



2016 Annual Community REPORT



Justin Clifton
City Manager

Dear residents and guests of Sedona,

On behalf of the City of Sedona, I am pleased to share our Annual Community Report. Its purpose is to highlight key accomplishments for Fiscal Year 2016 (July 1, 2015 through June 30, 2016) and to provide major objectives for Fiscal Year 2017 (July 1, 2016 through June 30, 2017). I hope you find it useful and insightful.

If you have any questions or comments, please feel free to reach out to our office at (928) 204-7127. Also, our website SedonaAZ.gov is a great resource for more information about the City of Sedona government.

City Manager's Office

The City Manager and Assistant City Manager are responsible for the implementation of City Council policy and work plans.

They assist departments and City Council in meeting performance goals by fostering an organization environment that encourages a commitment to teamwork and delivery of quality municipal services to external customers (residents) and internal customers (employees).

Major Accomplishments:

- Led 24 City Council priorities including:
 - ◊ creation of a new economic development program.
 - ◊ development of a request for proposals to evaluate the feasibility of selecting a single trash hauler.
- Implemented a 360-degree performance evaluation process for management positions.
- Served as the host community for the 2016 Welcome Home Vietnam Veterans Day event.
- Implemented a performance management system emphasizing data driven decisions.
- Completed the first phase of the public outreach process for a comprehensive traffic and circulation study.

Objectives for 2017

- Implement select recommendations of a comprehensive traffic study.
- Implement paid parking on Main Street in Uptown.
- Continue to develop and implement strategies to mitigate traffic and parking issues in Uptown.
- Lead a Citizen Work Group to look at long-term capital needs and funding options.
- Develop a citywide wireless master plan.

Community Development Department

The Community Development Department is comprised of thirteen staff members supporting Building Safety, Current & Long Range Planning, Code Enforcement, and Administration. In addition, staff supports City Council, the Historic Preservation and Planning & Zoning Commissions, as well as the Board of Adjustment.

Major Accomplishments:

- Issued a total of 87 commercial construction permits including 3 new projects and 84 remodels.
- Issued a total of 134 residential construction permits including 24 new residential units and 110 remodels.
- Completed the Soldiers Pass and Western Gateway Community Focus Area (CFA) planning efforts.
- Developed a conceptual master plan for the city's Ranger Station Park on Brewer Road.
- Facilitated a Citizen Work Group to address off-highway vehicle issues.
- Issued commercial occupancy permits for: Marriott Courtyard, Sedona Rouge expansion, Chipotle Restaurant, CVS Pharmacy, Nexus office project, Whole Foods, and Tlaquepaque North.
- Initiated a comprehensive update of the city's sign regulations.
- Processed over 500 code enforcement cases.
- Completed over 70 short-term rental investigations.
- Completed 2,086 building inspections.
- Transitioned from paper to electronic commission packets through the issuance of individual iPads for each commissioner.

Objectives for 2017

- Complete the Schnebly Hill Community Focus Area planning process.
- Facilitate the AAA Industrial Park Community Focus Area planning process.
- Complete the final master plan for the Ranger Station Park on Brewer Road.
- Update the Wireless Communication Ordinance.
- Create a dynamic, interactive, and informative department Facebook page and Twitter account.
- Initiate a comprehensive update of the Sedona Land Development Code.



Public Works Department

The Public Works Department has twenty-four staff members who provide maintenance and engineering support services for community improvement projects such as our city parks, streets and parking lots, buildings, and storm water facilities. Engineers also assist the Community Development Department with review of development proposals for private projects (commercial and residential).

Major Accomplishments:

- Assisted the Arts and Culture Division in finalizing the design and installation of art (below) at the Schnebly Hill Road roundabout.



- Finished construction at the intersection of Calle Del Sol and Navoti Drive.
- Completed several Uptown streets projects: paved roads (right), added sidewalks, and installed a new traffic signal.
- Finished construction of the Sugarloaf Trailhead parking lot and Posse Grounds Bike Skills Park Phase 1 project.
- Completed design of the Posse Grounds Park shade structures and the Playground Improvements project.
- Completed the Effluent Management Implementation Plan Wastewater project.
- Concluded design and construction of Soldier Wash Phase 3 (below) and Coffee Pot Phase 1 Drainage projects.

Objectives for 2017

- Complete design and construction of three drainage projects, including the Coffee Pot Phase 2 Drainage project.
- Finalize five wastewater projects, including upgrades to the Wastewater Treatment Plant.
- Finish design and construction of five streets projects, including the Uptown Pedestrian Access Improvement project.
- Assist the Parks and Recreation Department in completing five construction projects, including the Pavilion amphitheater at Barbara Antonsen Memorial Park .
- Develop Transportation Master Plan recommendations for possible road improvements, transit options, alternate routes, bicycle/pedestrian and traffic safety improvements.



