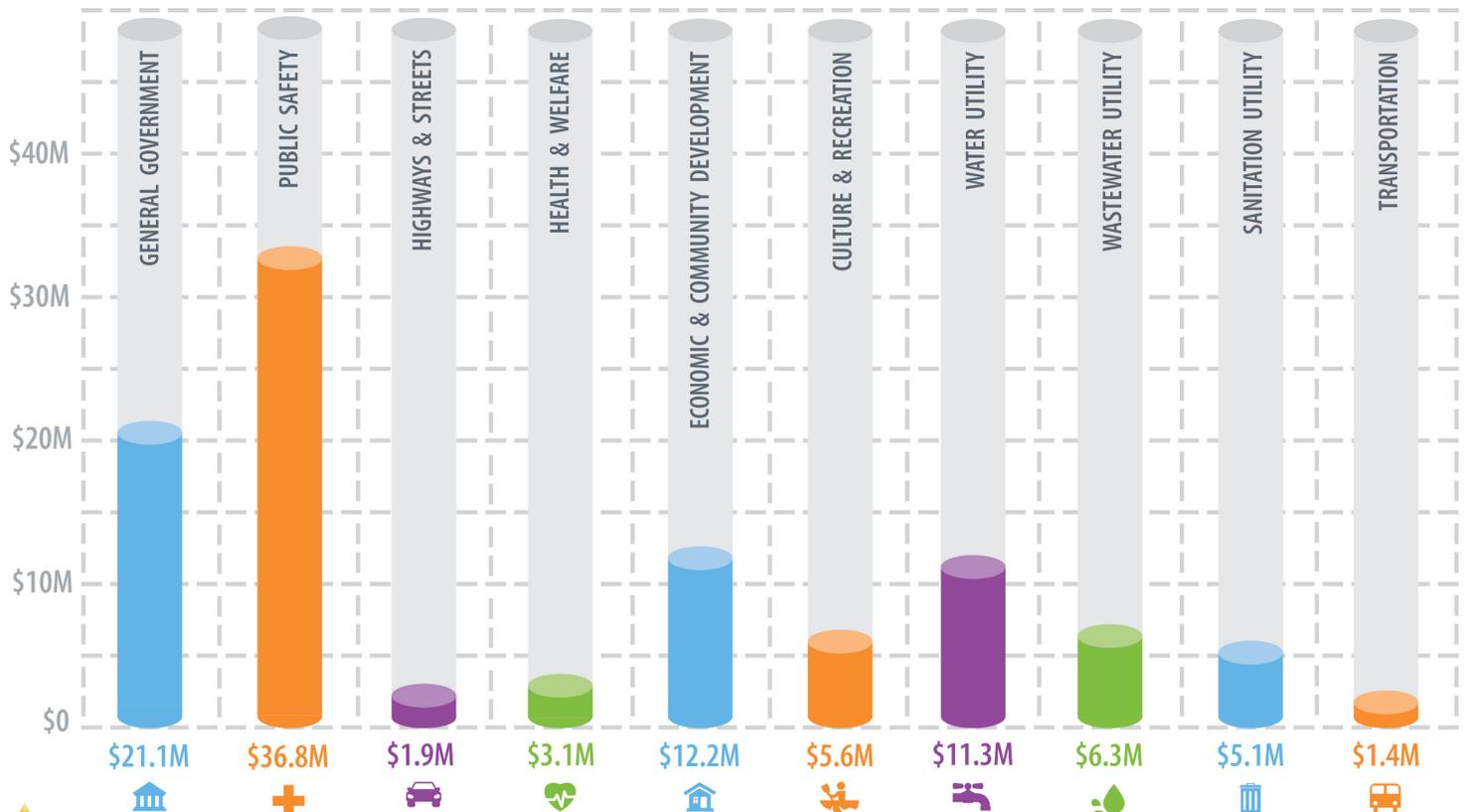


The City of Avondale's annual budget for fiscal year 2018 - 2019 totals **\$243,782,010**.

The budget continues to balance stable, recurring revenue sources with ongoing operations. Avondale has continued to remain conservative while still providing the residents and visitors the level of services they expect.

## FY 2018 - 2019 OPERATING BUDGET BY FUNCTION

TOTAL \$104.8M



Thank You

Thank You

## 2018 Advisory Board, Commission and Committee Members

As a resident of Avondale, you make a real difference in helping to share the future of our community.

### BOARD OF ADJUSTMENT

- ★ Oscar De Alba
- ★ Wendy Dormer
- ★ Mandy Neat
- ★ Sean Scibienski
- ★ Melissa Valdez

### CAPITAL IMPROVEMENT PLAN CITIZENS' COMMITTEE

- ★ Oscar De Alba
- ★ Jim McDonald
- ★ Linda Merritt
- ★ Curtis Nielson
- ★ Mandy Neat

### CORRECTION OFFICERS RETIREMENT PENSION BOARD

- ★ Thomas Albrigo
- ★ Lisa Amos
- ★ Kirk Haines
- ★ Bradley Knight
- ★ Stephanie Robinson
- ★ Paul Wilson

### ENERGY ENVIRONMENT AND NATURAL RESOURCES

- ★ Thomas Albrigo
- ★ Ulysses Altamirano
- ★ Karl Darden
- ★ Arnaud Irakoze
- ★ Zachary Kovach
- ★ Paul Lemmon
- ★ Linda Merritt
- ★ Curtis Nielson
- ★ Dan Rauscher
- ★ Josephina Schrepher
- ★ Troy Timmons

