

TOWN MANAGER'S

EXECUTIVE REPORT

Town of Oro Valley | May 2021

TO COUNCIL

TOWN MANAGER'S MESSAGE

The FY21/22 Recommended Budget review is in full swing. Budget study sessions are scheduled for May 5 and 6 with an additional study session tentatively scheduled for May 19, following the regular Council meeting. Briefings were provided to Council in preparation for the budget study sessions, and staff looks forward to addressing any additional questions as they arise. The Budget and Finance Commission will discuss the recommended budget at their next meeting and provide Council with recommendations prior to adoption of the Tentative Budget. Staff is currently working on an update to the Recommended Budget to incorporate the revenues and expenditures associated with Council's recent annexation of the Westward Look.

After a competitive solicitation process, the Town will change auditors from Heinfeld Meech to Henry & Horne. Heinfeld Meech have been the Town's external auditors for well over 10 years, and done an outstanding job in becoming a trusted financial partner for the Town. They have served the Town and its residents admirably. With that said, Henry & Horne is also a very well-respected CPA firm with many local government clients across the State of Arizona, including the Town of Marana. We anticipate that they will bring a fresh audit approach and new perspectives to the Town while also providing outstanding service and a seamless transition. As an added benefit, the Town will save over \$30,000 over the next five years on audit costs.

Congressman O'Halleran spent several hours in Oro Valley last month focused specifically on business support. The Congressman received information on the OVSafeSteps program and went on a tour of several businesses with Dave Perry, Oro Valley Chamber President. A handful of businesses also spoke and expressed appreciation to the Town Council and staff for creating this program, which had a significant impact on them and their businesses. Vice Mayor Barrett and Councilmembers Bohlen and Greene also attended the meeting and participated in the group discussion.

OVSafeSteps is a finalist for a MPA Common Ground Award, which will be announced at their annual dinner on May 14. The criteria for the award revolve largely around collaboration among the public, private and non-profit sectors, a hallmark of the success of our business assistance program. Oro Valley is also connected to another Common Ground Award finalist: the UA Center for Innovation at Oro Valley incubator. We are humbled and honored to be considered for these awards with our partners.

In other matters:

- The latest *This is Oro Valley* podcast features guest host Misti Nowak turning the tables as she asks Chris Cornelison and me about the Strategic Leadership Plan and process. The podcast continues to be a popular feature. Next month, I will talk with Kristy Diaz-Trahan about the exciting summer recreational programs that we will be offering this year.
- Some copies of the Town Council's final Strategic Leadership Plan will be printed this month. These copies will be available near your offices and you are encouraged to bring them with you to future in-person events. In addition, copies will be forwarded to our Congressional and legislative delegations, neighboring communities, and other regional and state leaders.
- Local realtor and philanthropist Lisa Bayless has generously agreed to sponsor this year's July 4 fireworks display. While we have chosen not to have an in-person gathering this year out of an abundance of caution, we are excited to be offering bigger and better fireworks. We will be notifying the public of when a test display will be shot so residents can plan for viewing locations.

As always, please contact me if you have any questions about any content in this report.



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POLICE DEPARTMENT

Cases, Incidents and Stats

Quarterly Statistics

Please see the attached statistics for the third quarter of the fiscal year.

Organized Retail Theft

This incident began in February 2021 with a shoplifting case in which \$1400.00 of merchandise was stolen. Possible suspect information was obtained as the result of a media release. The investigation revealed the suspects were involved in a criminal enterprise spanning throughout Pima and Maricopa Counties. It was identified that there was over \$15,000.00 of merchandise trafficked over 15 different incidents. Members of the Criminal Investigation Unit (CIU) worked with local, state and federal partners, including the State Attorney General's Office, in furtherance of the case. After a delay in the reporting of another incident, CIU began scouting area motels. The suspect vehicle was located and surveillance was established. The vehicle was followed to a retail establishment in Marana where members of CIU took the suspects into custody while they were facilitating another theft. The suspects were charged with Oro Valley warrants reference fraud schemes and trafficking in stolen property.

Aggravated Assault

Patrol officers responded to a call for service to check the welfare of a subject referenced as "man down." The reporting party advised that a male was in a vehicle that was parked crooked, passed out and non-responsive. Officers made contact with the subject who displayed signs of impairment. Prior to officers securing the keys to the vehicle, the driver fled the area at a high rate of speed. He was ultimately located, parked in a nearby retail establishment. He was parked in a secluded area of the lot between other vehicles. As an officer approached in his patrol vehicle the suspect accelerated in reverse, backing his vehicle into the patrol vehicle. He was subsequently taken into custody. The suspect was investigated for impaired driving. At the conclusion of the investigation he was charged with Aggravated DUI, Aggravated DUI-3rd offense, unlawful flight from law enforcement, and 2 counts of felony criminal damage.

Recognitions

Retirement

After 17 years of service to the Oro Valley community, ID Technician Paul Blair retired. His hard work, dedication to public safety and service to the community, along with his great sense of humor, will be greatly missed.

Commendation

Sgt. Mike McBride received a commendation for his integral participation during a multi-jurisdictional interstate homicide investigation. An excerpt from the commendation reads:

"Sgt. McBride drew upon his vast experience with narcotics investigations to proactively inform another jurisdiction about possible criminal behavior in their area. The information he provided SAPD proved to be incredibly valuable and allowed SAPD to identify a second homicide suspect, of which they had very little information. Moreover, Sgt. McBride's communication and coordination of information between SAPD, the U.S. Marshall's Office, and our own agency was critical in facilitating Darimont's quick arrest."



Paul Blair



Sgt. Mike McBride

Recognitions (Cont.)

Audit Presentation

The Arizona Governor's Office of Highway Safety (GOHS) awards the Oro Valley Police Department significant funding each year for equipment and overtime costs to promote highway safety through enforcement and engineering. Lt. John Teachout was required to present to GOHS reference audit topics to include past performance, progress and plans for current fiscal year funds and future grant requests. The presentation outlined OVPD's grant compliance and highlighted the high level of performance and return on GOHS' investment. Lt. Teachout credits the traffic unit's operational success to Sgt. Jeff Thomas for promoting a culture that has resulted in high productivity and job satisfaction. He also credited Office Specialist Courtney Nicholson for her timely and accurate data collection and dissemination, as well as the power point that accompanied his presentation.

