

AGENDA

WORK SESSION OF THE CITY COUNCIL OF THE CITY OF COTTONWOOD, ARIZONA, TO BE HELD APRIL 9, 2013, AT 6:00 PM., AT THE COUNCIL CHAMBERS, 826 NORTH MAIN STREET, COTTONWOOD, ARIZONA.

- I. CALL TO ORDER
- II. ROLL CALL
- III. ITEMS FOR DISCUSSION

Comments regarding items listed on the agenda are limited to a 5 minute time period per speaker.

1. UPDATE REGARDING THE CITY'S PROPOSED BRANDING PROJECT.
2. UPDATE ON THE FINANCIAL STATUS OF THE CITY.
3. DIRECTION REGARDING THE 10TH STREET RECONSTRUCTION PROJECT FROM MAIN STREET TO MINGUS AVENUE.
4. DIRECTION TO STAFF REGARDING SETTING THE CITY'S STREET PROJECT CONSTRUCTION PRIORITY LIST.
5. UPDATE ON OLD TOWN JAIL PARKING LOT.
6. DIRECTION TO STAFF REGARDING THE GOALS TO INCREASE REVENUES AT THE COTTONWOOD RECREATION CENTER AND REDUCING EXPENDITURE COSTS TO REACH COST RECOVERY GOALS FOR THE CENTER.

- IV. ADJOURNMENT

Pursuant to A.R.S. 38-431.03.(A) the Council may vote to go into executive session on any agenda item pursuant to A.R.S. 38-431.03.(A)(3) Discussion or consultation for legal advice with the attorney or attorneys of the public body.

The Cottonwood Council Chambers is accessible to the disabled in accordance with Federal 504 and ADA laws. Those with needs for special typeface print or hearing devices may request these from the City Clerk (TDD 634-5526.) All requests must be made 24 hours prior to the meeting.

Members of the City Council will attend either in person or by telephone conference call.

City of Cottonwood, Arizona City Council Agenda Communication



 Print

Meeting Date:	April 9, 2013
Subject:	City of Cottonwood Branding Update
Department:	
From:	Casey Rooney

REQUESTED ACTION

No action required

SUGGESTED MOTION

If the Council desires to approve this item the suggested motion is:

BACKGROUND

Casey Rooney, Cottonwood Economic Development Manager, Lindsey Higginson, Old Town Association President, Lana Tolleson, Chamber of Commerce and Scott Havice, Havice Design are informing City Council regarding the proposed City branding project.

Every city is trying to capture a little bit of the branding magic that has helped put some of America's best known cities on the map. Many are associate with catchy slogans-not necessarily developed by city governments themselves-like "keep Austin Weird" or "What Happens in Vegas Stays in Vegas." Other places have an instantly recognizable nickname, like the Windy City, the Motor City or the Big Easy. Those in the branding community say that while a slogan or motto is a part of a brand, they're more concerned with projecting a broader image of a community, like the reputation Portland, Ore., has as a haven for independent-minded hipsters, Santa Fe's position as a destination for those embracing Southwest arts and culture, or Miami's role as a place for sun, surf and nightlife.

But most cities such as Cottonwood aren't Portland, Sante Fe or Miami. The vast majority of America's small and midsized cities don't have much of a reputation beyond their borders. That is where branding consultants (experts) come in, pledging to help communities distinguish themselves.

The typical product provided includes a logo, a slogan and a broader message or narrative about a community, as well as a list of steps that should be taken to help spread the story. Phrases such as "small town charm with big-city amenities" might be extremely relevant about a place, but it is not the least bit distinct. Our branding process will identify the characteristics and qualities that make Cottonwood distinct.

The City administration and the Cottonwood Economic Development Council (CEDC) is very interested in updating our City brand. The City has an outdated brand that has outlived its useful life expectancy. We will have at least 3 partners and possibly 5 in this project. They are the City, CEDC, APS, Old Town Association and the Chamber. The cost will be divided among the majority of the partners. The estimated cost of phase 1 (brand) & 2 (website) is approximately \$13,000. All partners will maintain their unique identity, but synergy in the brand will flow through the other organizations.

Three proposals from 3 different consultants have been received. Since receiving these proposals, the scope of the project has been expanded to include updates to the website. The website documentation from the consultants is being proposed but as yet not received at the City.

A collaborative process will be initiated to develop the updated brand. There will be a small lean committee representing the partners and the community to carry out the City branding project.

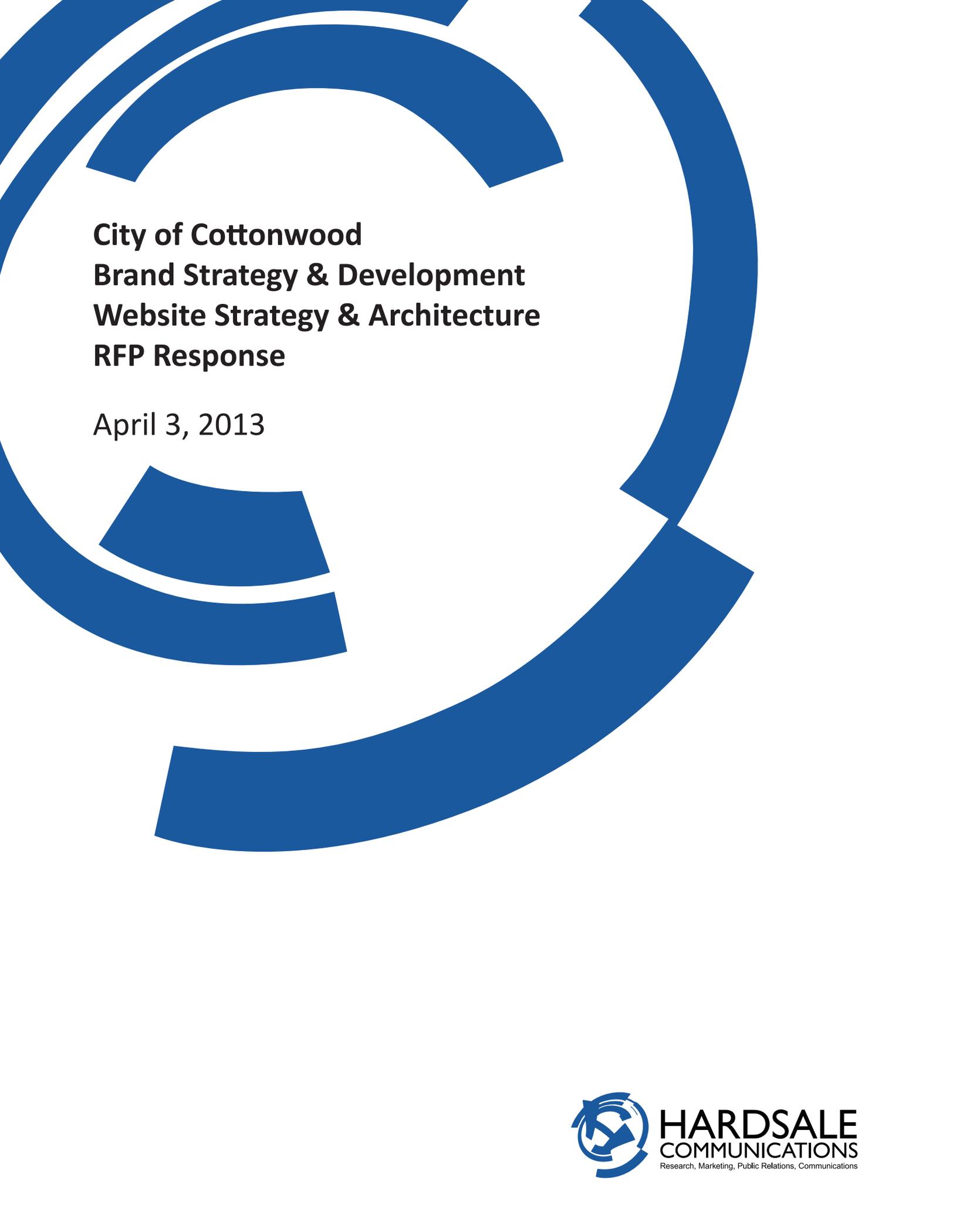
Scott Havice, our main presenter has been working with our community on other projects and he will be able to describe the branding process in much greater detail. We will need approximately 20 minutes for this presentation (update).

JUSTIFICATION/BENEFITS/ISSUES

COST/FUNDING SOURCE

ATTACHMENTS:

Name:	Description:	Type:
No Attachments Available		



**City of Cottonwood
Brand Strategy & Development
Website Strategy & Architecture
RFP Response**

April 3, 2013



**HARDSALE
COMMUNICATIONS**
Research, Marketing, Public Relations, Communications



March 4, 2013

The City of Cottonwood

Submitted by: Hardsale Communications, LLC

Please accept this proposal as an indication of Hardsale Communications' interest in contracting to support the City of Cottonwood's needs for consulting services for marketing.

Founded on the principles of innovation and personalized service as well as a return on the investment, Hardsale Communications has earned a reputation for crafting practical, creative solutions for its clients and anticipating and meeting any challenges they may face.

Clients of all sizes enjoy working with Hardsale because we adapt our approach and work style to suit their own. We are exceptionally adept at meeting—indeed, exceeding—the needs of entrepreneurial-spirited organizations for which we are often the sole marketing partner. Our expertise also shines brightly when tapped by large global brands where we are often merely one strategic piece of an integrated marketing effort.

Serving such a diverse range of clients has broadened our skill set, from seamless execution of multi-million dollar campaigns and launches, to crafting low-cost/no-cost story ideas that command instant media attention. Our program development philosophy is simple: extend the value of every dollar spent. We recommend initiatives that best maximize a client's budget and support their objectives most effectively.

From our home base in Glendale, Arizona, the Hardsale Communications team members are persuasive, creative, practical, solution-oriented, and precise. We know when to infuse a creative edge into a client's brand, and we know when a more resolute and sophisticated approach is required. We put our feet in your shoes and make your objectives our own.

Our company is uniquely suited to serving the needs of the City of Cottonwood. Hardsale Communications has vast experience organizing and managing multi-media design and advertising campaigns, online marketing and public relations efforts, crisis and issue management, data collection and analysis and social media design and management. We look forward to the opportunity to work with the City of Cottonwood.

Thank you for the opportunity and for reviewing our response to RFP response.

Sincerely,

John Hartsell, CEO





 **Strategic Planning**


Business
Communications
Others

 **Marketing/Collateral Materials**


Design
Copy
Branding
Newsletters
Campaigns

 **Research**


Phone Surveys
Online Surveys
Focus Groups
Intercepts

 **Photography/Videography**


Internal Capacity
Editing

 **Executive Coaching**

 **Advertising (Television, Radio, Online, Print)**

 **Public Speaking**

 **Social Media**

 **Web Design**


Interactive
Smart Phone/Tablet Applications
More


Search Engine Optimization
Strategic Development
Design
More

 **Graphic Design**

 **Customer Service**

 **Public Relations**


Message Development
Crisis Management
Media Management
Press Releases


Training
Auditing



Brand Questionnaires, Interviews & Market Research

Hardsale Communications (HC) believes that research is vital to any successful marketing and branding campaign to gather quantitative and qualitative data to develop an understanding of the local and external market. Research will be leveraged to develop a strategic marketing plan and products as requested by the City. The HC account management team will manage research efforts that can include, but are not limited to:

- Focus groups
- Phone surveys
- Intercepts
- Web surveys
- Monthly tracking studies
- Consumer segment studies
- Media research
- Psychographic behavior studies
- Brand identification analysis
- Advertising concept testing

The City of Cottonwood identifies the need to create a brand questionnaire including interviews and market research, which will accomplish the following:

- A distribution model designed to engage audiences determined by City of Cottonwood personnel
- Collect adequate responses to yield scientifically accurate assessments of respondent attitude/behavior
- Provide adequate information/data to drill deeper through the use of one-on-one interviews with some demographically relevant survey respondents
 - This may be more efficiently achieved through a focus group

These instruments will be designed to gain a solid understanding of the identity of the City of Cottonwood from multiple and disparate perspectives. They will leverage existing collateral media, other images and phrases/sayings that may invoke attitudinal or behavioral changes.

HC will research competitors and peers in Arizona and other geographically similar areas to determine best practices and successful implementation of brand identity programs for small/rural municipalities. The results of this research will be integrated with the results of previous research and interviews to develop a brand summary document discussed later in this proposal.



HC recommends the following instruments for research:

- Online surveys
 - HC will design an instrument intended to collect relevant data associated with branding.
 - HC will analyze all data collected and provide detailed descriptions and recommendations to the City.
- Focus Groups/One-on-One interviews
 - Either yields qualitative data leveraged to confirm quantitative data secured in other survey formats while also achieving results in behavior and attitudes towards the City.
 - While focus groups offer an efficient interview process needing only one or two meetings, one-on-one meetings will yield greater specificity in information.
 - 1.5 hour focus group includes:
 - Scientific report of findings
 - Message development
 - DVD copies of each focus group performed

Brand Summary Document

Once research is completed, HC will develop a thorough document, which analyzes and integrates data collected. These data will be demonstrated in a summary document requested in the RFP in the City of Cottonwood, and will include:

- Comprehensive reports of individual survey instruments
- Comprehensive integration of quantitative responses to the online survey and qualitative responses in focus groups/one-on-one interviews
- HC will present the summary document to personnel identified by the City of Cottonwood
- HC will create a final draft for approval by personnel identified by the City of Cottonwood

Logo & Identity Development

Once research is completed and the Brand Summary document is approved, HC will begin its creative process through the following process:

- In an Initial meeting with the City of Cottonwood, HC will present images and other brand media to begin designing 3-5 concepts for presentation
- Development
 - Creative direction
 - Graphic design
 - HC creative approval
 - Presentation to City of Cottonwood
- Gather further direction from the City of Cottonwood
- If needed, present revisions based on the City of Cottonwood's recommendations
- Final approval process
- Production
- Distribution



HC creative capabilities include, but are not limited to:

Adobe products

- Adobe InDesign
 - Layout program
 - Advertisements, direct mailers, multi-page booklets, brochures, magazines, flyers
- Adobe Illustrator
 - Vector art
 - Logos, illustrations, vector heavy publication items
- Adobe Photoshop
 - Image manipulation and sizing
 - Web design composition
- Adobe Flash
 - Interactive media and web banners
 - Animation
- Adobe Dreamweaver
 - HTML coding
 - E-blasts
 - Basic web design composition
- Adobe Premiere Pro
 - Video editing
 - Video compellations

Other Adobe products are available upon request of the City of Cottonwood.

Logo Files & Standards Sheet

HC will develop a brand style guide that will include logo files in native and standard formats. The style guide will include, but is not limited to:

- Logo general guidelines
- Colors
- Corporate typefaces
- Supporting graphics
- City of Cottonwood logo in use

Website Strategy & Architecture

Working with the stakeholders in economic development in Cottonwood, HC will help to create a strategic roadmap for the use of the web environment. This plan will include direction over the next 5 years for ultimate local, regional and national engagement for the purposes of business development, tourism and placement of the City of Cottonwood as a top destination for both.

Owner: Project Manager

Hours: 10 hours for meetings etc.

Cost: \$1,000



HC will work with the project team to create a site map detailing the locations for all content easily reached through intuitive point and click interaction by the end-user. HC will provide an initial draft and up to two rounds of revisions as needed.

Owner: Project Manager
Hours: 8 hours for meetings etc.
Cost: \$800

HC will draft the server and CMS requirements for the RFP enabling the project team to determine any new or additional technological needs. HC will provide an initial draft and up to two rounds of revisions as needed.

Owner: Technology Lead
Hours: 8 hours
Cost: \$800

HC will create approximately 8 interactive wireframe templates. HC will provide an initial draft and up to two rounds of revisions as needed

Owner: Designer + Project Manager
Hours: 30
Cost: \$3,000
+ \$300 dollar license fee

HC will participate with the project team to determine the most appropriate method to request proposals for Phase Two—Design and Build.

Travel, Meetings, Phone Calls, Emails, & Texts

Cost: These costs have been incorporated with the previous items and costs identified. No additional charges will be assessed.



Recommended Budget

Item	Cost/Unit	Units	Total Cost
Online Survey	\$1,000.00	1	\$1,000.00
Survey Analysis	\$750.00	1	\$750.00
Focus Group	\$2,500.00	2	\$5,000.00
Focus Group Analysis	Included		
One-on-One Interviews	\$250.00 ea.	20	\$5,000.00
One-on-One Interview Analysis	\$1,000.00	1	\$1,000.00
Brand Summary Document	\$2,500.00	1	\$2,500.00
Creative Direction	\$125.00/Hr	10	\$1,250.00
Graphic Design	\$62.50/Hr	30	\$1,875.00
Concept Presentation	\$125.00/Hr	5	\$625.00
Website strategy & Architecture	\$100.00	56	\$5,600.00
Licensing Fee (Website)	N/A	N/A	\$300.00
File Formatting/Delivery	\$62.50.Hr	10	\$625.00
TOTAL with Focus Groups			\$19,525.00
TOTAL with One-on-One interviews			\$20,525.00

Logo



Newsletter Header



Website Header with Navigation

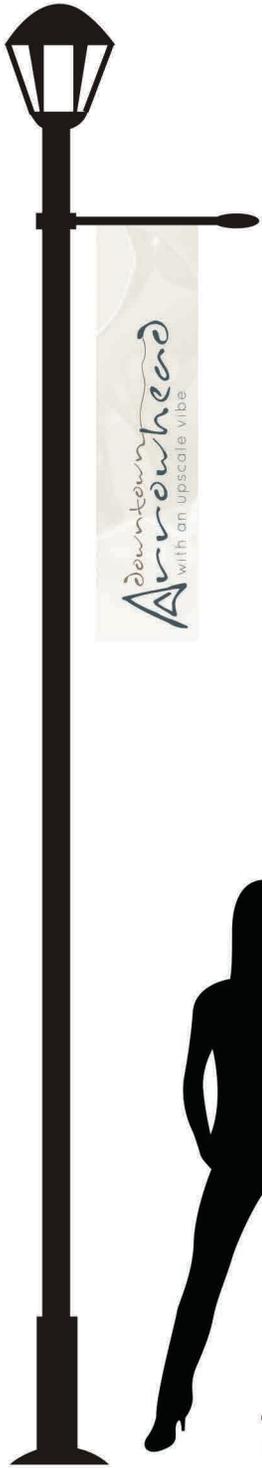


Youtube Video

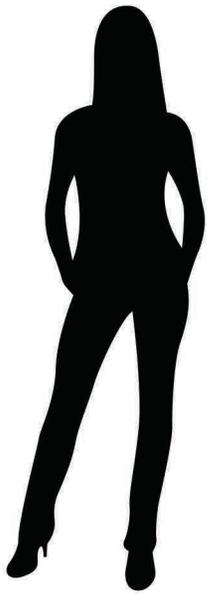


All content and design property of





Downtown
Arrowhead
with an upscale vibe

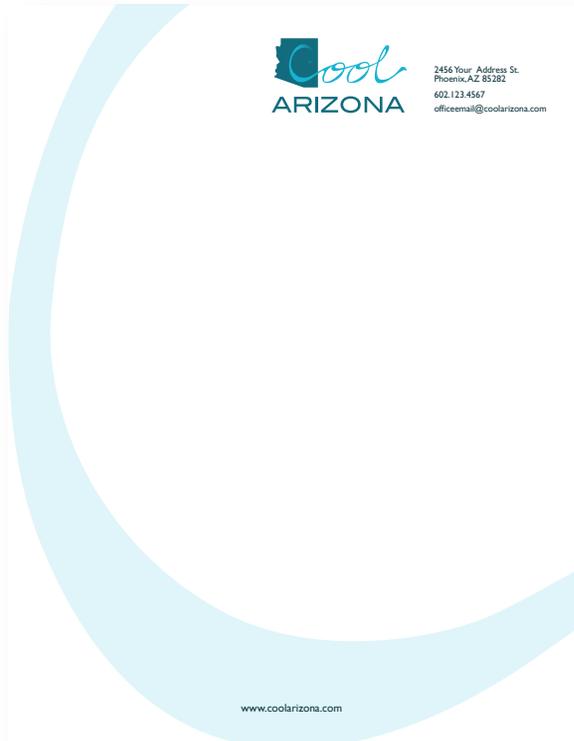




UPRIGHT

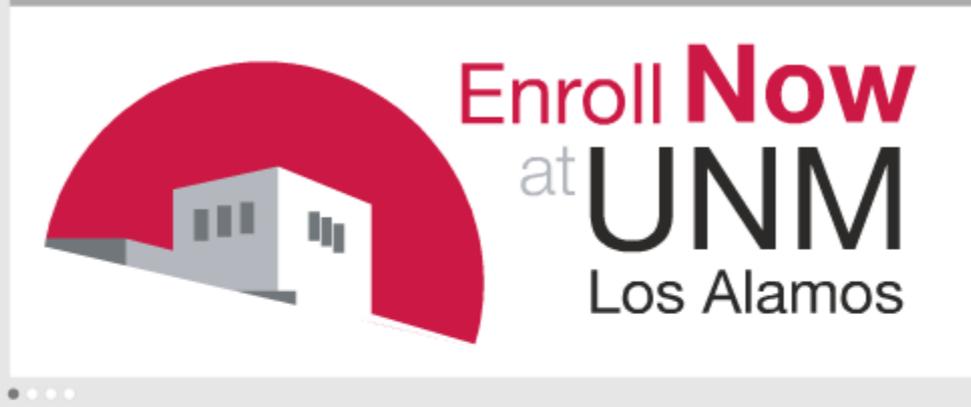


LETTERHEAD



FOR MORE INFORMATION GO TO
COOLARIZONA.COM

Check Out Our Youtube Channel at www.youtube.com/unmla



Fall Schedule

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New Commercial

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My UNM

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UNM Los Alamos

152 likes — 100 talking about this — 10 were here

Message

Corporate Office
4000 University Dr.
Los Alamos, NM
(505) 662-5919



462 Likes



About

Photos

Cool Home

Likes

Welcome

Admin Panel

Now

February

2012

2011

2010

2009

Joined Facebook

Believe In



Balsz School District
4825 East Roosevelt
Phoenix, Az 85008

Believe In



Balsz School District
Serving Arcadia, Phoenix and Scottsdale
www.balsz.org

For more information or to register call
602.629.6400

Believe in **Balsz** because...
Balsz **believes in you.**

Balsz School District **Come join our** **award-winning schools!**

- Free full day kindergarten
- Healthy breakfast and lunch
- Affordable community preschool
- 20 additional days of learning
- 21st Century classrooms with a laptop for all 5th - 8th grade students
- Before and after-school activities
- Art, music, PE, and sports programs

Call for information or to take a tour!

