

CITY OF AVONDALE

2012 ANNUAL REPORT

*"Avondale is doing
a LOT right!
I am glad I live here!"*

- Resident Satisfaction Survey 2012

*"Council
and City Leaders who truly
understand and want the best for
Avondale today and tomorrow."*

- Resident Satisfaction Survey 2012

Avondale
ARIZONA

*"I continue
to 'brag' about the awesome
schools and local city
government Avondale offers!"*

- Facebook Post

*"I always feel
I am aware of
government issues or
concerns. Communication
is good, thank you."*

- Resident Satisfaction Survey 2012





Mayor's State of the City Address



The year 2012 was Arizona's Centennial year, marking 100 years of statehood. It was both a time of reflection on how much has been accomplished in a century, and a cause for celebration of all that was noteworthy. Locally, we marked the centennial with a parade and festival, partnering with the City of Goodyear and Estrella Mountain Community College on a colorful celebration of our cities' intertwined history.

As I rode in the parade, waving to the cheering crowd of happy faces and families, I reflected on how proud I am of Avondale, both of the organization and all the wonderful residents it represents. Despite the challenges brought about by the downturn in the state and national economy, our community has remained resilient and determined to weather the hardships to emerge even stronger. Within our organization, the challenges have taught us valuable lessons about learning to adapt to change, to make do with less, to support *and* to count on the support of others, to not only think "outside the box," but be outside the box and to focus on our vision for a brighter future.

Partnerships have remained key to our success and to getting the job done for the people we serve. Our residents have seen tremendous benefits from Avondale's partnerships; the Care First Housing & Resource Center

and Community Bridges to provide critical human services, the Southwest Chamber of Commerce and Gangplank Avondale to support our small businesses and foster creative business development, and the City of Tolleson to expand the Zoom neighborhood circulator to cover more miles.

Also key to a dynamic Avondale is citizen engagement. Throughout the year, the City Council and I had the pleasure of meeting hundreds of residents at numerous events, including our Resident Appreciation/GAIN Night, monthly City Hall Comes to You events, numerous public meetings, Out and About series, and our annual Citizens Leadership Academy. We heard what our residents had to say through a Residents Survey and from constant interaction through our social media. Citizen members on our boards and commissions provided vital input in our decision making and budget process.

City staff also spent more than two years soliciting resident, business and other stakeholder input for the 2030 General Plan, which is the blueprint for what Avondale will look like in the future. The input resulted in a plan that took into account planning for smart development and growth while preserving our community's proud heritage and precious natural assets. Voters overwhelmingly approved this plan in August



2012 during the city's primary election, in which three members of your city council and I, as your mayor, were re-elected.

In 2012, we continued to see a reduction in crime through the proactive efforts of our police and Community Action Team and we continued helping our neighborhoods stay strong through programs such as Avondale PROUD, our HOA Summits, graffiti eradication, neighborhood block watch and more.

During the year 2012, the community saw numerous capital projects, such as improvements on Western Avenue and Van Buren Street, and a continuation of plans and design for City Center. There was also major construction underway with Phoenix Children's Hospital in the heart of our medical corridor along McDowell Road, and Coldwater Depot Logistics Center, a 600,000 square foot warehouse, distribution, and manufacturing facility. With their completion, both are significant employment hubs for the area. As the economy started to rebound, our retail centers filled up. Gold's Gym, Take 5 Dance and Bikram Yoga opened at Dysart Commons, joining Fresh and Easy and East Bistro. Designer Shoe Warehouse (DSW) and Ross are new anchors at the Gateway Pavilions Center, and right across the street, Gateway Crossings has added David's Bridal, Raising Cane's, and Men's Warehouse to its highly successful and diverse group of businesses that continue to make 99th Avenue and McDowell one of the premier retail designations in the entire Southwest Valley. Our biggest sales tax generator, the Avondale Automall, continued to draw customers Valleywide, with its cooperative marketing strategy to highlight its array of dealerships.

I am proud of the leadership roles that Avondale plays within organizations such as the Maricopa Association of Governments

(MAG), the Valley Metro RPTA, and the National League of Cities (NLC). I was humbled to be named Chair of the MAG Regional Council in 2012, and in December, took the helm as President of NLC. Members of your city council hold numerous leadership positions on various regional and national boards and committees. All this underscores the strength of Avondale's voice at all levels of government, across the region as well as the nation, representing you.

Looking back on all Avondale accomplished in 2012, I would be remiss if I did not recognize that this was the result of a concerted effort by our wonderful residents and volunteers, our hard-working employees and my visionary colleagues on the city council. I am so proud to be a part of a community that cares!

Thank you, Avondale, for the opportunity to serve you. I remain humbled and honored, and I look forward to all we can achieve in the year ahead.

Respectfully,

Marie Lopez Rogers

"The City Council and City staff are responsive to the concerns of the residents."

- Resident Satisfaction Survey 2012



Looking Back... 2012

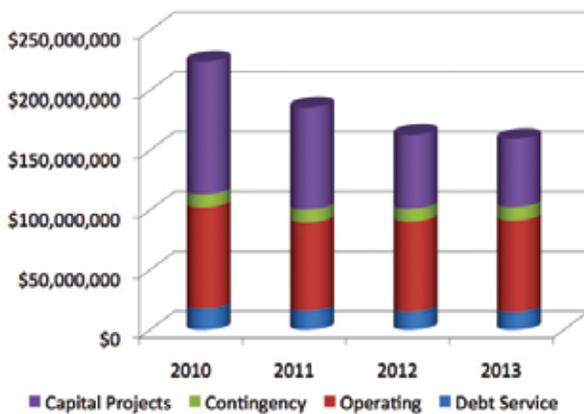
Avondale City Council

- Jim McDonald*
- Stephanie Karlin*
- Mayor Marie Lopez Rogers*
- Jim Buster*
- Ken Weise*
- Charles Vierhout*
- Vice Mayor Frank Scott*