Community Involvement

Community Presentations

Chief Riley presented at a 4Tucson community group event, presented to the Sun City community board and participated in a Coffee with your Police Chief with HOA board members in the area of Copper Spring Trail and Tangerine.

Special Events & Regional Support

Dispose- A – Med

Members of the Oro Valley Police Department's Community Resources Unit (CRU) participated in Drug Enforcement Administration's (DEA) National Take Back Day. CRU hosted a Dispose-A-Med event at the Magee substation, taking in 317.70 pounds of medications.

Missing in America Project (MIAP)

Members of the Oro Valley Traffic Unit, working with traffic units of the Marana Police Department, Pima County Sheriff's Office and Pima Community College Police Department, assisted the MIAP with the escort of service members who have passed. MIAP ensures service members receive proper honor for their service to our country.



Color Guard

Oro Valley Color Guard collaborated with members of Tucson Police Department, Marana Police Department, Pima County Sheriff's Office and University of Arizona Police Department to present the Colors at the Southern Arizona Law Enforcement Foundation (SALEF) golf event.



Communications

Oro Valley's Public Safety Telecommunicators (PSTs) worked remotely from the Marana Police Department during the remodel of the communications center. While the PSTs appreciate the partnership with Marana PSTs, there is no place like home, especially now that the renovation is complete.

COMMUNITY AND ECONOMIC DEVELOPMENT

Trends

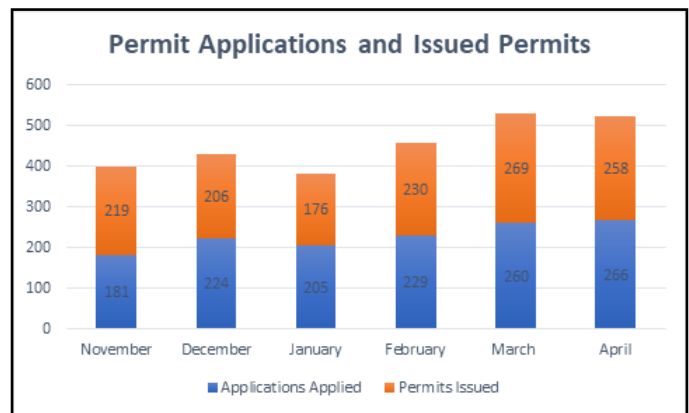
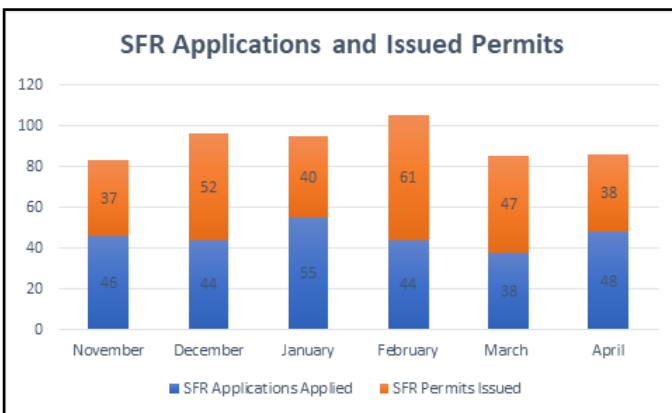
Single Family Residential Activity

38 new Single Family Residential Permits were issued during the month of April compared to 47 SFR permits issued in March. Year to date, 186 SFR permits have been issued since the beginning of the year compared to 105 issued during the same period in 2020.

Permitting Activity

258 total permits were issued during the month of April compared to 269 permits issued in March. Year to date, 933 total permits have been issued since the beginning of the year compared to 787 issued during the same period in 2020.

Below are charts showing overall activity for the last 6 months



Meetings/Other News

Town Council

On April 21, 2021, Town Council approved three development-related applications associated with the Westward Look Resort annexation. The approved applications included:

- Translational Zoning for the property from Pima County CR-1 (large-lot residential) to Town of Oro Valley R1-36 (large-lot residential);
- General Plan Amendment for two parcels (approximately 4.8-acre in size) from Low Density Residential – 1 to Neighborhood Commercial/Office; and
- Rezoning for the property from R1-36 to Planned Area Development (PAD)

On May 5, 2021, Town Council will consider a revised Master Development Plan, Conceptual Site Plan, Conceptual Landscape Plan, and conceptual architecture for a two-building, 16-unit expansion to the existing Oro Vista Apartments, located near the southeast corner of the Lambert Lane and La Cañada Drive intersection. Apartments are a permitted use on the subject parcel, and a code compliant site design must ultimately be approved by the Town.



West elevation facing Noble Hops



North elevation facing Lambert Lane

Meetings/Other News (Cont.)

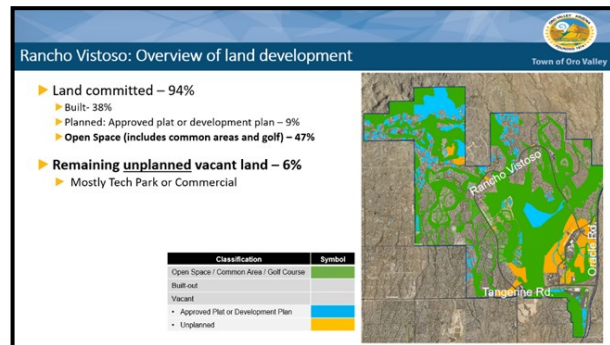
Board of Adjustment

The April Board of Adjustment meeting was cancelled due to lack of cases.

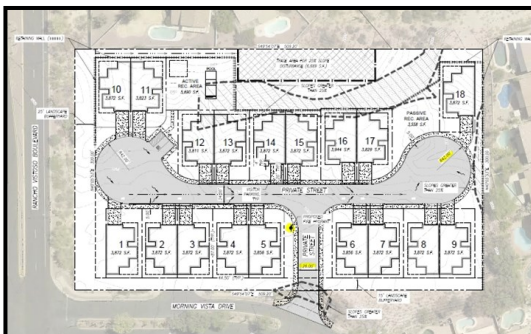
Planning & Zoning Commission

- On April 6, 2021, the Planning and Zoning Commission initiated a code amendment to revise the Planning Department Work Plan process. Initiation only directed staff to further research the existing work plan process for potential improvements. The proposed code amendment is tentatively scheduled for discussion by the Planning and Zoning Commission on May 4, 2021.
- On April 6, 2021, the Planning and Zoning Commission voted to recommend approval of a two-building, 16-unit expansion to the existing Oro Vista Apartments, located near the southeast corner of the Lambert Lane and La Cañada Drive intersection. The Commission recommended approval of the revised Master Development Plan, Conceptual Site Plan, and Conceptual Landscape Plan with conditional approval of the conceptual architecture. The case will be considered by Town Council on May 5, 2021.

