## TOWN MANAGER'S

# **EXECUTIVE REPORT**

#### Town of Oro Valley | April 2023

I would like to thank Town Council and our Executive Leadership Team for the thoughtful discussion and feedback at the April 5 Study Session regarding the draft Strategic Plan, as well as the initial priorities Town Council identified at the February 10 workshop. Having a Strategic Plan with clearly identified goals and objectives is a powerful tool in aligning our organization's resources and work plans with the action items included within the Town's General Plan. I look forward to bringing back a revised Strategic Plan for your consideration at the April 19 Town Council meeting.

You may have heard that Town of Oro Valley employees will once again celebrate Earth Day this year by doing some volunteer work at Vistoso Trails Nature Preserve, and you are invited to join us. The event is Friday, April 21, from about 8:30 to 10:30 a.m., in which work will focus on the removal of invasive species like buffelgrass and tumbleweed. It is a great opportunity for Town staff and our electeds to work together toward another important community goal - to "Keep OV Beautiful." If you are interested, please check in with Andrea for full details.

#### In other news:

- On April 3, the Mayor and I met with Supervisor Rex Scott and Jan Lescher to discuss the building of the multi-use path behind the Oro Valley Hospital, as well as the roles and responsibilities of the Town and the County. We always appreciate the positive and collaborative relationship we share with Pima County and will continue to meet with them throughout the year.
- On April 6, I had the pleasure of attending Marana's annual State of the Town Address, in which Mayor Honea and staff provided updates on the issues they are facing, as well as highlights on some of their accomplishments this past year.
- Staff and I will be meeting next week with regional partners to discuss the continued and potential future usage of the sport fields at Coronado K-8.

Please let me know if you have any questions about this month's report.

Chris Cornelison Interim Town Manager

# TO COUNCIL









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# POLICE DEPARTMENT

## **CASES AND STATISTICS**

#### Case :

On March 3, Canyon Del Oro High School was placed on short lockdown after a report of a male threatening a student and brandishing a firearm near campus. The subject with the firearm was quickly located by OVPD. Although the incident occurred off campus, due to the proximity, the school was placed on lockdown. An investigation by OVPD found that there was an interaction between both parties, and both were cited for disorderly conduct. There was never a threat to the school, and the lockdown was lifted as soon as all parties involved were located.

#### Case 2

On March 17, OVPD responded to a vehicle vs. two pedestrian collision on Naranja Drive. Sadly, one of the pedestrians was killed in the collision, and the other was seriously injured. OVPD is conducting a full and thorough investigation into this unfortunate incident.

#### Case 3

OVPD has placed the new Polaris side-by-side into service. The new vehicle was deployed on March 14 to assist in the search for a missing 89-year-old man. This new tool will allow officers to better get through desert areas for searches and other calls requiring off-road capabilities. Officers are receiving training on the safe operation of the new unit.



## **RECOGNITION AND SPECIAL EVENTS**

On March 2, **two new officers graduated** from the Southern Arizona Law Enforcement Academy and were sworn in as part of the OVPD family: Officers Andrew Maish and Matthew Farmer.

OVPD joined numerous other partner organizations in the **dedication of the Arizona Heroes Memorial groundbreaking ceremony** at Naranja Park on Feb. 28. Chief Riley was one of the honored guests at the ceremony. OVPD Community Resources Unit and the Citizen Volunteer Assistants Program (CVAP) were specifically thanked for their assistance with organization, setup, and parking logistics.





## COMMUNITY INVOLVEMENT

OVPD Community Resources Unit, with the assistance of the CVAP volunteers, manned a booth at the Senior Resource Fair held at Steam Pump Ranch on March 11. This event helped senior citizens in our community learn about resources available in the community. This is one of the many events these two units work together to help our community.



## **REGIONAL SUPPORT**

Commander Olson was presented the FBI National Academy Associates (FBINAA) Arizona Chapter Presidential Award for his continued support and dedication to the FBI National Academy. He was recognized for his work with the scholarship program and the assistance he provides to the FBINAA.