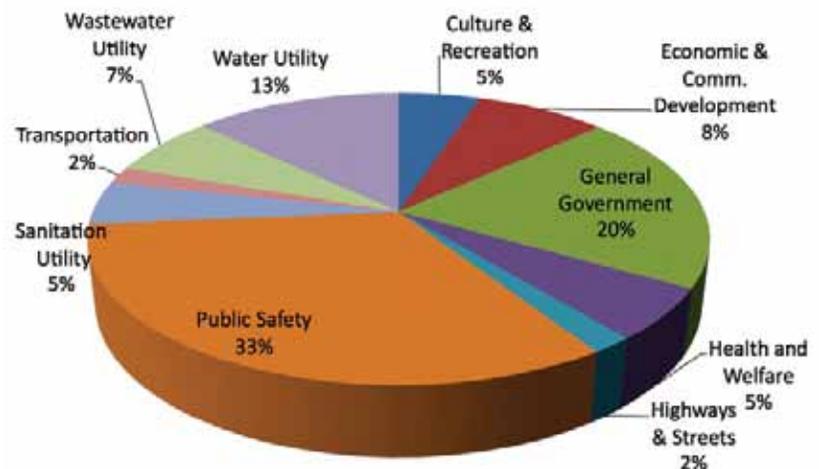
We are pleased to present Avondale's 2012 annual report, featuring the accomplishments of the past year. The city continues to operate in the most fiscally responsible manner to ensure that we forge ahead to a brighter future. Avondale has achieved a great deal thanks to the vision and goals set forth by the City Council; the commitment to public service by city staff, and the support and involvement of our wonderful residents. We are proud to share this special annual report edition with you and, as always, we welcome your feedback and suggestions. Please email any comments to emailpublicinformation@avondale.org.

Budget Snapshot

Annual Budget Comparison



Operating Budget



The City of Avondale's annual budget for fiscal year 2012-2013 totals \$159,557,020 which is just slightly less than the prior year, primarily due to fewer capital improvements. The operating budget totals \$76,298,620, a 2 percent increase over the prior year. The largest operating cost is public safety at \$25 million or 33 percent. Major additions to the operating budget include additional long-term water storage, sewer system repair and replacement, public safety enhancements and additional community events. The budget balances stable, recurring revenue sources with ongoing operations.

As the national and local economies slowly recover, Avondale will continue to maintain a conservative approach to fiscal planning to ensure stability for the community. City officials remain committed to sustaining critical services while making improvements as funding becomes available.

Avondale Celebrates!



The city's eighth annual Resident Appreciation/GAIN Night, held on Western Avenue in Historic Avondale, drew 3,000 residents who came to learn more about city programs and services, as well as block watch/crime prevention messages. Kicking off special events for 2012 was the hugely successful "Tale of Two Cities" Centennial Parade and Festival on February 25, an event jointly hosted by the Cities of Avondale and Goodyear and Estrella Mountain Community College. More than 80 colorful entries took part in the parade, and more than 5,000 people attended. Other special events during the year included a Memorial Day Ceremony, Veterans' Day celebration, Tres Rios Nature & Earth Festival, a Day of the Dead Festival at the Goodyear Farms Cemetery, the IMS Marathon, Southwest

Valley Mayor's Golf Classic and a successful Writer's Conference. New events in the lineup included the launch of a monthly event series called "Out & About." These events are "Out" in various locations in Avondale and are "About" community -- ranging from block parties and concerts to movies and holiday-themed events. Avondale also added a fall edition of the annual Tres Rios Nature & Earth Festival, a one-day event featuring outdoor sporting pursuits at the Base & Meridian wildlife area; hiking, canoeing, kayaking and paddle boarding. Avondale's 200 acres of parks and facilities hosts dozens of special events, tournaments and other celebrations, organized by external organizations throughout the year.

City Elections

AVONDALE 2030 GENERAL PLAN UPDATE

Avondale held a Primary election in August 2012, in which voters approved Proposition 440, which sought an extension of the alternative expenditure limitation – also known as Home Rule -- for the City of Avondale for the next four years. Passage of this proposition allows Avondale to continue to have local control of its budget. Proposition 441, which sought voters' consideration to use the General Plan 2030 as its primary tool for guiding future development within the city, also gained overwhelming voter approval. Passage of this proposition allows the city to properly plan for future development, and manage growth according to the General Plan 2030 as a healthy, sustainable community. Both propositions garnered more than 80 percent of the vote. Mayor Marie Lopez Rogers and council member candidates Stephanie Karlin, Jim McDonald, and Kenneth Weise were also reelected to a four-year term. The candidates ran unopposed.

"We appreciated the job well done on informing the community of events and happenings and caring about opinions from the community."

- Resident Satisfaction Survey 2012



In the area of economic development, 2012 saw incremental growth and renewed investment in all sectors of our local business community. Phoenix Children’s Hospital (PCH) kicked off the start of a major capital investment and healthcare expansion with the construction of a 35,000 square foot specialty and urgent care facility at the intersection of Avondale Boulevard and McDowell Road. This state-of-the-art pediatric facility is the first phase of development on a 12 acre medical campus which will expand to include a 35,000 square foot medical office building, and a 48-bed full service hospital. PCH’s expansion continues to add to the growing presence of quality healthcare and medical related businesses in the highly sought after McDowell Road Medical Corridor.

The Trammell Crow Company saw an opportunity to be successful in Avondale, strategically investing the construction of the massive Coldwater Depot Logistics Center. The initial phase of development includes a 600,000 square foot warehouse, distribution, and manufacturing facility that will be completed in

early 2013. An additional 400,000 square foot expansion could be added immediately, based upon market demand.

Both of these projects have had a positive effect in providing construction jobs for the talented labor pool that is readily available in Avondale, providing highly sought after permanent jobs.

Around the city, 2012 was a great year in which many new retail businesses prepared to join other successful businesses in setting up shop in Avondale. Gold’s Gym, Take 5 Dance, and Bikram Yoga have all found a home in the Dysart Commons Neighborhood Center; Designer Shoe Warehouse (DSW) and Ross are welcome anchors at Gateway Pavilions Center, and across the street, Gateway Crossings has added David’s Bridal, Raising Cane’s, and Men’s Warehouse to its highly successful, and diverse group of businesses that continue to make 99th Avenue and McDowell one of the premier retail destinations in the Southwest Valley.