Balsz Elementary School – K-6
4309 E. Belleview, Phoenix, AZ 85008
602.629.6500

Brunson-Lea Elementary School – K-6
1350 N. 48th Street, Phoenix, AZ 85008
602.629.6900



David Crockett Elementary School – K-6
501 N. 36th Street, Phoenix, AZ 85008
602.629.6600

Educare Arizona – Birth to 5
1300 N. 48th Street, Phoenix, AZ 85008
602.845.4200

Griffith Elementary School – K-6
4505 E. Palm Lane, Phoenix, AZ 85008
602.629.6700

Orangedale Jr. High – 7-8
5048 E. Oak, Phoenix, AZ 85008
602.629.6800



Take Credit For Helping Kids

Make your tax credit donation now

www.cocsd.schoolfusion.us

Cottonwood Oak-Creek School District a Great Choice for Students and Families

By: John Hartsell

The award-winning Cottonwood-Oak Creek School District (COCS D) is proud to be a student-focused, purpose driven school district serving the Verde Valley. Centered on 2,100 students, COCS D offers full day kindergarten, gifted and special education programs, an online school and the prestigious International Baccalaureate program, along with a wide variety of extra-curricular activities.

The five schools – Dr. Daniel Bright Primary School, Cottonwood Elementary School, Cottonwood Middle School, Mountain View Preparatory and the Oak Creek School – offer strong curriculum for students and families in kindergarten through eighth grade that strive to meet the needs of every child. With test scores above the state average, COCS D focuses on preparing children for future careers with their dedicated staff and emphasis on technology.

“Our schools focus on student, staff, family and community excellence. Our doors are open to new and continuing students to be part of the COCS D family,” said Superintendent Barbara U’Ren.

For more information please call (928) 634 - 2288. ■

Now Open...

Mountain View Preparatory
Academy at Tavasci School

International Baccalaureate Program

- Excellence
- Rigor
- Leadership



Find Us On Facebook

Cottonwood-Oak Creek School District (COCS D)

www.cocsd.schoolfusion.us

*“Preparing students for the 21st Century
through tradition, experience, and opportunities.”*

- C**entered around our 2,100 students
- O**ur test scores are above the state average and climbing
- C**hoices in your child’s education include the nationally recognized International Baccalaureate, gifted and online programs
- S**uccess through technology, designed to prepare students for future careers
- D**edicated staff in all five schools and departments

For more information please call 928.634.2288

Income Credit

Additional opportunities for the Verde Valley community through a tax credit of \$120,765 in 2011.

Students participate in activities, used to support learning

or visit



BRIGHT PATHWAYS PRESCHOOL



Preparing students for the 21st century
through tradition, experience and opportunities.



COCS D MISSION

Students will be provided the tools necessary to develop the highest possible level of achievement and encouraged to be lifelong learners through:

- Partnership with family and community
- Highest level of staff training
- Excellent facilities
- Embracing cultural diversity
- Providing a wide range of learning methods and experiences in a safe environment

COTTONWOOD-OAK CREEK SCHOOL DISTRICT

MARCH 7, 2012

RECIPES FOR STUDENT SUCCESS

Register now for your tour!
Tour Times 9:00-9:30

k-2nd **Dr. Daniel Bright Primary School**
Science and Technology

3-5th **Cottonwood Elementary and Experience**
Technology and Music

6-8th **Cottonwood Middle School**
Science, Technology, Art, and Music

k-7th **Mountain View Preparatory**
International Baccalaureate program,
Science, and Technology

k-8th **Oak Creek School - special time of 11:00 - 1:00**
Lunch on the lawn with Music and Art

Registrations for 2013 will be available!

“Preparing Students for the 21st Century through Tradition, Experience, and Opportunities”

SOUP WITH
THE SUP

11:30-12:30

Recipe For Success:
Planning to Celebrate Great Teachers
RSVP your place at the table by
calling 634-2288 by March 2



Press Release

April 26, 2012

VALLEY SCHOOLS DECREASES ADMINISTRATIVE COSTS FOR MEMBERS THROUGH COST CUTTING AND TOUGH NEGOTIATION

Phoenix, Arizona - The Valley Schools Employee Benefits Trust (VSEBT) announced today that the administrative costs for its members will be significantly reduced from the amount earlier expected. In fact, once again there will be no increase at all. Initially, independent actuaries had built in an increase due to the large overall increases nationwide that are occurring in health care administration because of new rules and regulations going into effect.

"At a time when others are reducing options and increasing prices, I am glad we are able to expand choices and maintain fixed costs for our members," said Tom Boone, CEO of Valley Schools.

The ability to keep administrative costs at a zero percent increase is attributed to three major factors. First, the staff and operations at VSEBT have been asked to do more with less, forgoing any increases in pay, and working longer and harder.

VSEBT Administrator Andrea Billings said, "Despite our rapid expansion in size in recent years, we have held our staff and salaries the same. We know our members are going through tough budget times, and we want to help them however we can. I want to express my appreciation to the VSEBT staff for their continued outstanding efforts and dedication."

The second other cost at the same coverage

Health benefits fr

"We are v members, classroom



Valley Schools Voluntary Benefits Newsletter

December 12, 2011

Voluntary benefits, offered by Valley Schools to members of the Trust, are designed to help school employees save financial resources through deep discounts among many areas. This newsletter is designed to provide you with new benefit information, available discounts, and opportunities to save money!

If you have any questions please e-mail Lori Hartsell, Valley Schools Voluntary Benefits Coordinator at lhartsell@vst.org

Visit www.MyValleySchools.org to learn more about our new Voluntary Benefits Programs



Veterinary Pet Insurance (VPI)

Spring is just around the corner! Even though it's exciting to finally see color in our yards, it's important to be aware of the potential dangers spring plants and fertilizers pose for pets. We've teamed with VPI® Pet Insurance to bring you these simple springtime safety tips. Click Here to [Read more](#)

MetLife Auto and Home®

This group product gives employees access to special group discounts on Auto and Homeowner insurance, as well as a variety of other insurance policies, such as boats, condominiums, recreational vehicles, motor homes, renter's insurance and personal excess liability. Click here to [Read More](#)

Hyatt Legal Plans

Are you concerned about identity theft and how to protect yourself? Have you been putting off writing a will, with one excuse after another? Your district may be offering MetLaw®, a legal services benefit offered by Hyatt Legal Plans, a MetLife company, at the beginning of the school year.

For a low annual fee of \$198.00, the plan covers representation for many personal legal services for you and your eligible dependents (eligible dependents are your spouse and dependent children up to age 26). You may receive office consultations and/or telephone advice for virtually any personal legal matter.

Hyatt Legal Plans is the largest provider of group legal plans in the U.S., and has been in the business since 1981. Our Plan attorneys must meet stringent criteria before joining our network and are regularly reviewed to ensure they continue to meet plan standards.

To learn more about this great opportunity coming your way soon, click here to [Read More](#)



visit us at www.myvalleyschools.org or contact valley schools dedicated agents 623.594.4370

Members | Employees | Contact Us



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- How We Help
- Strategic Partners
- Current Events
- Testimonials



Learn How We Can Help



Video Center



Join Valley Schools

See who among our Strategic Partners have joined Valley Schools and take the next steps to your district's health the best.

- Learn about Member Services
- How to Join
- View our Members List

Our Services

Letter from the Chairman

By Tom Boone, Chairman and CEO Valley Schools



Voluntary Benefits Luncheon

Hyatt Legal Plans and Veterinary Pet Insurance are now available to you as a Valley Schools employee! Learn how Hyatt Legal Plans and VPI can benefit you and your family while enjoying a great lunch!

11:30 am
February 29, 2012
conference room



GILT

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A true enterprise cloud solution, offering hybrid cloud & compliant cloud.

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[SERVICES]

- Managed Solutions
- Compliant Solutions
- Cloud Solutions
- Colocation Solutions
- Professional Services

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[CASE STUDIES]

- Paperless Post
- Spotify
- Urban Airship
- InMobi
- Northrop Grumman / DTS

[Read more](#)

[DATA CENTERS]

- Dulles, VA
- Ashburn, VA
- Phoenix, AZ
- Los Angeles, CA
- Amsterdam, Netherlands

[See more](#)

[RESOURCES]

- Enterprise Cloud Computing White Paper
- Cloud Development & Testing White Paper
- IT Infrastructure Management White Paper
- Security and Compliance White Paper
- Government Solutions White Paper

[Read more](#)

greenergadgets

Now, that's huge!

Consumer electronics industry leaders launched the first-ever industry-wide electronics recycling initiative. The goal to recycle 1 billion pounds of electronics annually by 2016 - enough to fill an NFL stadium!



TOOLS



Recycle Electronics

See a list of nationwide manufacturer, retailer and certified eCycling locations in your area.

Your Zip Code:

[Search ▶](#)

[+ Widget](#)



Energy Calculator

Find out what your electronics use means for your wallet by the minute, day, month and year.

[Calculate ▶](#)

[+ Widget](#)

Living Green



How to practice the most effective and efficient techniques with your electronics device.

Buying Green



How to spot the most sustainable products.

Recycling Responsibly



How to sell your electronics, repurpose it to a worthy cause or recycle it responsibly.

Emerging Trends



New devices and technologies promise massive energy gains in the future.

[Download Estimate as PDF](#) [Print Estimate](#)

Logo for Havice Design



From

Havice Design

1625 E. Paltaire Ave.
 Phoenix, AZ 85020
 look@havicedesign.com
 480.326.7452

Estimate For **Cottonwood**

Estimate Id **CTWD-003**

PO Number CTWD-003

Issue Date 03/30/2013

Subject Cottonwood (and affiliate organizations) - Brand Strategy and Development

Type	Description	Quantity	Unit Price	Amount
Service	Brand Questionnaires, Interviews & Market Research (Hours estimated for 10 respondents) --Create Brand Questionnaires and Distribute to key decision makers and other designated recipients --Collect Responses, review feedback and Schedule 30 minute to 1 hour Interviews with each respondent --Conduct Interviews with each designated respondent (1 hour with each interview with 30 minutes for note refinement after each interview) --Research Competitors and Peers for Best Practices	30.00	\$75.00	\$2,250.00
Service	Brand Summary Document - City of Cottonwood only, with affiliates as sub brands within recommendations --Consolidate Brand Questionnaire Responses] --Compile Feedback into First Draft of Comprehensive Summary --Edit Document with First Draft Responses --Create Final Draft of Comprehensive Summary Document for Approval	12.00	\$75.00	\$900.00
Service	Parent Logo & Identity Development --Round 1 - Three or more logo options presented, one option chosen for refinement --Round 2 - Chosen option refined and presented with color studies --Round 3 - Final refinements made and implemented into basic collateral (Business Card & Letterhead)	30.00	\$75.00	\$2,250.00

Service	<p>Design and Development of Affiliate Logos (3) - Parent Logo evolved and modified to represent three affiliate organizations of Cottonwood (Cottonwood Economic Development Council, Cottonwood Chamber of Commerce, Old Town Association) while maintaining integrity of the parent brand, The City of Cottonwood, AZ.</p> <p>--Round 1 - Design modifications presented for each affiliate --Round 2 - Refinements made to Round 1 Designs, Color Options/Palettes Presented --Round 3 - Final Refinements Made to all three affiliate logos</p> <p>Please note, all three rounds of changes require feedback to be given completely and simultaneously from each affiliate in order to progress to the next round</p>	18.00	\$75.00	\$1,350.00
Service	<p>Logo Files and Standards Sheets - Parent logo and three affiliate logos</p> <p>--Final Logo Files in standard formats created & Packaged. --Single Page Logo Standards created to accompany distribution of logo art files to vendors, contractors media and other resources for the purpose of maintaining brand consistency when used in applications outside the control of the client.</p>	18.00	\$75.00	\$1,350.00
Service	<p>Website Strategy & Architecture</p> <p>--Discuss content and desired functionality with four key decision makers, one from each main component in the overall website (City of Cottonwood, CEDC, Cottonwood Chamber of Commerce, Old Town Association)</p> <p>--Round 1 - Sitemap Created --Round 2 - Sitemap Update and Interactive Wireframes Created --Round 3 - Wireframe Refinements, Technology recommendations document (for bidding purposes)</p> <p>Final Deliverables: Sitemap, Interactive Wireframe, and Technology Recommendations Document to be used to obtain accurate bidding for Phase 2: Website - Design and Build</p>	30.00	\$75.00	\$2,250.00
Service	Meetings, Phone Calls, Emails and Texts - Estimated	20.00	\$125.00	\$2,500.00
Service	PLEASE NOTE: Any necessary travel & lodging outside of Phoenix to be billed as project expenses (with pre-approval by client.)	0.00	\$0.00	\$0.00

Estimate Total \$12,850.00

Notes

Standard Terms of Work Agreement

Relationship

Direct and ongoing interaction with final decision-makers, for input and approvals during the process of the project, is critical to the proper development and timely delivery. Therefore, it is agreed by the client that the appropriate (final) decision-makers will be available and involved during the process of the project.

Deposit and Pay Schedule

Traditional: A 50% payment is due up-front to begin each major component of the overall project (each component will be mutually

determined before the beginning of the project as a whole), 25% payment will be due upon mutually agreed upon milestone for each component and the remaining 25% due upon final delivery of each component.

Alternative Structure (For larger, ongoing and more complex projects): A 100% deposit payment of the estimated hours for 90 days, or a mutually agreed upon amount, is due up front to begin the project. Work will be performed for hours associated with 75% of that initial payment with the remaining 25% held as a security deposit for the completion of the project at which point it will be subtracted from what is owed on the final invoice. Once the hours for the initial 75% have been accounted for in work performed invoicing will occur every two weeks until the completion of the project based solely on hours and tasks performed. The remaining 25% of the deposit at will be credited to the final billing at the completion of the entire project.

Pay Structure & Payments

Payments for services shall be made out to Havice Design. Payment for services will be due net 15 days upon receipt of invoices. The costs outlined in this estimate are based on reasonable hour approximations for a project of this size and scope that is well managed on both the client and vendor side. The final costs will be related to actual final hours and not a flat fixed fee.

Accounting over thirty (30) days shall be subject to a 18% service charge. Fees do not include any taxes, duties, tariffs or other governmental charges or expenses imposed in connection with this agreement and such taxes shall be billed, if required by the scope of work outlined above. Havice Design shall have the right to terminate this agreement and/or suspend its services upon three (3) days' prior written notice, if any invoice remains unpaid sixty (60) days after the invoice date.

If the Scope of Work is changed materially, the estimated amount of the fee structure shall be subject to change. This estimate is subject to a 10% contingency. Updated estimates will be provided, if requested. Changes to approved structure, functionality or design, or additional changes beyond the individual elements outlined above, will be at an hourly rate of \$100.00 per hour.

Production

We take great pride in making every effort to find the best and most cost-effective production solutions for your needs. This includes identifying and engaging with reliable, price-competitive vendors to assist with your production needs. We have long-standing, trusted relationships with vendors that we know will provide a quality end result. However, we understand and respect relationships that you may have with vendors that we currently do not work with – and will engage with those vendors upon specific request. If estimation, coordination, and management with new vendors are requested, during the term of this contract, applicable hours will be billed at a rate of \$75.00/hr.

Research, production, fulfillment, photography, stock photos and other hard costs will be itemized, client-approved and billed separately, with a standard 18 percent industry markup.

Client-approved out-of-pocket expenses are billed separately and at cost. Expenses can include: photocopies, courier service, postage, supplies, long-distance telephone and fax charges, clipping and media tracking services, travel, accommodations and meals, and/or other client-approved charges.

Termination

This agreement may be terminated at any time by either party by giving written notice from one to the other, thirty (30) days prior to termination. In the event of termination pursuant to this paragraph, Havice Design will perform services and receive payment for services performed up to the effective date of termination.

License of Right/Copyright

Subject to Havice Design's portfolio rights below, Havice Design grants to the Client rights to reproduce, display, distribute, and create derivative works based on, the selected final design in all media. All preliminary, unused, and in-progress artwork remains the property of Havice Design and no rights to use such preliminary works are granted hereunder. Under U.S. Copyright law, Havice Design retains all copyright in and to the preliminary works and the final design.

Portfolio Rights

Robert Scott Havice retains the nonexclusive, perpetual and worldwide right to display, reproduce and distribute the designs in Designer's portfolio and website, and third party trade publications or exhibits, solely for the purpose of promoting or exemplifying Designer's work, and the right to be credited with copyright ownership and authorship of the designs in connection with such use.

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THANK YOU FOR THE OPPORTUNITY!

R. Scott Havice
Creative Director & Owner
Havice Design
480.326.7452
look@havicedesign.com

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HAVICE DESIGN - GENERAL RATE STRUCTURE

\$125/hr

- Meetings, Phone Calls, Emails & Texts
- Creative Direction
- Strategy & Documentation

\$100/hr

- Graphic Design & Copywriting
- Project Management

\$75/hr

- Production - Design, Print and Web
- Maintenance - Design, Print and Web
- Administrative Services
- Print Management

Specialty Services (Price TBD)

- Coding & Development
- Video
- Photography
- Illustration
- Audio

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THE CITY OF COTTONWOOD

CONTENTS

Letter.....	pg 1
GENERAL INFORMATION.....	pg 2
About Us	
EXPERIENCE AND QUALIFICATIONS.....	pg 2
Statement of Experience	
References	
PROJECT APPROACH.....	pg 3
How This Will Work	
Some Brands We've Developed	
PROJECT PLAN AND SCHEDULE.....	pg 11
Brand Identity	
Cost Per Services	



Dear Mr. Rooney:

Thank you for inviting us to present our agency to The City of Cottonwood. We have spent over 30 years here in Phoenix helping great companies build their brands. As you'll see in the following pages, we have all the resources, talent and expertise to help The City of Cottonwood achieve even more success.

What you won't see in the following pages is our passion and intensity. As thorough as any request for proposal can be, it can never replace human interaction. That is absolutely where we are separated from the pack. Call our clients; face to face is where the magic happens. I hope that we have the opportunity to sit down together so you can meet our team of passionate professionals.

There is one other thing about us that you will not find in this RFP and that is our fervor for Arizona wines. We've worked with Todd and Kelly at Dos Cabezas as well as the Arizona Wine Growers Association for years. More than a few of our staff are strong advocates, boarding on obsessive really, of the Arizona wine community and we would simply love the opportunity to help Cottonwood and the Verde Valley put Napa Valley on notice. So with that said, we have reduced our typical costs for a project of this scope. Honestly, we just really want to work on this project and feel very strongly about it, we don't want price to be the reason you don't select us. If you want to work with us, and we really hope you do, then please consider the pricing in here a starting point for discussion rather than a quote.

In the meantime, read through our case studies, branding expertise, creative muscle and digital prowess. We are the best at what we do and I would love to show you in person.

Best regards,

A handwritten signature in black ink that reads "Louie Moss".

Louie

20 WEST JACKSON STREET PHOENIX, AZ 85003 602.254.7312

GENERAL INFORMATION:

Legal Name:.....Moses Anshell, inc.
Address:.....20 West Jackson Street, Phoenix, AZ 85003
Main person of contact concerning proposal:.....Jodi Elle
Phone:.....602-254-7312
Email:.....jodielle@mosesanshell.com

About Us

Our roots are deep in creative. Our guts are filled with strategy. And our passion is to solve clients' business problems. Moses opened its doors in 1982 and clients have been coming to us for creative problem solving ever since. Our agency was named one of the top 20 creative shops in the country by Creativity Magazine. Communication Arts magazine called us the most creatively awarded small agency in the Southwest. And Fast Company magazine called our founder, Louie Moses, the poster-child for creativity in Arizona.

Moses is a full-service integrated communications company. We pride ourselves on a diverse mix of clients that include Fender Guitars, Papa Murphy's Pizza, Arizona Citizens Clean Elections Commission, Grand Canyon University, Shutters Hotel on the Beach and US Airways. Our culture is unique, from the inside basketball court to dogs roaming the halls. We believe that approach fosters our creativity. But there's more inside our building than foul shots and barking pups.

We never stop improving, learning and challenging the status-quo. We start each project with a blank slate- no preconceived notions and assumptions. We explore new frontiers, new distribution channels and new creative solutions to solve your business challenges.

At Moses, we have a passion for results and a commitment to making a difference.

EXPERIENCE AND QUALIFICATIONS

Statement of Experience

A lot of agencies claim expertise in branding, but few deliver on that promise as well as we do at Moses. As one of the premiere branding agencies in Arizona and throughout the Southwest, it probably comes as no surprise that we've worked with a long list of organizations and companies to create and promote their brands. Many of these brands enjoy strong recognition and loyalty, as the result of our understanding of what is required for competitive success and forward-thinking collaboration. In fact, many of these brands are very recognizable and in use today.

One of the very first brand identities the agency developed was for The Phoenician, an iconic five star hotel in Arizona. The design language we crafted (the logo is still prominently displayed at the bottom of their signature pool) is an elegant, timeless embodiment of this grand legacy.

A few years later, the agency was presented with the unique opportunity to develop a visual framework for the Arizona Office of Tourism. We can think of no higher distinction than having created the mark that has been in use for the entire 20 year relationship between the Arizona Office of Tourism and Moses. We are proud of our heritage as the agency that successfully branded Arizona to the rest of the world.

Our pedigree doesn't just stop there; we can happily take credit for other distinctive brands such as the Scottsdale Convention and Visitors Bureau, the Arizona Grand, Shuttlers on the Beach and the most recognizable master planned community in Arizona, Verrado.

This body of work has risen out of our commitment to innovative research, smart and strategic thinking, and unparalleled creativity. This fine-tuned combination builds brands that cut through the noise, connect with consumers and withstand the test of time.

References

First Things First
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PROJECT APPROACH

Tourism in Arizona is the lifeblood of our state. There are so many treasures to be seen and fun experiences to be had. The incredible beauty of The Verde Valley is certainly on everyone's 'must see' bucket list. The City of Cottonwood and her neighboring cities of Jerome, Camp Verde, Clarkdale and Sedona share breathtaking views, abundant wildlife and outdoor adventures. Cottonwood has experienced growth in recent years through tourism, but there is opportunity to further expand this success through innovation and leadership. The City has done an excellent job of laying out the 5 year plan for growth in the City of Cottonwood Focus on Success May 2009 Strategic Economic Development Plan. Capitalizing on your existing strengths such as eco-tourism, birding, outdoor enthusiasts and the burgeoning wine industry is an excellent

MOSES

place to focus. Surprising to some outside of the tourism industry in Arizona, birding is a \$32 billion dollar industry in the United States and the number-one attraction in southern Arizona. The popularity extends into the Verde Valley, offering visitors exciting glimpses of rare birds, native only to this region. If you want to kick your outdoor adventures to the next level there is plenty of mountain biking, hiking, boating on Deadhorse Lake and even hang gliding. But if the outdoors isn't your style, Cottonwood is one of the highlights of the Verde Valley wine tour, featuring the Page Springs Vineyards & Cellars who have been turning out Rhone-inspired wines for years. Downtown has also enjoyed the recent opening of the Pillsbury Wines Tasting Room. That should be enough to satisfy anyone's sense of adventure and exploration, but Cottonwood offers so much more. From the historic Blazin' M Ranch to the Tuzigoot National Monument overlooking the Verde River, there truly is something for everyone.