- On May 4, 2021, the third and final part of the "Town Build-out" series was presented. Starting with overall themes and demographics, the second presentation focused on land development and remaining supply within the Town. The third presentation focused on land development in Rancho Vistoso, which is the largest Planned Area Development (PAD) in the Town. The series aims to provide the Commission with pertinent information to make strategic decisions for the limited vacant land remaining.



- On May 4, 2021, the Planning and Zoning Commission held public hearing for discussion and possible action on a proposed text amendment to modify front setbacks for land designated Low Density Residential (LDR) within the Rancho Vistoso PAD.

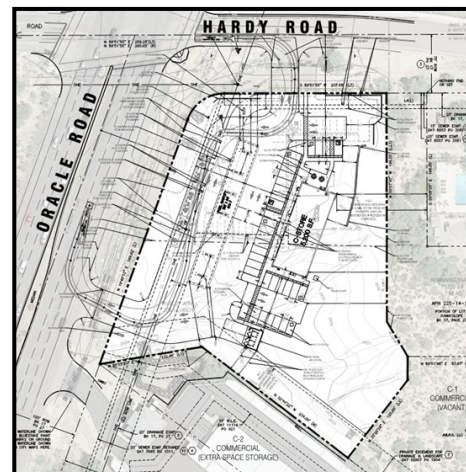


Neighborhood Meeting

On May 20, 2021, a neighborhood meeting is tentatively scheduled to discuss proposed conceptual site plans and architecture for an 18-unit single-story duplex subdivision at the east corner of Rancho Vistoso and Morning Vista.

Pre-Application Meeting

A pre-application meeting was held on April 22, 2021 for the proposed expansion of the Circle-K on the southeast corner of Oracle Road and Hardy Road near Extra Space Storage. The applicant is considering a new 5,000 SF building and fuel canopy and expanding into the abutting vacant parcel. The proposal requires a Conditional Use Permit and associated public review process.



Permitting Major Activity

New Businesses

- **Jersey Mike's at Two Oracle Place** - 7315 N Oracle Road, #108 (Building TI Permit Issued for 2nd OV location)
- **Sally Beauty Supply at Escondido Plaza** – 7854 N Oracle Road (Building TI Permit Issued)
- **Sol Physical Therapy at Rooney Ranch OV Center** – 10445 N Oracle Road, #101 (Building TI Permit Issued)
- **The Landing at Mister Car Care Center** – 8195 N Oracle Road (Building TI Permit Issued)
- **Tuk Tuk Thai at OV Marketplace** – 12125 N Oracle Road, #169 (Building TI Permit Issued)

Other Permits

- **CVS Pharmacy at San Dorado** - 7951 N Oracle Road (Building TI Permit Issued for remodel)
- **Sprouts Farmer's Market at Oracle Crossings** – 7665 N Oracle Road (Building TI Permit Applied for cooler food replacement)
- **The Back Alley** - 2060 E Tangerine Road, #182 (Building TI Permit Issued for new location)
- **Walmart Neighborhood Market** - 7951 N Oracle Road (Building TI Permit Applied for remodel)

Planning Project Highlights

Staff has been working with the consultants and owners of La Posada at Push Ridge (formerly known as Nakoma Sky) on the process for moving the project forward. A preliminary architecture concept depicting a more modern design was provided by the consultants. Staff determined the proposed design is a significant change from the previously approved architecture. As such, the revised conceptual architecture will be scheduled for consideration by the Planning and Zoning Commission and Town Council once it has been submitted and reviewed for code compliance.

Business Retention/Expansion and Attraction/Marketing

One store front, six home-based businesses, and three intelligent office businesses were licensed in March 2021. Intelligent offices are physical locations that a business owner can use for package and mail delivery, meetings, and other associated office uses without leasing office space.

Completed Projects (Certificate of Occupancy Issued)

- **Arizona Sound & Light** - 8339 N ORACLE RD #110
- **Firetruck Brewing Company** - 9630 N. Oracle Road #110
- **Kneaders** - 9660 N. Oracle Road (new owner)

Business Closures

- **BHP Copper** - 180 W. Magee Road #134 B & 152 (moved out of Oro Valley)

OVSafesteps Update

As of May 4, 2021, 216 Oro Valley businesses have received reimbursement in the following areas:

- PPE: \$223,675
- Marketing: \$223,101
- Professional and Technical consultations or services: \$160,494

81 businesses also received the \$2500 Hardship Grant, totaling \$202,500. This grant was limited to non-drive thru restaurants, gym/fitness, beauty salons/barber shops, hospitality and businesses solely located in the Town of Oro Valley providing taxable sales of goods or services.

A full accounting of the \$1M allocated for assistance to Oro Valley businesses will be included in the June report.



PUBLIC WORKS

Major Projects

Oracle Road Pavement Rehabilitation Project

The project contractor has made pavement replacement within the Oro Valley section an early priority. The current schedule sets pavement mill and replacement, between Magee Road and Calle Concordia, to start in June and finish in September, **this year**. This is a major benefit to Oro Valley within the overall project schedule as the first indication of work progress was that the contractor would start at the south end (around I-10 & Miracle Mile) and progress into Oro Valley in a year or so.

The current schedule has main pavement replacement within Oro Valley, a year sooner than staff previously expected.

Limewood Drive Paving Project

The paving project for the Limewood area is complete. This was the application of a chip seal paving with a slurry seal topcoat to convert the existing streets from a dirt surface. Dust has been a problem on these streets (Limewood, Camino Del Plata, Como & Camino Del Fierro). Driving over 15mph generated plums of dust. The new surface will be dust free. In addition, PW is working with PD to monitor the speed of the area, placing recording devices prior to paving to register the area baseline speed profile. Now that paving is complete, we will monitor again to see if there is any increase to speeds within the neighborhood and any need for mitigation measures.

Council Chambers Remodel

The Council chambers are now starting to take final shape. With Dais ballistic panels installed, the overall shape of the room is coming together. Over the next week, wood veneers and drywall will be installed, further giving shape and spatial relationship to the new configuration. The project currently remains on schedule.