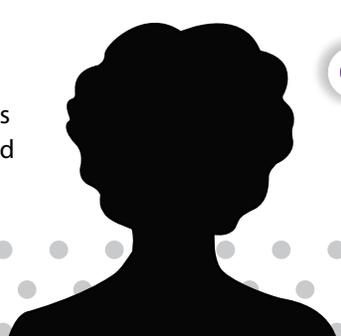
Gangplank Avondale

Gangplank Avondale officially opened on March 20, 2012 and has been growing its presence in the community since that time. This partnership with the city to provide an open space, free of walls and offices, to encourage interaction and serve as a resource for

small businesses and entrepreneurs in the Southwest Valley to help them grow, collaborate and be successful. Since opening at the former City Hall at 525 N. Central Avenue, Gangplank Avondale has hosted more than 65 events in the space including weekly Lunch & Learn events, Gangplank Jr. programming and community group meet-ups. In addition, a mid-2012 survey found that of the four anchor companies housed at Gangplank Avondale aggregate revenues were at least \$150,000; one full time employee had been hired, and three contracts had been won through contacts made at Gangplank Avondale.

“As 27 year residents of Avondale we have watched the City successfully meet the problems of growth, sometimes in difficult economic periods. We are proud of Avondale and yours has been a job well done.”

- Resident Satisfaction Survey 2012



Let's Move!



Avondale's leaders are committed to ensuring that the city's families have the resources to keep kids healthy through its myriad of youth sports and recreation activities, early childhood programs and family resources offered at a multitude of locations, including more than 200 acres of public parks. From Friendship Park to the Randall McDaniel Sports Complex, there are plenty of options to be active in Avondale. In fact, Avondale recognizes that youth and amateur sports is a huge economic driver for the city, and thus, has laid a strong foundation for sports programming, attracting numerous sports leagues and competitions. The city's focus on youth and amateur sports has encouraged strong collaborative partnerships with sports organizations and local schools.

The city has joined a growing number of communities around the country in Let's Move, an initiative designed to promote physical activity and healthy eating. Avondale received special Gold Medal status designation for being a community with Active Kids At Play. Guest of the First Lady, Mayor Marie Lopez Rogers also attended the Let's Move Cities and Towns Summit hosted in Philadelphia last July.



Engaging the Community

Avondale held another highly interactive and engaging Citizens' Leadership Academy course in the Spring of 2012, giving interested participants a first-hand look at how their city government runs. Many graduates of this popular program have joined Avondale's boards and commissions or have stayed involved in the city in one way or another. Avondale also held its award-winning, monthly City Hall Comes to You events throughout the community, providing residents the opportunity to talk to the Mayor and City Council about issues that concern them. The Mayor also continued her quarterly Faith-Based Roundtable, bringing members of the faith-community together to address issues affecting their congregations.



I'm grateful I attended the Citizen Leadership Academy, benefiting from the seeds it planted and the sense of community it cultivated in my life.

- 2012 Citizen Academy participant





Avondale Fire-Rescue exists to provide a high level of service, including fire, medical and other life safety services, to those who reside, work, or travel through the City of Avondale.

- In 2012, there were 7,198 calls for emergency services within the City of Avondale. Avondale Fire-Rescue units responded to 5,669 of those calls with the remainder being answered by other cities.
- Avondale units responded to more than 1,100 calls in other cities throughout the course of the year. Over 75 percent of the emergency calls for service were medically related.
- As the host city for Phoenix International Raceway, Avondale Fire-Rescue provides fire and emergency medical response at Phoenix International Raceway, including at two NASCAR races which attract over 100,000 race fans over each of two weeklong events.
- Fire Prevention is a key component for the mission of Avondale Fire-Rescue. Fire prevention members performed 2,604 fire inspections, 229 plan reviews and investigated 39 fires. In 2012, five structures and/or homes were saved through the activation of automatic fire sprinkler systems.
- Avondale Fire-Rescue continued its community education outreach with a vast array of opportunities for residents, ranging from fire prevention and safety presentations within schools, to formalized training programs such as CPR, babysitter workshop, and teen survival camp, to help prepare the citizens in the event of an emergency.
- Staff completed 141 car seat inspections and hosted 32 station tours and held a Fire Station Open House in the Fall.

“Serving with Honor”

In 2012, the Avondale Police Department, comprised of 115 sworn police officers and 54 professional staff, exceeded its goal to reduce the crime rate in the city. The crime rate dropped 7 percent due in part to the continued activation of the Community Action Team (CAT) funded by a federal grant to target crime in neighborhoods. The CAT Team worked with patrol officers and detectives to proactively address criminal activity.



Other highlights include:

- Crime decreased in the City of Avondale by 7 percent, from 2011 for Part 1 UCR crime types.
- Self-initiated calls for service increased nearly 14 percent over 2011.
- Over 42,000 911 calls were answered by our dispatchers.
- The Detention Unit processed over 3,800 prisoners.
- Property & Evidence processed over 15,600 items and performed nearly 30,000 transactions.
- The Criminal Investigations Bureau was assigned over 1,000 felony cases and responded to more than 60 call-outs.
- The Community Services Bureau hosted multiple events, including Shop with a Cop, GAIN, VIN etching and prescription drug disposals, an identity theft shredding event and child fingerprinting fair, as well as other community safety events.

“The Police and Fire Departments serve the community to the highest degrees of professionalism; they are a credit to the community.”

- Resident Satisfaction Survey 2012





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- Volunteers logged more than 5,800 hours, representing over \$117,000 in donated time.
- An online reporting process was implemented to allow for citizens to report certain property crimes without an officer having to respond.
- The Avondale Police Department joined the social media world and launched the Avondale Police Department Facebook page, to help citizens stay connected with events, resources and crime prevention tips.
- Community Bridges and the City of Avondale partnered to open a West Valley treatment center to serve as a local access point for mental health treatment and referral services.
- In the Fall of 2012, the Southwest Family Advocacy Center moved to a new location off of Pebble Creek Parkway north of McDowell Road. Maricopa County Sheriff's Office joined the Avondale, Buckeye and Goodyear Police Departments as a fourth partner at this multidisciplinary facility.
- A representative from the Avondale Police Department joined Arizona CART (Child Abduction Response Team).
- Avondale Police Department participated in a number of community events to enhance crime prevention efforts including its on-going partnership with Crime Free Multi Housing program where 19 multi-housing community managers received training to screen renters to reduce the crime rate.