But no city can survive on tourism alone. The 11,000+ people who call Cottonwood home need a vibrant quality of life, education for their families, and a strong workforce with opportunity to fuel the local economy. Setting your sites on encouraging your residents to spark their entrepreneurial spirit is exactly the type of progressive thinking your community needs. I am sure there is a lot more, and we are excited about the opportunity to learn all there is to know about the City of Cottonwood. This is more than just a flashy new logo and a glib tagline. Moses will help you utilize the strategies that will lead you through smart growth and set you apart from the rest.

Moses is often thought of as an advertising agency. True, we are quite proud of all of our awards and amazing results for our clients. But that's just one small aspect of who we are. First and foremost, we generate strategic ideas. All of our projects are seated firmly in research and strategy. They are all built to perform, and we would like to apply these ideas to the City of Cottonwood. Why is Moses the best fit to be your strategic partner? Many reasons. To start, we

have significant experience in:

Growing cities – Helping a city to grow is a point of pride for us at Moses. Our experience with clients such as the Scottsdale Convention and Visitor’s Bureau, Pinetop-Lakeside, and the City of Surprise, show we already have an idea of what some of your challenges may be before they even come up.

Strategic consulting – Moses has a talented and experienced team dedicated solely to strategy. They focus on nothing but defending your goals, finding opportunities, developing strategies and seizing the methods to make those strategies come to life.

Research – Primary, secondary, intercepts, surveys, focus groups. You name it – we’ve done it. But it isn’t about the doing, it’s about the key takeaways the research generates and how to best apply it. That’s where we really excel.

Growth – We understand growth, because we’ve gone through it ourselves and with many of our partners. It must be strategic, planned, managed, and authentic – never an exercise of taking shots in the dark for what “might” work.

Attracting tourism – From the Arizona Office of Tourism, a client for more than 20 years, to casinos to hotels, Moses understands the value that tourism can provide. With its quaint, small town feel and near perfect weather, the City of Cottonwood is beginning to capitalize on these visitors. Let’s build on that.

Building commerce - Partnering with the Arizona Department of Commerce and the Phoenix Chamber of Commerce taught us that companies are always looking for great locations for their own growth.

Working with government entities – When you’ve worked with state, city, county and national government agencies, you learn what it takes to get approvals, how to speak the language of constituents and how to make everyone successful. From the Maricopa Integrated Health Services to USDA to Arizona Department of Health Services, our success is built on your success.

Sure, we’ve got the experience. But that’s only part of the story. In fact, we believe that’s the lesser part. Here’s some food for thought for what really creates a successful strategy partnership:

Passion – We love what we do, but more importantly, we’re excited for the opportunity to work with the City of Cottonwood.

Partnering – Many agencies say they like to partner with their clients, but they don’t walk the walk. For us, it isn’t optional. We’ll bring our strategic expertise to

blend seamlessly with your expertise of Cottonwood. Together, we're a powerful force.

Authenticity – We won't sugarcoat what we think. We won't make promises we can't keep. There will be no fancy language. We want to focus on getting the job done, being honest and upfront with you, and being genuine. We just don't see any other way. We hope you'll do the same for us.

Personal attention – No "b" teams here. You get our full attention and the quality experts you deserve.

Fresh perspective – We will look at Cottonwood through unbiased eyes, as would new residents or prospective businesses. That affords us the unique opportunity to understand how the city is perceived and where the "low hanging fruit" for strategies will be found. We want to hit the ground running, and this helps us to ensure we begin to make significant inroads sooner rather than later. So that's us. We hope you feel our enthusiasm. All that's left to say is we'd really like to partner with you. Simply put, we deliver a broad range of services because we believe expertise in all areas gives us the best possible chance of "getting to" our intended targets.

How This Will Work

In order to identify specific targets, clarify the brand position and differentiators, analyze your existing efforts, and build a strategic platform that will be the basis for our plan, we will need to complete a comprehensive branding and strategic planning phase.

Goals for this project include:

- Review current branding efforts, such as your website, visitors guide, digital media, print ads, billboards, social media, and other means by which consumers are interacting with the Cottonwood brand.
- Aggregate and analyze relevant research to ensure that key findings are being utilized and executed properly.
- Identify and profile target audiences
- Establish positioning and messaging tailored to target audience
- Define brand positioning
- Build an efficient marketing plan aligned with brand positioning
- Outline measures for success

To achieve these goals, Moses recommends the following methodology.

Phase: Discovery

First, we will conduct what we call a "discovery" session, a conversation between your team and ours. It will include a review of your competition, market conditions, organizational needs, opportunities, development and other issues impacting The City.

This important phase helps all involved set tangible goals to measure success.

Discovery begins with an extended conversation between all the involved partners. Together we will explore, ask questions and seek out the project's myriad needs. This is a 3-4 hour kick off meeting between the key players of the agency, your key stakeholders and leadership. The strategy team creates a customized, organized question set to gain an overview of your key business objectives, strengths, weaknesses, opportunities, threats, target audiences, differentiators, competitive landscape, messaging outlets, etc.

The strategy team will use the information provided in this conversation to create a game plan on how to best explore the opportunities via the materials provided, available secondary research, and primary research.

Goals

- Understand Cottonwood's history, current situation, and upcoming plans
- Solidify goals, milestones and other needs
- Explore barriers and areas of opportunity
- Identify existing assets and needs for positioning, branding and marketing
- Create consensus on project needs, directions and deliverables
- Outline measures for success

Phase: Review of current branding efforts

Every time someone opens their water bill, gets an email, drives by a sign or clicks through to your website, they are interacting with your brand. They are making decisions based on perceptions and you want to make sure that you are consistently conveying the right image - that you are spurring them into the action you want them to take.

Goals

- Integrate and prioritize all insights, conclusions and key considerations/ observations revealed by each of the above phases
- Ensure information and insights can be translated into actionable recommendations

Phase: Methodology Development

With the expertise of our team, we will be able to make a recommendation on how to best gain qualitative feedback from your stakeholders and customers. We'll discuss the pros and cons of different approaches and make a specific recommendation on how to approach the project for maximum return on investment.

An overall recommendation may include one or more of the following techniques in order to get the most fertile information:

- Focus groups
- Peer groups

- One-on-one interviews (phone or in-person)
- Online feedback
- In-field intercepts

Phase: Insight Report

The Moses team will create a presentation/report that encapsulates the insights discovered via each “get smart” phase of the project. From the gathered analysis, the strategy team will recommend a planning approach, key message points and other business considerations and implications. Moses is happy to provide additional presentations to key stakeholders, conference groups, and boards of directors.

Phase: Primary Research

We know you have a fairly good idea who your targets are and where they are coming from. But how do we know what position or message is most compelling to each of these groups? We start by getting to know each of the targets inside and out. The better we understand what they think, feel and do, the better to predict their actions – and more importantly, how to motivate action. We’ll learn about barriers we didn’t expect so we can avoid them. We’ll also find opportunities we might not have seen otherwise. Since you already have a lot of research at your disposal, let’s gather up what’s relevant and search for insights that we can layer into our primary research. Next, we’ll conduct market research. This will help us uncover how Cottonwood is perceived, how the current branding and messaging resonate, other potential messaging, and competitors for those valuable visitor dollars. It will also help us explore what marketing methods would work best with each target segment.

Goals

- Explore target segments to gain deep knowledge into their perceptions, habits and propensity to act
- Understand the drivers and potential drivers for choosing Cottonwood over other cities
- Identify propensity to travel and possible barriers
- Test potential messaging or brand aspects

Once we have conducted research, we will compile it into a report and develop a strategic and creative overview. This plan will include:

Phase: Overview and Implications Presentation

It’s time to put it all together. The research, the insights, the priorities. How does it all fit? How do we ensure it all works together? We integrate what we’ve learned and prioritize.

Goals

- Integrate and prioritize all insights, conclusions and key considerations/ observations revealed by each of the above phases

- Ensure information and insights can be translated into actionable recommendations

Phase: The Brief

The Brief is a single page document used as the foundation for all brand and marketing initiatives.

Goals

- Create the meter stick against which all future marketing and branding efforts will be compared to ensure consistency and accuracy
- Provide the foundation for all ensuing marketing planning, creative concepting and execution development

Phase: Enacting the Plan

Together, each above step creates the foundation for how we'll identify opportunities and help them come to fruition. Every stage helps more closely determine the scope of work, what executions are needed, what resources are already in hand, what the goals and measures should be, and so forth. As part of that plan, attention will be given to the following areas of focus:

1. Product Development

First, we need to define what we want to show to residents, visitors and businesses. What are the authentic benefits of Cottonwood, Arizona? What exists already and what has yet to be developed? What community assets are already available and marketable?

2. Positioning

What are Cottonwood's key assets? How will we stand apart against other cities in Arizona and around the Southwest? What are current perceptions of Cottonwood and where do they need to be? Can we take advantage of a down economy and turn it into our favor? What's the next step?

3. Market and Competitive Landscape

What are the current market perceptions about the City of Cottonwood? What other cities or other competitors are we fighting when it comes to dollars and/or positive perceptions? Can we make opportunities and differentiators apply solely to Cottonwood?

4. Targets

Who are the decision makers? The residents? The visitors? The businesses? How do we get them involved and believing in the growth of Cottonwood? How can we best speak to them, both in messaging and in key means of communication?

5. Strategy Development

How will we ensure that we achieve our goals, talk to the right people in the right way, and create the foundation for all of our marketing efforts?

6. Planning

How do we get into our targets' heads, both by tactics to reach them and messaging to move them? What marketing programs are needed? How do we ensure the most compelling campaign to convince decision makers to seize on new opportunities? How do we make those opportunities come to life?

7. Partnerships

With 30 years of partnerships under our belt, Moses can help recommend who to work with for additional efficiencies, economies or value-added opportunities. Who can we tap for additional resources? For extension of messages? For support and approvals? Plus, Moses has worked with cities all over Arizona and the Southwest, partnering to make them all tourism destinations.

8. Financing

How do we finance each step of the plan? What do budgets need to look like? What is the expected ROI and timeframe to achieve it? What infrastructure is available, under-developed or missing?

9. Execution and Analysis

Putting the plan into action. Measuring the results. Learning as we go along and changing according to best practices. For each step of the plan, Moses and the City of Cottonwood will work hand in hand, not just to develop the plan, but to execute it and monitor the plan over time. Results won't be measurable in a week or even a quarter, so benchmarks must be created for each deliverable overtime. Only by watching these indicators together can we know how the plan is doing and whether it needs adjustments or not.

PROJECT PLAN

Brand Identity

A brand's identity is the designed expression of a company's values, vision and mission to the outside world. An identity system is comprised of not just a name, but a logotype or mark, related communications and graphic elements. Ideally when designing an identity system, we don't strive to merely create a killer logo (though we do that in the process) we strive to create a visual language that best represents your company.

1. Research

Knowing we are going to be designing the brand identity ahead of time, we can make sure our research in the naming process gives us the data, both qualitative and quantitative

that we need to initiate this process. This step includes steps 1 and 2 from the naming process, but applied towards design. The end result will be information and conclusions that are pertinent for building branding elements.

2. Define Brand Elements

We develop mood boards that attempt to describe the essence of the brand, a short description, keywords, and visual elements to help articulate the most important aspects of your company.

3. Creative Brief

Having the benefit of our research, market analysis, competitive analysis and the brand element presentation we compose the Creative Brief for identity development. This is shared and approved by the client as well as the creative teams. Then creative exploration begins.

4. Brand Identity Development

Using the creative brief as their guide, the creative teams begin to explore ideas, concepts and designs for the visual language/logo. This exploration includes typography, graphics, symbols, color, form and function all geared to visually reflect the brand. This is an intensive process of collaboration, discussion, artistic execution and critique. We then present the 3-6 best directions and decide which ones best solve the creative brief.

5. Refinement

At this point we bring in the client and agency stake holders and present our 2-3 refined identities. The designs are shown using contextual applications to highlight how it will be implemented across various marketing needs. A decision based on this refinement will drive the development of the larger design language.

6. Architecture

Given our final logo design, we build out all the design extensions and brand architecture. We demonstrate how the logo will look in various accept forms and how it will be expressed in broader terms than simply the logo design.

7. Identity System and Guidelines

After all this work, we want to make sure everyone knows how to properly use our new brand identity. From internal teams to vendors we will give your team the tools to use your new visual language effectively and consistently. This will include general usage rules, specific how-to's, and any pertinent files needed to leverage your new brand

Website

A company's website is one of the most important, relevant and powerful tools they have in their communication plan. It's more and more likely that their site is also the element that their consumer interacts with most often. This is especially true with tourism sites, since travelers like

to check out their destinations before taking off on an adventure. All of this makes the design, narrative, structure, purpose, utility, back-end technology, maintenance, and focus of a tourism site essential in sharing a compelling reason to visit. If produced correctly, It can help persuade a visitor to come visit, spend more time and money while here, and convince others to do the same. Simply said, your website is the doorway through which most will visit Cottonwood. It is the first step in a rewarding journey, and as such we are excited to have the opportunity to help augment this experience, and develop it into the best tourism site it can be.

There is a wealth of information on your current site. Generally the visitor's experience with the site would yeild the information they are looking for. There are however, many ways in which a new site could improve upon your current offering for all the stakeholders and visitors to Cottonwood. Allow us to share an overview of how we'd approach the website platform in general terms.

The Development Process Simplified

Without going into too much detail here's a quick outline of our website development process.

Research - Most digital projects start out with more than a little bit of research.

Quantitative - Where are our visitors coming from? How are they using the site? How long are they staying? How does that differ from our desired outcomes?

Qualitative - What perceptions are being reinforced by our current offering? Are we conveying the message we intend?

Analyzing Requirements

Content Strategy - content is king. We want to leverage what we have, create the right kind of new content, and allow people to share it all at will. A strategy at to how this will be produced and managed is key.

Usability - Defining what platforms (mobile, tablet, desktop) and for what audiences we are building for helps focus the design and development of a project. Intelligent and intuitive interfaces grow out of solid usability decisions.

Integration - Most modern sites are actually themselves complex networks of connected systems. Knowing what back-end platforms are needed and bringing them into harmony with the front-end experience is essential to build a flexible, secure and stable website.

Design and Prototyping

Wireframing - used correctly, wireframes can help demonstrate key features while keeping the focus on functionality without taking up too many resources before decisions are made

Design - More than mere decoration, designing on the web is all about solving problems.

How to focus the user on the right things at the right time, how to organize and clarify information, how to direct a visitor throughout the experience, and how to get them to do what you want them to do.

Prototyping - After most if not all site requirements have been decided, we can begin building a prototype of the site. The main point of this is to make sure all interactions of the site will be accepted by the users, before flaws are disguised by visual fit and finish. This is often an internal exercise but can be shared with the client from time to time.

Construction and Testing

Content Management System - Sometimes borrowed from other projects, sometimes built from scratch, and sometimes bought from others - a good content management system allows various parties to update the information, structure and content of a site. This transfer some of the ownership away from the builder and towards the client, which is usually a desired outcome.

Integration - As what we expect from the Internet continues to become more and more demanding, our projects have to communicate with other web entities, like web apps, databases, other CRM systems, API's and all other sorts of objects. Anything that adds to the usefulness of the site should be explored and planned for.

Building - There are a lot of programmers out there, but we strive to build sites with elegant, compliant, and working code. We strive to build from the inside out with future flexibility considered.

Testing - We test to ascertain if the project has delivered on the project's objectives. This includes usability, performance, integration, and user acceptance performance.

Deployment & Evaluation

Launch preparation - We used to be able to load a few files onto a server and the launch was complete. Now, we must double-check templates, integrate with other systems, set up analytics, migrate any data, transfer ownership of responsibilities, and coordinate with any marketing endeavors. The end result is confidence and certainty when you decide to give the green light.

Social Strategy - A project site now includes related social communities that connect, share and communicate with a website. Managing this relationship is something that is not taken for granted and can help our site meet its traffic targets.

Measurement - Getting a site live isn't the goal, we must make sure it's doing what we want it to do. This is done using analytics, A & B testing, heatmaps, clickstream analysis, and other metrics. Page views are no longer sufficient markers of success, we'll also look at unique visitors and time spent while factoring in all the variables that can effect the data. On a larger level, we'll make sure visitors are getting the experience they need.

The process we just went through may seem pretty complicated, but when ran by a competent, engaged and experience team, it can be a fairly smooth timeline. In full transparency, you can find other interactive shops that will implement a similar process, but a framework without insight will result in a website that lacks heart and soul (and ultimately effectiveness.) To be clear we firmly believe that you do not have to sacrifice digital competency for brand vision.

City of Cottonwood website

Every consumer touch-point (not just a website and an ad,) must work in conjunction in today's cultural, technological and business landscape. Success and efficiency demand it. Lucky for us, our branding experience more than complements our digital prowess. We understand the state, the tourism industry, the traveling consumer, and the economy's impact on all of it. With that in mind there is quite a bit we will consider when working with you towards putting together a plan for your website.

Design

Content

Mobility

Social Media

Flexibility

In summary, we have assembled a unique team to work on your brand. There are some with more than a decade (or two) of experience working to help promote the state of Arizona, through good times and bad. More than a few of us have many years experience spent solving problems and helping the agency promote our unique destinations. Moses is a team of technologists, strategists, developers, digital designers and art directors with an deep understanding of your brand, and an intense desire to bring it to life on your digital domain.

Launch Program

Once we have our new brand, we need to maximize its impact and recognition in the market-place. When possible, we coordinate the timing of public relations, advertising, digital assets and printed materials into a launch program. We consider all customer touch points and make recommendations based on our research and best practices.

Cost Per Services

1. Brand Questionnaires, Interviews & Market Research

- Create brand questionnaires and distribute to key decision makers and other designated recipients.
- Collect responses, review feedback and schedule interviews with respondents.
- Conduct interviews with respondents.
- Research competitors and peers for best practices.

2. Brand Summary Document

- Consolidate brand questionnaire responses.
- Compile feedback into first draft of comprehensive summary.
- Edit document with first draft responses.
- Create final draft of comprehensive summary for approval.

3. Logo & Identity Development

- Three or more logo options presented, one option chosen for refinement.
- Chosen option refined and presented with color studies.
- Final refinements made and implemented into basic collateral.

4. Logo Files & Standards Sheet

- Final logo files in standard formats created & packaged.
- Single page logo standards created to accompany distribution of logo art files.

5. Travel, Meetings, Phone Calls, Emails, & Texts – Estimated

6. Website design and development

In order to give an accurate quote we would need to have a little more information. But in lieu of that we can tell you that a basic site that is primarily a repository of information and images for potential visitors to Cottonwood, including design, wireframes and development typically starts around \$20,000. There are many features that could enhance your site from video players, user generated uploads, blogs, data collection, booking engine, streaming video and more that all impact the cost. We are excited to explore this further and give you a firm price cost estimate once we have more information.

Total Estimated Budget

Research, Branding and Logo development - \$66,000

Website - \$20,000 - on up

Travel – Estimated \$1,000 (this is very dependent upon how many trips we need to make up, so it could be more or it could be less. We don't charge for phone calls, emails or texts, just miles.)

Some Brands We've Developed:



THE PHOENICIAN
Scottsdale



An Award Winning Ad For Dos Cabezas Wineworks



1. coffee 2. peppermint 3. cinnamon 4. cedar 5. chocolate 6. tea creamer 7. honey 8. pear 9. vanilla 10. rose-hibiscus 11. oyster 12. zucchini 13. watermelon
14. lavender 15. zesty citrus 16. lavender 17. cedar 18. vanilla 19. honey 20. zucchini 21. oyster 22. honey 23. vanilla 24. apple 25. orange

FENDER Branding, Creative, Interactive and Social Media



When Fender® wanted to create a revolution, they tapped Moses to launch “Girl Rock Nation,” a way to change how women feel about being in the music community. The mission of “Girl Rock Nation” is to inspire and motivate young women to rock – whether it’s picking up a guitar, writing a song or to just rock in life overall.

The Challenge

Girl Rock Nation was born out of the client's desire to empower women to participate in music, whether they play, produce, are songwriters or simply enjoy listening to music. The aim was to provide a unifying message of support and encouragement for women and girls of all musical styles and abilities.

The client’s internal team had been working on this project for over three years and just could not get it quite right. Moses was tasked with creating the brand for this initiative that embodied the youthful female spirit of this project without being overly girly or too ‘hardcore’. It was no easy task, this project had to have broad appeal. It needed to resonate as powerfully with "tweens" as with college grads, with serious musicians as well as those who did not even play an instrument. This was a passion project of the Fender® EVP of Marketing, so the pressure was on for Moses to create something extraordinary.

We took Fender® on an interactive tour of how this brand would live and breathe in real life: logo concepts were stenciled on downtown sidewalks, graffiti art was painted on the walls and on concrete to show some unique guerrilla executions. Moses staff wore temporary tattoos and branded T-shirts to simulate ambient experiences at concerts and festivals.



We also developed GirlRockNation.com – a place for the movement to help connect girls from all over the country. With artist video bios and words of wisdom from female role models, a ‘rock wall’ was developed where girls can give each other shout outs for doing amazing things and an interactive events map that showcased opportunities to connect and support each other on a local level was included. Moses created the backbone for the social media campaign that linked Facebook, Twitter and YouTube to the website that all worked together to encourage interaction and participation.

Moses also worked with Fender® on media and public relations for a national launch event at The GRAMMY Museum in Los Angeles to help spread the word about this Girl Rock Nation movement.

The Results

Not only was the client thrilled with the response and support this initiative was garnering, the campaign caught the eye of Communication Arts - which spotlights the best in national design, advertising and interactive media. They named the Girl Rock Nation site its "Webpick of the Day."

JOIN THE REVOLUTION

Your email here [SIGN UP FOR INFO](#)

Your email here [SIGN UP FOR INFO](#)

ABOUT **ARTIST CORNER** **HOW DO YOU ROCK?** **LEARN TO ROCK** **CALENDAR**

PARENT INFO ABOUT FENDER PARTNERS [Privacy Policy](#) | [Terms of Use](#)

@Photochik We're working on adding new artists and more lessons to the site, plenty more updates to come! #gmn (Jul 30, 2010 @ 10:41 am)
Amazing concert featuring fantastic leading lady Katharine McPhee, enter to win a pair of tickets! [http://www.girlrocknation.com](#) (Jul 29, 2010 @ 8:19 am)

facebook 1 2 Search for people, places and things

Girl Rock Nation
4,117 likes · 54 talking about this

Product/Service
The mission of Girl Rock Nation is to inspire and motivate young women to rock – whether it's picking up a guitar, writing a song or to rock in life. It's a Girl Rock Nation

About Photos Likes

Highlights

Post
Write something...