Deputy Chief Hicks was named Vice-Chair of the Southern Arizona Law Enforcement Managers Association (SALEM).



# COMMUNITY AND ECONOMIC DEVELOPMENT

## **TRENDS**

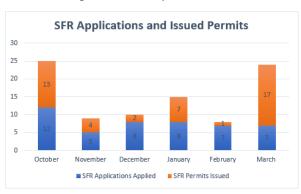
#### **Single Family Residential Activity**

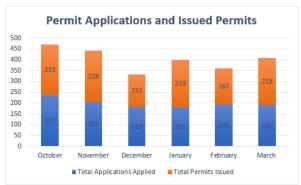
17 new Single Family Residential (SFR) Permits were issued during the month of March compared to one SFR permit issued in February. Year-to-date, 25 SFR permits have been issued since the beginning of the year compared to 64 issued during the same period in 2022.

#### **Permitting Activity**

218 total permits were issued during the month of March compared to 167 permits issued in February. Year-to-date, 604 total permits have been issued since the beginning of the year compared to 630 issued during the same period in 2022.

Below are charts showing overall activity for the last six months.





## **MEETINGS/OTHER NEWS**

#### **Planning and Zoning Commission**

On March 7, the Commission:

- Recommended conditional approval of three items related to a <u>proposed self and RV storage</u>
   <u>facility</u> located on five lots within the Mercado del Rio commercial center, approximately ¼-mile
   west of Oracle Road. The items are scheduled for a public hearing before Town Council on April
   19
- Recommended conditional approval of a request to amend a <u>Conditional Use Permit for Caliber Collision</u> located within the Mercado del Rio commercial center, approximately ¼-mile west of Oracle Road. The request is to revise the existing site design to accommodate the storage of more vehicles awaiting repair within the site. The request is scheduled for a public hearing before Town Council on April 19.
- Recommended approval of the Community Engagement Plan for the 2026 General Plan effort.
  Resident input was provided through an online survey and an advisory group to create the
  engagement plan. It reflects the tools and methods needed to engage residents of all ages,
  stakeholder groups and regulatory groups in the General Plan process. The process culminates in
  creating a General Plan that is not only voter approved but also represents the community and is
  actionable over a 10-year period. An official kick-off with the public will occur later this year in
  the fall.





#### **Town Council**

During a public hearing on March 15, Town Council considered three applications related to a <u>proposed commercial</u>
 <u>development</u> on the northwest corner of La Cañada and Naranja Drive. The items were continued without a specific date but will be scheduled for a public hearing at a later date.

#### **Other News**

• CED received an annexation application for a property at La Cañada and Moore roads. The property is currently zoned as vacant rural residential, non-subdivided. The application is for a simple annexation (no pre-annexation development agreement or other zoning requests). The area is among the properties identified as a long-term priority (priority 4) within the Town Council approved Annexation Strategy.

#### NEW DEVELOPMENT

Oro Valley was included in statewide searches by seven prospective businesses in March. The Town is unable to meet the minimum requirements as identified below:

- Project 1: Existing building of 200,000 500,000 sq. ft.
- Project 2: 1,000 acres/heavy industrial zoning
- Project 3: 300 acres/heavy industrial zoning and 85 ft. building height
- Project 4: Located within 10 miles of the airport
- Project 5: 75-100 acres/heavy industrial zoning
- Project 6: 33 acres for 700K sq. ft. manufacturing facility with ability to grow to 1.5 million sq. ft.
- Project 7: Rail service required

## BUSINESS RETENTION/EXPANSION AND ATTRACTION/MARKETING

#### **New Businesses**

In March, three licenses were issued for businesses that will be in Sola Salon Studios, and three home-based businesses were licensed.