Southwest Family Advocacy Center



The Southwest Family Advocacy Center added a fourth partner to expand the services provided to victims of family crimes. Maricopa County Sheriff's Office joined with the existing partners of Avondale, Goodyear and Buckeye decreasing operating costs for all from \$242,036 to \$181,527 per agency annually. The footprint of the facility increased from 12,348 to 15,159 square feet and it is located at

2333 N. Pebble Creek Parkway adjacent to the I-10 freeway, allowing quick access to all four partner agencies. The overall time spent conducting the investigation of family crimes decreased from 12 hours to 3.5 hours per case.

At the City Court



At the Avondale City Court, more than 21,948 people came through the court system for service. There were 9,361 cases filed and 11,071 cases completed; 400 Orders of Protection and 112 Injunctions against Harassment were issued. Net revenues totaled \$1.36 million.

The City Court hosts interns from the Phoenix College of Law. Under Supreme Court Rule, these third-year law students may practice law under the supervision of the City Prosecutor. The Court also hosts the Law/Public Safety/Security II class from Agua Fria High School every year. At the invitation of the Justice Program Director, the City Judge presents at Estrella Community College's Administration of Justice seminar.



During 2012, the City Clerk's Department processed more than 3,800 passport applications generating \$112,457 in revenue to the City. While this activity keeps the City Clerk's Department staff quite busy, they were still able to fulfill many other responsibilities such as

processing all of the city's contracts, ordinances, resolutions and ensuring meeting agendas for the City Council, Boards, Commissions and Committees are posted on a timely basis at the city's five posting locations and on the Avondale website in compliance with the Open Meeting Law. In 2010, Avondale voters approved an amendment to the City's Charter to change the city's election cycle from the fall of odd-numbered years to the fall of even-numbered years. The first election in the new cycle was held on August 28, 2012. The change resulted in a savings of more than \$60,000 and an increase in voter participation which staff believes to be due to the promotion efforts featuring Carmen Electa, the city's election ambassador.

Over half million people visited parks, libraries, and recreational facilities in 2012, including 12,500 who received meals at the Avondale Community Center and 15,000 who received home-delivered meals. Avondale's two libraries served more than 300,000 patrons, and handled materials circulation of more than 400,000 items. Through enhanced marketing and outreach efforts, the recreation division increased online registration by 10 percent in 2012, marking the first year that online registration has surpassed in-person registration at Avondale City Hall. The facilities division continued to increase energy efficiencies by reducing city energy costs by an average of 7 percent and saving approximately 150,000 gallons of water.

The Public Works and Finance departments launched a phone notification system to remind customers when to put garbage out during holiday weeks. This new program, piloted for the Veterans' Day holiday, received positive response from the community.

Capital Improvements in 2012

Significant capital improvement projects included the completion of the preliminary design, planning and right-of-way acquisition for City Center Phase 3 and a planned Transit Center; the preliminary design and planning for the Van Buren Drainage Corridor project, and the design and construction of the Western Avenue Drainage and Waterline Improvements.

The Western Avenue project constructed multiple catch basins and connector pipes along Western Avenue and constructed a new storm drain system along Western Avenue from 6th Street to Dysart Road. This reduced the flood hazard to properties in this area. The Flood Control District of Maricopa County shared costs in this project.

Other roadway improvement projects completed were Roosevelt Street from 99th Avenue to 107th Avenue, the reconstruction of Van Buren Street from Central Avenue to Dysart Road, and the repair and replacement of non-ADA

compliant ramps on Dysart Road from I-10 to Indian School Road.



As part of the Annual Preservative Seal Program, an asphalt concrete pavement preservative seal was installed on various existing street surfaces using an environmentally friendly process combining recycled tire rubber and asphalt to create an innovative high performance sealcoat.

In addition, through the use of Energy Efficient Community Block Grant (EECBG) funding under the American Recovery and Reinvestment Act (ARRA), the City completed the installation of a 12 kilowatt photovoltaic (solar) system on a parking structure at the Civic Center Library. The project included installation of interactive educational kiosks and wall-mounted video screens in the City Hall lobby and the Civic Center Library lobby.

Embracing a Culture of Hope



Since becoming the nation's first Kids at Hope City in 2009, Avondale has led the way in providing a cultural framework for the Kids at Hope program's belief, principles and practices for all who serve children in Avondale. As a result of this commitment, the Neighborhood and Family Services Department coordinates one half-day introduction to Kids at Hope training and a two-day Train the Trainer event. The City of Avondale has provided training to more than 360 adults to date. The technical support and training provided by the City of Avondale and Kids at Hope have prompted the Avondale Elementary School

District and the Littleton Elementary School District to adopt the Kids At Hope initiative district-wide. As a result, the remarkable power of the Kids at Hope initiative is reaching an additional 11,539 school-aged children. Avondale continues to expand its effort to promote Kids at Hope through training, outreach, work groups and annual National Kids at Hope Day celebrations. Most recently, Avondale provided funding to support the Tri City West Youth and Family Summit, bringing together stakeholders from neighboring west valley cities and strengthening connections that support the success of all children.