Girl Rock Nation
October 12

Recent Post
Check out Jenni Tarnal's answers to some of YOUR

Girl Rock Nation
@girlrocknation
Welcome to Girl Rock Nation where women of all ages meet and discuss the art of songwriting, producing music, playing an instrument.
Scottsdale, Arizona · <http://www.girlrocknation.com>

Follow Girl Rock Nation

Full name
 Email
 Password
[Sign up](#)

Tweets

Following
 Followers
 Favorites
 Lists
 Recent images

Recent images:

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 Blog Status Apps Resources Jobs
 Advertisers Businesses Media Developers

Tweets

Girl Rock Nation
RT @fender: @FenderAirstre Expand

Girl Rock Nation
@jennitarna a Expand

Girl Rock Nation
Check out Ch [View media](#)

Girl Rock Nation
Got a ? for @c drummer Mon Expand

Jess Bowen
Huge shout out to gee-tar. [Instagram](#) Retweeted by [View photo](#)

Girl Rock Nation
RT @CircleOff at playing the

ARIZONA OFFICE OF TOURISM - Branding, Research, Creative and Media

As the leader in Arizona’s tourism industry, the Arizona Office of Tourism (AOT) is committed to building the brand architecture that will define the Grand Canyon State as a premier travel destination. Over the last 20 years we have developed many marketing campaigns for AOT, but in 2012 we developed the “One Word” campaign for target cities and this effort made a huge impact on the State’s tourism.

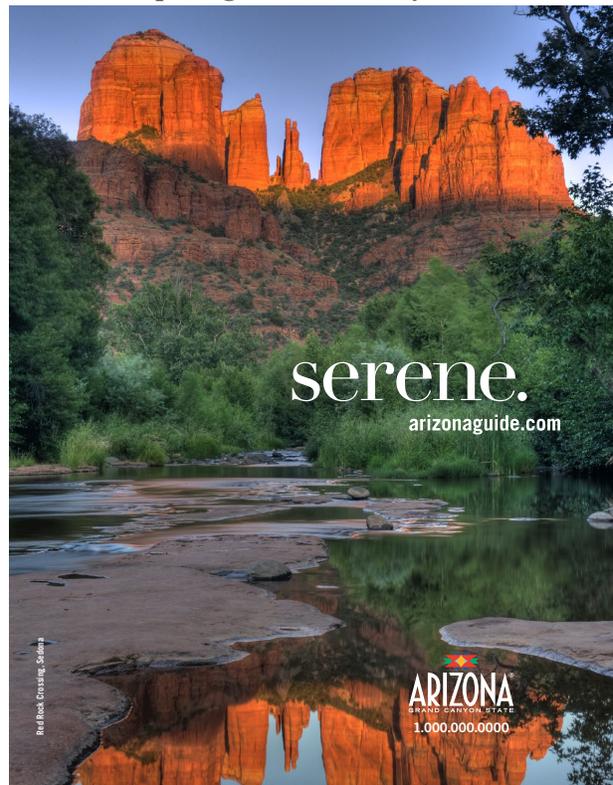


The Challenge

The Arizona Office of Tourism’s marketing efforts have endured a number of challenges in recent years, including a tough political climate, an economic recession and reduced marketing budgets. The Arizona Office of Tourism is under pressure to drive visitation to Arizona with fewer and fewer resources.

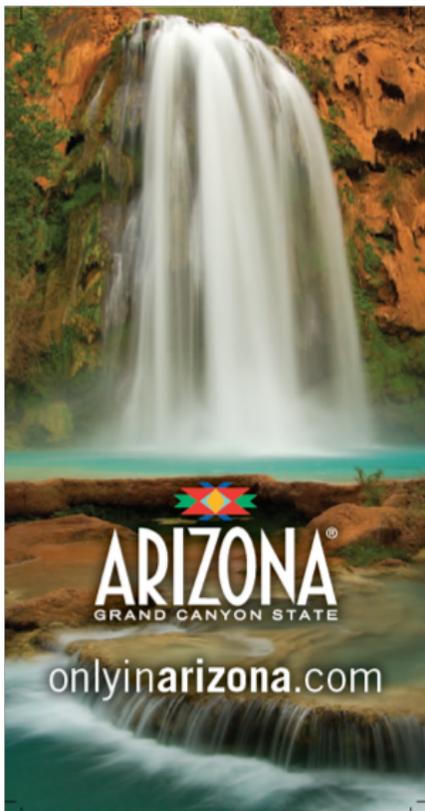
These issues created a strong need to develop an advertising campaign that transcended politics and economic conditions, while still connecting to the target audience on a deeper, timeless level. To achieve this goal, we had to devise a campaign to increase reach among qualified targets and generate visitation to Arizona. After careful analysis, Moses recommended a targeted traditional campaign focusing on only two key feeder markets, Los Angeles and Chicago. These two cities were determined to have the most opportunity for immediate lead generation and campaign effectiveness. These key locations were chosen through a target cities analysis across 30 possible markets.

With a strategic shift of getting “back to basics” coupled with extensive research, the “One Word” campaign was born. This campaign primarily featured Arizona’s unique signature scenery.



The Results

During this seven month campaign period, there were over 8,000 inbound calls, peaking between January-March. Call volume increased 114% in Chicago and 110% in Los Angeles year-over-year. Web-site traffic increased by 12% with over 74,000 web inquires for the Official State Visitor Guide. The campaign generated an impressive 112,729 leads and delivered 176,146,002 impressions. To top it all off, the Moses media team was able to negotiate a one-for-one value added to the media campaign of \$1,798,431 with added value impressions of 32,261,045 which increases the State's exposure and stretches limited funds further.



The results of the “One Word” advertising campaign were positive. It reached the agency’s audiences, generated recall and influenced travel to Arizona. In one word, the campaign was a success.

ARIZONA OFFICE OF TOURISM - Branding, Research, Creative and Media

As the leader in Arizona’s tourism industry, the Arizona Office of Tourism (AOT) is committed to building the brand architecture that will define the Grand Canyon State as a premier travel destination. Moses was tasked with creating a campaign for summer 2012 to promote in-state tourism.



"Kicks" included classic road stops, scenic views and a town of friendly burros.

Discover the Arizona *less traveled.*
1.234.567.8910 | Visit arizonaguide.com/adventure



The Challenge

The Arizona Office of Tourism’s ValueAZ in-state summer marketing campaign had served as the platform for the previous three fiscal years. It emphasized local deals for Arizona residents to take quick weekend “staycations” during the summer months and keep their vacation dollars at home. Unfortunately, research was showing that although we were driving traffic to the website we were not capturing a more qualified audience. Our ‘value’ message, deals focus and Boomer target was not capturing that higher household income traveler or the younger Gen X family target. It was time for a big change.

In order to develop the campaign, we switched gears and changed up our primary target. We created a campaign that was relevant to our technology driven, mobile audience, one that encouraged residents to share Arizona. By utilizing a look and feel that played off the popular Instagram application, we crafted a campaign that engaged Arizonans to share their favorite hike or secret spot for fishing or best place for star gazing. This approach also allowed for a strong push to rural communities, as well as highlighting the cooler North and North Central regions, which experience their high season during the summer months and which the previous “value” messaging did not apply. Moses wanted to make this a fun, experiential campaign.

The Results

We doubled traffic to the website www.summerinAZ.com from the previous years campaign, with almost 90% being new visitors. We delivered 69,645,819 impressions during the three months of the campaign. The sharing nature of this was such a unique approach that the Arizona Office of Tourism received accolades from across the state and all the way up to the Governors Office.



OUR CURRENT CLIENTS



**City of Cottonwood, Arizona
City Council Agenda Communication**



 Print

Meeting Date:	April 9, 2013
Subject:	Fiscal Update
Department:	Administrative Services
From:	Jesus R. Rodriguez, CGFM, Administrative Services General Manager

REQUESTED ACTION

No Action Requested

SUGGESTED MOTION

If the Council desires to approve this item the suggested motion is:

No Action Requested

BACKGROUND

Every year the Finance Department updates the Council on the financial status of the City prior to beginning the regular May budget meetings. This session prepares the Council on what challenges are being faced by staff as they have their meetings and prepare to bring a balanced budget to the City Council. The update covers the major revenue sources as well as some upcoming budgetary issues. As usual, some of these issues are related to external pressures that are out of the City's control such as insurance, retirement, and health coverage, to name a few. These external pressures are usually mitigated by making modifications to the budget through delaying some expenditures as well as eliminating non-essential items. In the past the City has been very fortunate to have been able to make adjustments to the budget to accommodate the many outside pressures. The various departments will again do their best to manage these external costs. A power point presentation will be provided at the council meeting.

JUSTIFICATION/BENEFITS/ISSUES

This is the first in a series of budget related meetings that will occur through July. These presentations afford the public an opportunity to see the budget process and provide some feedback to the Council as well as staff.

COST/FUNDING SOURCE

N/A

ATTACHMENTS:

Name:

Description:

Type:

No Attachments Available

**City of Cottonwood, Arizona
City Council Agenda Communication**



Print

Meeting Date: April 9, 2013
Subject: 10th Street Design
 Department: Development Services
 From: Morgan Scott, Development Services Manager

REQUESTED ACTION

Provide direction to staff concerning the design of the 10th Street Main to Minors Project

SUGGESTED MOTION

If the Council desires to approve this item the suggested motion is: N/A

BACKGROUND

The City of Cottonwood received a \$270,000 Community Development Block Grant (CDBG) to reconstruct the portion of 10th Street from Main Street to Mingus Avenue. Originally the project was also intended to reconstruct a portion of Cochise Street, but this portion was dropped when federal funds decreased the amount of the grant. The current plans include bike lanes, vertical curb, gutter and 5 foot wide sidewalks on both sides of the road. Staff and the designer attempted to fit 6 foot wide sidewalks along the road, but this was not possible without substantial vertical utility relocation.

City staff has procured Shephard-Westnitzer to design the street and the firm has developed the set of plans attached. A Public meeting was held on March 20th to gather the public's comments and concerns as well as show the proposed project to those most impacted. The comments expressed included:

- 1) Placement of private driveways
- 2) Drainage concerns
- 3) Placement of mailboxes
- 4) Adding Street lights
- 5) Placing enough conduit underground for future projects

Staff has worked with the local post office and plans to place one or two group boxes along the street with the project. Staff will also work with APS on the possibility of placing more street lights on 10th Street.

Shephard-Westnitzer has developed the cost estimate below for the project.

1	General and Miscellaneous	\$28,000
2	Grading	\$36,000
3	Roadway	\$308,400
4	Drainage	\$17,300
5	Signage and Marking	\$15,800
6	Water/Reclaim	\$130,000

7	Sewer	\$3,500
8	Contingencies	\$26,950
	TOTAL	\$565,950

JUSTIFICATION/BENEFITS/ISSUES

NA

COST/FUNDING SOURCE

CDBG/General Fund/HURF

ATTACHMENTS:

Name:

Description:

Type:

[60% PLANS_ 3-18-13.pdf](#)

Plans

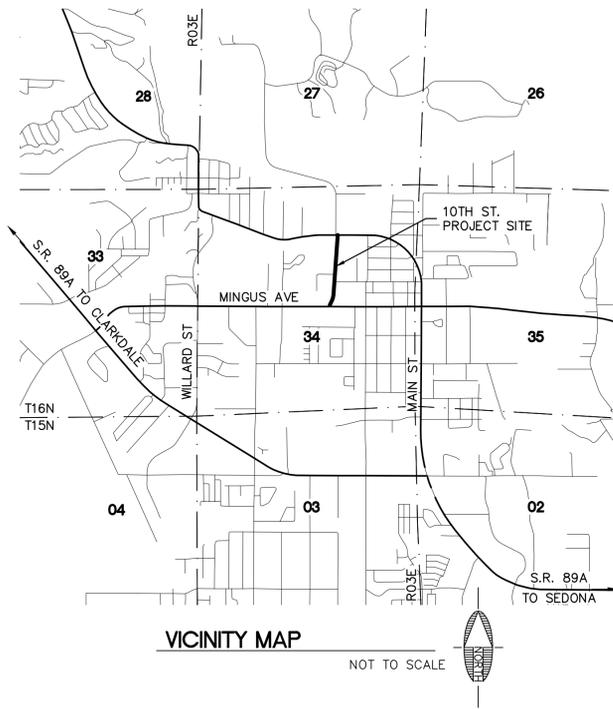
Cover Memo

PLOTTED: Mar 15, 2013--5:58pm

CITY OF COTTONWOOD

10TH STREET

C.D.B.G. PROJECT No. 115-12



SHEET INDEX		
SHEET NO.	DRAWING NO.	DESCRIPTION
1	C1	COVER SHEET
2	DT1	NOTES SHEET
3	DT2	DETAILS SHEET
4	P1	PLAN AND PROFILE, STA 10+00 TO STA 14+50
5	P2	PLAN AND PROFILE, STA 14+50 TO STA 19+50
6	P3	PLAN AND PROFILE, STA 19+50 TO STA 24+50
7	P4	PLAN AND PROFILE, STA 24+50 TO STA 26+39.4

LEGEND

	BOUNDARY/R.O.W.
	EASEMENT
	PROPOSED 8" WATER LINE
	PROPOSED 12" RECLAIM WATER LINE
	EXISTING WATER LINE
	EXISTING SEWER LINE
	EXISTING SEWER FORCE MAIN
	FOUND PROPERTY CORNER
	EXISTING CONTOUR (5' INTERVAL)
	EXISTING CONTOUR (1' INTERVAL)
	EDGE OF PAVED ROAD
	EDGE OF UNPAVED ROAD
	EXISTING FENCE (BARBED WIRE)
	EXISTING FENCE (WOOD)
	EXISTING BLOCK WALL
	EXISTING FENCE (CHAINLINK)
	EXISTING GAS LINE
	EXISTING MAILBOX
	EXISTING SIGN
	EXISTING ELECTRICAL TRANSFORMER
	EXISTING ELECTRICAL JUNCTION BOX
	EXISTING TELEPHONE RISER
	EXISTING GAS VALVE
	EXISTING GAS RISER
	EXISTING GAS METER
	EXISTING BOLLARD
	EXISTING WATER VALVE
	EXISTING WATER METER
	EXISTING IRRIGATION VALVE
	EXISTING FIRE HYDRANT

QUANTITIES		
KEYNOTE #	DESCRIPTION	QUANTITY
103	3" ASPHALTIC CONCRETE	5,675 S.Y.
	6" A.B.C.	5,675 S.Y.
206	CONCRETE SCUPPER	1 EA.
220	TYPE "A" CONCRETE CURB & GUTTER	2,820 L.F.
230	5' CONCRETE SIDEWALK	8,360 S.F.
235	TYPE "C" SIDEWALK RAMP	6 EA.
236	MAIN ST./10TH ST. SIDEWALK RAMP	1 EA.
239	SIDEWALK TERMINATION RAMP	4 EA.
250	CONCRETE DRIVEWAY (24)	7,115 S.F.
256	REMOVE & REPLACE GRAVEL DRIVEWAY	21 EA.
257	REMOVE & REPLACE ASPHALT DRIVEWAY	2 EA.
258	REMOVE & REPLACE CONCRETE DRIVEWAY	1 EA.
312	PRV VAULT ADJUSTMENT	1 EA.
335	8" DIA. PVC WATER LINE	440 L.F.
391	ADJUST WATER VALVE COVER	7 EA.
422	ADJUST SEWER MANHOLE FRAME & COVER	6 EA.
423	ADJUST SEWER CLEANOUT COVER	1 EA.
450	12" DIA. PVC RECLAIM WATER LINE	1,660 L.F.
501	CONCRETE HEADWALL	1 EA.
510	12" DIA. CMP CULVERT	10 L.F.
512	24" DIA. CMP CULVERT	80 L.F.
520	D50=6" RIPRAP EROSION PROTECTION	15 C.Y.
534	TYPE "E" CONCRETE CATCH BASIN	2 EA.

CONSTRUCTION PLANS REVIEWED AND APPROVED BY:

CITY UTILITY ENGINEER DATE

A.D.E.Q. DATE

FILE: P:\2012\2026 Drawings\60% Design Plans\C1-12026.dwg OKB-C3D-12

CALL TWO WORKING DAYS BEFORE YOU DIG
1-800-STAKE-IT

REVISIONS			
NO.	DESCRIPTION	DATE	BY

SWI
Shepard Wesnitzer, Inc.

1756 E. Villa Drive
Suite C-17
Cottonwood, AZ 86326
928.639.2712
928.639.2713 fax
www.swiaz.com

JOB NO: 12026
DATE: MAR 13
SCALE: N/A
DRAWN: OKB
DESIGN: OKB
CHECKED: JTL

10TH STREET CDBG

COTTONWOOD
ARIZONA

COVER SHEET

PRELIMINARY
NOT FOR CONSTRUCTION,
BIDDING OR RECORDING

DRAWING NO.

C1

SHT NO. OF
1 7

CITY OF COTTONWOOD GENERAL NOTES

1. APPROVAL OF THESE PLANS BY THE CITY ENGINEER IS FOR A ONE-YEAR PERIOD ONLY. IF RECORDS AND/OR NOT STATED WITHIN ONE YEAR OF THE PLAN APPROVAL DATE OR IF CONSTRUCTION HAS BEEN DISCONTINUED FOR ANY REASON FOR GREATER THAN ONE YEAR, THE PLANS SHALL BECOME VOID.

2. THE CITY OF COTTONWOOD DOES NOT VERIFY MATERIAL QUANTITIES INDICATED ON THE PLAN.

3. A RIGHT-OF-WAY PERMIT IS REQUIRED FOR ALL WORK IN THE CITY RIGHTS-OF-WAY OR EASEMENT AND FOR ANY IMPROVEMENT THAT WILL BECOME PUBLIC PROPERTY. INSPECTION FEES WILL APPLY PER ORDINANCE NO. 362. THE PERMITTEE SHALL PROVIDE THE CITY INSPECTOR WITH RESULTS FOR PUBLIC IMPROVEMENTS AS REQUIRED BY ORDINANCE NO. 362. COST OF TESTING IS THE RESPONSIBILITY OF THE PERMITTEE.

4. THE CITY OF COTTONWOOD SHALL BE NOTIFIED 24 BUSINESS HOURS PRIOR TO BEGINNING OF ALL WORK.

5. ALL MATERIALS AND WORKMANSHIP SHALL COMPLY WITH THE LATEST APPLICABLE MARICOPA ASSOCIATION OF GOVERNMENTS (MAG) STANDARD SPECIFICATIONS AND DETAILS. CITY OF COTTONWOOD SUPPLEMENTS AND WITH GENERALLY ACCEPTED CONSTRUCTION PRACTICES. ALL WORK AND MATERIALS THAT DO NOT CONFORM TO THE SUBJECT STANDARDS AND SPECIFICATIONS ARE SUBJECT TO REMOVAL AND REPLACEMENT AT THE CONTRACTOR'S EXPENSE.

6. ANY WORK PERFORMED WITHOUT THE KNOWLEDGE OR APPROVAL OF THE CITY ENGINEER OR HIS REPRESENTATIVE IS SUBJECT TO REMOVAL AND REPLACEMENT AT THE CONTRACTOR'S EXPENSE.

7. THE CITY ENGINEER OR HIS REPRESENTATIVE MAY SUSPEND THE WORK BY WRITTEN NOTICE WHEN, IN HIS JUDGMENT, PROGRESS IS UNSATISFACTORY OR UNAUTHORIZED, THE PRODUCT IS UNSATISFACTORY, WEATHER CONDITIONS ARE UNSUITABLE OR THERE IS DANGER TO THE PUBLIC.

8. REPRODUCIBLE, NYLAR, AS-BUILT PLANS MUST BE SUBMITTED TO THE CITY OF COTTONWOOD PUBLIC WORKS DEPARTMENT IMMEDIATELY UPON COMPLETION OF PUBLIC IMPROVEMENTS.

9. THE CONTRACTOR SHALL COMPLY WITH ALL APPLICABLE ARIZONA BLUE STAKE REGULATIONS (1-800-782-5348).

10. STORMWATER DISCHARGES FROM CONSTRUCTION ACTIVITIES OVER ONE ACRE ARE REQUIRED TO BE PERMITTED BY THE ARIZONA DEPARTMENT OF ENVIRONMENTAL QUALITY (ADEQ). CONTACT ADEQ FOR DETAILS, 1-800-234-5677 OR HTTP://WWW.ADEQ.STATE.AZ.US

MATERIALS AND WORKMANSHIP

THE ENGINEER MAY REQUIRE THE SUBMITTAL OF A "CERTIFICATE OF COMPLIANCE" AND/OR "MANUFACTURER'S GUIDELINES" FOR ANY MATERIALS USED IN THE WORK. MANUFACTURER'S GUIDELINES SHALL CONSIST OF WRITTEN INSTRUCTIONS FOR SHIPPING, HANDLING, UNLOADING, CUTTING, JOINING, INSTALLATION, STORAGE, AND/OR ANY OTHER FACETS OF WORKING.

SHOP DRAWINGS SHALL BE PROVIDED BY THE CONTRACTOR PER MAG SECTION 105.2.

THE ENGINEER MAY ORDER ANY MATERIALS USED IN THE WORK TO BE TESTED ACCORDING TO AASHTO AND ASTM STANDARDS. THE CONTRACTOR SHALL, AT HIS EXPENSE, SUPPLY CERTIFICATES OR RESULTS OF TESTING.

ALTERNATE MANUFACTURER AND MODEL

THE CONTRACTOR MAY SUBMIT CAREFULLY DOCUMENTED AND CONSIDERED WRITTEN PROPOSALS FOR ALTERNATE MATERIALS AND CONSTRUCTION METHODS. THOSE PROPOSALS THAT ARE FOUND TO BE IN CONFORMITY WITH GOOD ENGINEERING DESIGN AND CAN BE EASILY MAINTAINED BY CITY FORCES MAY BE GIVEN WRITTEN APPROVAL FOR INCORPORATION IN THE CONSTRUCTION PLANS IF THEY ARE FOUND TO BE IN THE PUBLIC INTEREST.

UNAUTHORIZED WORK

ANY WORK PERFORMED WITHOUT THE KNOWLEDGE AND APPROVAL OF THE ENGINEER OR HIS AUTHORIZED REPRESENTATIVE, IS SUBJECT TO REMOVAL AND REPLACEMENT AT THE CONTRACTOR'S EXPENSE.

QUALIFICATIONS OF CONTRACTOR

ALL IMPROVEMENTS SHALL BE CONSTRUCTED BY CONTRACTORS LICENSED BY THE ARIZONA STATE REGISTRAR OF CONTRACTORS, WITH A CLASS OF LICENSE(S) FOR THE SPECIFIC WORK BEING PERFORMED.

CONSTRUCTION OBSERVATIONS

AN OBSERVATION OF IMPROVEMENTS WILL BE CONDUCTED BY THE ENGINEER. SPECIAL OBSERVATION AND TESTING SERVICES SHALL BE PROVIDED AT THE DEVELOPERS EXPENSE, AS REQUIRED BY THE CITY OF COTTONWOOD ENGINEER.