#### **Completed Projects (Certificate of Occupancy issued)**

- Arizona Urology Specialists 1521 E. Tangerine Road #209
- Athletico Physical Therapy 11941 N. 1st Ave. #151
- Beaming Wellness Juice Bar 8850 N. Oracle Road (inside LA Fitness)
- Desert Lotus Clinic 1850 E. Innovation Park Drive
- Jennifer Perrette 11115 N. La Cañada Drive #235
- Sola Salon 2040 E. Tangerine Road (Temporary C of O)
- Ventana Central Utility Plant 1910 E. Innovation Park Drive
- Vistoso Community Association 1171 E. Rancho Vistoso Blvd., Suite 103 (C of O for relocation)

#### **Business Closures**

• Kneaders of Oro Valley — 9660 N. Oracle Road

#### **Groundbreaking and Ribbon Cuttings**

- Arizona Heroes Memorial Groundbreaking at Naranja Park 810 W. Naranja Drive
- **Desert Dermatology** 1521 E. Tangerine Road #161

#### **Making Connections**

- The Town of Oro Valley has a very robust Business Retention Expansion (BRE) Program. Attached to this report is a detailed report of what the program includes.
- Town staff continues visiting businesses weekly and is usually accompanied by elected officials and the Oro Valley Chamber
  President, Kristen Sharp. As of this publication deadline, nine businesses had been visited and several others were scheduled
  for the last week of March. Oro Valley appears to be unique in this part of its BRE efforts. Pima County Assistant Director of
  Strategic Affairs, Kelle Maslyn, joined the group to learn more about the program.





## PERMITTING MAJOR ACTIVITY

#### **New Businesses**

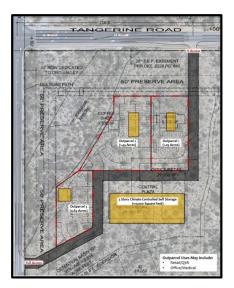
• Nautical Bowls at Rooney Ranch – 10515 N. Oracle Road, #167 (Building TI Permit Applied)

#### **Other Permits**

- Fry's Store 117 at the Cañada Hills Marketplace 10450 N. La Cañada Drive (Building TI Permit Issued)
- Lewis + Ivey Salon at Oro Valley Marketplace 1880 E. Tangerine Road, #160 (Building TI Permit Issued)
- Oro Valley Hospital 1551 E. Tangerine Road (Building TI Permit Issued)
- Sport Clips at Oro Valley Marketplace 2060 E. Tangerine Road, #142 (Building TI Permit Applied)
- Town of Oro Valley Clerk's Office Renovations 11000 N. La Cañada Drive (Building TI Permit Applied)
- Town of Oro Valley Pusch Ridge Tennis Facility Restroom ADA Renovations 10000 N. Oracle Road (Building TI Permit Issued)

## PLANNING PROJECT HIGHLIGHTS

A pre-application meeting was held on March 9 for a proposed mixed use with self-storage development on the southwest corner of La Cholla Boulevard and Tangerine Road. The request would require a General Plan Amendment and rezoning.



## **TOURISM**

March events included securing contracted room rates at Oro Valley hotels for the Tucson Bicycle Classic, tennis tournaments and the Arizona state swimming championships.

# **PUBLIC WORKS**

## **BOND PROJECTS**

#### Naranja Park

The contract amendment for the construction of fields 5 and 6 is complete, and work continues on the drain system beneath the fields. The sand installation will follow the drain work and then the planting of the grass in June. Pricing is being finalized for the utility installation amendment which will provide the lighting, power distribution, potable (drinking water) and irrigation piping. The utility work will likely begin in April when the piping and conduit materials arrive, and the field construction piping crews are out of the way. The plans for GMP 6, the contract amendment for the construction of the remaining portions of the park, are being priced and permitted currently and should go to construction later this spring. The restrooms, ramadas, pickle ball courts, maintenance yard, skate park, pump track and splash pad will all be included in the final package that will start construction in the next couple of months. The project remains overall on schedule with the final portions to be completed in the spring of 2024.

#### **Community Center Parking Lot**

The design concept is completed. The design smoothly the paving of the dirt lot seamlessly into the parking pattern of the existing lot. The designer is working on construction documents, with construction anticipated to start in June. This layout will add 122 new parking spaces.