Spring Pavement Preservation

All street segments identified for the spring pavement preservation application are now complete. There are a few miscellaneous Town owned assets that will receive a treatment, such as paths and parking lots, that are finishing up now.

Fleet/Facilities Maintenance

680 Fuel Island Lighting Motion Detector

680 Fuel Island Lighting Motion Detector installation is complete. This was a request that surfaced during the last neighborhood coordination meeting with the 680 facility. One of the neighbor requests was to place the fuel island canopy area lighting on a motion sensor so the neighborhood remain dark unless vehicle refueling is taking place.

Street Operations

Sidewalk Repairs

Street Maintenance Operations crews have completed sidewalk repairs in the Sun City Unit 5 (1-288) and Rancho Vistoso Neighborhood 7 (1-32) subdivisions. As the weather warms up, we expect the repair notices to increase as heat causes sidewalks to expand and heave.



Crack Sealing

Street Crews have completed hot applied crack sealing surface treatment both within the Sun City Unit 5 & 6 and in the Rancho Vistoso Neighborhood 7 Parcel F subdivisions, crews have now moved into the Rams Canyon Estates (1-5) subdivision.

Crack sealing continues to be one of the tasks that we struggle to complete as scheduled. The Arizona Department of Corrections (ADC) was a primary resource for this work. With utilizing regular staff to conduct all crack sealing duties, their time conflicts with other needed street maintenance tasks. The hope is that the ADC resource will be restored soon, and the Town can again benefit from their help.

Transit

General Updates

Ridership continues to climb at a steady pace. Ridership is about 75% of pre-pandemic levels, around 3,500 per month compared to 4,500 per month.

Driver staffing continues to be our focus, two more drivers resigned in April. No qualified candidates are applying for the position. We are working with HR and our own connections to recruit. We are not alone. Driver staffing is suffering throughout the region, with Sun Tran, Sun Van and Total Ride all having issues attracting qualified candidates.

We are working closely with the Regional Transportation Authority (RTA) and Pima Association of Governments (PAG) to support regional transportation needs.

The 5310 Grant request for the next two-year cycle meets a regional panel (PAG) on May 6. Transit staff will meet with this panel and, in the end, the panel recommends how to allocate the funds among the regional 5310 applicants.

Stormwater

Revisions to Town Code Chapter 17 – Floodplain Management Update

Stormwater Utility (SWU) met with Arizona Department of Water Resources (ADWR) this past summer for our Community Assistance Contact (CAC) conference. ADWR suggested some edits to Chapter 17 to clarify some of our positions and simplify the ordinance. These were not considered required changes, but merely recommendations.

In addition to these edits, SWU is proposing to modify our regulatory flow from the current 50cfs threshold and increasing this to 100cfs. The justification for this stems from the updates to the Drainage Criteria Manual guiding our customers and their consultants to better understand the hydrology and hydraulic principles we experience in town, thereby resulting in more expedient reviews and results for the community. The increase in regulatory thresholds is proposed to further focus our efforts on the larger, more complex issues rather than smaller, minor flows that often times do not pose a concern.

Agenda item to Initiate Town Code Amendments has been placed on the May 19, 2021 Town Council Meeting.

Pusch Ridge 9-Hole Golf Course Drainage Repair Update

The Oro Valley Stormwater Utility put together a set of construction documents for Job Order Contractor bid after being alerted to pathway and bank erosion failures along Fairway #1. Further site assessments revealed the problem to be uncontrolled flow across the fairway and cart path to unstablized bank areas. SWU proposes to shore up the pathway to prevent future undermining and stabilize the slope to prevent surface erosion.

Bids were received and this project was awarded to KE&G construction in the amount of \$29,699.20. Pre-construction meeting occurred on April 29, 2021 with work to be completed by June 30, 2021.

Minor Drainage Repairs (3) Update

Bids were received for these three projects and have been awarded to KE&G and Kittle Construction as described below:

Projects

- Logan's Crossing Erosion Remediation – KE&G \$45,314.50
- Camino Bajio and Paseo Corona Swale Remediation – Kittle \$44,817.00
- Drainage Repair at Tangerine and Market Place MUP – KE&G \$38,932.00

Work is to be completed by June 30, 2021

ADEQ Small MS4 General Permit Update

Arizona Department of Environmental Quality (ADEQ) is in the process of updating their 2016 Small MS4 General Permit. If passed, this will go into effect in October 2021. Major changes to the permit being discussed by ADEQ are

- Incorporation of MyDEQ electronic submittals and reviews
- Revising the program from a 2-step process to a comprehensive process
- Requiring Analytical Monitoring (Lab Testing) of Outfall Waters as a replacement for Visual Monitoring

In theory, the comprehensive process reduces necessary forms and submittals for annual report audits. This will theoretically expedite the submittal and approval of the annual report audit. The SWU is proposing to take our current Best Management Practices and transition them to the comprehensive plan, which should see little change outside of reduced time spent putting the annual report together.

ADEQ Stakeholder meeting took place on April 29, 2021

PARKS & RECREATION

Administration

Master Plan Update

The Parks and Recreation Master Plan will be presented to Council on May 19. The document was unanimously approved (7-0) by the Parks and Recreation Advisory Board during the April 20 meeting with the following motion, *“Recommend that the Town Council approve the Town of Oro Valley Parks and Recreation Master Plan finding that the outlined improvements, maintenance and replacement of parks facilities, with priority being placed on Naranja Park and the Amphitheater Schools Partnership, within the Plan will best serve Oro Valley Residents for the foreseeable future.”*

Summer Camp

Summer camp registration opened Monday, April 16 at 12:00 a.m. The first camper was registered at 12:05 a.m.! Yes, our kids and families are very much looking forward to the summer of '21! There are four distinct camps available:

- S.P.F. (Swim.Play.Fun) camp will be held at the Community Center from 9 a.m. to 4 p.m.. Before and after care are also available
- *I can Too!* camp held at the Community Center is an inclusion camp for young people with disabilities from 9 a.m. to 4p.m.
- STEAM (Science, Technology, Engineering, Art, Math) camp will be held at Steam Pump Ranch from 7 to 11:30 a.m.
- Fun, Fins, and Fantastic Games camp held at the Aquatic Center 9:30 a.m. to 3:30 p.m.. Before and after care are available at the Community Center to include transportation

4th of July

The Parks and Recreation department is coordinating a fireworks only 4th of July show (park closed/no spectators) for Sunday, July 4 at Naranja Park. Staff is working with the fireworks vendor to schedule a test launch with tentative dates of June 2 or 3. Staff will notify the Chamber of Commerce and area residents in advance. The goal of the test launch is to determine if businesses and/or property owners can see the fireworks from their business patio or residence. If so, the party planning will begin! If the test launch is on June 2 then we may need to schedule a break during the Council Meeting to watch.