SUBMITTAL OF AN ENGINEER'S CERTIFICATE OF COMPLETION IS REQUIRED BY ADEQ FOR ALL WATER AND SEWER SYSTEM CONSTRUCTION. RELATED OBSERVATION AND TESTING SHALL BE PROVIDED BY THE CITY OF COTTONWOOD'S ENGINEER AT THE OWNER'S EXPENSE.

THE ENGINEER SHALL BE NOTIFIED 24 HOURS PRIOR TO BEGINNING DIFFERENT PHASES OF CONSTRUCTION SO THAT OBSERVATIONS MAY BE SCHEDULED.

FINAL ACCEPTANCE

FINAL ACCEPTANCE OF THE CONSTRUCTION, BY THE CITY OF COTTONWOOD ENGINEER, IS REQUIRED BEFORE RELEASING OF A PERMIT AND OR TRANSFERRING OWNERSHIP OF THE IMPROVEMENTS TO THE OWNER.

APPROVAL OF A PORTION OF THE WORK IN PROGRESS DOES NOT GUARANTEE ITS FINAL ACCEPTANCE. TESTING AND EVALUATION MAY CONTINUE UNTIL WRITTEN FINAL ACCEPTANCE OF A COMPLETE WORKABLE UNIT. ACCEPTANCE OF COMPLETED IMPROVEMENTS WILL NOT BE GIVEN UNTIL DEFECTIVE OR UNAUTHORIZED WORK IS REMOVED, AND FINAL CLEAN-UP IS COMPLETE.

CITY OF COTTONWOOD RESERVES THE RIGHT TO REQUEST MODIFICATIONS TO THESE PLANS DURING CONSTRUCTION IF FIELD CONDITIONS WARRANT AND THE DESIGN ENGINEER CONCURS.

WARRANTY

ANY DEFECTS WHICH APPEAR IN THE WORK WITHIN TWO YEARS FROM THE DATE OF ACCEPTANCE AND WHICH ARE DUE TO IMPROPER WORKMANSHIP OR INTERIOR MATERIALS SUPPLIED SHALL BE CORRECTED BY OR AT THE EXPENSE OF THE CONTRACTOR.

SUSPENSION OF WORK

THE ENGINEER OR HIS AUTHORIZED REPRESENTATIVE MAY SUSPEND THE WORK BY WRITTEN NOTICE WHEN, IN HIS JUDGMENT, PROGRESS IS UNSATISFACTORY, WORK BEING DONE IS UNAUTHORIZED OR DEFECTIVE, WEATHER CONDITIONS ARE UNSUITABLE, OR THERE IS DANGER TO THE PUBLIC HEALTH OR SAFETY.

MAINTENANCE OF FACILITIES AND WORK

THE CONTRACTOR SHALL BE RESPONSIBLE FOR MAINTENANCE OF THE STREETS AND OF PARTIALLY COMPLETED PORTIONS OF THE WORK UNTIL FINAL ACCEPTANCE OF THE WORK. CONTRACTOR SHALL BE RESPONSIBLE FOR MAINTAINING THE QUALITY OF EXISTING STREETS LEADING TO THE PROJECT SITE. EXISTING STREETS FOUND TO BE DAMAGED BY CONSTRUCTION TRAFFIC SHALL BE REPAIRED TO THE SATISFACTION OF THE CITY OF COTTONWOOD ENGINEER BY THE CONTRACTOR AT NO ADDITIONAL EXPENSE TO THE OWNER.

UTILITIES

UTILITIES MUST BE LOCATED TO MINIMIZE INTERFERENCE WITH ONE ANOTHER, TO PROVIDE REQUIRED HORIZONTAL AND VERTICAL SEPARATIONS, AND TO PROVIDE MAINTENANCE ACCESS WITHOUT VIOLATING EASEMENT BOUNDARIES.

COOPERATION WITH UTILITIES

A UTILITY COORDINATION MEETING SHALL BE COORDINATED BY THE CONTRACTOR PRIOR TO THE START OF ANY WORK. ALL UTILITY ISSUES SHALL BE ADDRESSED IN ACCORDANCE WITH MAG SECTION 105.6.

STREET CLOSURE

STREETS CLOSED BECAUSE OF CONSTRUCTION, SHALL BE PROVIDED WITH BARRICADES AND/OR HAZARD SIGNS AS REQUIRED BY THE ENGINEER AND APPROVED BY THE CITY OF COTTONWOOD ENGINEER.

AS-BUILT PLANS

PRIOR TO APPROVAL OF AN IMPROVEMENT PROJECT, AN "AS-BUILT" PLAN MUST BE SUBMITTED TO THE CITY OF COTTONWOOD ENGINEER. THE AS-BUILT PLAN SHALL INDICATE THE ACTUAL LOCATION OF WATER MAINS, SEWER MAINS, UNDERGROUND DRAINAGE STRUCTURES, ALL SEWER AND WATER SERVICES, ALL FITTINGS, VALVES AND MANHOLES RELATIVE TO RIGHT-OF-WAY BOUNDARIES, LOT LINE, OR OTHER POINTS OF SURVEY.

THE DESIGN ENGINEER SHALL PLACE ALL INFORMATION ON REPRODUCIBLE CONSTRUCTION PLANS. THE AS-BUILT REPRODUCTION PLANS WILL THEN BE PLACED IN CITY OF COTTONWOOD RECORDS. APPROPRIATE SUBMITTALS SHALL BE MADE AS REQUIRED TO ALL AGENCIES BY THE DEVELOPER.

CONSTRUCTION STAKING

THE ACCURACY OF ALL CONSTRUCTION WORK SHALL BE MAINTAINED AND VERIFIED BY THE DEVELOPER'S SURVEYOR AT THE DEVELOPERS EXPENSE BY PROVIDING CONSTRUCTION STAKING SUITABLE TO THE ENGINEER. STAKES WILL BE SET ESTABLISHING LINES AND GRADES (FINISH OR FLOWLINE) FOR ALL CONSTRUCTION INCLUDING ROADS, CURB AND GUTTER, SIDEWALKS, UTILITIES, STRUCTURES, AND OTHER WORK AS CONSIDERED NECESSARY BY THE ENGINEER. ALL SURVEY CONTROL SHALL BE SET BY THE DEVELOPER'S SURVEYOR FROM MONUMENTS ACCEPTABLE TO THE ENGINEER.

PERMITS AND APPROVALS

A.D.E.Q. REQUIRES PERMITS BE ISSUED PRIOR TO NEW CONSTRUCTION, EXTENSION TO, OR MODIFICATION OF A WATER DISTRIBUTION SYSTEM, SEWAGE COLLECTION OR INDIVIDUAL SEWAGE TREATMENT SYSTEM.

CITY OF COTTONWOOD REQUIRES THE ISSUANCE OF A GRADING PERMIT FOR ANY EXCAVATION OR GRADING (INCLUDING PLACEMENT OF FILL). A RIGHT-OF-WAY PERMIT IS REQUIRED PRIOR TO COMMENCING ANY WORK WITHIN ANY CITY OF COTTONWOOD RIGHT-OF-WAY.

SUBGRADE PREPARATION

SUBGRADE PREPARATION SHALL CONFORM WITH THE GEOTECHNICAL REPORT BY ENGINEERING AND TESTING CONSULTANTS, INC. DATED 12-17-08.

NATIVE SUBGRADE SOIL TO RECEIVE PAVING SHALL BE STRIPPED OF VEGETATION, DEBRIS, ORGANIC RICH SOILS, TREES AND OTHER DELETERIOUS MATERIALS. THE SUBGRADE SHALL BE SCARIFIED AND COMPACTED TO A MINIMUM OF 95% OF THE MAXIMUM DENSITY AS DETERMINED BY AASHTO TEST METHOD 199. CLAYEY SOILS SHALL BE COMPACTED AND MAINTAINED (UNTIL COVERED) AT A MOISTURE CONTENT IN THE RANGE OF OPTIMUM - 3 TO +1%. EXISTING SLOPING AREAS STEEPER THAN 5:1 (HORIZONTAL TO VERTICAL) SHALL BE BENCH TO REDUCE THE POTENTIAL FOR SLIPPAGE BETWEEN EXISTING SLOPES AND NEW FILLS. BENCHES SHALL BE LEVEL AND WIDE ENOUGH TO ACCOMMODATE COMPACTION AND MOVING EQUIPMENT. ISOLATED CLAY FPOCKETS, IF ANY, SHALL BE OVEREXCAVATED BELOW SUBGRADE AND REPLACED WITH GRANULAR MATERIAL.

FILL CONSTRUCTION

ALL GRADING ACTIVITIES (CUT / FILL) SHALL CONFORM WITH THE GEOTECHNICAL REPORT BY ENGINEERING AND TESTING CONSULTANTS, INC. DATED 12-17-08.

AGGREGATE BASE COURSE

THE BASE MATERIAL SHALL BE SAND AND GRAVEL, CRUSHED ROCK AND/OR DECOMPOSED GRANITE WITH ENOUGH BINDER MATERIAL SO THAT IT CAN BE TIGHTLY COMPACTED AND SHALL HAVE A PLASTICITY INDEX NOT IN EXCESS OF 6 AND SHALL CONFORM TO GRADATION AS REQUIRED BY THE CITY OF COTTONWOOD ENGINEER. THE WORK AND CONSTRUCTION SHALL BE IN ACCORDANCE WITH SECTION 702 OF M.A.G. STANDARD SPECIFICATIONS.

BASE MATERIAL SHALL BE PLACED IN UNIFORM LAYERS NOT TO EXCEED 6" IN DEPTH. EACH LAYER SHALL BE BLADED TO A SMOOTH SURFACE CONFORMING TO THE CROSS SECTION SHOWN ON THE PLANS. THE FILL SHALL BE WATERED AND THOROUGHLY ROLLED IN A MANNER SATISFACTORY TO THE CITY ENGINEER.

ASPHALT CONCRETE

THE WORK AND CONSTRUCTION REQUIREMENTS UNDER THIS SECTION SHALL BE IN ACCORDANCE WITH SECTION 409 OF ADOT STANDARD SPECIFICATIONS OR SECTION 321 OF M.A.G. STANDARD SPECIFICATIONS. MIX DESIGN SHALL BE FOR 2" LIFT, AND SHALL BE SUBMITTED TO THE CITY OF COTTONWOOD ENGINEER FOR REVIEW AND APPROVAL.

ASPHALTIC CONCRETE SHALL BE COMPACTED TO NOT LESS THAN 95.0 PERCENT OF LABORATORY DENSITY. THE LABORATORY DENSITY WILL BE DETERMINED BY THE CONTRACTOR'S ENGINEER BASED UPON FIELD SAMPLES IN ACCORDANCE WITH THE REQUIREMENTS OF AASHTO T-245, 75 BLOW MARSHALL DENSITY.

CORE SAMPLES SHALL BE TAKEN BY THE CONTRACTOR AT RANDOM LOCATIONS IN ACCORDANCE WITH QUALITY CONTROL TESTING.

WHEN THE AVERAGE PERCENT OF COMPACTION IS LESS THAN 95.0%, THE CONTRACTOR MAY BE REQUIRED TO REMOVE AND REPLACE ANY PORTIONS, AT THE DISCRETION OF THE CITY OF COTTONWOOD ENGINEER.

CHIP SEAL COAT

ALL NEW STREETS SHALL BE CHIP SEALED PER THE FOLLOWING SPECIFICATION:

THE CHIP SEAL COAT SHALL CONSIST OF EMULSIFIED ASPHALT, TYPE CRS-2, (OR EQUIVALENT) APPLIED AT A RATE OF 0.30 TO 0.40 GALLONS PER SQUARE YARD AND 3/8" INCH CHIP COVER AGGREGATE. EMULSIFIED ASPHALT SHALL BE APPLIED TO THE SURFACE OF THE ROAD IN ACCORDANCE WITH SECTION 404-3.05 OF THE ADOT STANDARD SPECIFICATIONS. EMULSIFIED ASPHALT, TYPE CRS-2 OR EQUIVALENT SHALL CONFORM TO SECTION 1005-3.03 AND TABLE 1005-5 OF ADOT STANDARD SPECIFICATIONS.

CHIP SEAL COAT SHALL NOT BE APPLIED FOR 14 DAYS AFTER COMPLETION OF THE ASPHALTIC CONCRETE.

THE COVER MATERIAL SHALL CONFORM TO SECTION 404-2.02 TO THE FOLLOWING GRADATION AND SHALL BE AN AGGREGATE MIX OF CLEAN SAND, GRAVEL OR CRUSHED ROCK AND SHALL BE FREE OF LUMPS OR BALLS OF CLAY, CONTAIN NO CALCAREOUS, GLAY OR DUST, SODIUMS, CALICHE, SYNTHETIC POLYMERS, DECOMPOSED GRANITE, VOLCANIC CONGERS, ORGANIC MATTER, OR FOREIGN SUBSTANCES. IF A CLEAN COVER MATERIAL CANNOT BE ACHIEVED USING CONVENTIONAL CRUSHING AND SCREENING METHODS, THEN THE COVER MATERIAL WILL HAVE TO BE WASHED IN WATER. THE COVER MATERIAL SHALL BE APPLIED AT A RATE OF 25 TO 30 POUNDS PER SQUARE YARD.

THE GRADING SHALL MEET THE FOLLOWING REQUIREMENTS WHEN TESTED IN ACCORDANCE WITH THE REQUIREMENTS OF ARIZONA TEST METHOD 201.

SEIVE SIZE	PERCENT BY WEIGHT PASSING SIEVES
3/4"	100
No. 4	0-25
No. 8	0-5
No. 200	0-2

THE CONTRACTOR IS RESPONSIBLE FOR ALL LABORATORY TEST AND CERTIFICATIONS TO ASSURE THAT THE CHIP MATERIAL IS IN CONFORMANCE TO THE REQUIREMENTS SET FORTH IN THESE SPECIFICATIONS.

REPRESENTATIVE SAMPLES OF THE AGGREGATE COVER MATERIAL SHALL BE TAKEN DAILY, AND THE LABORATORY TEST RESULTS AND CERTIFICATES OF COMPLIANCE, CERTIFIED BY THE CONTRACTOR'S ENGINEER, SHALL BE SUBMITTED TO THE CITY OF COTTONWOOD ENGINEER. THE CITY OF COTTONWOOD ENGINEER MAY REJECT DELIVERED CHIP MATERIAL IF, IN HIS OPINION, THE DELIVERED MATERIAL DIFFERS SIGNIFICANTLY FROM THE REPRESENTATIVE SAMPLE.

THE CONTRACTOR SHALL BE RESPONSIBLE FOR SUCCESSFUL PLACEMENT OF THE CHIP SEAL COAT REGARDLESS OF TEMPERATURES OF MATERIAL COMPLIANCE, AND SHALL GUARANTEE THE SUCCESS OF THE CHIP SEAL COAT. THE CONTRACTOR SHALL COMPLY WITH ALL ADOT STANDARDS AND SPECIFICATIONS 404-3.14 FOR DATES AND ELEVATIONS OF PLACEMENT.

THE CONTRACTOR SHALL HAVE EACH INDIVIDUAL ROAD SWEEP WITHIN 24 HOURS OF THE COMPLETION OF THE CHIP SEAL. THE CONTRACTOR SHALL MAINTAIN TRAFFIC CONTROL AND LOOSE GRAVEL SIGNS UNTIL SWEEPING HAS BEEN COMPLETED.

BLOTTING SHALL BE DONE WHEREVER AND WHENEVER NECESSARY, WITH A MATERIAL APPROVED BY THE CITY OF COTTONWOOD ENGINEER. ALL EXCESS BLOTTER MATERIAL SHALL BE SWEEP AWAY AND SURFACE OF THE BITUMINOUS ROADWAY SHALL BE REASONABLY CLEAN AND FREE OF ALL LOOSE MATERIAL BEFORE THE SEAL COAT MAY BE APPLIED.

A CHIP SEAL COAT IS REQUIRED ON ALL ASPHALTIC CONCRETE PROJECTS.

RELOCATIONS

SIGNS, TREES SHRUBS, MAILBOXES AND OTHER INCIDENTALS REQUIRING RELOCATION SHALL BE MOVED ONLY FAR ENOUGH TO ALLOW CONSTRUCTION OF THE PROJECT AND CAUSE THE LEAST DISRUPTION TO PRIVATE PROPERTY, AND LANDSCAPE. FINAL POSITIONS SHALL BE APPROVED BY THE CITY OF COTTONWOOD ENGINEER PRIOR TO RELOCATION. ALL RELOCATED ITEMS SHALL CONTINUE TO WORK IN THEIR INTENDED CAPACITY AFTER THE RELOCATION HAS BEEN ACCOMPLISHED. NO SIGNS SHALL BE RELOCATED TO POSITIONS OUTSIDE DESIGNATED RIGHTS-OF-WAY. SAFETY SHALL BE A PRIMARY CONSIDERATION IN THE PLACEMENT OF SHRUBBERY AND SIGNS WHICH COULD POSSIBLY DISRUPT THE SIGHT DISTANCE OF MOTORISTS.

CITY OF COTTONWOOD SANITARY SEWER CONSTRUCTION - GENERAL NOTES:

1. ALL FRAMES, COVERS, VALVE BOXES AND MANHOLES SHALL BE ADJUSTED TO FINISH GRADE UPON COMPLETION OF PAVING OR RELATED CONSTRUCTION PER MAG DETAIL #422 WITH 7" THICK, CLASS A, TRAFFIC RING.

2. QUANTITIES SHOWN ON PLAN ARE NOT VERIFIED BY THE CITY UTILITIES DIRECTOR.

3. THE CONTRACTOR SHALL PROVIDE SUFFICIENT MEN AND EQUIPMENT ON THE JOB AT ALL TIMES TO ASSURE PUBLIC SAFETY AND COMPLY WITH THE CONSTRUCTION SPECIFICATIONS.

4. ALL SERVICE CONNECTIONS SHALL ALSO BE STAKED PER MAG DETAIL #440, MODIFIED FOR STEEL, 2X4" MAINS AT TO PROPERTY END OF THE SERVICE LINE.

5. INSULATED TRACER WIRE (BRIGHT GREEN COATED, #12, SOLID COPPER) SHALL BE PLACED UNDER MANHOLE FRAMES AND CLEANOUTS AND EXTEND ALONG MAINS AND LATERALS. ALL SPLICES SHALL BE WATER TIGHT. TRACER WIRE CANNOT ELECTRICALLY GO TO GROUND!

6. IT IS THE CONTRACTOR'S RESPONSIBILITY TO LOCATE ALL UNDERGROUND FACILITIES IN ADVANCE OF CONSTRUCTION AND TAKE ALL PRECAUTIONS NECESSARY TO AVOID DAMAGE TO THESE FACILITIES.

7. SEWER CASTINGS SHALL BE MANUFACTURED IN NORTH AMERICA OR APPROVED SPECIFICALLY BY THE CITY UTILITIES DIRECTOR.

8. THE CONTRACTOR IS RESPONSIBLE TO SCHEDULE AND PAY FOR VIDEO INSPECTION OF ALL PUBLIC SANITARY SEWER MAINLINES PER ORDINANCE NO. 362.

9. SANITARY SEWER PIPE AND MANHOLES SHALL BE TESTED ACCORDING TO THE FOLLOWING STANDARDS:

A. MANHOLE TESTING
THE CONTRACTOR SHALL TEST 100% OF THE MANHOLES USING THE FOLLOWING TEST PROTOCOL:

- AIR PRESSURE TESTING USING THE "STANDARD TEST METHOD FOR CONCRETE SEWER MANHOLES BY NEGATIVE AIR PRESSURE (VACUUM) TEST," PUBLISHED BY THE AMERICAN SOCIETY FOR TESTING AND MATERIALS, (C 1244-93), APPROVED AUGUST 15, 1993.

THE CONTRACTOR SHALL PERFORM MANHOLE TESTING AFTER INSTALLATION OF THE MANHOLE COLE TO VERIFY WATER TIGHTNESS OF THE MANHOLE FROM THE TOP OF THE CONE DOWN. UPON SATISFACTORY TEST RESULTS, THE CONTRACTOR SHALL INSTALL THE MANHOLE RING AND ANY SPACERS, COMPLETE THE JOINTS, AND #12 EXISTING SLOPING AREAS STEEPER THAN 5:1 (HORIZONTAL TO VERTICAL) SHALL BE BENCH TO REDUCE THE POTENTIAL FOR SLIPPAGE BETWEEN EXISTING SLOPES AND NEW FILLS. BENCHES SHALL BE LEVEL AND WIDE ENOUGH TO ACCOMMODATE COMPACTION AND MOVING EQUIPMENT. ISOLATED CLAY FPOCKETS, IF ANY, SHALL BE OVEREXCAVATED BELOW SUBGRADE AND REPLACED WITH GRANULAR MATERIAL.

B. LEAKAGE TESTING
THE CONTRACTOR SHALL TEST EACH SEGMENT OF THE SEWER LINE (100%) FOR LEAKAGE USING THE APPLICABLE METHOD BELOW AND RECORD THE RESULTS:

- "STANDARD TEST METHOD FOR INSTALLATION OF ACCEPTANCE OF PLASTIC GRAVITY SEWER LINES USING LOW-PRESSURE AIR" PUBLISHED BY THE AMERICAN SOCIETY FOR TESTING AND MATERIALS, (F147-92), REAPPROVED 1998;

C. DEFLECTION TESTING
THE CONTRACTOR SHALL PERFORM A DEFLECTION TEST OF THE TOTAL LENGTH (100%) OF ALL SEWER LINES MADE OF FLEXIBLE MATERIALS TO ENSURE THAT THE INSTALLATION MEETS OR EXCEEDS THE MANUFACTURER'S RECOMMENDATIONS AND RECORD THE RESULTS.

ANY PART OF THE INSTALLATION WHICH SHOWS DEFLECTION IN EXCESS OF 5% OF THE NOMINAL INSIDE DIAMETER PER MAG SECTION 738 FOR HDPE PIPE OR IN EXCESS OF 5% OF THE AVERAGE INSIDE DIAMETER PER ASTM D-3034 FOR PVC PIPE SHALL BE CORRECTED.

D. UNIFORM SLOPE
THE CONTRACTOR SHALL TEST THE TOTAL LENGTH (100%) OF THE SEWER LINE FOR UNIFORM SLOPE BY VISUALLY INSPECTING THE INTERIOR OF THE SEWER LINE USING A TELEVISION CAMERA AND RECORD THE RESULTS.

THE CONTRACTOR SHALL COORDINATE THE TESTING WITH THE CITY OF COTTONWOOD.