#### **Golf Course Irrigation Replacement Project**

The contractor, Wadsworth Golf Construction Co., has been advised that the notice to proceed date will be April 25. This date coincides with the closure of the course to play and was coordinated with Indigo Golf Management to address commitments for group events previously scheduled. Indigo Golf management has however consented to allow mainline irrigation piping to be moved from its current storage location adjacent to the



golf maintenance yard on La Cañada Drive to various fairway fringe areas on the course prior to the actual start of installation on April 25. It is anticipated that pipe relocation on holes 17 & 18 could commence as early as March 27.

#### La Cañada Drive Multi Use Path: Lambert Lane to Naranja Drive

Crews are evaluating survey data as the right-of-way is very narrow at one location.

## **ENGINEERING/GENERAL PROJECT UPDATES**

#### Naranja Drive Multi-Use Path Project

Staff is working with Arizona Department of Transportation personnel to initiate the Joint Project Agreement. We anticipate having the intergovernmental agreement to Town Council in April.

#### Steam Pump Ranch BBQ and Bunk Buildings

Construction started on March 6 and is scheduled to be completed by late July. Contractor Chasse Building Team is working on asbestos abatement.

#### **Westward Look Drive**

As a part of value engineering, Town staff met with Westward Look staff on March 21 to discuss a modification to the entrance monument that would create construction efficiencies and provide better signage visibility. The new concept is being reviewed by the owner.

#### La Cañada Drive Mill/Fill - Tangerine to Moore Road

Sunland Asphalt performed the mill and paving from March 13 through March 17. Striping is scheduled for the week of July 20 to accommodate school being out of session.

#### **SR77 Wildlife Project**

Wildlife fence modifications are complete. Gates and view fences were installed at both intersections. Electrical trenches/conduits are Tucson Electric Power (TEP) approved and backfilled. The sidewalk and driveway cuts for electrical are being replaced in early April. The contract completion date was the end of March, and a ribbon cutting will be held April 19 at 9 a.m.

#### **Shannon Road Reconstruction and Water Line Replacement**

KE&G is placing a 16-inch water main along Shannon Road. The construction is scheduled to be completed in early April. The contractor began pulverizing the asphalt pavement on March 20. The entire project is anticipated to be completed by May 15.

#### **Annual Main Line Striping**

Contract was awarded to Speedy Striping, with work anticipated to start in April.

#### **Pavement Preservation Project**

Phases three and seven of the Pavement Preservation Project will resume in April and May.

## STORMWATER AND STREET OPERATIONS

#### Street Operations

Street Crews have completed drainage improvements to low water crossings on Calle Buena Vista and the Carmack Wash crossing on Hardy Road in addition to miscellaneous sidewalk and curb repairs at various locations. Crews also continue to perform 2022/23 annual crack seal surface treatments within the Vista Del Oro Estates subdivision.

#### **2023 Rainfall Totals**

Oro Valley and the Tucson Region have seen a tremendous amount of rainfall and snowfall in 2023. Mount Lemmon has seen more than 100 inches of snowfall this winter. This moisture has helped the re-growth of vegetation that was wiped out from the Big Horn Fire in 2020 providing stabilization to the soils and preventing sediment from traveling down into the valley. On the rain side of things, Oro Valley has seen nearly 5 inches of rainfall this year. This puts Oro Valley on par with the 2019 rainfall totals where more than 5 inches fell in the same time and resulted in a yearly total of 15 inches of rain.

#### **ADEQ Stormwater Quality Sampling**

As part of the Municipal Separate Storm Sewer System permit with the Arizona Department of Environmental Quality (ADEQ), the Town is required to sample stormwater quality at various outfall locations across town. This month, staff was able to collect a sample from the Steam Pump Ranch outfall as it entered the Cañada Del Oro Wash, and sent it in for lab sampling. The Stormwater Utility is happy to announce that no pollutants were identified within the samples tested. Results will be uploaded into the ADEQ portal as part of our annual reporting requirements.