Recreation and Culture

- On May 7, the Town will hold the last spring concert of 2021 at Steam Pump Ranch. We will be returning to the grass with the signage in place for Social distancing and face masks. We anticipate up to 400 people will be able to social distance in family/friend groups on the grass area. The band will be Final Approach. SAACA will be creating a video of the Concert for the their Facebook page and sharing the content so it will also be on our Facebook page.
- This year’s July 4th Celebration (Fireworks Only) will have the larger, higher flying fireworks and pyrotechnics, provided by Fireworks Productions of Arizona, launching from Naranja Park. This location was chosen for its elevation, open space, and ability to be seen by a large percentage of Oro Valley. Due to the current COVID-19 protocols regarding large group gatherings, the park will be closed and spectators will not be allowed.
- The Recreation and Cultural Services / U of A Capstone Project had a goal of creating a local registry of historic places. The first house in Suffolk Hills on this registry was accepted on April 5 during the Historic Preservation Commissions hearing on the subject. A great story about this project was featured in the AZ Daily Star on Sunday, April 18 https://tucson.com/business/oro-valley-seeks-to-showcase-its-roots-with-historic-home-designations/article_2db3c82e-9bdb-11eb-9c1d-13c871491bbe.html

Aquatics

- The Aquatic Center continues to be well utilized as the summer approaches. The facility is offering both individual and shared lap lanes with over 1,200 individual opportunities per week. As part of its weekly operations, the Aquatic Center is offering long course (50m) lane opportunities on Wednesday and Saturday mornings.
- On April 19 the Aquatic Center concluded another successful Red Cross Lifeguarding Course. This course gave 6 graduates the certifications necessary to be hired on as a successful lifeguard.
- On May 3 the Aquatic Center will begin registration for the Fun, Fins, and Fantastic Games Camp. The camp will take place in the Aquatic Center and parts of James D. Krieh park, giving 27 youth per week the opportunity to learn and play at the Aquatic Center. Additionally, the Aquatic Center will begin taking requests for classroom and ramada rentals for June 1 or later. This is a popular spot for birthday celebrations!
- May 14-16 the Aquatic Center will host its first Arizona Swimming Meet since March 2019. The Mayflower Meet is produced by our home team, FAST. The meet is a long course competition that targets swimmers 6-25 years old, attracting one California team and the University of Arizona. Some swimmers will use this meet as an Olympic qualifier. The meet is anticipated to attract over 200 athletes.
- On May 22 the Aquatic Center will open up for recreational swimming including the slide and splash pad (diving boards will open May 29). Recreational swimming will not require a reservation but will have select hours of operation, similar to years past. Non-swimmers will also be allowed into the facility. Masks and social distancing required.
- Starting May 24, the Aquatic Center will no longer have a midday closure. The facility will keep up with cleaning procedures while remaining open to the public. This is also the first day of our summer camp and the first day of summer lifeguarding courses.

Community & Recreation Center

- On April 19 the Community & Recreation Center (CRC) launched online reservations for tennis courts. CRC members can now reserve online from their home computer or mobile device. This improvement will not only provide a better experience for users but will also reduce phone calls and save staff time. With the addition of tennis courts, now all CRC activities and programs can be reserved online.
- The CRC we will be hosting summer camps this year! Staff has been working hard to develop a safe and fun summer for the kids of Oro Valley. Camp Swim Play Fun (SPF) will take place June 1 – July 31 and will feature indoor games, arts and crafts, tennis, golf, swimming, water games and more! Registration opened on April 26 on PlayOV.com and is limited to 80 participants.
- A USTA National Championship Tournament was hosted at both tennis facilities May 1-5. The schedule featured matches May 1-2 at the Community & Recreation courts and May 1-5 at the Pusch Tennis facility. The tournament had 128 players from across the nation competing in girl's 14 & under. The tournament is a Level 1 National Championships and will have many of the best players in the country.
- Movies on the Lawn will be returning to the CRC this summer! The summer movie series takes place near the driving range and will run May 22, June 26, July 24 and August 28. The May movie is Grease and starts at 7:30 p.m.



Park Management

- On April 14, staff members from Parks and Recreation met with the leaders of Oro Valley youth sports leagues at Naranja Park to discuss field conditions. Field use by the organizations have increased over the past year as neighboring jurisdictions kept sports fields closed because of COVID concerns. Additionally, the desire to participate in sports leagues increased with school and other activity closures. The representatives from the leagues complimented staff on the field conditions and acknowledged that any issues were a result of overuse. With the leagues' cooperation, the fields at Naranja and Riverfront will each be closed for two-week periods through June and July to give them opportunity to recover. During the closures, staff will resod worn areas, aerate, fertilize, and add additional irrigation to hasten recovery.
- The Town of Oro Valley celebrated Arbor Day on April 30 at Naranja Park. Mayor Winfield assisted in the planting of 17 trees, north of the dog park. An Arbor Day Proclamation was included as part of the regular council meeting on April 21. Arbor Day is nationally recognized for the numerous benefits trees provide communities.



- Park Maintenance Worker III Jacob Heinzl and his wife Jessica welcomed their first child on March 25. Baby Misty was 7.6 lbs and has already hiked the trails in Catalina State Park where mom is a Ranger.