10. SDP 21 AND 26 PVC PIPE AND DUCTILE IRON PIPE WITH SPECIAL SEWER COATINGS ARE ALLOWED MATERIALS PER ORDINANCE NO. 371

11. A SEWER LATERAL CLEANOUT SHALL BE PROVIDED AT THE EDGE OF RIGHT OF WAY PER M.A.G. STANDARD DETAIL 440.3.

TRENCHING AND BACKFILL

TRENCH BOTTOM SHALL BE COMPACTED BY SUITABLE MEANS APPROVED BY THE ENGINEER PRIOR TO PLACEMENT OF BEDDING MATERIAL. BEDDING MATERIAL SHALL BE PLACED TO PROVIDE UNIFORM AND ADEQUATE LONGITUDINAL SUPPORT UNDER THE PIPE. THE CONTRACTOR SHALL ENSURE THAT A MINIMUM COMPACTED DEPTH OF 4" IS MAINTAINED UNDERNEATH THE PIPE. BELL HOLES SHOULD BE PROVIDED AT EACH JOINT TO PERMIT PROPER ASSEMBLY WHILE MAINTAINING UNIFORM SUPPORT.

BEDDING MATERIAL SHALL BE ROUNDED GRAVEL WITH A MAXIMUM PARTICLE SIZE OF 3/4" AND SHALL BE NON-PLASTIC COVER IS 2'-FT. OR LESS. BACKFILL MATERIAL SHALL BE ROUNDED GRAVEL WITH A MAXIMUM PARTICLE SIZE OF 3/4" AND WITH NO MORE THAN 20% PASSING THE #200 SIEVE.

BACKFILL SHALL BE PLACED IN LAYERS OF NOT MORE THAN 8" LOOSE DEPTH AND COMPACTED TO ACHIEVE COMPACTION OF 95% OF THE MAXIMUM DENSITY AS DETERMINED BY AASHTO T-99 AND T-191 OR ASTM D-2922 AND D-3017. THE CONTRACTOR SHALL CONTRACT WITH AN INDEPENDENT TESTING LABORATORY TO PROVIDE COMPACTION TESTING. TESTS SHALL BE PROVIDED AT INTERVALS OF ONE TEST PER 50 CUBIC YARDS OF TRENCH BACKFILL.

VERTICAL SEPARATION TO DRAINAGE PIPES

WHERE CULVERTS OR DRAINAGE PIPES CROSS GRAVITY SEWERS, PRESSURE SEWERS, OR WATER MAINS, A MINIMUM OF ONE FOOT OF VERTICAL SEPARATION SHALL BE MAINTAINED BETWEEN THE TWO PIPES.

A.A.C. R18-5-502 DESIGN: MINIMUM DESIGN CRITERIA

C. WATER AND SEWER MAINS SHALL BE SEPARATED IN ORDER TO PROTECT PUBLIC WATER SYSTEMS FROM POSSIBLE CONTAMINATION. ALL DISTANCES ARE MEASURED PERPENDICULARLY FROM THE OUTSIDE OF THE SEWER MAIN TO THE OUTSIDE OF THE WATER MAIN. SEPARATION REQUIREMENTS ARE AS FOLLOWS:

- A WATER MAIN SHALL NOT BE PLACED:

A. WITHIN SIX FEET, HORIZONTAL DISTANCE, AND BELOW TWO FEET, VERTICAL DISTANCE, ABOVE THE TOP OF A SEWER MAIN UNLESS EXTRA PROTECTION IS PROVIDED. EXTRA PROTECTION SHALL CONSIST OF CONSTRUCTING THE SEWER MAIN WITH MECHANICAL JOINT DUCTILE IRON PIPE OR WITH SLIP-JOINT DUCTILE IRON PIPE IF JOINT RESTRAINT IS PROVIDED. ALTERNATE EXTRA PROTECTION SHALL CONSIST OF ENCASES BOTH THE WATER AND SEWER MAINS IN AT LEAST SIX INCHES OF CONCRETE FOR AT LEAST TEN FEET BEYOND THE AREA COVERED BY THIS SUBSECTION (C)(1)(a).

B. WITHIN TWO FEET HORIZONTALLY AND TWO FEET BELOW THE SEWER MAIN.

2. NO WATER PIPE SHALL PASS THROUGH OR COME INTO CONTACT WITH ANY PART OF A SEWER MANHOLE. THE MINIMUM HORIZONTAL SEPARATION BETWEEN WATER MAINS AND MANHOLES SHALL BE SIX FEET, MEASURED FROM THE CENTER OF THE MANHOLE.

3. THE MINIMUM SEPARATION BETWEEN FORCE MAINS OR PRESSURE SEWERS AND WATER MAINS SHALL BE TWO FEET VERTICALLY AND SIX FEET HORIZONTALLY UNDER ALL CONDITIONS. WHERE A SEWER FORCE MAIN CROSSES ABOVE OR LESS THAN SIX FEET BELOW A WATER LINE, THE SEWER MAIN SHALL BE ENCASED IN AT LEAST SIX INCHES OF CONCRETE OR CONSTRUCTED USING MECHANICAL JOINT DUCTILE IRON PIPE FOR TEN FEET ON EITHER SIDE OF THE WATER MAIN.

4. THE SEPARATION REQUIREMENTS DO NOT APPLY TO BUILDING, PLUMBING, OR INDIVIDUAL HOUSE SERVICE CONNECTIONS.

CITY OF COTTONWOOD WATER LINE CONSTRUCTION - GENERAL NOTES:

1. ALL PROJECT MATERIALS AND WORKMANSHIP SHALL COMPLY WITH THE MARICOPA ASSOCIATION OF GOVERNMENTS (MAG) STANDARD SPECIFICATIONS AND DETAILS FOR PUBLIC WORKS CONSTRUCTION" AND COTTONWOOD MUNICIPAL WATER SYSTEMS (COWS) STANDARDS AND SPECIFICATIONS, THE APPROVED CONSTRUCTION PLANS AND SPECIFICATIONS, TOGETHER WITH GENERALLY ACCEPTED GOOD CONSTRUCTION PRACTICES.

2. THE CITY OF COTTONWOOD UTILITY ENGINEER OR DESIGNEE WILL CONDUCT INSPECTION OF ALL OF THE PROPOSED IMPROVEMENTS. THESE REQUIRED INSPECTIONS WILL INCLUDE BUT NOT BE LIMITED TO THE FOLLOWING:

A. PRE-EXCAVATION LOCATION OF THE PROPOSED TRENCH AND ANY PROPOSED SAW-CUTTING OF ASPHALT OR CONCRETE. VERIFICATION OF BLUE-STAKE COMPLETION WILL ALSO BE DONE AT THIS TIME.

B. EXCAVATED DEPTH AND TRENCH SUBGRADE PREPARATION. ANY CROSSED UTILITIES (PUBLIC OR PRIVATE) WILL BE INSPECTED AT THIS TIME TO ASSURE NO DAMAGE OCCURRED DURING EXCAVATION. THE CONTRACTOR SHALL BE RESPONSIBLE TO OVERSEE THE REPAIR OF ANY DAMAGE TO ANY UTILITY THAT OCCURRED FROM THE EXCAVATION, CONSTRUCTION, AND BACKFILL OF THE PROPOSED WATERLINE TO THE SATISFACTION OF THAT RELATIVE UTILITY.

C. THE PLACEMENT OF TRENCH BOTTOM BEDDING INCLUDING QUALITY OF MATERIALS, THICKNESS, MOISTURE, AND COMPACTION IN ACCORDANCE TO THE PIPE BEDDING AND TRENCH DETAIL IN THE APPROVED PLANS.

D. THE INSTALLATION AND ASSEMBLY OF THE PROPOSED PIPE AND FITTINGS IN THE TRENCH ATOP THE TRENCH BOTTOM BEDDING. THIS WILL INCLUDE BUT NOT BE LIMITED TO INSPECTING THAT BEDDING HAS BEEN HAND REMOVED BELOW BELLS FOR FLUSH FIT ATOP TRENCH BOTTOM BEDDING. THAT PIPE ENDS HAVE BEEN MARKED AND THEN INSERTED INTO BELL ENDS FOR THE APPROPRIATE DEPTHS, THAT FITTINGS AND PIPE ARE PROPERLY ALIGNED AND BOLTED TOGETHER AS REQUIRED, THAT TRACING WIRE IS INSTALLED AS REQUIRED, THAT ALL DUCTILE IRON FITTINGS AND PIPE ARE WRAPPED AS REQUIRED, AND THAT ALL ITEMS ARE REASONABLY CENTERED IN THE TRENCH SO THAT BEDDING MATERIAL CAN BE PLACED ALONG THE SIDES OF THE PIPE AS REQUIRED BY THE PIPE BEDDING AND TRENCH DETAIL IN THE APPROVED PLANS.

E. THAT THE WATERLINE AND FITTINGS ARE APPROPRIATELY BEDDED AROUND AND OVER AS REQUIRED BY THE PIPE BEDDING AND TRENCH DETAIL IN THE APPROVED PLANS INCLUDING QUALITY OF BEDDING MATERIAL, WIDTH/THICKNESS, MOISTURE, AND COMPACTION PER TABLE #1 BELOW.

F. THAT TRACER WIRE ALONG THE CENTER LINE OF THE PIPE AND IS NOT DAMAGED DURING CONSTRUCTION. BEFORE ACCEPTANCE FOR THE JOB TRACER WIRE WILL BE CHECKED FOR CONTINUITY. DAMAGED WIRE WILL BE REPAIRED AT THE CONTRACTOR'S EXPENSE.

G. THAT BURIED WATER LINES ARE SECURE AND NOT LEFT UNATTENDED. PROPERLY ATOP THE FIRST COMPACTED LIFT OF NATIVE MATERIAL ABOVE THE TOP OF PIPE BEDDING AND DIRECTLY ABOVE THE CENTERLINE OF THE BURIED WATERLINE.

H. THAT NATIVE BACKFILL USED ABOVE THE BEDDING IS CAREFULLY PROCESSED TO REMOVE ALL ROCK LARGER THAN 3" IN DIAMETER AND APPROPRIATELY PLACED IN EVEN AND UNIFORM LIFTS IN THE TRENCH AND COMPACTED TO THE DENSITY REQUIRED TO SATISFY BOTH MAG SPECIFICATIONS IN SECTION 601 AND ARIZONA DEPARTMENT OF TRANSPORTATION REQUIREMENTS FOR WORK IN THEIR RIGHT-OF-WAY. THE DEPTH OF LIFT TO BE DETERMINED BY THE CAPABILITIES OF THE COMPACTION EQUIPMENT PROVIDED BY THE CONTRACTOR. DENSITIES OF TRENCH BACKFILL WILL BE CHECKED BY CITY OF COTTONWOOD UTILITY ENGINEER OR DESIGNEE AT THE FOLLOWING VERTICAL AND HORIZONTAL INTERVALS:

TABLE #1	TEST INTERVAL-VERT.*	TEST INTERVAL-HORIZ.*
MATERIAL/LOCATION		
PIPE BEDDING BASE	TOP OF LIFT	EVERY 350' OR DAILY (WHICHEVER IS LESS)
PIPE BEDDING	12" ABOVE TOP OF PIPE AND AT TOP OF BEDDING	EVERY 350' OR DAILY (WHICHEVER IS LESS)
TRENCH BACKFILL ABOVE BEDDING	EVERY 18" OF VERTICAL FILL	EVERY 350' OR DAILY (WHICHEVER IS LESS)
TRENCH BACKFILL ABOVE BEDDING IN DRIVEWAYS	EVERY LIFT	EVERY DRIVEWAY LOCATION

3. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE MAINTENANCE OF ALL WORK AREAS INCLUDING STREETS & PAVED AREAS, DRAINAGES AND DRAINAGE APPURTENANCES, WORK AREA UTILITIES WHETHER BURIED AND EXPOSED, EMBANKMENTS & CUT SLOPES, AND ALL UNFINISHED WORK AREAS. THE CONTRACTOR SHALL DO WHAT IS REQUIRED SO THAT ACCESS IS NOT DENIED TO ANY PROPERTY ALONG WITH BURIED WATER LINES. ACCESS TO ALL UTILITIES SHALL BE MAINTAINED AT ALL TIMES. ACCESS AND EGRESS. ALL DRIVING AREAS SHALL BE GRADED TO FINISH SURFACE FOLLOWING THE REQUIRED TRENCH FILL SPECIFICATIONS IMMEDIATELY AFTER THE INSTALLATION IS COMPLETE IN ORDER THAT ACCESS IS NOT INTERRUPTED AND THAT ACCESS IS UNINHIBITED. NO UNEVEN SURFACES SHALL BE ALLOWED THAT COULD CAUSE ACCIDENTS, VEHICLE DAMAGE, OR LIMITED ACCESS. THE CONTRACTOR SHALL DO WHAT IS REQUIRED TO ASSURE THAT NO UTILITIES ARE INTERRUPTED ALONG THE PROPOSED CONSTRUCTION. THE CONTRACTOR SHALL LEAVE ALL DRAINAGES AND APPURTENANCES IN OPERATING ORDER PRIOR TO THE COMPLETION OF THE CENTER LINE OF THE PIPE AND ASSURE THAT CUT AND FILL SLOPES ARE REPLACED AT THE PRIOR CONDITIONS OR AS SHOWN ON THE APPROVED PLANS. THE CONTRACTOR SHALL SEE THAT ALL UNFINISHED WORK AREAS SHALL BE MAINTAINED TO ASSURE THAT OPEN TRENCHES ARE SECURE AND NOT LEFT UNATTENDED. ACCESS SHALL NOT BE ALLOWED TO ENTER OPEN TRENCHES AND DAMAGE EXISTING AND NEW UTILITIES, AND THAT PUBLIC SAFETY IS ASSURED ALONG THE ENTIRE CONSTRUCTION ROUTE AT ALL TIMES.

4. PRIOR TO THE START OF ANY WORK, THE CONTRACTOR SHALL SCHEDULE AND ATTEND A PRE-CONSTRUCTION AND UTILITY COORDINATION MEETING. ALL WORK, PLANS, SPECIFICATIONS, INSPECTION REQUIREMENTS, AND SCHEDULING SHALL BE DISCUSSED AT THIS MEETING. ALL UTILITY ISSUES THAT ARE EXPECTED TO BE ENCOUNTERED DURING CONSTRUCTION SHALL BE ADDRESSED PRIOR TO THE START OF WORK.

5. THE CONTRACTOR IS RESPONSIBLE TO PROVIDE AN ACCURATE SET OF "AS-BUILT" PLANS TO THE CITY OF COTTONWOOD UTILITIES ENGINEER OR DESIGNEE PRIOR TO THE FINAL ACCEPTANCE OF THE PROJECT WORK. THESE "AS-BUILT" PLANS SHALL ACCURATELY SHOW THE LOCATIONS OF ALL CONSTRUCTED WATERLINES, FITTINGS, VALVES, BLOCKS, AND TIE-IN POINTS WITH THEIR RELATIONSHIP TO RIGHT-OF-WAY BOUNDARIES, LOT LINES, OR OTHER POINTS OF SURVEY. THE CITY OF COTTONWOOD UTILITIES ENGINEER SHALL BE RESPONSIBLE FOR THE COMPLETION OF THE "AS-BUILT" PLANS.

6. THE CONTRACTOR IS RESPONSIBLE FOR MAINTAINING THE SURVEY ACCURACY OF ALL OF THE PROPOSED WORK AT THEIR EXPENSE. THE PROPOSED WORK SHALL BE STAKED BY USE OF MONUMENTATION THAT IS ACCEPTABLE TO THE UTILITIES ENGINEER.

7. THE CONTRACTOR SHALL BE RESPONSIBLE FOR FOLLOWING ALL ARIZONA BLUE STAKE LAWS PRIOR TO AND DURING CONSTRUCTION BY MAINTAINING THE BLUE STAKE AUTHORITY AT 1-800-STAKE-IT. THE CONTRACTOR IS RESPONSIBLE FOR MAINTAINING THE INTEGRITY OF THE BLUE STAKE AS IS REQUIRED THROUGHOUT THE PROJECT CONSTRUCTION DURATION. THE CONTRACTOR IS RESPONSIBLE FOR COMPLYING WITH ALL APPLICABLE ARIZONA BLUE STAKE REGULATIONS. CONTRACTOR SHALL PROVIDE THE CITY OF COTTONWOOD ENGINEERING STAFF WITH EVIDENCE OF ANY AREA BEING DISTURBED HAVING BEEN BLUE STAKED PRIOR TO THE COMMENCEMENT OF CONSTRUCTION.

8. THE CONTRACTOR SHALL BE RESPONSIBLE TO "POT-HOLE" OR UNCOVER ALL EXISTING WATER LINE TIE-IN POINTS TO VERIFY THEIR SIZE, MATERIAL, LOCATION AND DEPTH PRIOR TO TRENCHING FOR NEW WATER LINE CONSTRUCTION. THE CONTRACTOR SHALL ALSO LOCATE OR HAVE LOCATED ALL EXISTING UNDERGROUND PIPES, CONDUITS, AND UTILITIES PRIOR TO CONSTRUCTION.

9. ALL WATER MAINS SHALL BE DUCTILE IRON PRESSURE CLASS 350 ENCASED IN POLYETHYLENE SLEEVING, OR PVC C-900 AS SHOWN IN THE APPROVED PLANS.

10. ALL FITTINGS SHALL BE DOMESTIC ONLY AND COMPLY WITH AWWA STANDARDS. ALL VALVE BOXES SHALL BE LOCAL FIRE DEPARTMENT.

11. WATER MAINS SHALL BE BURIED FOR A MINIMUM DEPTH OF 3 FEET FOR PIPE DIAMETERS 10 INCHES OR LESS AND A MINIMUM OF 4 FEET FOR PIPES WITH A DIAMETER GREATER THAN 10 INCHES UNLESS SHOWN DIFFERENTLY IN THE APPROVED PLANS OR APPROVED IN WRITING FROM THE CITY UTILITIES ENGINEER.

12. ALL WATER LINES AND FITTINGS SHALL BE BEDDED AND SHADED ABOVE, BELOW, AND AROUND WITH AN APPROVED ROCK FREE, SANDY BEDDING MATERIAL PER THE PIPE BEDDING AND TRENCH DETAIL IN THE APPROVED PLANS.

13. THE CONTRACTOR SHALL PROVIDE A BLUE COATED #12 COPPER TRACER WIRE SECURED TO THE BOTTOM CENTERLINE OF ALL WATER LINES AND SERVICES. THE CONTRACTOR SHALL PROVIDE A LOOPED PIGTAIL AT ALL IN-LINE VALVE LOCATIONS. TRACER WILL BE INSPECTED FOR CONTINUITY PRIOR TO ACCEPTANCE OF THE WORK. NON-CONTINUOUS OR FAULTY WIRE WILL BE REPAIRED AT THE CONTRACTOR'S EXPENSE.

14. ALL SERVICE LINES THAT ARE UNDER PAVEMENT OR CONCRETE SHALL BE SLEEVED IN 4-INCH CLASS 160 PVC CONDUITS. SERVICE LINES ARE TO BE CONSTRUCTED WITH CROSS-LINKED POLYETHYLENE PIPING. ALL SERVICE LINE MATERIALS AND INSTALLATIONS SHALL MEET CURRENT COWS SPECIFICATIONS.

15. ALL WATER LINE ENDS SHALL BE PROVIDED WITH AN APPROVED 2" FLUSH VALVE (BLOW-OFF) PER THE CITY OF COTTONWOOD ENGINEERING DEPARTMENT OR WITH A BLOW-OFF AS SHOWN IN THE APPROVED PLANS.

16. ALL FIRE HYDRANT HOSE AND STEAMER CONNECTIONS SHALL MATCH STANDARD SIZE AND THREADS PER THE LOCAL FIRE DEPARTMENT.

17. ALL FRAMES, COVERS, VALVE BOXES, VAULT LIDS, ETC. SHALL BE PROPERLY ADJUSTED TO FINISH GRADE WITH THE SURFACE FINISH. AFTER THE COMPLETION OF PAVING AND GRADING.

18. THE CONTRACTOR SHALL DISINFECT EVERY PART OF THE NEWLY CONSTRUCTED WATER SYSTEM PER ARIZONA DEPARTMENT OF ENVIRONMENTAL QUALITY BULLETIN 8.

19. THE CONTRACTOR SHALL PROVIDE BACTERIOLOGICAL TESTING OF THE NEWLY CONSTRUCTED WATER SYSTEM PER ARIZONA DEPARTMENT OF ENVIRONMENTAL QUALITY BULLETIN 8 AND THE CITY OF COTTONWOOD UTILITIES ENGINEER OR DESIGNEE.

20. THE CONTRACTOR SHALL PERFORM PRESSURE TESTING OF THE NEWLY CONSTRUCTED WATER SYSTEM AT THE END OF EACH SECTION OF THE CITY OF COTTONWOOD UTILITY ENGINEER OR DESIGNEE ACCORDANCE WITH AWWA STANDARDS. ALL LEAKS THAT ARE FOUND WILL BE REPAIRED AND RETESTED FOR PRESSURE BY THE CONTRACTOR PRIOR TO THE SYSTEM BEING PLACED INTO SERVICE. IF NECESSARY, THE SYSTEM MAY NEED TO BE ONCE AGAIN DISINFECTED AND MAY NEED TO UNDERGO BACTERIOLOGICAL TESTING AT THE CONTRACTOR'S EXPENSE PRIOR TO IT BEING PLACED IN SERVICE.

21. THE CITY OF COTTONWOOD UTILITIES ENGINEER OR DESIGNEE SHALL BE NOTIFIED 2 BUSINESS DAYS PRIOR TO THE START OF CONSTRUCTION SO THAT INSPECTIONS MAY BE SCHEDULED.

22. ALL WORK AND MATERIALS THAT DO NOT CONFORM TO THESE SPECIFICATIONS OR THE APPROVED PLANS ARE SUBJECT TO REMOVAL AND REPLACEMENT UNDER THE DIRECTION OF THE CITY OF COTTONWOOD UTILITY ENGINEER OR DESIGNEE AT THE CONTRACTOR'S EXPENSE.

23. ALL WORK DONE BY THE CONTRACTOR SHALL BE SUBJECT TO INSPECTION BY THE CITY OF COTTONWOOD UTILITY ENGINEER OR DESIGNEE PRIOR TO BURIAL. ANY WORK DONE OR PERFORMED WITHOUT THE KNOWLEDGE OF THE CITY OF COTTONWOOD UTILITY ENGINEER OR INSPECTION STAFF IS SUBJECT TO REMOVAL AND REPLACEMENT AT THE DIRECTION OF THE CITY OF COTTONWOOD UTILITY ENGINEER OR DESIGNEE SOLELY AT THE CONTRACTOR'S EXPENSE. WORK THAT IS NOT INSPECTED OR EXCAVATED AND EXPOSED SO THAT IT MAY BE INSPECTED SOLELY AT THE CONTRACTOR'S EXPENSE. REPAIR OF ANY DAMAGE DONE DURING THIS TYPE OF RE-EXPOSURE AND REQUIRED RE-TESTING, ETC., IS SOLELY THE RESPONSIBILITY OF THE CONTRACTOR.