## FLEET AND FACILITIES

- Town Hall Sidewalks: The contract was signed in March. The project is expected to finish in May.
- Vistoso Preserve Restrooms: Tucson Electric Power is working with Breckinridge to design the electrical utility connection for restroom #1.
- Police Tahoe Decal Refresh: The project is largely complete, with two vehicles remaining to be done. Fleet will use the remaining budget to process as many additional Tahoes as possible before the end of the fiscal year.
- Facilities Maintenance Shop: Facilities is replacing dry rotted siding and installing rain gutters.
- Golf Maintenance Facility: Maintenance on the septic system has started. A5 Des-Con will be installing a riser and manhole cover on the tank.

## **TRANSIT**

Pima Association of Governments (PAG) is partnering with the Sun Shuttle service to extend Route 401 to Tohono Chul. Staff attended a meeting to coordinate hours and service with PAG staff and the executive management of Tohono Chul. Every attempt is being made to begin service this May.





# PARKS & RECREATION

## **AQUATICS**

On April 12 - 16, the Oro Valley Aquatic Center will be hosting the **National Jr./Sr. Artistic Swimming Championship**. This event will attract around 300 athletes, 13 - 18 years old, from across the nation.

On April 21, 22, 23, 29 and 30, the Oro Valley Aquatic Center will be offering another Red Cross Lifeguard Certification course.

## **COMMUNITY & RECREATION CENTER (CRC)**

The CRC hosted **Spring Break Camp SPF (Swim, Play, Fun)** March 13 - 17. The camp had up to 70 campers a day, which is the most the facility has had for a spring break camp. Camp SPF and I Can Too! summer camp registration opened April 3 at 8 a.m.

The facility hosted a **pickleball tournament** on March 24 - 26. Nearly 300 players registered for the three-day tournament, which featured men's and women's divisions, along with mixed competitions. While the tournament did provide a competitive opportunity, the main goal was to provide a fun event for the local Oro Valley players.

On March 1, all **new strength equipment** was installed in the facility. The new equipment features 13 circuit machines, four large plated machines, an 8-stack multi-station, two functional trainers, over 100 weight plates, various weight benches and other miscellaneous accessories.

On April 15, CRC staff will take a **field trip with an excursion to the University of Arizona softball game** vs. UCLA. The trip includes tickets and transportation to and from the game. We anticipate over 20 people participating in the trip.





#### PARK MAINTENANCE

At Riverfront Park, the poured-in-place safety surfacing covering the **ADA access ramp into the playground was replaced**. This improvement completes the Riverfront playground project that included new wood fiber fall protection and the installation of new decks on the play structures.

**Sidewalk repair will begin at Vistoso Trails Nature Preserve** in April. Contractor KE&G will address the most significant cracks/brakes throughout the Preserve.

## OUTDOOR RECREATION AND CULTURE

**The Oro Valley Hiking Series** finished its 6-month program with a difficult hike up to the top of Wasson Peak on April 2. The Oro Valley Hiking Series will return in the fall.

The Spring **Friday Night Concerts sat Steam Pump Ranch** continues throughout April with two concerts. The two featured bands this month will be Little House of Funk on April 7, and the Steele Saguaros on April 28.

To celebrate the Town's 49th anniversary, the Outdoor Recreation Division will be holding the annual **Celebrate Oro Valley Event** on April 8.

**Battle of the Bands** at the Riverfront Park Amphitheatre returns April 28. Five local high school bands will perform for an opportunity to win a professional recording session.

Golf rounds for March show 10,776 rounds at the 36-hole facility and 3,559 rounds at the Pusch Ridge Facility.