Indigo Golf

Month-end rounds count and golf members

| Month | Member Rounds | Non-Mem Rounds | Comp Rounds | Outing Rounds | Total Rounds | Non-Mem Rds On Member Course | \$'s from NM Rds on Mem Course | Total Members | Res Afternoon | Res Individual | Res Junior | Res Family | Res Warrior | Weekend 30/60/90 | International | Corporate | Medical Leave | Over 90 | Under 18 |
|---------------------|---------------|----------------|--------------|---------------|---------------|------------------------------|--------------------------------|---------------|---------------|----------------|------------|------------|-------------|------------------|---------------|-----------|---------------|---------|----------|
| 7/31/2020 | 1554 | 4070 | 179 | 139 | 5942 | 1362 | \$28,287.26 | 257 | 22 | 108 | 16 | 64 | 37 | 0 | 0 | 1 | 3 | 2 | 7 |
| 8/31/2020 | 1967 | 3641 | 328 | 91 | 6027 | 1114 | \$28,515.62 | 257 | 22 | 107 | 16 | 65 | 37 | 0 | 0 | 1 | 3 | 2 | 7 |
| 9/30/2020 | 2039 | 3285 | 301 | 304 | 5929 | 1360 | \$44,001.62 | 261 | 22 | 109 | 16 | 66 | 37 | 0 | 0 | 1 | 2 | 2 | 6 |
| 10/31/2020 | 2335 | 2325 | 192 | 275 | 5127 | 1114 | \$42,368.48 | 261 | 25 | 104 | 16 | 68 | 38 | 0 | 0 | 1 | 2 | 2 | 7 |
| 11/30/2020 | 2921 | 3891 | 354 | 379 | 7545 | 1377 | \$51,492.57 | 279 | 26 | 114 | 19 | 73 | 37 | 2 | 0 | 2 | 3 | 2 | 6 |
| 12/31/2020 | 2807 | 3688 | 227 | 287 | 7009 | 976 | \$34,540.71 | 287 | 27 | 118 | 20 | 73 | 37 | 11 | 1 | 2 | 4 | 2 | 7 |
| 1/31/2021 | 3139 | 3266 | 279 | 272 | 6956 | 717 | \$27,348.23 | 304 | 28 | 115 | 20 | 73 | 35 | 17 | 1 | 3 | 2 | 2 | 10 |
| 2/28/2021 | 3561 | 3983 | 283 | 569 | 8396 | 1077 | \$45,631.42 | 314 | 29 | 115 | 21 | 73 | 34 | 23 | 1 | 4 | 0 | 2 | 12 |
| 3/21/2021 | 3836 | 5234 | 576 | 313 | 9959 | 1740 | \$75,045.51 | 317 | 31 | 117 | 21 | 75 | 35 | 16 | 1 | 4 | 1 | 2 | 15 |
| 4/30/2021 | 3591 | 5116 | 582 | 574 | 9863 | 1545 | \$55,654.68 | 304 | 31 | 118 | 20 | 74 | 35 | 4 | 1 | 4 | 1 | 2 | 15 |
| 5/31/2021 | | | | | | | | | | | | | | | | | | | |
| 6/30/2021 | | | | | | | | | | | | | | | | | | | |
| Total Rounds | 27,750 | 38,499 | 3,301 | 3,203 | 72,753 | 12,382 | \$432,886.10 | | | | | | | | | | | | |

Golf Rounds for May are forecasted at 5850 total rounds.

Events

Saturday Morning Youth Clinics continue to offered from 8 a.m. to 9 a.m. and Adult Get Golf Ready Programs from 9:30 a.m. to 10:30 a.m. PGA Junior League Season kicks off in May.

A Memorial Day Red, White and Blue Scramble Event for the Golf Membership will be played on Monday, May 31st

Food and Beverage

The Overlook restaurant will be changing over to summer hours in the month of May, open 9 a.m. to 3 p.m. daily. Breakfast and lunch items will be available. "Grab and go" breakfast burritos and wraps will be available out of the golf shop from 6 a.m. to 9 a.m.

The popular Mother's Day Brunch will be available again this year, Sunday, May 9th from 10 a.m. to 1 p.m.

Membership and Marketing

As of April 28, there were 300 full memberships with four Corporate Memberships. We anticipate ending May with 290 full memberships due to seasonal resignations of our winter members. Indigo will be offering a 30-Day Membership in May and will begin advertising the Summer 30-60-90 Day Membership Plans.

The Free Mobile Phone App now has over 1500 downloads. Monthly golf and food and beverage promotions will be offered for May. Additionally, over 250 golfers signed up for Troon Rewards after the first month. Specialized marketing will be used within this group to drive rounds during slower periods of the week.

Golf Course Maintenance

May maintenance projects include: greens sand topdressing, verti-cutting and spiking of greens to promote spring Bermuda grass green up, lowering of mowing heights, application of fairway wetting agents, spot aeration on dry fairway areas, full course aeration, Cañada Course bunker edging and curb cleanup, pre-emergent weed application, and detailing of fairway markers.

The focus at Pusch Ridge will be on tree trimming along the cart paths, weeding along perimeters, and watering of green complexes and pine trees on the course. The Pump Station Motors will be repaired and some new Sprinkler Heads will be installed in May. The Pump Station project will be fully completed by mid-June.



WATER UTILITY

Meter Operations

As of March 31st, the Utility had a total of 20,837 service connections, which includes 44 new water meters installed by meter operations staff in the month of March.

Water Conservation

2021 is shaping up to be an exciting year for the Water Utility's Conservation program. The Utility has contracted with TetraTech, a local Engineering firm, to develop a data analytics evaluation model that will assist staff in analyzing the water consumption data collected by the Utility to better understand how our customers utilize our potable water resources. The work is slated to be completed by the end of the calendar year.

Capital Improvement Program

Water Utility staff continue implementing this year's Capital Improvement Program.

Pressure Vessel Replacement Project

The Utility is nearing completion of this fiscal year's pressure vessel replacement program. The Utility has identified and been systematically replacing non-ASME certified pressure vessels. The replacement of non-ASME certified pressure vessels addresses a Utility safety and reliability concern.

A contractor prepares to replace a non-ASME certified pressure vessel with a new pressure vessel that meets the latest safety standards. This work is typical of the ongoing effort by the Water Utility to reinvest in the community's water system infrastructure.



Nakoma Sky Well Site Construction



Construction of the Nakoma Sky well site is nearing completion. The scope of work consists of the construction of a concrete retaining wall, masonry perimeter wall, security fencing, grading and drainage work. Once completed, the Utility will solicit bids for the equipping of the well.