Financial Services Department

The Financial Services Department provides a variety of services to city residents, businesses, and other city departments and is divided into four different programs: Administration, Payment Processing, Budget, and Revenue Management.

Major Accomplishments:

- Refinanced the Series 2007 bonds, creating a present value savings of almost \$992,000.
- Transitioned sales tax collections to the State of Arizona in accordance with new legislative requirements.
- Collected more than \$366,000 in delinquent sales taxes.
- Collected nearly \$240,00 in delinquent wastewater receivables.
- Hired a new Director of Financial Services and an Accounting Supervisor.
- Received the Government Finance Officers Association Distinguished Budget Presentation Award for the city's Fiscal Year 2016 budget document. This is the third year the city has received the award.
- Received Certificate of Achievement for Excellence in Financial Reporting for the Comprehensive Annual Financial Report for Fiscal Year 2015. This is the 17th year the city has received this award.

Objectives for 2017

- Obtain the Government Finance Officers Association Distinguished Budget Presentation Award for the city's Fiscal Year 2017 budget document.
- Obtain Certificate of Achievement for Excellence in Financial Reporting for the Comprehensive Annual Financial Report for Fiscal Year 2016.
- Participate in new citizen work groups to analyze and develop long-term funding policies for capital improvements and for review of revenue projections.
- Implement identified improvements to internal controls and workflow efficiencies.
- Continue to implement performance measures into the budget.
- Implement a grants financial management program.
- Update the City of Sedona Purchasing Manual to improve internal controls.
- Hire a Budget Analyst.

The following table presents the change in financial condition by fund for the Fiscal Year 2015-16. Total fund balance decreased approximately \$3.2 million primarily due to the expenditure of accumulated reserves designated for capital projects.

Change in Financial Condition by Fund (Unaudited)					
(In Thousands)					
	Beginning Fund Balance June 30, 2015	Fiscal Year 15-16 Revenue	Other Financial Sources (Uses) ¹	Fiscal Year 15-16 Expenditures	Ending Fund Balance June 30, 2016
General Fund	\$13,275	\$18,637	(\$7,305)	\$14,908	\$ 9,699
Streets Fund	377	903	506	1,126	660
Grants & Donation Funds	190	74	10	116	158
Capital Funds	11,160	1,285	6,885	4,725	14,605
Wastewater Enterprise	16,938	11,027	-	14,367	13,598
Total	\$41,940	\$31,926	\$ 96	\$35,242	\$38,720

¹Other financial sources (uses) includes transfers between funds and the transactions for a debt refunding that resulted in a savings in future cash flows of approximately \$1.1 million.

Economic Development Division

The Economic Development Division facilitates the city's economic development program with the intent to diversify Sedona's economy consistent with the Sedona Community Plan. The comprehensive program focuses on services that foster entrepreneurship, leveraging existing public and private resources at the local, regional, and state level whenever possible.

Major Accomplishments:

- Hired a new Economic Development Director
- Developed an economic stability and vitality work program and action plan.

Objectives for 2017

- Connect small businesses with resources such as market research and access to capital.
- Target businesses with higher-wage jobs interested in expanding in Sedona.
- Continue to build relationships with partner organizations and businesses.
- Further develop strategies to implement the Economic Development Program.

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:

- Managed thirty artists through the Artist in the Classroom program, increasing artist assignments by 43.5% from the previous school year.
- Completed installation and dedication ceremony for the Schnebly Hill roundabout sculpture "The Open Gate," created by artist Reagan Word through our Art in Public Places program. Added solar lighting to display the sculpture at night.
- Established and hosted a catered Artist Reception every three months for artists exhibiting in our City Hall Art Rotation program.
- Implemented installation of digital screens located within the lobbies of four City Hall buildings to continuously display our local cable Channel 4 television station.

Objectives for 2017

- Through visual, literary and performance art, elevate and supplement the quality of programming for the Artist in the Classroom program, by exploring social issues that currently affect students.
- Launch, coordinate and oversee the city mural project at the wastewater plant.
- Host the Mayor's Arts Award ceremony in spring.
- Restructure the City Hall Art Rotation Program to function more like a gallery by exhibiting all artists within each location.
- Use digital screens within City Hall campus to promote creative work from local artists via stills and video and to broadcast live City Council meetings.

Citizen Engagement Program

The Citizen Engagement Program is responsible for engaging residents in issues the city is working on. This is done by garnering public input and citizen ideas through various means, including task-specific work groups consisting of citizen volunteers who are brought together to help give input in an advisory board capacity on city issues.