		ROU	ROUNDS - 36 HOLE		
	Member	Non-Mem	Comp	Outing	Total
Month	Rounds	Rounds	Rounds	Rounds	Rounds
7/31/2022	2478	1950	149	223	4800
8/31/2022	2643	2101	171	192	510
9/30/2022	2829	2315	210	255	560
10/31/2022	3149	1926	158	388	562
11/30/2022	3175	3766	313	894	814
12/31/2022	3135	2936	504	208	678
1/31/2023	3792	3323	505	466	808
2/28/2023	3247	3601	440	395	768
3/31/2023	4626	4944	655	551	1077
4/30/2023					(
5/31/2023					(
6/30/2023					
Total Rounds	29,074	26,862	3,105	3,572	62,61

		2021/22 ROUNDS - 36 HOLE			
	Member	Non-Mem	Comp	Outing	Total
Month	Rounds	Rounds	Rounds	Rounds	Rounds
7/31/2021	1780	2781	213	294	5068
8/31/2021	1922	3008	303	345	5578
9/30/2021	2235	2525	292	232	5284
10/31/2021	2630	2163	231	283	5307
11/30/2021	2874	3745	354	756	7729
12/31/2021	3484	2829	308	329	6950
1/31/2022	3591	4258	190	493	8532
2/28/2022	3152	4091	146	696	8085
3/31/2022	3976	5738	112	283	10109
4/30/2022	3298	3834	158	923	8213
5/31/2022	2828	2627	84	673	6212
6/30/2022	2587	1843	65	301	4796
Total Rounds	34,357	39,442	2,456	5,608	81,863

		PUSCH RIDGE ROUNDS			
	Member	Non-Mem	Comp	League/ Outing	Total
Month	Rounds	Rounds	Rounds	Rounds	Rounds
7/31/2022	0	0	0	0	0
8/31/2022	0	0	0	0	0
9/30/2022	0	0	0	0	0
10/31/2022	0	0	0	0	0
11/30/2022	320	1385	213	413	2331
12/31/2022	216	1232	166	217	1831
1/31/2023	279	1611	189	345	2424
2/28/2023	323	1703	146	201	2373
3/31/2023	301	2654	200	404	3559
4/30/2023					0
5/31/2023					0
6/30/2023					0
Totals	1439	8585	914	1580	12518

		2021/22 PUSCH RIDGE ROUNDS			
	Member	Non-Mem	Comp	League/ Outing	Total
Month	Rounds	Rounds	Rounds	Rounds	Rounds
7/31/2021					0
8/31/2021					0
9/30/2021					0
10/31/2021					0
11/30/2021	139	1687	78	364	2268
12/31/2021	124	1208	83	275	1690
1/31/2022	216	1864	146	465	2691
2/28/2022	189	1615	111	384	2299
3/31/2022	294	2427	155	487	3363
4/30/2022	244	1808	116	371	2539
5/31/2022	35	324	24	15	398
6/30/2022	0	0	0	0	0
Totals	1241	10933	713	2361	15248

As of March 19, there are 355 Full Memberships with 11 Corporate Memberships. The **marketing focus for April** will continue to focus on full time and corporate memberships as well as the continuation of the Golf Channel TV advertising for Pusch Ridge and the 36-Hole Facility.

**April events** include Masters Par 3 Event on April 5, WGC Club Championship on April 11,13 and 18, Friday Dinner at The Overlook on April 7 and 21, and an Easter Brunch on April 9th.

April projects for the 36-Hole property include pre-emergent application on the fairway, tee and green surrounds, greens pre-emergent application, Conquistador/Cañada aerification, broadleaf herbicide application, transition aide herbicide application, desert clean up, landscaping around desert tees, bunker edging and cart path edging. The Cañada course will be closing for irrigation construction on April 25. At the Pusch Ridge facility, April maintenance activities include greens fertilization, tree trimming, irrigation repairs, desert clean up and herbicide application to bunker faces.

# WATER UTILITY

## WATER OPERATIONS

#### **Service Connections**

For the month of March, the Utility added five new service connections. The Utility now has a total of 21,256 service connections.

#### **Adult Detention Center inmate work program**

The Utility continues to benefit from the implementation of the Adult Department of Corrections (ADC) inmate work program. ADC workers are performing landscaping, painting, and general site cleanup that used to be contracted out or performed by the Utility's water operators.





A before and after photo of the kind of work performed by the Utility's ADC workers.

