



2015 Annual Community REPORT

The City of Sedona is pleased to present our 2015 Annual Community Report. Its purpose is to highlight key accomplishments for Fiscal Year 2014-2015 (July 1, 2014 through June 30, 2015) and to provide major objectives for Fiscal Year 2015-2016 (July 1, 2015 through June 30, 2016). We hope you find it useful and insightful. If you have any questions or comments, please feel free to contact the City Manager's Office at (928) 204-7127. For more information about the City of Sedona government, a great resource is the city's website at SedonaAZ.gov.

City Manager's Office

The City Manager's Office is responsible for the implementation of City Council policy and work plans. This is accomplished through Council establishment of strategic goals and distribution of work toward these goals throughout the departments. The continuous improvement of services provided to external customers (citizens) and internal customers (employees) is a key focus of the office.

Major Accomplishments:

- Refinanced the city's Series 2005 bond debt resulting in interest savings of more than \$800,000.
- Launched a financial transparency website to allow interested citizens to review all of the city's financial information down to the transaction level of detail.
- Created a Community Plan Advisory Group to identify priorities and make recommendations about various elements of the new Community Plan.
- Completed first year of the new tourism promotion and destination marketing contract with the Sedona Chamber of Commerce and Tourism Bureau, which contributed to a 12% increase in sales tax revenues over the prior year.
- Added four routes to the Verde Lynx commuter transit system between Sedona and Cottonwood during peak periods.
- Received a Recreation Trails Program grant of approximately \$75,000 for improvements to the Posse Grounds Fitness Trail.

Objectives for 2016

- Develop a citywide wireless master plan.
- Assess feasibility of managing the delivery of trash hauling and recycling services through issuance of exclusive contract(s).
- Serve as the host community for the 2016 Welcome Home Vietnam Veterans Day event.
- Revise social media policy and increase communication efforts through enhanced use of social media.
- Develop and implement an Economic Stability and Vitality Work Program.
- Refinance the city's Series 2007 General Fund Bond debt for a minimum savings of 8%.
- Complete a comprehensive traffic and circulation study including development of recommendations for possible road improvements, transit options, alternate routes, bicycle/pedestrian improvements, and traffic safety improvements.

Community Development Department

The Community Development Department is comprised of two service areas: Development Services (Building Safety, Current & Long Range Planning, Code Enforcement, and Administration); and Engineering and Maintenance Services.

Development Services

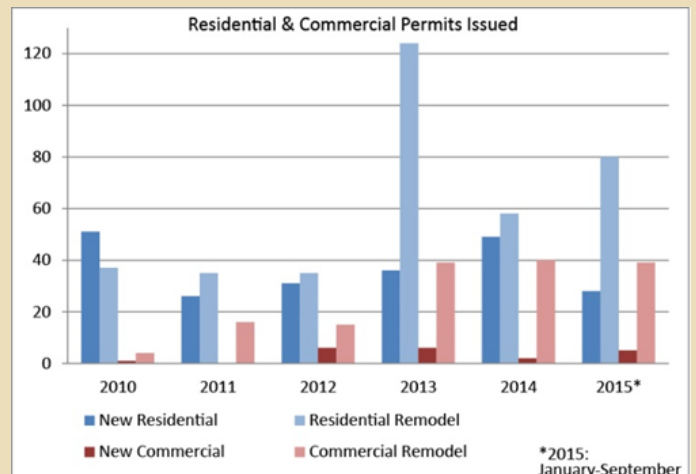
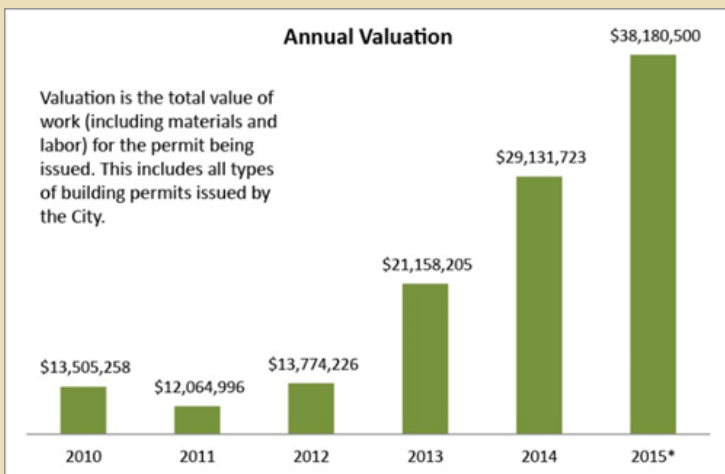
Development Services is comprised of thirteen staff members who support four divisions and provide staff support to City Council, the Historic Preservation and Planning & Zoning Commissions, as well as the Board of Adjustment.