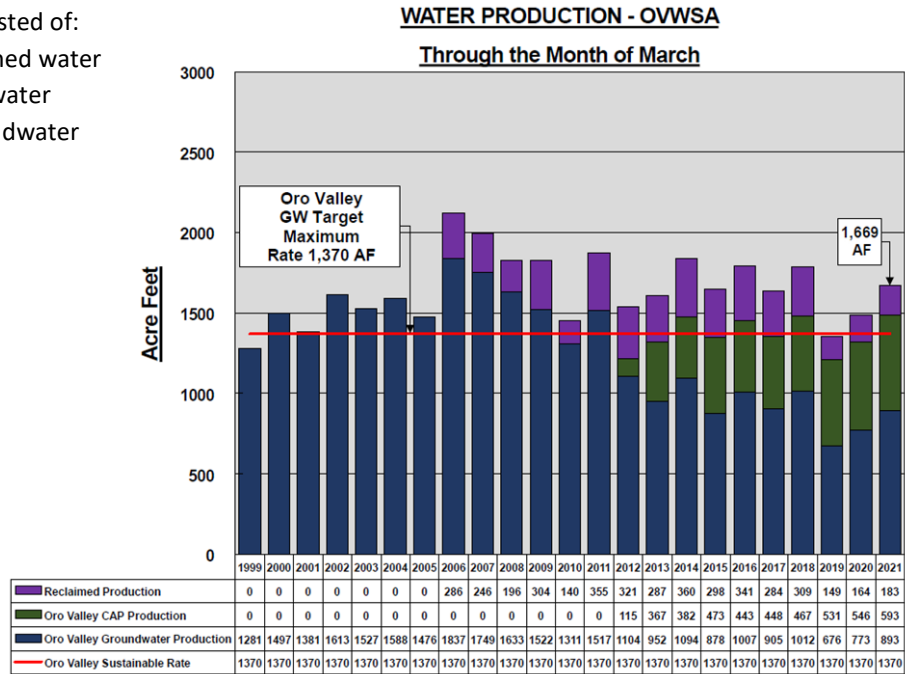
Ashton Contractors was the low bid contractor on the Nakoma Sky well site construction project. This work is slated to be completed by the end of the current fiscal year. Even though the Utility has plans to further reduce its reliance on groundwater, having an environmentally responsible, yet robust groundwater pumping capability ensures our community's sustainability.

2021 1st Quarter Water Delivery Metrics by Water Type

The Utility continues to successfully deliver Central Arizona Project (CAP) water and reclaimed water to reduce our community's reliance on groundwater. The following graphs compare water deliveries to both the **Oro Valley service area** and **Countryside service area** by water type for the 1st quarter in each of the last 23 years.

Water deliveries to the **Oro Valley service area** for the 1st quarter of 2021 consisted of:

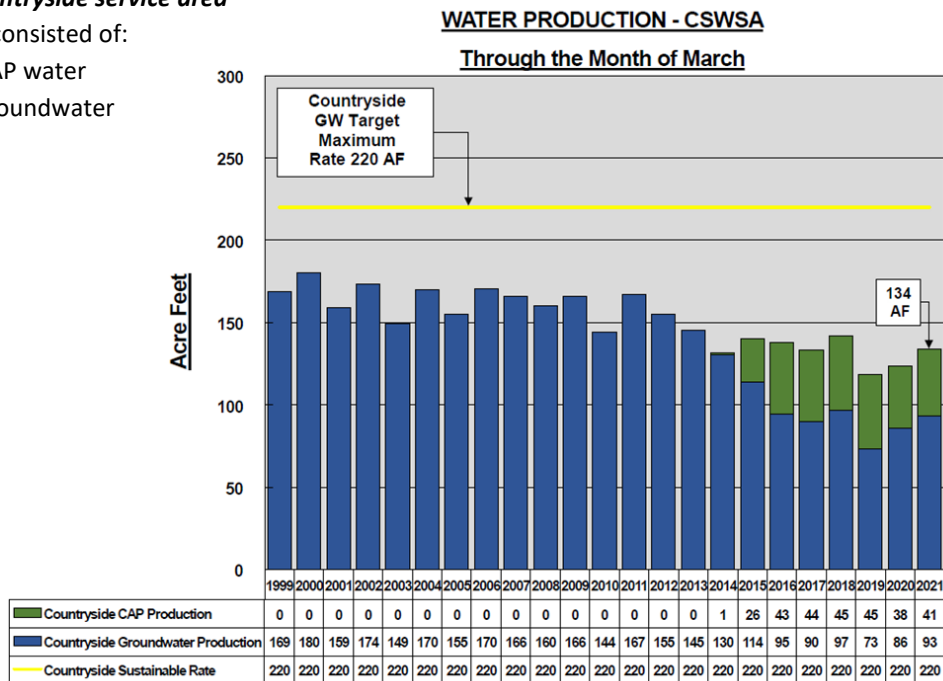
- 60 million gallons of reclaimed water
- 193 million gallons of CAP water
- 291 million gallons of groundwater



The Water Utility's **main service area** experienced an increase in 1st quarter consumption compared to the same time last year.

Water deliveries to the **Countryside service area** for the 1st quarter of 2021 consisted of:

- 13 million gallons of CAP water
- 30 million gallons of groundwater



Water deliveries to the **Countryside service area** experienced an increase in 1st quarter consumption compared to the same time last year.

ADMINISTRATION

Public Records Requests

| Time Period | Number of Requests | Staff Time To Process (Hours) |
|-------------|--------------------|-------------------------------|
| April 2020 | 35 | 17 |
| April 2021 | 33 | 15 |

Communications Division Productions

- FlashVote survey: [Vaccination in Oro Valley](#)
- Podcast: [This is Oro Valley Podcast – Strategic Leadership Plan](#)
- Video: [Bioscience Spotlight with Mayor Winfield](#)
- Video: [Celebrate OV – Picasso Arts and Crafts Video](#)
- Video: [Celebrate OV – Leadership with Mayor Winfield](#)
- Video: [Celebrate OV – UArizona College of Veterinary Medicine Program Tour](#)
- Video: [Celebrate OV – Leiber Family Oral History](#)
- Video: [Rancho Vistoso Planned Area Development Neighborhood Meeting](#)
- Media release: (Joint release with SAACA) [OV Photography Competition Winners](#)
- Media release: [Oro Valley receives national budget award for 13th consecutive year](#)
- Media release: [Mayor Joe Winfield joins mayors across Arizona to celebrate Earth Day](#)
- Media release: [Oro Valley announces launch of Keep OV Beautiful](#)
- Media release: [Celebrate Oro Valley goes virtual April 19-23](#)
- Media release: [Roundabout at Hardy/Northern to close April 20-21 for treatment](#)
- Publication: [Vista Newsletter – May](#)
- Publication: [Marketing Brochure](#) (for site selectors and major employers)
- Publication: [Strategic Leadership Plan](#)
- Paid/sponsored advertising:
 - Celebrate OV (Explorer 2 digital, 1 print)
 - Parks & Recreation social media promotion (Bear Essential News print & digital)
 - This is Oro Valley podcast Steam Pump Ranch episode (OV Voice print)
 - This is Oro Valley podcast Strategic Leadership Plan episode (Facebook ad)
 - Keep OV Beautiful (Explorer print ad)
 - Bioscience in OV (Chamber of Commerce digital ad)



Using Data to Measure Success

It is historically difficult to measure the success of print advertising; however, digital advertising provides an opportunity to track and measure analytics. The Communications Division already utilizes analytics to measure engagement on the website and social media. The team will now begin implementing the use of UTM Codes—small snippets of code added to the end of a URL to track the performance of campaigns and content. UTM Codes will help measure and improve upon our existing marketing infrastructure and better target Oro Valley stakeholders with our digital campaigns.