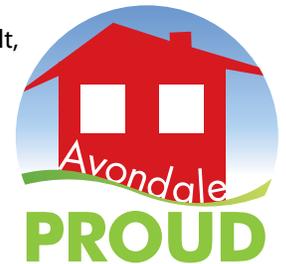


Avondale PROUD



In 2011, the city's Code Enforcement Division formed "Avondale PROUD – Keeping our Neighborhoods Beautiful," a neighborhood focus program that includes regular and proactive reviews of residential areas to assure that properties are being maintained and are in compliance with City Code. Initially, the goal of this city partnership with residents and Homeowners Associations was to review every neighborhood in Avondale at least every two years. The first review of the residential neighborhood was completed in just sixteen months. In 2012, code officers inspected

more than 17,000 properties as part of this neighborhood focus effort; removed 5,783 illegal signs from right-of-ways, removed graffiti from 3,294 property sites covering more than 100,000 square feet. As a result, Avondale takes pride in being among the most graffiti and blight-free cities in the Valley.



"The city is well maintained, and all the public services I've dealt with have been efficient and responsive. Overall I think Avondale is a good city."

- Resident Satisfaction Survey 2012



Care1st Avondale Resource and Housing Center



The Care1st Avondale Resource and Housing Center, a partnership between the city and Care1st Health Plan of Arizona, Inc., First Things First continued to provide a wide variety of social service offerings in one location. Since its inception, the Care1st Avondale Resource and Housing Center has provided services to more than 126,000 people. With more than 20 non-profit and human service organizations operating under one roof, services were provided in the areas of education, housing, behavioral health and many other human services more than 42,000 times throughout 2012. The vast majority of those served on a monthly basis were women and children five years in age and younger, averaging approximately 2,000 per month. The Resource

Center also served as a Volunteer Income Tax Assistance (VITA) site, where volunteers provided income tax preparation and filing assistance to lower income families. Activities have included marketing the site, and emphasizing the importance of claiming EITC returns, Valley of the Sun United Way, and Catholic Charities. Over 1,000 returns have been filed since 2007. In 2012, the Care1st Avondale Resource and Housing Center also coordinated the City of Avondale's first ever City Hall VITA site "blowout." Resource Center staff co-coordinated the first ever Naturalization Ceremony at Avondale City Hall. In addition, the Resource Center proudly hosts the Mayor's Interfaith Council meetings each quarter.

Community Development



Signs that the economy is on the rebound was evident in 2012 through the activity in the Development Services Department. Most significant was the development of Coldwater Depot Logistics Center located

at the northwest corner of 127th Avenue and Van Buren. Construction began on Phase 1 of the Coldwater Depot Logistics Center, approximately 600,000 square feet and a total build area of more than one million square feet. This facility will be the largest building in the city and a future place of employment for hundreds of residents. Staff also approved a zoning change for the property immediately to the east of Coldwater Depot to allow additional uses to a partially vacant building.

Two new home builders to Avondale also purchased finished lots in the Desert Springs and Del Rio Ranch subdivisions, Lennar Homes and Courtland Communities. Both recently received approval of their house plans.

The year 2012 was also a year of intergovernmental coordination. The department worked closely with the Maricopa County Flood Control District to chart the course of two very significant projects, the Agua Fria River levy trail and the Van Buren Street Drainage Corridor Recreational Area. These projects will benefit the community and its residents by significantly enhancing recreational opportunities and trail connectivity, both very important goals of the General Plan 2030, which was approved by voters in 2012. Likewise, the Planning Division engaged the Roosevelt Irrigation District and the Maricopa Association of Governments and Metro to support future improvements to pedestrian and transit in Avondale.

Other commercial projects completed in 2012 included the approval of the site plan and construction remodel of the McDonald's at Gateway Pavilions including a complete



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façade replacement and adding a second drive through lane, the opening of the Culver’s Restaurant on Avondale Boulevard; the approval of the Walmart remodel, including an exterior façade color change, and the site plan and construction of a new gymnasium and revised onsite traffic circulation for Garden Lakes Elementary School. Staff also completed the comprehensive update of the Avondale Zoning Ordinance to stay current with industry standards.

Also approved was a new façade addition and onsite traffic circulation for Littleton Elementary School’s Welcome Center, and the site plan approval of Raising Cane’s restaurant in Gateway Crossing. In the Historic Avondale District, staff approved the tenant improvements and welcomed the Mosaic Arts Center to Western Avenue.

The department also completed inspections services for the Coldwater Depot Logistics Center, Holy Cross Cemetery Mausoleum, Hill Drive Revitalization Project, and Phoenix Children’s Hospital Clinic, which opened in March, 2013.

Clean and Green Avondale



Avondale’s Public Works mascots continue to help keep residents informed of ways they can keep their neighborhoods clean and beautiful.

The Sanitation Division inspected 27,620 blue recycling containers for contamination. Avondale residents recycled 4,835 tons in 2012, diverting solid waste from the landfill for recycling. More than 460 Avondale residents attended 23 landscaping classes and Avondale’s WaterWise website saw 10,462 visits. The school water conservation program reached 10,000 students and more than 11,000 water conservation activity booklets were provided to Kindergarten through 5th grade students.

Avondale replaced high energy use fixtures with energy efficient LED lighting at its parking lots at Friendship Park, and the Avondale Civic Center. The retrofit project was funded by a \$232,000 grant from the energy Efficiency and Conservation Block Grant program, and is expected save the city thousands of dollars. The savings fall in line with Avondale’s overall green initiatives to save on facility operating costs, reduce greenhouse gases, and fossil fuel usage, and reduce air pollution emissions.

To further Avondale’s environmental and sustainability efforts, the city hired an Environmental Program Manager to manage environmental permits related to stormwater and PM-10, as well as create the City Sustainability Plan to address city operations and move Avondale further toward the environmental goals set forth in the 2030 General Plan.

Avondale also completed a Solar Demonstration Project intended to demonstrate the basics of solar electricity systems to interested visitors to City Hall and the Civic Center Library. The project consists of a 12 kilowatt photovoltaic electricity system on a parking structure just west of the Library, and interactive educational kiosks, video monitors, and system components in the City Hall and

Library lobbies. After viewing the project, residents should have a sound understanding of solar basics, and next steps for going solar themselves.

Avondale partnered with neighboring communities to host two household hazardous waste collection events; partnered with Estrella Mountain Community College and the Arizona Department of Environmental Quality to host an E-waste collection event, and provided numerous well-attended low-water-use gardening classes during the spring and fall seasons.