24. THE CONTRACTOR IS RESPONSIBLE TO PROVIDE SUFFICIENT MANPOWER, PARTS, AND EQUIPMENT ON THE JOB AT ALL TIMES DURING THE DURATION OF THE CONSTRUCTION PROJECT TO BOTH COMPLY WITH THE PROJECT SPECIFICATIONS AND ALSO ACCOMPLISH THE WORK IN A TIMELY MANNER.

25. CONTRACTOR IS RESPONSIBLE FOR COMPLYING WITH ALL APPLICABLE SPECIFICATIONS AS REQUIRED IN THE CURRENT UNIFORM STANDARD SPECIFICATIONS AND DETAILS OF PUBLIC WORKS CONSTRUCTION BY MARICOPA ASSOCIATION OF GOVERNMENT COMMONLY REFERRED TO AS MAG STANDARDS, CITY OF COTTONWOOD REGULATIONS OR SPECIFICATIONS, OR ANS/AWWA SPECIFICATIONS.

26. THE CONTRACTOR IS RESPONSIBLE FOR HIS OWN ESTIMATION OF PROJECT QUANTITIES FOR HIS BID. THE CITY OF COTTONWOOD SHALL NOT BE HELD RESPONSIBLE FOR ERRORS IN ESTIMATES OF QUANTITIES, MATERIALS, SCHEDULE, INSTALLATION REQUIREMENTS, OR SIZE.

27. THE CONTRACTOR SHALL BE RESPONSIBLE TO DETERMINE TRENCH BRACING, SHEATHING, SHORING OR SIDE SLOPES AS REQUIRED FOR THE SAFETY AND CONFORMANCE TO ALL APPLICABLE OSHA LAWS AND CONSTRUCTION STANDARDS FOR THE EXCAVATION AND TRENCHING OF THIS PROJECT. THE CONTRACTOR SHALL ASSURE THAT SUITABLE AND SAFE CONDITIONS, INCLUDING PROPER TRAFFIC AND SAFETY CONTROL, ARE MET THROUGHOUT THE PROJECT DURATION OR WORK WILL BE CEASED UNTIL SUCH TIME THAT THE UNSAFE CONDITION IS RECTIFIED. THE CITY OF COTTONWOOD SHALL NOT BE HELD IN ANY WAY RESPONSIBLE FOR ANY LOST TIME BY THE CONTRACTOR DUE TO UNSAFE CONDITIONS OR THE ENFORCEMENT OF THIS SPECIFICATION.

WATER LINES - CONSTRUCTION NOTES:

- ALL PLASTIC PIPES WILL BE AWWA C-900 PVC AND MUST BEAR THE SEAL BY THE NATIONAL SANITATION FOUNDATION.
- ALL DUCTILE IRON PIPES SHALL BE PRESSURE CLASS 350 AND SHALL BE ENCASED IN POLYETHYLENE WRAPPING.
- ALL WATER LINE FITTINGS SHALL BE DUCTILE IRON AND SHALL BE ENCASED IN POLYETHYLENE WRAPPING.
- ALL MATERIALS AND PRODUCTS THAT COME INTO CONTACT WITH WATER OR WATER TREATMENT CHEMICALS SHALL CONFORM TO ANS/NSF STANDARD 61.
- ALL CONSTRUCTION MATERIALS USED IN A PUBLIC WATER SYSTEM INCLUDING ALL RESIDENTIAL AND NON-RESIDENTIAL FACILITIES WHICH WILL BE CONNECTED TO SAID PUBLIC WATER SYSTEM, SHALL BE LEAD-FREE (ACC R18-4-101).
- WHEN ANY SEWER CROSSES A WATER PIPE AT A POINT AT WHICH THE SEWER IS 2 FEET OR MORE BELOW THE WATER MAIN, NO EXTRA PROTECTION OUTSIDE OF THE VERTICAL SEPARATION IS REQUIRED PER (ACC R18-4-502C). AT ALL OTHER CROSSINGS THE SEWER SHALL BE CONSTRUCTED OF DUCTILE IRON PIPE WITH MECHANICAL JOINTS FOR A DISTANCE OF AT LEAST 10 FEET IN EACH DIRECTION, MEASURED PERPENDICULAR TO THE WATER LINE. SAID SEWER SHALL BE ENCASED IN CONCRETE FOR A MINIMUM OF 6 INCHES ALL THE WAY AROUND FOR THE SAME SPECIFIED DISTANCE.

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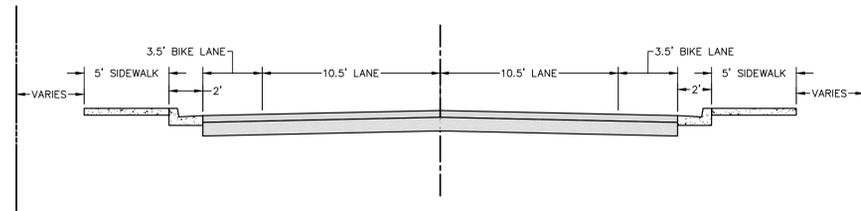
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DESIGN: OKB
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10TH STREET CBDG
NOTES SHEET

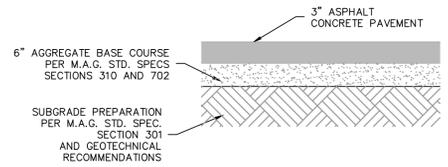
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SHT NO. 2 OF 7

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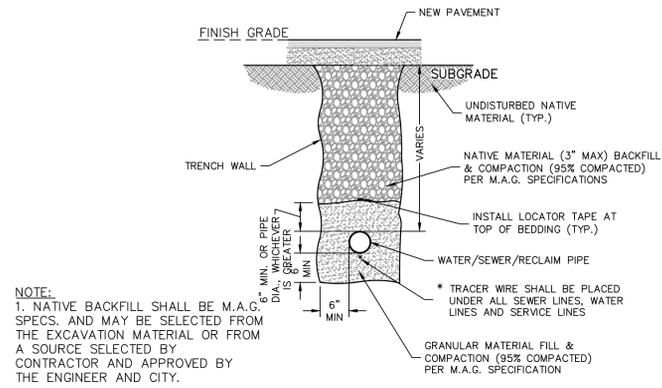


A TYPICAL ROADWAY DETAIL
N.T.S.



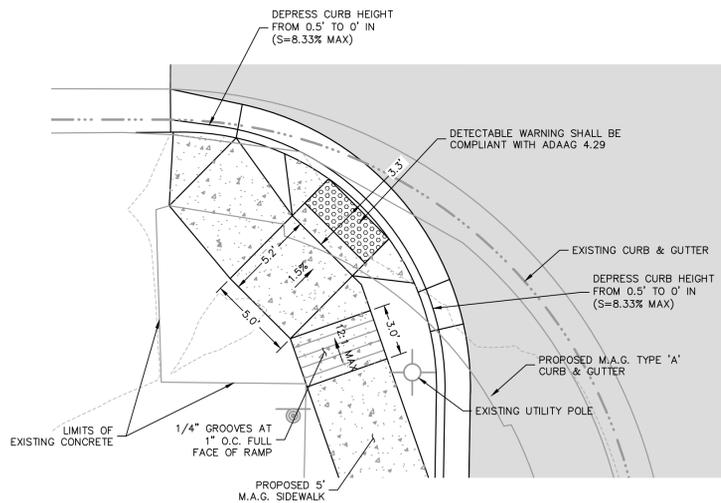
*SEE GEOTECHNICAL REPORT FOR COMPACTION AND EARTHWORK RECOMMENDATIONS

B ASPHALTIC PAVEMENT STRUCTURAL SECTION
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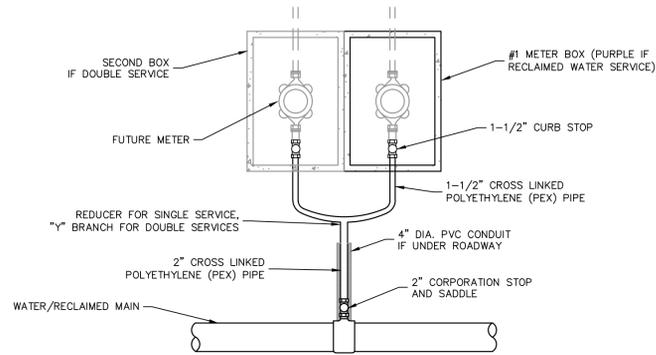


NOTE:
1. NATIVE BACKFILL SHALL BE M.A.C. SPECS. AND MAY BE SELECTED FROM THE EXCAVATION MATERIAL OR FROM A SOURCE SELECTED BY CONTRACTOR AND APPROVED BY THE ENGINEER AND CITY.

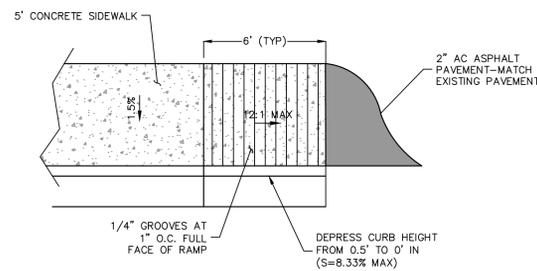
E TYPICAL TRENCHING AND BACKFILL DETAIL
N.T.S.



C SIDEWALK RAMP DETAIL
N.T.S.



F 2" WATER/RECLAIMED WATER SERVICE DETAIL
N.T.S.



D SIDEWALK TERMINATION RAMP
N.T.S.

FILE: P:\2012\2026 Drawings\60% Design Plans\DT2 - 12026.dwg OKB-C30-12

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10TH STREET CDBG

COTTONWOOD
ARIZONA

DETAILS SHEET

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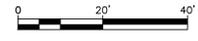
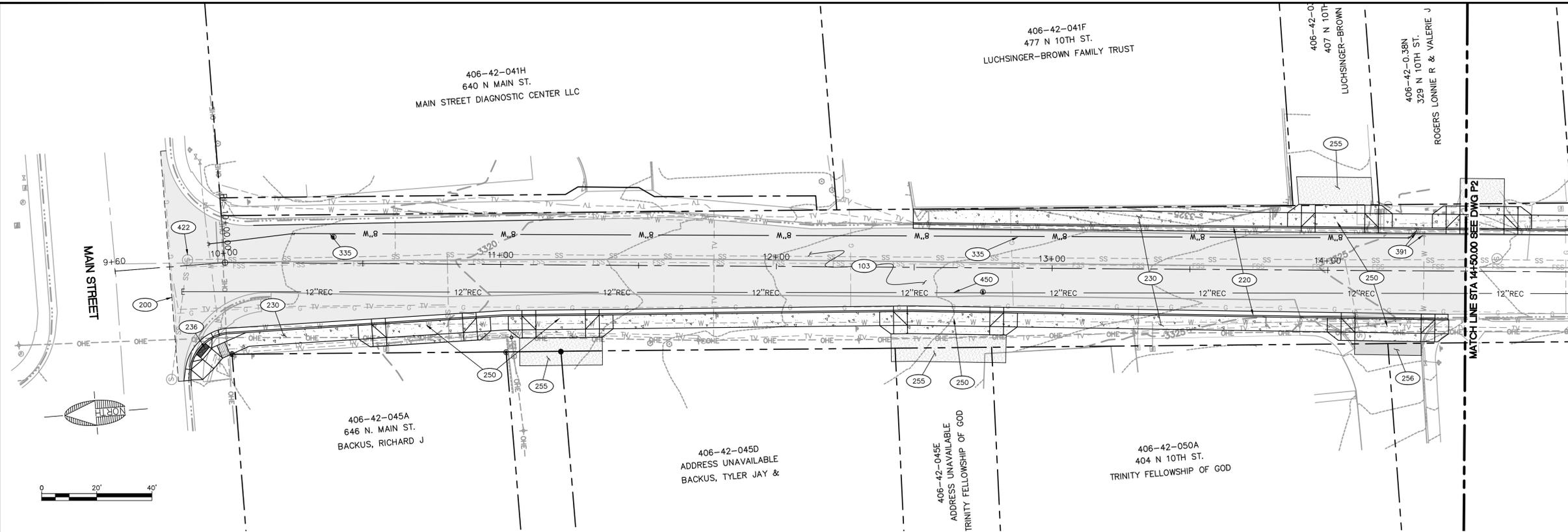
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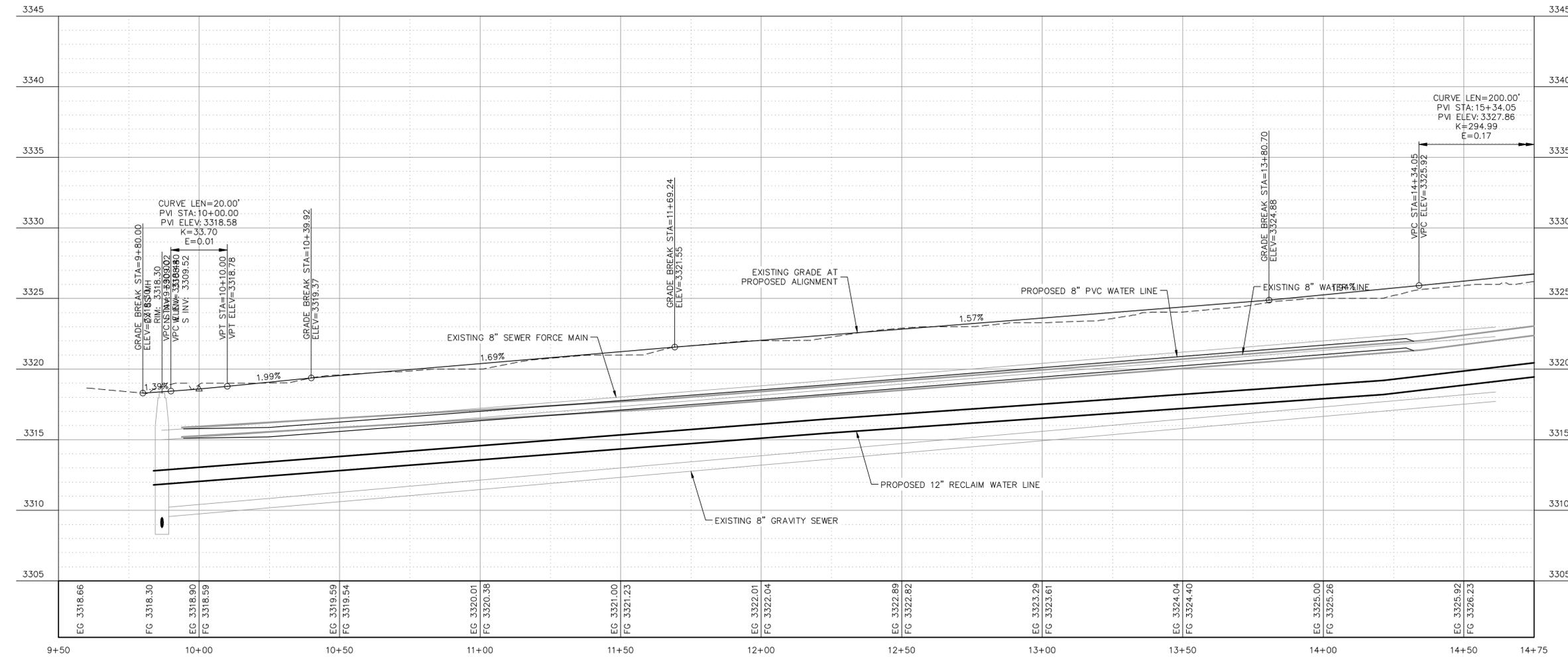
FILE: P:\2012\12026\Drawings\60% Design\Plans\1 - 12026.dwg OKB-C3D-12



KEYNOTES

CONTRACTOR TO VERIFY QUANTITIES PRIOR TO BIDDING

- 103 (1660 S.Y.) CONSTRUCT 3" ASPHALT PAVEMENT ON 6" A.B.C. PER GEOTECHNICAL REPORT AND M.A.G. SPEC. 702 AND 710.
- 200 (90 L.F.) SAWCUT PAVEMENT PER M.A.G. SPEC. 336.
- 220 (670 L.F.) CONSTRUCT TYPE 'A' VERTICAL CURB & GUTTER (CLASS A CONCRETE) PER M.A.G. DTL. 220.
- 230 (2050 S.F.) INSTALL 5' SIDEWALK (CLASS A CONCRETE) OVER 4" ABC PER M.A.G. DTL. 230.
- 236 (1 EA.) INSTALL MODIFIED SIDEWALK RAMP PER DETAIL 'C' ON SHEET DT2.
- 250 (970 S.F.) INSTALL DRIVEWAY ENTRANCE (CLASS A CONCRETE) PER M.A.G. DTL. 250-2.
- 255 (3 EA.) PROVIDE A.B.C. DRIVEWAY TO MATCH FINISH GRADES AT PROPOSED CONCRETE DRIVEWAY.
- 256 (1 EA.) SAWCUT, REMOVE AND REPLACE EXISTING ASPHALT PAVEMENT DRIVEWAY TO MATCH FINISH GRADES AT PROPOSED CONCRETE DRIVEWAY.
- 335 (440 L.F.) INSTALL 8" WATER LINE (C-900/DR-14 PVC) COMPLETE INCLUDING ALL APPURTENANCES PER M.A.G. SPEC. 610. TRENCHING AND BACKFILL PER M.A.G. SPEC. 601 AND DETAIL 'E' ON SHEET DT2.
- 391 (2 EA.) ADJUST VALVE COVER TO FINISH GRADE PER M.A.G. DTL. 391-1 & 2.
- 422 (1 EA.) ADJUST SEWER MANHOLE FRAME AND COVER TO FINISH GRADE PER M.A.G. DTL. 391-1 & 2.
- 450 (465 L.F.) INSTALL 12" RECLAIMED WATER LINE (PURPLE C-900/DR-14 PVC) COMPLETE INCLUDING ALL APPURTENANCES PER M.A.G. SPEC. 616. TRENCHING & BACKFILL PER M.A.G. SPEC. 601 AND DETAIL 'E' ON SHEET DT2.



GENERAL NOTES:
 ALL STATIONING TO BE SET ALONG THE CENTERLINE OF STREETS, AND WILL BE USED TO DETERMINE THE LOCATION OF FIRE HYDRANTS, CULVERTS, ETC.
 THE INFORMATION ON THESE CONSTRUCTION PLANS CONCERNING THE TYPE, SIZE & LOCATION OF UTILITIES HAS BEEN BASED ON THE BEST INFORMATION AVAILABLE. THE CONTRACTOR SHALL BE RESPONSIBLE FOR DETERMINATION OF EXACT LOCATION OF ALL EXISTING UTILITIES PRIOR TO CONSTRUCTION. IT IS THE CONTRACTORS RESPONSIBILITY TO PROTECT ALL EXISTING UTILITIES, IN PLACE, UNLESS OTHERWISE NOTED OR SPECIFIED.

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 COTTONWOOD ARIZONA
**10TH STREET IMPROVEMENT PLANS
 PLAN AND PROFILE
 STA 10+00 TO STA 14+50**

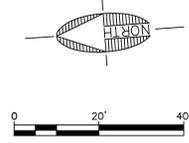
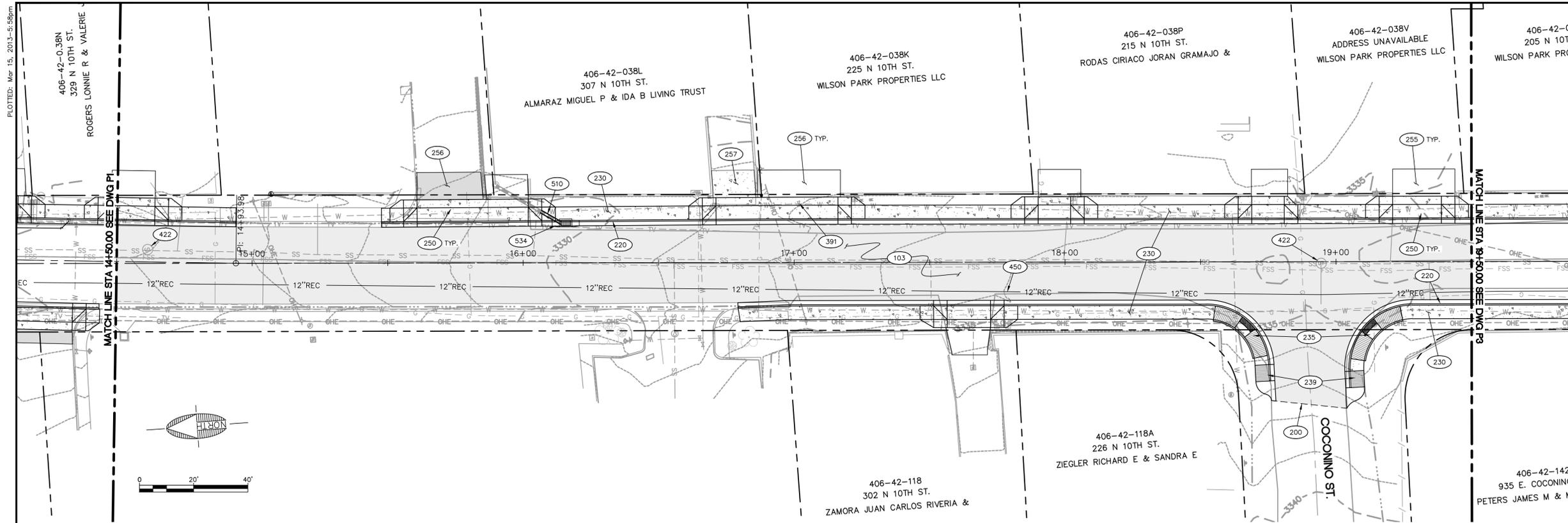
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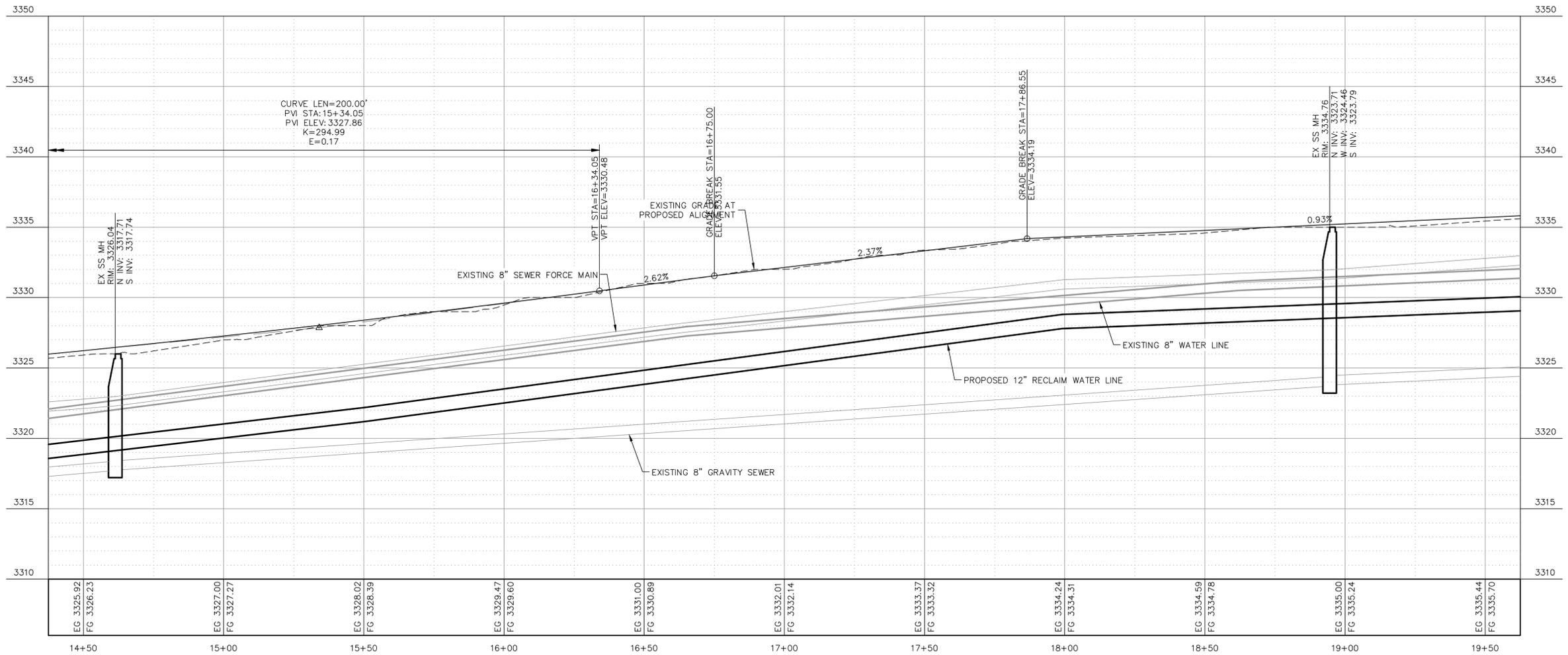
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KEYNOTES