Major Accomplishments:

- To date, nearly 250 people have signed up through the volunteer registry with 70% plugged in to an engagement opportunity.
- Facilitated 11 work groups.
- Hosted another successful volunteer luncheon for program participants in April, with seven awards given to exemplary volunteers.
- For the first time, the Citizen Engagement Program hosted the 2016 Citizen Academy.



Objectives for 2017

- Continue to offer meaningful work group opportunities for citizens.
- Continue to develop online and real-time polling opportunities to engage residents.
- Communicate City Council's priorities to residents.

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:

- Produced the 2015 Annual Community Report and *Community Connection* newsletter, which were mailed to residents and posted on the city's website.
- Disseminated over 150 news releases to the media, city's website, and social media sites.
- Coordinated twenty-four City Talk articles for publication.
- Revised the city's social media policy.

Objectives for 2017

- Continue to expand communication programs and services after hiring a new Communications Manager.
- Continue public outreach efforts through enhanced use of social media.
- Consider broadening communication through the use of citizen surveys.
- Consider other new technology tools to include video and info-graphics.

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, and programs and events for citizens and visitors. The department's areas of responsibilities include providing special events throughout the year; programming and staffing the community pool; running the adult softball and youth basketball leagues; and creating recreation opportunities for all ages.



Objectives for 2017

- Improve and enhance existing events and programs through partnerships, creativity and teamwork.
- Plan programs and events in line with the Community Plan.
- Build on the success of summer camp for kids.
- Partner with local organizations to add variety to our events.
- Increase the number of swim lesson participants.
- Assist with construction improvements to the fitness trail at Posse Grounds Park.
- Handle operations of the Posse Grounds Pavilion amphitheater.
- Handle operations of the Posse Grounds Bike Skills Park.

Major Accomplishments:

- Obtained \$122,881 in grant funding.
- Offered 85 days of events within a year.
- Brought back youth Grasshopper Basketball.
- Facilitated the first three successful outside agency rentals for alcohol approved events at the park.
- Received \$68,773 through sponsorships, donations and volunteer hours.
- Brought swim lesson instruction back in-house.



Police Department

The Police Department, in partnership with the citizens and visitors, serves to provide professional law enforcement and public safety 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, proactive patrol operations, and working with other city departments to enhance the quality of life for residents, businesses and visitors.

Major Accomplishments:

- Reduced vehicle burglaries by 56%.
- Reduced identity thefts by 32%.
- Reduced assaults by 3%.
- Received grant funding for speed signs and overtime to concentrate on speed-related and DUI proactive patrols.
- Entered into an agreement with CenturyLink Management Services to upgrade the communication center's current telephone and 911 systems.
- Over 3,500 man hours (YTD) donated by police volunteers.
- Provided leadership training for current and newly promoted supervisors.

Objectives for 2017

- Develop and implement a joint department position (Community Services Officer) with Police and Community Development to improve services to our citizens.
- Continue leadership training for new Patrol Sergeants.
- Enhance traffic safety and enforcement activities to impact collision rates.
- Upgrade 911 cellular mapping systems.



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:

- Developed new mission and vision statements for the Information Technology Department.
- Completed upgrade and redesign of city's website.
- Developed new online GIS maps for city staff and the public.
- Implemented tablet computer program utilizing Microsoft Surface technology.

Objectives for 2017

- Expand electronic citations program to include all police officers in the field and parking enforcement.
- Implement online facility reservations and class registrations, including online payment of deposits and fees.
- Upgrade Storage Area Network (SAN) hardware to support increased data storage needs.
- Implement Microsoft Office 365 subscription for city staff.
- Assist with implementation of paid parking kiosks, including management, online payments, and enforcement.
- Develop Sales Tax database and reporting system to support new state regulations.
- Install digital signage at City Hall.
- Upgrade phone/radio recording equipment for Police Department.

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 that are heard 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:

- Worked with the city prosecutor to more efficiently resolve pending criminal cases from the pretrial stage to the sentence stage.
- Implemented more streamlined procedures resulting in a reduced number of court appearances.

Objectives for 2017

- Continue effort to maintain case flow efficiency.
- Continue to reduce backlog of outstanding warrants.
- Begin implementation of the Arizona Supreme Court's "Justice for All" task force recommendations pertaining to fines, penalties, fees and pretrial release policies.