Constituent Inquiry Summary

During the month of April, constituents submitted the most inquiries/comments on the following topics. For more details, please see the weekly Constituent Services Report.

1. Romspen Property (Vistoso Golf) - status requests
2. Westward Look Resort Annexation and Rezoning - Neighboring homeowners giving final input prior to the Council meeting on April 21.
3. Multiple inquiries requesting status for Oracle Road project - upcoming schedule.

Special Events

Staff is reaching out to current event organizers in an effort to retain existing events that had to cancel or postpone due to COVID-19. The **Texas-based Mighty Mujer Triathlon** is looking to return to Oro Valley in October 2021 at the Oro Valley Aquatic Center. Staff and the event organizers are monitoring COVID-19 safety guidelines and protocols and should have a confirmed date in the coming months. The Arizona Wine Growers Association has confirmed the return of **Off the Vine Wine Festival at Steam Pump Ranch** in February 2022.

FAST will be hosting the following swim meets Oro Valley Aquatic Center:

- **May 14 – 16 Mayflower**
Number of athletes: 350 (potential teams from California and New Mexico)
Visit Tucson is coordinating with FAST to secure room nights in Oro Valley hotels/resorts.
- **June 25 – 26 Last Chance**
Number of athletes: 200 (mostly local participants)
- **July 22 – 25 Senior States**
Number of athletes: 500 (from across the state)
Visit Tucson is coordinating with FAST to secure room nights in Oro Valley hotels/resorts.

Regional Partnerships

The Town, **Visit Tucson**, **Greater Oro Valley Chamber of Commerce** and **Southern Arizona Arts and Cultural Alliance** are collaborating to invest in a second Tourism/Placemaking Mural Project at the Oro Valley Aquatic Center. This project is in alignment with Council's Strategic Leadership Plan Focus Areas: Economic Vitality and Culture and Recreation. The mural will attract visitors to Oro Valley's James D. Krieger Park and world-class Oro Valley Aquatic Center. A Call to Artist was issued in April with the goal to complete the project by June 2021. Town staff and our regional partners will collaborate in market ingthe mural.

Southern Arizona Arts and Cultural Alliance (SAACA) – In the March 2021 Executive Report, staff mentioned SAACA was working on a Placemaking Project/Photography Competition as part of the Town's Operating Agreement. The Photography Competition capitalizes on the it's in our nature brand by capturing the essence of Oro Valley life, animals, outdoor spaces, urban and residential life, and experience of life within the community. SAACA developed a dedicated website featuring all community entries and winning photographs for the public to view and experience on their own. www.orovalleyphotos.com

The Town will be able to use the photos for future marketing efforts. A small awards ceremony is scheduled for **Tuesday, May 25 at 5:30 p.m. in front of the Tree of Knowledge** to acknowledge the winners of the photography competition. The response to the competition was so overwhelming that the Town and SAACA plan to make this an annual competition!

Oro Valley Peak Performance

Staff conducted six Peak Performance trainings for 15 new, full-time employees. Training was delayed for over a year due to the impacts of COVID-19.

Filming

ZoCo Productions, LLC filmed an Olympic medalist at the Oro Valley Aquatic Center. The production company booked three lanes for 3.5 hours, generating \$126 in revenues. The filming may be featured in OWN, the Oprah Winfrey Network and "The Dr. Oz Show."

Youth Advisory Council

YAC had their final meeting of the year the week of May 3 and are excited to start interviews for incoming members. As of April 28, 20 youth submitted applications for five spots that need to be filled.

Council Speaking Engagements

Vice Mayor Barrett spoke with the Youth Advisory Council on Tuesday, April 20.
Mayor Winfield spoke at Sun City HOA Board meeting on Tuesday, April 27.

GOLDER RANCH FIRE DISTRICT

Community Relations Update—It's All About Collaboration!

- Golder Ranch Fire District is proud to partner with Tucson Fire and Northwest Fire to share an important wildland fire safety public service announcement via social media outlets. The three fire service providers recorded individual segments that were edited together to create one cohesive fire prevention message and the message was shared on each organization's social media accounts the first Saturday in May. Wildfire safety is top of mind for many reasons including the warmer temperatures and dry conditions. These three automatic aid partners worked together to provide valuable safety information to the region and it was a success!
- Historically, GRFD enjoys visiting elementary school first graders this time of year so that firefighters can teach children about pool safety and drowning prevention. Due to the pandemic, this won't be happening this year but there is a fun alternative. Public Information Officer Adam Jarrold and Assistant Chief Scott Robb created a video which shares the swim safety story, "Stewie the Duck Learns to Swim". Additionally, Chief Robb played the ukulele while singing the swim safety song. The video will be shared with all of our first grade teachers virtually so that they can use this resource to talk to their students about swim safety. There is also the opportunity to do live zooms with GRFD where students can get a tour of the fire truck and get a fire safety talk if teachers want to arrange for that.
- This summer, GRFD will be partnering with Northwest Fire District to offer babysitter classes to children ages 12-15. This 2 day course is comprehensive and covers topics such as:
 - Supervising children and infants
 - Performing basic childcare skills such as diapering and feeding
 - Handle bedtime and discipline issues
 - Fire, personal and kitchen safety awareness
 - Basic First Aid
 - Infant, Child and Adult CPR
 - Communicating effectively with parents
 - Ethical and business principles of babysitting
 - Ages and stages of development
 - Age-appropriate activities

Classes offered on June 22 and 23 as well as July 27 and 28 will be held at the GRFD Fire and Life Safety offices at 1175 W. Magee. Other dates are available and will be held at the Northwest Fire District facilities. Class size is limited to allow for social distancing. To register for the class, visit the Northwest Fire District website (northwestfire.org).