Major Accomplishments:

- Issued a total of 163 commercial construction permits including 5 new projects and 39 remodels.
- Issued a total of 269 residential construction permits including 28 new residential units and 80 remodels.
- Implemented a street performance program.
- Facilitated a Community Plan Advisory Group to make priority recommendations to implement the Community Plan.
- Facilitated Community Focus Area (CFA) planning efforts for the Soldiers Pass, Western Gateway, and Schnebly Hill CFAs.
- Developed a conceptual master plan for the Ranger Station Park site on Brewer Road.
- Established a Citizen Engagement Work Group to recommend amendments to the Accessory Dwelling Unit Ordinance.
- Facilitated a Citizen Engagement Work Group to address off-highway vehicle issues.
- Issued commercial building permits for: Marriott Courtyard, Sedona Rouge expansion, Chipotle Restaurant, CVS Pharmacy, Nexus office project, Starbucks, Whole Foods, and Tlaquepaque North.
- Closed 321 code enforcement cases.
- Completed 57 short-term rental investigations.
- Completed 1,295 building inspections.

Objectives for 2016

- Complete the Community Focus Area planning process for the Soldiers Pass, Western Gateway and Schnebly Hill areas.
- Complete a final master plan for the Ranger Station Park site.
- Initiate a comprehensive update of the Sedona Land Development Code.
- Complete a wireless master plan and update to the Wireless Communication Ordinance.
- Update the city's Housing In-Lieu Policy.
- Create a dynamic, interactive, and informative department Facebook page and Twitter account.



Community Development Department

Engineering Services

Engineering Services is responsible for maintenance of city buildings, parking lots, parks, public streets, and storm drainages. Engineering Services also develops bicycle routes and programs within the city, develops improvement plans for city facilities and oversees the construction of these facilities. In addition, Engineering Services assists Development Services in the review of development proposals for private development projects (commercial and residential). There are a total of twenty-two positions in Engineering Services.

Major Accomplishments:

- Assisted the Parks and Recreation Department in completing the design and construction of three projects, including the Wetlands Viewing Deck Project.



- Assisted the Police Department in completing the design and construction of the Police Department Shooting Range Upgrades Project.



- Completed design and construction of six drainage projects, including the AAA Industrial Park Project, five wastewater projects, and three street projects, including reconstruction of a segment of Airport Road.



Objectives for 2016

- Complete design and construction of three capital drainage projects, including the Coffee Pot Drainage Project.
- Complete design and construction of six wastewater projects, including the Wastewater Treatment Plant Upgrades Project.
- Complete design and construction of nine streets projects, including the Uptown Paving Project.
- Assist the Parks and Recreation Department in completing the design and construction of seven projects, including the Barbara Antonsen Memorial Park Project.
- Complete a comprehensive traffic and circulation study including the development of recommendations for possible road improvements, transit options, alternate routes, bicycle/ pedestrian improvements, and traffic safety improvements.

Citizen Engagement Program

The Citizen Engagement Program is responsible for engaging residents in issues that the city is working on. This is done by actively seeking public input and citizen ideas through a number of ways, the main one being ad hoc work groups consisting of citizen volunteers who are invited to work alongside city staff to provide input and make recommendations on city projects, programs, and activities.

Major Accomplishments:

- To date, over 200 citizens have signed up through the volunteer registry with 70% involved in an engagement opportunity.
- Awarded the International City/County Management Association (ICMA) 2015 Program Award in the Strategic Leadership and Governance category for communities of 10,000 – 50,000 people, the first award of this kind for the City of Sedona.
- Initiated over twenty new Citizen Engagement Program work groups to provide opportunities to engage citizens in city projects and activities.
- Hosted the first volunteer luncheon for program participants in April.

Objectives for 2016

- Continue to offer meaningful work group opportunities for citizens.
- Continue to develop online polling tool “Engage Sedona” and promote its use community-wide.
- Increase community engagement of all ages, from teens to seniors.