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 in development and implementation of a Human Rights Ordinance.
- Identified the City of Sedona's role in consideration of a National Monument proposition.
- Monitored all legislation introduced during the State Legislative Session and briefed Council on impacts to the City of Sedona.
- Advocated against the passage of Senate Bill 1350 relating to short-term vacation rentals.
- Assisted in the development and approval of the Soldiers Pass and Western Gateway Community Focus Areas.
- Assisted in the review and consideration of a single-hauler solid waste program.
- Completed a five year risk/loss analysis of city claims activity.
- Assisted in the acquisition of a property adjacent to City Hall for future facility expansion.
- Monitored all bankruptcy petitions involving the city and assisted in the collection of outstanding tax and fee obligations.

Objectives for 2017

- Continue to vigorously and fairly prosecute all criminal misdemeanor cases.
- Continue to expand agreement for reciprocal legal services with neighboring municipalities.
- Increase lobbying efforts to raise legislative profile of Sedona city government.
- Proceed with litigation to recover damages related to construction of the solar generation infrastructure at the city's wastewater treatment facility.

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 and Land Development Codes; issuing Peddler/Solicitor Permits; processing Liquor and Special Event Applications; grants coordination; and acting as a 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:

- Completed updates and revisions to the Council Rules of Procedure.
- Prepared packets for City Council candidates.
- Conducted an election for City Council and Franchise Extensions for Arizona Public Service Company (APS) and UNS Gas, Inc.
- Ensured filing and posting of campaign finance filings.
- Served as an early voting location for Coconino County.
- Served on advisory team for city's website upgrade.
- Coordinated an annual electronics recycling and household hazardous waste disposal event for the public.
- Acted as gatekeeper for Sedona Citizens Connect (Report It!) smartphone application; monitored reports for completion, and suggested enhancements.

Objectives for 2017

- Provide training for incoming City Councilors.
- Provide City Council support.
- Complete agendas, packets, minutes, action item lists, and proclamations in an accurate and timely fashion.
- Process ordinances, resolutions, and applications for voluntary service on city Boards and Commissions.
- Continue improvements to the records archive and management system.
- Continue to act as gatekeeper for Sedona Citizens Connect (Report It!) application; monitor reports and suggest enhancements.
- Act as staff liaison to the city Green Team providing advice, research, and guidance.
- Identify and pursue grant opportunities.
- Ensure adherence of existing grants to required terms and complete grant follow-up.

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.

Major Accomplishments:

- Coordinated recruitment efforts for a new Economic Development Director.
- Reduced workers compensation claims by 14%.
- Streamlined new hire process to allow employees to be effective in their positions immediately.
- Provided supervisory training opportunities to include webinars, new leadership materials, in-house trainers, and online opportunities.

Objectives for 2017

- Increase safety awareness with innovative training and accident review.
- Further utilize cost effective and global electronic recruitment process.
- Seek out new supervisory training opportunities.
- Research and implement best practices to improve employee engagement and productivity.
- Create and introduce employee appreciation recognition ideas and events.

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.

Wastewater-related concerns such as new connections and payment of sewer fees are managed through the Public Works and Finance departments, respectively.

Major Accomplishments:

- Collected and processed approximately 1.1 million gallons per day of wastewater.
- Advised the Public Works Department on projects to upgrade the wastewater treatment processes and install injection wells to increase plant wastewater management capacity to 1.63 million gallons per day.
- Modernized some facilities including Bear Wallow Pump Station and the centrifuge sludge drying facility.
- Inspected and cleaned approximately 27,000 feet of sewer mains.
- Continued to find non-rate revenue:
 - ◇ \$112,476 rebate from APS for energy saving measures incorporated into the wastewater system.
 - ◇ \$775 from auctions of discarded equipment and materials.
- Continued to apply for use of low cost hydro-generated power from Hoover Dam.
- Upgraded system for reporting permit compliance to Arizona Department of Environmental Quality.
- Participated in the Verde Valley Sci-Tech Festival, conducting plant tours for students and the public.

Objectives for 2017

- Work with Public Works Department in the development of a new Wastewater Master Plan.
- Continue to look for non-rate revenue.
- Secure the right to use power from Hoover Dam to reduce power costs.
- Continue to work with Public Works Department on implementation of injection wells.
- Engage and outreach to the public through participation in the Verde Valley Sci-Tech Festival and conducting plant tours.



Project Snapshot

UPGRADES:

Replaced blowers and modernized them with VFDs

APS REBATES EARNED:

\$112,476

ESTIMATED LIFETIME

ELECTRICITY COST SAVINGS:

\$2,617,531

PAYBACK AFTER REBATES:

2.1 years

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 John Martinez JMartinez@SedonaAZ.gov
Councilor John Currivan JCurrivan@SedonaAZ.gov
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Councilor Tom Lamkin TLamkin@SedonaAZ.gov
Councilor Jon Thompson JThompson@SedonaAZ.gov
Councilor Joe Vernier JVernier@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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