### FIRE PUBLIC SAFETY RETIREMENT PENSION BOARD

- ★ Lisa Amos
- ★ Kirk Haines
- ★ David Iwanski
- ★ Paul Lemmon
- ★ Evan Titterington
- ★ Josh Wilson

### INDUSTRIAL DEVELOPMENT AUTHORITY

- ★ Michael Long
- ★ Curtis Nielson
- ★ Chris Thompson

### JUDICIAL ADVISORY BOARD

- ★ Hon. Maria Brewer
- ★ David R. Fuller
- ★ Hon. Joseph Kreamer
- ★ Paul Lemmon
- ★ Michael Long
- ★ Edward Maldonado
- ★ Michelle Molina
- ★ Allan Switalski

### MUNICIPAL ART COMMITTEE

- ★ Mary Arapaia
- ★ John Chavez
- ★ Dan Drennen
- ★ Irene Marquez
- ★ Bernadette Mills
- ★ Kelly Meadows
- ★ Stephanie Robinson
- ★ Josephina Schrepher
- ★ Lesa Schuur
- ★ Denise Stanfield

### MUNICIPAL DEVELOPMENT CORPORATION

- ★ Raymond W. Bedoya
- ★ Michael Long

### NEIGHBORHOOD AND FAMILY SERVICES COMMISSION

- ★ Glenn Coleman
- ★ Wendy Dormer
- ★ Yvonne Hopper
- ★ David Iwanski
- ★ Irene Marquez
- ★ Oliver Morrison
- ★ Kristopher Ortega
- ★ Lisa Osborne
- ★ Fabian Prado
- ★ John Raeder
- ★ Delores Robinson
- ★ Bradley Ruggles
- ★ Melissa Valdez

### PLANNING COMMISSION

- ★ Lisa Amos
- ★ Pearlette Ramos
- ★ Lisa Osborne
- ★ Troy Timmons
- ★ Russell Van Leuven
- ★ Kristopher Ortega
- ★ Christopher Thompson
- ★ Denise Stanfield

### POLICE PUBLIC SAFETY RETIREMENT PENSION BOARD

- ★ Kirk Haines
- ★ Jeremy Rojas
- ★ David Jones
- ★ David Iwanski
- ★ Paul Lemmon

### PARKS, RECREATION AND LIBRARIES ADVISORY BOARD

- ★ Lynn Cheatham
- ★ Glenn Coleman
- ★ Katherine Hall
- ★ Chris Hazelton
- ★ Glen Hein
- ★ Oscar De Alba
- ★ Dan Rauscher
- ★ Michelle Molina

### RISK MANAGEMENT TRUST FUND BOARD

- ★ Steven Montague
- ★ Council Member Bryan Kilgore
- ★ Linda Merritt
- ★ Thomas Albrigo
- ★ Sean Scibienski

### VOLUNTEER FIRE DEPARTMENT RETIREMENT PENSION BOARD

- ★ Bill Bedoya
- ★ Carmen Martinez

### WORKER'S COMPENSATION TRUST BOARD

- ★ Steven Montague
- ★ Council Member Bryan Kilgore
- ★ Linda Merritt
- ★ Thomas Albrigo
- ★ Sean Scibienski

### AVONDALE YOUTH ADVISORY COMMISSION

- ★ Christopher Gomez
- ★ Ricardo Gomez
- ★ Elizabeth De La Cruz
- ★ Narmeen Ghazawneh
- ★ Adriana Gillespie
- ★ Andrea Hernandez
- ★ Edrick Vazquez
- ★ Elaine Villano
- ★ Iris Palomino
- ★ Simone Foster
- ★ Emanuel Rodriguez
- ★ Litzly Hernandez
- ★ Ulysses Altamirano
- ★ Daisy Medrano
- ★ Michelle Oblea Dirzo
- ★ Santiago Chavez

*This list includes all citizens who were members of Avondale's Boards, Commissions and Committees at any time during 2018 and does not necessarily reflect current rosters.*

## Our Employees are...

Aspiring. Achieving. Accelerating.

- ★ Cheryl Covert, Presidents Choice Award – WESTMARC
- ★ Officer Iwen, Officer of the Year – Raceway Elks / MADD
- ★ Captain Steve Mayhew, Excellence in Public Service – Raceway Elks
- ★ Randy Ziolkowski, Technical Professional of the Year – Arizona Water Association
- ★ David Allred, Superintendents Award for Excellence – Cartwright School District

## Avondale is...

Aspiring. Achieving. Accelerating.

- ★ Outstanding Economic Development Champion – MAG Desert Peaks Award
- ★ Corporate Sustainability Award, Public Works – Valley Metro Clean Air Campaign
- ★ Digital City – Government Technology
- ★ Distinguished Budget – Gov't Finance Officer Association
- ★ Certificate of Achievement for Excellence in Financial Reporting – Gov't Finance Officer Association
- ★ Playful City USA – Kaboom
- ★ Gold Level Healthy Arizona Worksite – Arizona Department of Health Services
- ★ Best Promotional Video, Savvy Award, "Firefighter: The Next 48 Hours" – 3CMA
- ★ Designated Tree City USA – The Arbor Day Foundation
- ★ Kids at Hope City – Kids at Hope International