Legal Department

The Legal Department prosecutes all misdemeanor offenses, provides legal services and advice to city departments and the City Council, defends claims and suits brought against the city, drafts and/or reviews and approves all contracts entered into by the city, drafts all resolutions and ordinances submitted for City Council approval, and interfaces with and manages the activities of outside counsel.

Major Accomplishments:

- Assisted with the process of hiring a new City Manager.
- Effected the transition of a new City Attorney.
- Successfully resolved short-term vacation rental litigation.
- Assisted in development and implementation of a Human Rights Ordinance.
- Assisted in the rezoning of CVS Pharmacy.
- Assisted in amending the fines and fees for violations of the short-term rental ordinance.
- Monitored all bankruptcy petitions involving the City of Sedona and assisted in the collection of outstanding tax and fee obligations.
- Increased criminal prosecutions by 136%.
- Prosecuted a total of 276 cases, consisting of 28 DUIs, 16 crimes involving drugs or controlled substances, 137 criminal traffic matters, 86 criminal non-traffic matters and 9 criminal misdemeanor matters.

Objectives for 2016

- Continue to vigorously and fairly prosecute all criminal misdemeanor cases.
- Complete intergovernmental agreement for reciprocal legal services with neighboring municipalities.
- Proceed with litigation to recover damages related to construction of the solar generation infrastructure at the city’s wastewater treatment facility.
- Work with city staff on development and implementation of City Council priorities.
- Implement City Attorney Annual Action Plan.

Finance Department

The Finance Department provides a variety of services to city residents, businesses, and other city departments. The department is responsible for wastewater billing, issuing business licenses, overseeing third-party contracts for sales tax collections and audits, and collection of past-due amounts owed to the city. The department provides payroll, benefits administration, financial reporting, purchasing and payables services for the city. The department also provides investment, debt management, budget coordination and management services to the City Council, City Manager and citizens.

Major Accomplishments:

- Refinanced the Series 2005 wastewater bonds, creating a net savings of over \$900,000.
- Developed a new and more comprehensive one-page dashboard monthly financial report for City Council and the public.
- Established a Citizen Budget Work Group, which worked directly with staff in developing and reviewing the Fiscal Year 2015-16 Budget.
- Received the Government Finance Officers Association Distinguished Budget Presentation Award for the city's Fiscal Year 2014-15 budget document. This is the second year the city has received this award.
- Received Certificate of Achievement for Excellence in Financial Reporting for the Comprehensive Annual Financial Report for Fiscal Year 2014. This is the 16th year the city has received this award.
- Completed an analysis of resident versus visitor spending.

Objectives for 2016

- Transition to the Arizona State Department of Revenue for collection, administration and processing of the transaction privilege (sales) taxes.
- Update the City of Sedona Purchasing Manual.
- Refinance Series 2007 General Fund bond debt for a minimum 8% net savings.
- Update citywide financial policies and procedures.
- Develop a Budget in Brief document for the public.
- Develop an annual financial summary report for better understanding of the city's financial picture.
- Conduct an internal control audit in order to better safeguard the city's financial assets.
- Update and implement financial records retention policies and procedures.

Projection of Financial Condition by Fund

	Projected Beginning Fund Balance June 30, 2015	Projected Fiscal Year 15-16 Revenue	Transfers (Out)/In	Projected Fiscal Year 15-16 Expenditures	Projected Ending Fund Balance June 30, 2016
General Fund	\$13,069,544	\$26,284,831	(\$220,500)	\$25,366,512	\$13,767,363
Special Revenue/Grants	\$128,008	\$1,444,738	\$506,500	\$2,074,438	\$4,808
Capital Funds	\$9,975,347	\$1,795,592	(\$196,000)	\$7,658,563	\$3,916,376
Wastewater Enterprise	\$17,905,569	\$10,583,350	(\$90,000)	\$17,459,272	\$10,939,647
Total	\$41,078,468	\$40,108,511	\$0	\$52,558,805	\$28,628,194

Human Resources Department

The Human Resources Department is responsible for recruitment, compensation and benefits, evaluations, performance management, compliance of federal, state, and local employment laws, employee training and development, job descriptions, employee orientation, health and safety, employee manual updates and compliance, harassment and discrimination prevention, record keeping, and legal compliance.

Additionally, the Human Resources Department assists employees and managers with a variety of work-related questions and concerns.