“It appears that the municipal services I expect from a city are being performed admirably and that the “City” is very responsive and responsible.”

- Resident Satisfaction Survey 2012

Preserving Our Historic Core



Over the past decade, Avondale has made substantial long-term investments in Historic Avondale. The revitalization of this neighborhood is one of the priorities for the city and the result of collaborative efforts among all city departments. Some of the investments include the Western Avenue streetscape, the Police and Fire substations, and the Sam Garcia Western Avenue library.

To ensure the long-term viability of the Historic District, Avondale continues to modernize and upgrade public infrastructure in the area, with housing among the top priorities. The Neighborhood and Family Services Department renovated approximately 20 homes in the area, focusing on removing code violations, health and safety issues and improving the overall energy efficiency of the homes through the city's home repair programs. Funding from the U.S. Department of Housing and Urban Development has been the major source funding these efforts. Six new healthy and energy efficient homes are being built on Hill Drive, expanding the housing quality options for Avondale residents. These homes are expected to be completed in May 2013 and are being funded through Neighborhood Stabilization Program funds.

In 2012, Western Avenue received a facelift with the completion of the Small Business Renovation Program and made improvements to Western Avenue businesses using Community Development Block Grant funds. The improvements included paint, awnings, signage and, in some instances, new windows and doors. The Small Business Lending Pilot Program was approved and adopted by City Council. This program will provide small businesses in the area with access to new financing options. The Western Avenue Business District continues to thrive, welcoming In-Power Boutique which opened its doors March 30 offering a great selection of clothes and accessories for women.

In 2012, Avondale received approximately \$600,000 in federal Community Development Block Grant funding and approximately \$140,000 in HOME Investment Partnership funds. With the funds, the city completed home repairs on 32 homes, provided employment for 57 teenagers as part of a summer jobs program, and tuition assistance for 11 youth members.

Digital Cities Winner

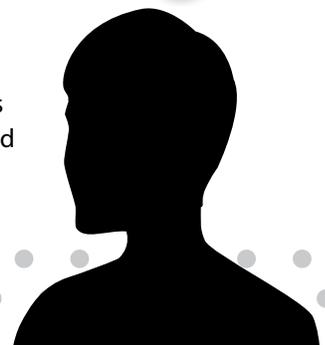
For the second consecutive year, the City of Avondale was named one of the top ten Digital Cities of America in 2012. Avondale ranked 8th in the mid-sized city population category. The Center for Digital Government recognized winners at the NLC conference in Boston in November 2012. The award honors municipal governments that make innovative use of technology to engage with citizens and businesses, create cost savings, and improve services.

Avondale also unveiled its newly designed website www.avondale.org, offering numerous digital and interactive enhancements to our virtual City Hall. Among them was A-Voice, an online public engagement tool to solicit input and ideas, and to link residents with active projects moving forward throughout the city.

The City has continued support of the IT STEAM Committee via the PC donations program, (150 PCs now donated), contributing at the Pendergast IT Summit for planning technology in classrooms, and providing Gangplank with recycled IT equipment for their technology education programs.

*"The website is GREAT!
The parks are wonderful.
I've lived here my whole life
(29yrs) and I am happier than
ever to be an Avondale resident."*

- Resident Satisfaction Survey 2012



Champions for Clean Air

Each year Valley Metro recognizes individuals and organizations for their outstanding achievement, exemplary leadership and lasting commitment to clean air initiatives. Avondale's ZOOM circulator bus was designated as a 2012 Champion MAG Livable Community Award recipient, for offering the ZOOM

circulator as an alternative means of transportation in the Southwest Valley. Avondale was also named a finalist in three other categories – for Outstanding Marketing and Creativity, Outstanding Commuter/Carpooler, and Outstanding Trip Reduction Program -- recognizing the city's year-round efforts to improve air quality and comply with the Maricopa County Clean Air initiatives.



Ready, Set ZOOM!



Avondale's Zoom neighborhood circulator continues to be a winner! In 2012, Avondale added Saturday service and also extended the route to include the City of Tolleson and the Southwest Valley YMCA in Goodyear. Ridership has been

tremendous since the inaugural day of service, climbing to more than 15,000 riders per month. The Zoom bus, with its unique bright red logo and checkered flag graphics, traverses a 14-mile route from 5:30 a.m. and 8:30 p.m. each weekday in buses that seat between 8 and 11 passengers. Service operates every 30 minutes taking passengers to local destinations

and attractions for 50 cents per trip. Destinations along the Zoom route include: Estrella Mountain Community College, Southwest Valley YMCA, Estrella High School, Randall McDaniel Sports Complex, Avondale Civic Center and Library, Historic Avondale, Avondale Auto Mall, Universal Technical Institute, Gateway Pavilions and Walmart.

In 2012, Avondale participated in the Southwest Valley Local Transit System study as a means of seeking to improve existing transit services in the Southwest Valley and develop both short-term and long-term transit plans on improving circulation and connecting to the larger regional transit system. The study encompassed portions of the Cities of Phoenix, Avondale, Goodyear, Tolleson, Litchfield Park, Town of Buckeye and surrounding unincorporated portions of Maricopa County.



Farmers' Market, Community Garden



Avondale continued its partnership with the Arizona Farmers' Market to host a weekly farmers' market each Saturday through the month of June at Avondale Friendship Park to bring fresh and locally grown produce to the community. Avondale's first Community Garden, started in 2011 with assistance from the city, continues to flourish by offering community gardeners the opportunity to grow their own plots of fruits and vegetables. The community garden is operated by the non-profit organization, Garden Patch, and is located on the grounds of the Avondale Civic Center.

Employees Who Care; A Community That Gives



Valley of the Sun
United Way



More than 62 percent of the City of Avondale's workforce generously pledged a record-breaking total of \$71,404 towards the annual Valley of the Sun United Way campaign. The campaign surpassed the previous year's total giving by \$22,000. Nineteen employees supported our annual campaign at the Leadership Giving level with minimum contributions of \$1,000 per year. These generous contributions assist Valley of the Sun United Way in its work to end hunger and homelessness, ensure children and youth succeed and increase the financial stability of individuals and families in our community.