## **CAPITAL IMPROVEMENT PROGRAMS**

#### Well D-1 Rehabilitation

Water Utility staff continues to successfully implement this year's Capital Improvement Program. Well rehabilitation work is currently underway on Production Well D-1. Work includes pulling the pump, assessing the condition, performing repairs if needed, cleaning and reequipping the well with a new pumping unit. Once completed, the well and equipment should provide over a decade of reliable service.

#### **New Water Line Construction**

The Water Utility has a contractor specializing in underground utility work to install a new water line along Shannon Road. This new water line will augment the Central Arizona Project water that will be delivered by the Northwest Recharge Recovery and Delivery System to a new reservoir that will be constructed this fall near Naranja Drive and Shannon Road.





## **ADMINISTRATION**

## PUBLIC RECORDS REQUESTS

Time Period	Number of Requests	Staff Time To Process (Hours)
March 2022	45	20
March 2023	41	12

## INNOVATION AND TECHNOLOGY

#### **Ask OV Inquiries**

Right-of-Way Maintenance	5
Right-of-Way	5
Trails & MUP	7
Non- Town Municipal	6
Naranja Park Improvement	4
Permitting	4

#### **Technology Updates**

Wireless access points were installed at the new Steam Pump Ranch site and at the Community and Recreation Center's new Gaming Lounge.

#### **Emergency Management and Safety**

The Senior Management Team participated in an emergency management training and facilitated discussion on March 23. Senior managers reviewed National Incident Management System (NIMS) principals, received training on Incident Command System (ICS), and participated in a facilitated discussion prioritizing initial actions and Town essential services. In addition, the team quickly assembled a simulated Emergency Operations Center (EOC) and identified their roles and responsibilities in an EOC environment. Next steps include facilitating additional training for identified EOC roles and further development of the Town Continuity of Operations Plan to include department specific initial actions.

#### **OV Peak Performance**

As part of OV Peak Performance, the Town's ongoing process improvement initiative, eight more staff members have completed certification and earned their Lean Six Sigma Green Belts. Additionally, the staff marked with asterisks\* have also elected to serve as OV Peak Performance Ambassadors, adding to a growing list of employees who serve as program experts and consultants in their own departments, helping their teams apply these tools and methods in day-to-day operations.



Kyle Chan, Business Systems Analyst Bryan Fjelseth, Water Utility Operator I Debra Harms, Database Analyst \*Cathy McCarthy, Business Systems Analyst Misti Nowak, Communications & Marketing Administrator Eric Ortiz, Water Utility Operator I Milini Simms, Principal Planner

\*Louie Valenzuela, Emergency Management and Safety Coordinator

## COMMUNICATIONS AND MARKETING DIVISION

#### **March Productions**

- Publication: March/April Vista Newsletter
- Explorer article: OV Town Talk: Youth are at the heart of OV's future (by Mayor Joe Winfield)
- Press release: Town to host informational sessions on short term rental ordinance
- Press release: La Cañada Drive asphalt replacement project begins March 13
- Press release: OV Youth Advisory Council to host free finance workshops for teenagers
- Press release: Hardy Road to close for Carmack Wash improvement project March 27-31
- Press release: Petting zoo, food trucks and kids activities at Celebrate Oro Valley
- Press release: Submissions open for Oro Valley Battle of the Bands
- Podcast: Move Across 2 Ranges
- Updated the <u>Privacy Policy, Copyright, Disclaimer and Terms of Usage</u> legal language for the Town's websites and social media accounts.
- Paid advertising:
  - NEW SERIES: This Month in Oro Valley Parks & Recreation Explorer full page print ad
  - Battle of the Bands Explorer print ad
  - Best of the Northwest Explorer print ad
  - Celebrate Oro Valley print ads (2)
  - OV Chamber of Commerce Economic Outlook brochure ad
  - Naranja Park signs
  - Community Engagement Plan
  - Senior programs Explorer digital ads
- Promotional collateral:
  - Easter Eggstravaganza flyer and map
  - Battle of the Bands flyer
  - Celebrate Oro Valley flyer
  - Employee Appreciation collage
  - National Women's Day graphic