Major Accomplishments:

- Recruitment, selection, and hiring of new City Manager.
- Increased one-on-one assistance with employees during insurance open enrollment.
- Continued implementation of no-cost recruitment strategies.
- Updated and improved safety meetings for increased engagement and interaction.
- Streamlined new hire process in order to allow employees to be effective in their positions immediately.
- Increased supervisory training opportunities to include webinars, in-house trainers, and online opportunities.
- Implemented new customizable safety training software program.
- Oversaw a multitude of recruitment for both regular and seasonal positions.
- Scheduled and monitored over one hundred employee performance evaluations.

Objectives for 2016

- Increase further safety awareness with increased employee engagement and training.
- Implement new supervisory training opportunities.
- Continue to streamline electronic recruitment processes.
- Work closely with supervisors for timely completion of employee evaluations.
- Continue innovative and creative employee appreciation events and gifts.
- Increase employee engagement and retention.
- Meet and engage with new employees regularly to develop training for further retention.

City Clerk's Office

The City Clerk's Office provides a variety of services to both internal and external customers. Duties include: serving as liaison to the City Council including agenda, packet, and minutes preparation; conducting municipal elections; recording, preserving, researching and providing access to Sedona's historical records; maintaining the City Code; issuing Peddler/Solicitor Permits and acting as filing office for the City of Sedona. The office also serves as the receptionist and main point of contact for the City of Sedona government.

Major Accomplishments:

- Prepared essential records list for the State Archivist.
- Provided training to four new City Council members.
- Coordinated an annual electronics recycling day for the public.
- Completed scanning of additional city documents into the Laserfiche imaging program.
- Acted as gatekeeper for Sedona Citizens Connect, monitored reports for completion, and suggested enhancements.

Objectives for 2016

- Work with City Council on updates and revisions to the Council Rules of Procedure.
- Serve on advisory team for City of Sedona website upgrades.
- Continue improvements to the records archive and management system.
- Act as gatekeeper for Sedona Citizens Connect, monitor reports for completion, and suggest enhancements.
- Act as staff liaison to the city Green Team providing advice, research, and guidance.

Parks and Recreation Department

The Sedona Parks and Recreation Department provides diverse, year-round leisure opportunities through the preservation of open space, park settings, recreational facilities, programs, and events for citizens, visitors, and future generations of Sedona. The department's areas of responsibilities include providing special events throughout the year; programming and staffing the community pool; running the adult softball league; and creating recreation opportunities for all ages.



Objectives for 2016

- Add teen night to Celebration of Spring.
- Seek new grant and sponsorship opportunities.
- Train staff and initialize use of new digital interactive survey tools for community meetings.
- Complete the construction and handle operations and programming of the new exercise trail at Posse Grounds Park.
- Complete the design of the playground at Posse Grounds Park.
- Complete the design for the Sedona Dog Park.
- Complete the construction and handle operations and programming of the Posse Grounds Bike Skills Park.

Major Accomplishments:

- Brought Arizona Youth Soccer Organization (AYSO) soccer back to Sedona.
- Hosted first ever summer and winter day camp for kids.
- Hosted a well-attended Fourth of July concert and laser show at Sedona Red Rock High School.
- Held successful, weekly dog social event (Yappy Hour) at Posse Grounds Park.
- Received grant funding for an exercise trail at Posse Grounds Park.
- Received grant funding for sports equipment.
- Hosted nine successful annual community events.
- Built a strong volunteer partnership with Aletheia Church.
- Took the lead on Holiday Central Sedona.
- Brought back youth Grasshopper Basketball at West Sedona School.



Arts and Culture Division

The Arts and Culture Division manages the city's arts and culture programs that include Arts Education, City Hall Art Rotation, Mayor's Arts Awards, Art in Public Places, and Art in Private Development.