The city's Employee Morale Booster Advisory (MBA) Committee hosted monthly events geared toward bringing employees together to liven the work day. Notable events included a Super Bowl themed quarterback challenge, Peeps spring diorama contest, salsa contest, and a holiday sweater contest complete with karaoke. MBA Committee events are produced by generous donations from employees and are not directly supported by taxpayer dollars.

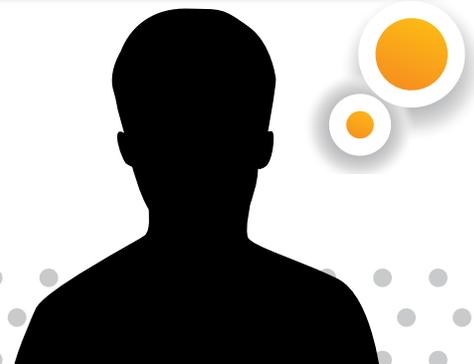
The Neighborhood and Family Services Department hosted a National Make a Difference Day in October. More than 125 employees and community members participated in this National Day of Volunteering. Thank you to Rebuilding Together, Church of Latter Day Saints, Care1st Health Plan of AZ, Avondale Youth Commission, American Public Work Association – Arizona Chapter, City of Avondale staff and their families for painting five homes of low-income elderly and/or disabled homeowners in Avondale.

The Avondale Youth Advisory Commission has sponsored a Holiday School Spirit Food Drive Contest for the last three years to address the increased demand placed on local food banks as a result of the nation's economic decline. One Avondale high school and seven Avondale elementary schools participated in the contest and together, they have generated over 61,680 of non-perishable food items since the first drive in 2008.

The Neighborhood and Family Services Department's Youth Services Division, with the Avondale Youth Advisory Commission, coordinated another successful annual Global Youth Services Day Project (GYSD), designed to inspire service to community, preserve community assets, foster positive youth development and life skills and demonstrate the valuable contributions that youth can offer Avondale. Other partners in this annual project included La Joya Community High School, Agua Fria High School, Canyon Breeze Elementary School and the Tri City West Boys & Girls Clubs. GYSD projects are steered by the Avondale Youth Advisory Commission and activities have included clean-up of the Estrella Mountain Regional Park. To date the Global Youth Service Day projects have provided over 1,840 hours of youth volunteer service in Avondale.

"These are challenging times, but we have seen and believe that every Avondale Employee is committed to doing a great job and making Avondale a great place to live. We have moved here from larger cities and we believe Avondale is a well-run City. We are happy to say 'hi' and chat with Mayor Lopez Rogers. We love the small town feel and that everyone is approachable and friendly."

– Letter to the Editor, West Valley View – Avondale Resident



2012 Advisory Board, Commission and Committee Members

THANK YOU!

As a resident of Avondale, you make a real difference in helping to shape the future of our community. Thank you for your service!

Board of Adjustment

Arnold Knack
Yvette Long
Joseph Mosca
Joseph Sindle
David Sours

Capital Improvement Plan Citizens' Committee

Lisa Amos
Anthony Chavez
Angela Cotera
Jason Earp
Tamy Harmon
Bryan Kilgore
Roy Taniguchi
Victor Saromo
David Scanlon
Sean Scibienski
Ray Shuey

Correction Officers Retirement Plan Board

William Gaspar
Michael Long
James Plymessenger
Alvin Ramirez

Energy, Environment and Natural Resources

Lisa Amos
Caroline Assmann
Aaron Cheatham
Angela Cotera
Joseph Mosca
Joe Rudder
Roy Taniguchi
Russell Van Leuven
William Williams

Fire Public Safety Personnel Retirement Pension Board

David Iwanski
Nate Franco
Debra Lageschulte
Gary Siler

Industrial Development Corporation

Betty Lynch
Candace Price
Ray Shuey

Library Advisory Board

Angela Cardone
Nancy Gaspar
Tamy Harmon
Maureen Lambright
Sharron O'Bannon
Carmen Rodriguez
Victor Saromo
David Scanlon

Avondale Municipal Art Committee

Louise Battaglia
Elaine Brown
Angela Cardone
Anthony Chavez
Michael Demlong
Bryan Kilgore
Maureen Lambright
Renea Micallef
Candace Price
Julie Richard (Ex-Officio)
Visaint Saromo
Carin Vierhout

Municipal Development Corporation

Raymond Bedoya
William Luque
Darin Mitchell
Betty Lynch
Ray Shuey

Neighborhood and Family Services Commission

Louise Battaglia
Rosalie Baldonado
Grace Carrillo
Tiffney Denman
Brenda Holt
Tina LaBlanc
Nancy Montini-Robinson
Ametrice Robinson
Sean Scibienski
Joseph Sindle
Steve Stanczyk
Connie Tadeo
Russell Van Leuven

Parks and Recreation Advisory Board

Donald Buth
Anthony Chavez
Aaron Cheatham
David Iwanski
Michael Long
Yvette Long
Walter Spencer IV
Tammy Wallace

Personnel Board

Mike Demlong
Arnold Knack
Yvette Long
Corina Madruga
Ametrice Robinson

Planning Commission

Lisa Amos
Grace Carrillo
Angela Cotera
Michael Demlong
Kevin Kugler
Michael Long
Margaret Santa Cruz
Sean Scibienski

Police Public Safety Retirement Pension Board

Matthew Hintz
David Iwanski
Debra Lageschulte
Matthew O'Halloran

Risk Management Trust Fund Board

Caroline Assmann
Betty Lynch
Carmen Rodriguez

Volunteer Fire Department Pension Board

Kevin Artz
Bill Bedoya

Youth Advisory Commission

Aaron Armenta
Kaitlyn Drafton
Caitlin Gilmore
Kimberly Lepp
Nalani Livingstone
Ocean Lombardi
Alex Maltagliati
Eric Martinez
Joe Mauricio
Jonathan Novak
Antonio Pizarro
Luis Pulido
Gustavo Rodriguez
Patrick Simeri
Stephanie Switalski
Delaney Vandervort
Constance Washington