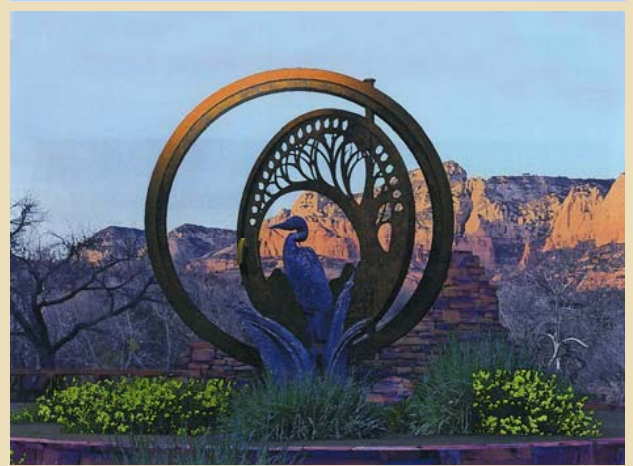


Major Accomplishments:

- Formed work groups completing a series of Arts & Culture Initiatives, which collected attainable creative project ideas to actualize in the community.
- Implemented the "Moment of Art" whereby artists perform monthly at the beginning of City Council meetings throughout the year.
- Expanded the City Hall Art Rotation Program for local artists to display their artwork in the Community Development Department's conference room.
- Strengthened the Artist in the Classroom program by securing thirty diverse and seasoned artists to teach art in grades pre-K through high school.

Objectives for 2016

- Launch a new Celebration of the Arts Festival at City Hall.
- Host the Mayor's Arts Award ceremony.
- Implement the Street Performance Pilot Program in Uptown Sedona.
- Coordinate and oversee the newly initiated city mural projects at the wastewater plant and court offices.
- Increase artist assignments through the Artist in the Classroom program.
- Hold dedication ceremony for the Schnebly Hill roundabout sculpture "The Open Gate," created by artist Reagan Word.



Communications and Public Affairs Division

The Communications and Public Affairs Division informs and educates the community about city services, projects, and activities. This is accomplished through working closely with city departments and the City Council to provide effective, timely, and accurate information to the community and media.

Major Accomplishments:

- Held the 4th Annual State of the City Address at City Hall.
- Produced the 2014 Annual Community Report and *Community Connection* newsletter, which were mailed to residents and posted on the city's website.
- Coordinated the "For the Love of Sedona" event presented by author Peter Kageyama.
- Held the 5th Annual Citizens Academy, a program to educate citizens on city operations and issues.
- Disseminated over 160 news releases to the media, city's website, and social media sites.
- Coordinated twenty-four City Talk articles for publication.
- Participated on the Website Management Team for the redesign of the city's website.

Objectives for 2016

- Revise the social media policy and increase public outreach efforts through enhanced use of social media.
- Participate in efforts to host the 2016 Welcome Home Vietnam Veterans Day event in Sedona.
- Act as liaison to the 2016 Verde Valley SciTech Festival and help coordinate the city's event.
- Coordinate and participate in 2016 Citizens Academy.

Police Department

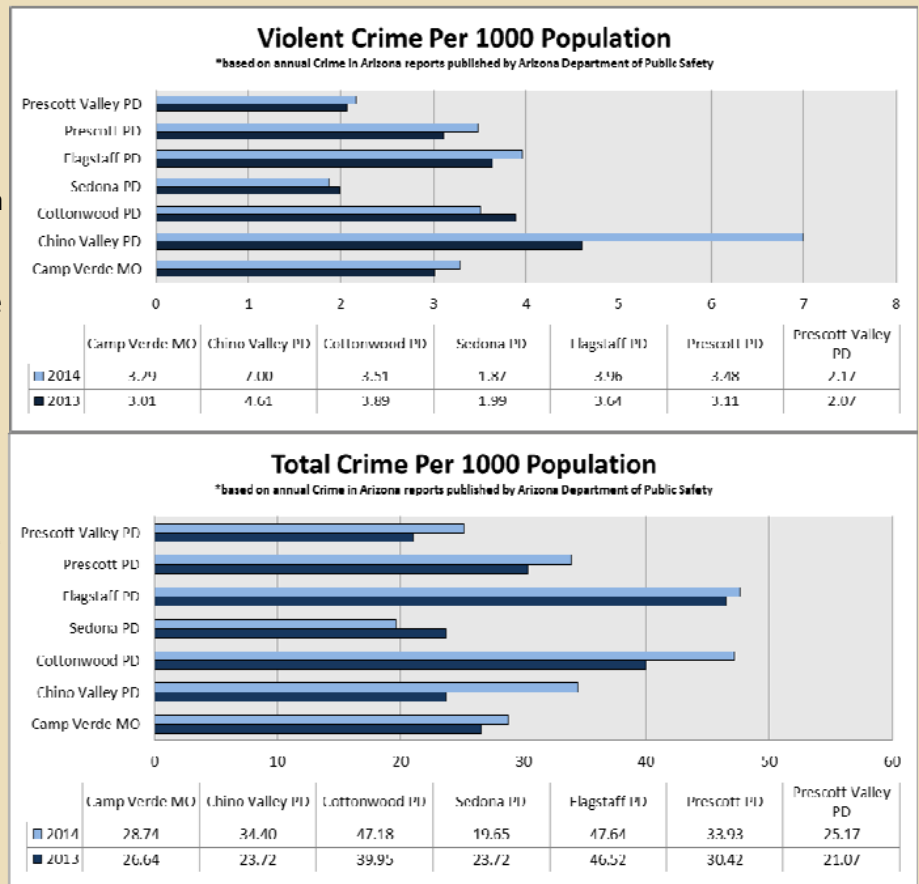
The Police Department, in partnership with the citizens of Sedona, serves to provide professional and purpose-driven law enforcement and public safety services throughout the community. The department has personnel on duty twenty-four hours a day, seven days a week in our communications center and in the field responding to emergency calls, conducting proactive patrol operations, and working together with other city departments to enhance the quality of life for residents, businesses and visitors. Administrative, investigative and other support personnel work various shifts during the week to further our public safety mission.

Major Accomplishments:

- 60.7% reduction in violent crime (homicide, forcible rape, aggravated assault) from January through October 2015 as compared to same time period in 2014.
- 34.3% reduction in property crime (burglary, larceny, motor vehicle theft) from January through October 2015 as compared to same time period in 2014.
- Installation of a new turning target system at Police Shooting Range to enhance training activities.
- Received \$19,000 in grant funding from the Governor's Office of Highway Safety to conduct traffic safety awareness activities and purchase speed display/data capture signs.
- Received over \$16,000 in funding from the Yavapai-Apache Tribal Nation to support police department programs such as K9, Police Explorers and Police Volunteers.
- Completed critical safety improvements at the Police Shooting Range.
- Completed improvements to the police radio communications system as identified through a comprehensive study by professional consultants to enhance the radio system.
- Completed the replacement and upgrading of CAD/Records/Mobile systems and equipment to meet current technology requirements and mandated security protocols.
- Transitioned the Police Department Communications to become the primary Public Safety Answering Point for 9-1-1 calls in the City of Sedona.
- Recruited and trained six new police volunteers.
- Police volunteers donated over 3,000 hours to provide prisoner/evidence transportation, house watch, crime scene/traffic control assistance and special event services.
- Provided recognition for department personnel through Employee of the Year events held by Sedona Masonic Lodge, Sedona Elks Club, Clarkdale Moose Lodge, and Arizona MADD.

Objectives for 2016

- Develop and implement a community advisory committee that would provide input into police department policies, procedures, training and activities to enhance community trust, facilitate transparency and exchange ideas and concerns on police-related issues.
- Develop and implement methods to gauge department effectiveness and community satisfaction of department performance.
- Enhance traffic safety and enforcement activities to positively impact traffic safety collision rates.
- Assess and analyze various factors contributing to employee turnover and develop recommendations to enhance employee retention.
- Develop and implement activities focused on increasing the department's positive interactions with youth in the community.



Information Technology Department

The Information Technology Department manages the acquisition and maintenance of all of the city's computer and communication systems, including desktop computer hardware and software, network servers, switches, routers, firewalls, mobile computers, wireless networks, telephone systems, voice mail, email, and the city's internet and intranet websites.

Geographic Information Systems (GIS) within the Information Technology Department provides maps, data, and spatial analysis to city departments and to the public through the city's comprehensive GIS database and the city's website.

Major Accomplishments:

- Completed major upgrade of police systems including dispatch, records, field operations, and mobile data computers.
- Initiated project to upgrade city's website to support current technologies and provide improved functionality.
- Implemented wireless wide area network connecting City Hall with Posse Grounds Park and the city's maintenance facility.
- Upgraded city's internet connectivity to support high bandwidth applications and improve reliability.
- Developed an online Building Permit Inquiry and Building Inspection Scheduling system.
- Upgraded GIS server and client software, improving speed and data analysis capabilities.
- Updated citywide aerial imagery for GIS.

Objectives for 2016

- Expand electronic citations program to include all police officers in the field and parking enforcement.
- Complete upgrade and rollout of the new city website.
- Expand use and training for Laserfiche Document Management System.
- Implement online facility reservations and class registrations, including online payment of deposits and fees.
- Implement secure remote network access for city staff.