AVONDALE 2012 BY THE NUMBERS

83% 
OF VOTERS WHO APPROVED
THE GENERAL PLAN

3,000 
APPROXIMATE
ATTENDEES AT
ANNUAL RESIDENT
APPRECIATION NIGHT/GAIN EVENT

460 
RESIDENTS
WHO ATTENDED
LANDSCAPE WATER
CONSERVATION
CLASSES

70 
MEMBERS ON THE CITY'S BOARDS,
COMMISSIONS AND COMMITTEES

57 
TEENS
EMPLOYED BY
AVONDALE
FOR SUMMER
EMPLOYMENT

5,669 
FIRE-RESCUE
RESPONSES
TO SERVICE

\$50,000 
ALLOCATED TO
11 NON PROFIT
AGENCIES SERVING
AVONDALE

OVER 42,000 
9-1-1 CALLS
RECEIVED

7% 
DECREASE IN
CRIME, ATTRIBUTED
TO COMMUNITY
ACTION TEAM
POLICING

400,000 
ITEMS CIRCULATED
BY AVONDALE
PUBLIC LIBRARIES

32 
FIRE
STATION
TOURS

4,835 
TONS OF GARBAGE RECYCLED

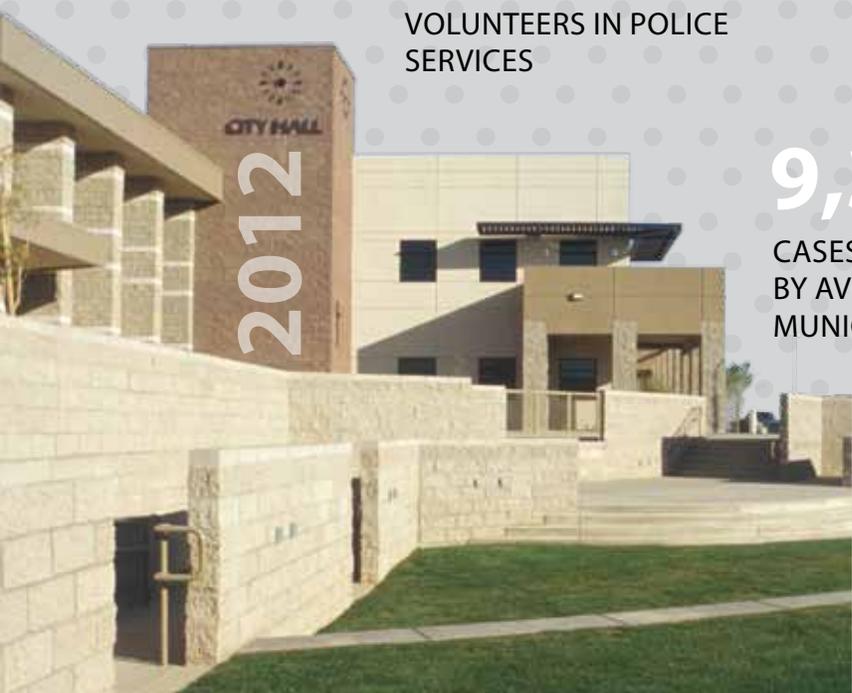
5,800 
HOURS OF SERVICE BY
VOLUNTEERS IN POLICE
SERVICES

27,620 
RECYCLE CANS INSPECTED

9,361 
CASES FILED
BY AVONDALE
MUNICIPAL COURTS

2,067 
BUSINESS
LICENSES
ISSUED

126,000 
PEOPLE SERVED AT CARE1ST AVONDALE
RESOURCE AND HOUSING CENTER, WHICH
PROVIDES SERVICES FOR 20 NONPROFIT
ORGANIZATIONS



81

ENTRIES IN THE TALE OF TWO CITIES CENTENNIAL EVENT PARADE



15,000

ISSUES OF RAVE MAGAZINES DISTRIBUTED



MAINTAINED YEARLY

700 HYDRANTS



2,200 SEWER MANHOLES

8,100 WATER METERS

1,700 WATER VALVES

76,238

RESIDENTS IN AVONDALE



500,000

VISITORS TO THE 200 ACRES OF AVONDALE RECREATION FACILITIES



15,000

AVERAGE RIDERS PER MONTH ON THE



11,539

"KIDS AT HOPE" IN AVONDALE



338

CITY VEHICLES



3,800

PASSPORT APPLICATIONS PROCESSED



5,783

ILLEGAL SIGNS REMOVED FROM THE RIGHT AWAY



12,500

MEALS SERVED AT THE AVONDALE COMMUNITY CENTER



1,344

LIKES FOR THE CITY'S FACEBOOK PAGE



4,429

MISDEMEANOR ARRESTS



\$163,154,810

ANNUAL CITY BUDGET

709

FELONY ARRESTS

\$890,353.64

COST OF FUEL FOR CITY VEHICLES



41

MILES OF ROADWAY RESURFACED



4,795

TRAFFIC CITATIONS ISSUED



262,135

GALLONS OF GAS USED BY CITY VEHICLES

503

AVONDALE EMPLOYEES



"Avondale is a great place to live.

Parks are fun and safe.... Streets are maintained and police are within eyes view when needed. We like the new Children's medical center being built. We think that was a smart move. Thanks Avondale."

– Resident Satisfaction Survey 2012

"Basic services, water, sewer and trash - exceptional. Keeping residents informed great. Reaching out and being innovative. Fiscal responsibility. We are in better shape than many valley cities, due to good leadership."

– Resident Satisfaction Survey 2012

"We attended the Avondale/Goodyear

"Tale of Two Cities" Centennial Parade and Celebration. We loved it! It was a great day and we like that the Cities thought it was important to have a day to unwind and make you feel good to be a resident. The little things mean a lot and it was great to see the participation."

– Letter to the Editor, West Valley View – Avondale Resident

"Participating in the Avondale Citizen's Academy provided me the insight of the operations of the city. I thank the City Council, City Manager and all the fine staff that provide excellent service to my family and all the citizens of Avondale."

– 2012 Citizen Academy participant