Sedona Municipal Court

The Sedona Municipal Court is the judicial branch of Sedona city government and is also a part of the State of Arizona court system.

The types of offenses dealt with in the Municipal Court include misdemeanor criminal violations, criminal and civil traffic offenses, parking violations and City Code violations, both criminal and civil. The Court also handles orders of protection and injunctions against harassment. The Municipal Court does not handle small claims actions.

The mission of the Sedona Municipal Court is to serve the community and to protect individual rights through the administration of justice. The Court pledges to serve each member of the community fairly, impartially and with integrity.

Major Accomplishments:

- A total of 1,811 court cases were filed, which included: 139 criminal cases, of which 28 cases were driving under the influence; 137 criminal traffic cases; and 1,535 civil traffic and parking violation cases.
- The total caseload figure represents an increase of 49% in overall filings over the previous year as follows: 78% increase in criminal case filings; 18% increase in criminal traffic filings; and 26% increase in civil traffic filings.
- Managed increased caseload with the same number of court personnel as were employed last fiscal year.
- All court staff have completed training and are now civil traffic hearing officer qualified.

Objectives for 2016

- Consider an addition to staff to assist in processing increased caseload and enforce collection of outstanding fines.
- Continue effort to maintain case flow efficiency.
- Continue to reduce backlog of outstanding warrants.

Wastewater Department

The Wastewater Department manages the collection, treatment and disposition of wastewater for the city's public wastewater system. About 60% of the urbanized area of Sedona is served by this system which delivers wastewater to the city's treatment plant. The plant is located about 5 miles southwest of the city limits along State Route 89A. Other areas of the city are served by private wastewater treatment facilities, such as septic tanks or small private treatment systems.

The department has ten employees and is divided into three operating divisions: Administration, Collection System, and Plant Operations. These divisions focus on the operation of the wastewater system, which includes the Sedona Wetlands Preserve, a city park. The Preserve was constructed as a way to manage wastewater which has been treated to A+ quality level.

Wastewater-related concerns such as new connections and payment of sewer fees are managed through the Community Development and Finance departments.

Major Accomplishments:

- Improved the maintenance program for the Sedona Wetlands Preserve.
- Completed the upgrade of energy saving modifications at the New Castle pump station.
- Disposed of about 966 tons of sludge at Grey Wolf Landfill.
- Participated in the review of projects to upgrade the wastewater treatment processes and install injection wells to increase plant wastewater management capacity to 1.63 million gallons per day.
- Completed and presented to the City Manager the citizen's committee report regarding land use concepts for 200 acres of plant land that will not be needed for spray irrigation when all injection wells are installed.
- Completed the electrical safety review of pump stations in collection system.
- Conducted plant tours for students and the public.
- Participated in the Verde Valley SciTech Festival and conducted tours of the Sedona Wetlands Preserve to discuss the benefits of the wetlands as it relates to the management of the city's treated water.

Objectives for 2016

- Install energy saving improvements at Bear Wallow pump station.
- Convert collection system pump station monitoring system from a radio-based system to an internet-based system.
- Work with Engineering Services as construction of the plant improvements and wells moves forward.
- Upgrade plant operations computer control system with a Wastewater Information Management System.



Sedona City Council

The Sedona City Council regular meetings are held on the second and fourth Tuesday of each month at 4:30 p.m. in the Council Chambers at 102 Roadrunner Drive. The meetings are broadcast via live stream on our website and on local cable Channel 4. Work sessions and special meetings are held as needed. For meeting information, visit our website or call the City Clerk's Office at (928) 282-3113.



The City Council may be contacted by mail at Sedona City Hall, 102 Roadrunner Drive, Sedona, AZ 86336 or by email:

Mayor Sandy Moriarty	SMoriarty@SedonaAZ.gov
Vice Mayor Mark DiNunzio	MDiNunzio@SedonaAZ.gov
Councilor Scott Jablow	Sjablow@SedonaAZ.gov
Councilor Angela LeFevre	ALeFevre@SedonaAZ.gov
Councilor John Martinez	JMartinez@SedonaAZ.gov
Councilor Jon Thompson	JThompson@SedonaAZ.gov
Councilor Jessica Williamson	JWilliamson@SedonaAZ.gov

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.



102 Roadrunner Drive
Sedona, Arizona 86336

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