- CONTRACTOR TO VERIFY QUANTITIES PRIOR TO BIDDING
- 103 (1710 S.F.) CONSTRUCT 3" ASPHALT PAVEMENT ON 6" A.B.C. PER GEOTECHNICAL REPORT AND M.A.G. SPEC. 702 AND 710.
- 200 (30 L.F.) SAWCUT PAVEMENT PER M.A.G. SPEC. 336.
- 220 (730 L.F.) CONSTRUCT TYPE 'A' VERTICAL CURB & GUTTER (CLASS A CONCRETE) PER M.A.G. DTL. 220.
- 230 (2170 S.F.) INSTALL 5' SIDEWALK (CLASS A CONCRETE) OVER 4" ABC PER M.A.G. DTL. 230.
- 235 (2 EA.) INSTALL TYPE 'C' SIDEWALK RAMP PER M.A.G. DTL. 535-3.
- 239 (2 EA.) INSTALL SIDEWALK TERMINATION RAMP PER DETAIL 'D' ON SHEET DT2.
- 250 (2170 S.F.) INSTALL DRIVEWAY ENTRANCE (CLASS A CONCRETE) PER M.A.G. DTL. 250-2.
- 255 (7 EA.) PROVIDE A.B.C. DRIVEWAY TO MATCH FINISH GRADES AT PROPOSED CONCRETE DRIVEWAY.
- 256 (1 EA.) SAWCUT, REMOVE AND REPLACE EXISTING ASPHALT PAVEMENT DRIVEWAY TO MATCH FINISH GRADES AT PROPOSED CONCRETE DRIVEWAY.
- 257 (1 EA.) SAWCUT, REMOVE AND REPLACE EXISTING CONCRETE DRIVEWAY TO MATCH FINISH GRADES AT PROPOSED CONCRETE DRIVEWAY.
- 391 (1 EA.) ADJUST VALVE COVER TO FINISH GRADE PER M.A.G. DTL. 391-1 & 2.
- 422 (2 EA.) ADJUST SEWER MANHOLE FRAME AND COVER TO FINISH GRADE PER M.A.G. DTL. 391-1 & 2.
- 450 (500 L.F.) INSTALL 12" RECLAIMED WATER LINE (PURPLE 5-900/DR-14 PVC) COMPLETE INCLUDING ALL APPURTENANCES PER M.A.G. SPEC. 616. TRENCHING & BACKFILL PER M.A.G. SPEC. 601 AND DETAIL ON SHEET DT2.
- 534 (1 EA.) INSTALL CONSTRUCT TYPE 'E' CATCH BASIN PER M.A.G. DTL. 534.
- 510 (8 L.F.) INSTALL 12" DIA. CMP (14 GA. HELICAL 2-2/3" X 1/2") PER M.A.G. SPEC. 621.



GENERAL NOTES:
 ALL STATIONING TO BE SET ALONG THE CENTERLINE OF STREETS, AND WILL BE USED TO DETERMINE THE LOCATION OF FIRE HYDRANTS, CULVERTS, ETC.
 THE INFORMATION ON THESE CONSTRUCTION PLANS CONCERNING THE TYPE, SIZE & LOCATION OF UTILITIES HAS BEEN BASED ON THE BEST INFORMATION AVAILABLE. THE CONTRACTOR SHALL BE RESPONSIBLE FOR DETERMINATION OF EXACT LOCATION OF ALL EXISTING UTILITIES PRIOR TO CONSTRUCTION. IT IS THE CONTRACTORS RESPONSIBILITY TO PROTECT ALL EXISTING UTILITIES, IN PLACE, UNLESS OTHERWISE NOTED OR SPECIFIED.



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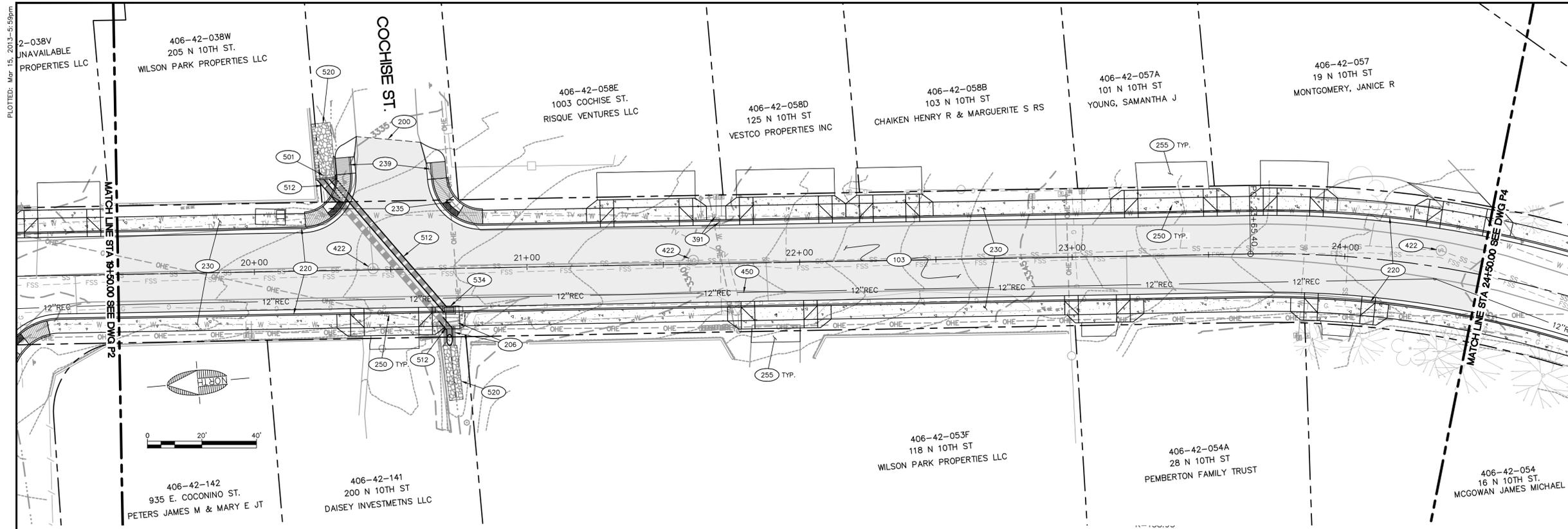
10TH STREET CDBG
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**10TH STREET IMPROVEMENT PLANS
 PLAN AND PROFILE
 STA 14+50 TO STA 19+50**

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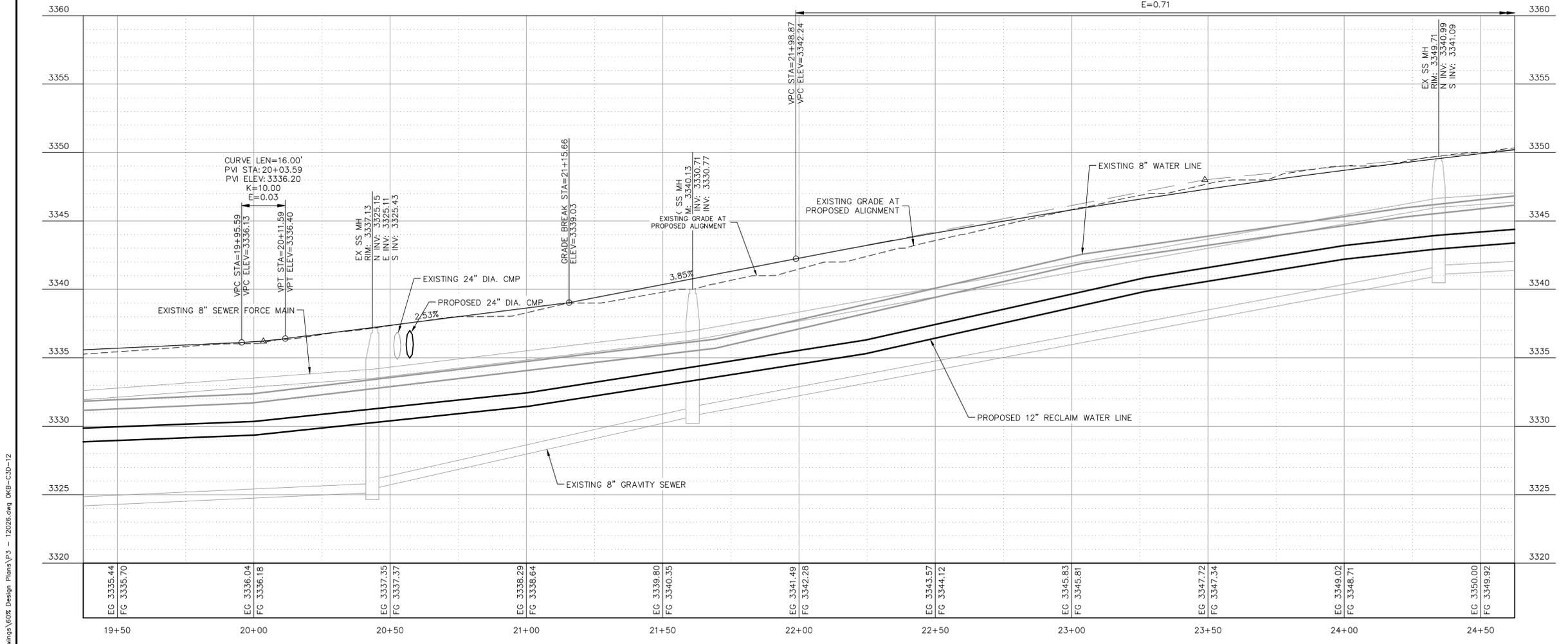
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OF	7

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- ### KEYNOTES
- CONTRACTOR TO VERIFY QUANTITIES PRIOR TO BIDDING
- 103 (1680 S.Y.) CONSTRUCT 3" ASPHALT PAVEMENT ON 6" A.B.C. PER GEOTECHNICAL REPORT AND M.A.G. SPEC. 702 AND 710.
 - 200 (30 L.F.) SAWCUT PAVEMENT PER M.A.G. SPEC. 336.
 - 206 (1 EA.) INSTALL CONCRETE SCUPPER PER M.A.G. DTL. 206.
 - 220 (1010 L.F.) CONSTRUCT TYPE 'A' VERTICAL CURB & GUTTER (CLASS A CONCRETE) PER M.A.G. DTL. 220.
 - 230 (3460 S.F.) INSTALL 5' SIDEWALK (CLASS A CONCRETE) OVER 4" ABC PER M.A.G. DTL. 230.
 - 235 (2 EA.) INSTALL TYPE 'C' SIDEWALK RAMP PER M.A.G. DTL. 535-3.
 - 239 (2 EA.) INSTALL SIDEWALK TERMINATION RAMP PER DETAIL 'D' ON SHEET DT2.
 - 250 (2280 S.F.) INSTALL DRIVEWAY ENTRANCE (CLASS A CONCRETE) PER M.A.G. DTL. 250-2.
 - 255 (10 EA.) PROVIDE A.B.C. DRIVEWAY TO MATCH FINISH GRADES AT PROPOSED CONCRETE DRIVEWAY.
 - 391 (2 EA.) ADJUST VALVE COVER TO FINISH GRADE PER M.A.G. DTL. 391-1 & 2.
 - 422 (3 EA.) ADJUST SEWER MANHOLE FRAME AND COVER TO FINISH GRADE PER M.A.G. DTL. 391-1 & 2.
 - 450 (500 L.F.) INSTALL 12" RECLAIMED WATER LINE (PURPLE C-900/DR-14 PVC) COMPLETE INCLUDING ALL APPURTENANCES PER M.A.G. SPEC. 516. TRENCHING & BACKFILL PER M.A.G. SPEC. 601 AND DETAIL 'E' ON SHEET DT2.
 - 501 (1 EA.) CONSTRUCT 'L' TYPE CONCRETE OUTLET HEADWALL PER M.A.G. DTL. 501-1 & 2.
 - 512 (80 L.F.) INSTALL 24" DIA. CMP (14 GA. HELICAL 2-2/3" X 1/2") PER M.A.G. SPEC. 621.
 - 520 (15 C.Y.) INSTALL D50-6" RIPRAP EROSION PROTECTION OVER CONTECH C200 FILTER FABRIC PER M.A.G. SPEC. 220.
 - 534 (1 EA.) CONSTRUCT TYPE 'E' CATCH BASIN PER M.A.G. DTL. 534.



GENERAL NOTES:
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10TH STREET CDBG
 COTTONWOOD ARIZONA
**10TH STREET IMPROVEMENT PLANS
 PLAN AND PROFILE
 STA 19+50 TO STA 24+50**

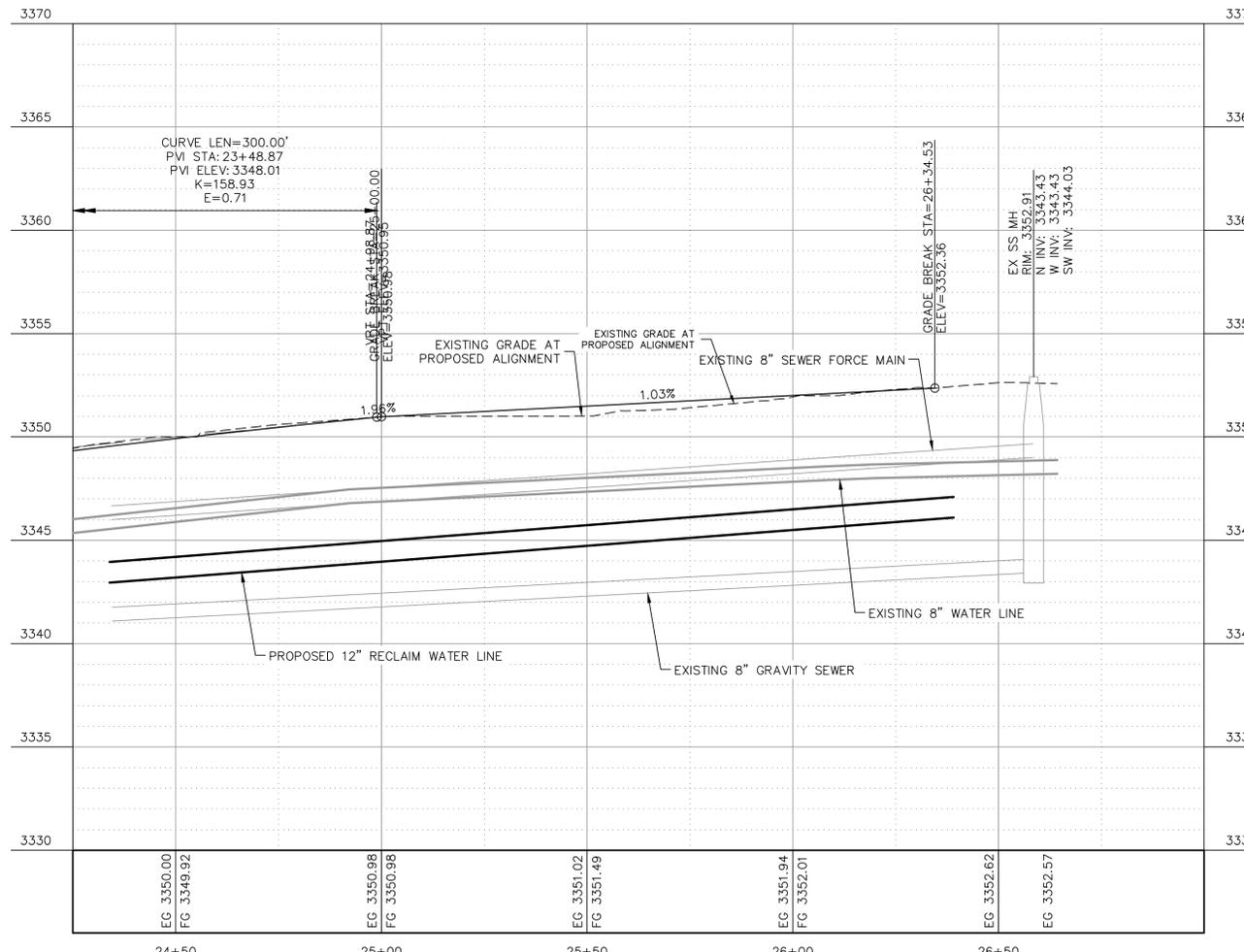
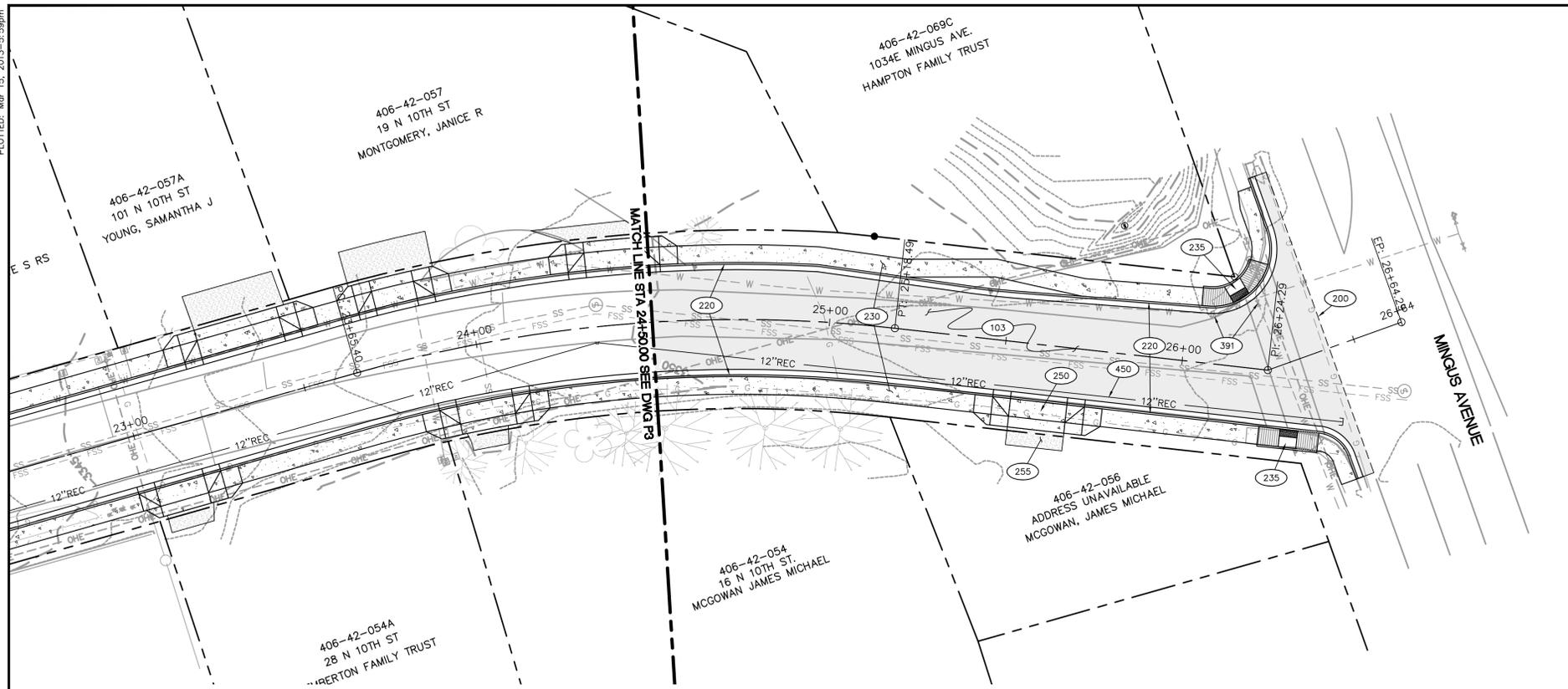
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KEYNOTES

- CONTRACTOR TO VERIFY QUANTITIES PRIOR TO BIDDING
- 103 (640 S.F.) CONSTRUCT 3" ASPHALT PAVEMENT ON 6" A.B.C. PER GEOTECHNICAL REPORT AND M.A.G. SPEC. 702 AND 710.
 - 200 (100 L.F.) SAWCUT PAVEMENT PER M.A.G. SPEC. 336.
 - 220 (420 L.F.) CONSTRUCT TYPE 'A' VERTICAL CURB & GUTTER (CLASS A CONCRETE) PER M.A.G. DTL. 220.
 - 230 (1610 S.F.) INSTALL 5' SIDEWALK (CLASS A CONCRETE) OVER 4" ABC PER M.A.G. DTL. 230.
 - 235 (2 EA.) INSTALL TYPE 'C' SIDEWALK RAMP PER M.A.G. DTL. 235-3.
 - 250 (280 S.F.) INSTALL DRIVEWAY ENTRANCE (CLASS A CONCRETE) PER M.A.G. DTL. 250-2.
 - 255 (1 EA.) PROVIDE A.B.C. DRIVEWAY TO MATCH FINISH GRADES AT PROPOSED CONCRETE DRIVEWAY.
 - 391 (2 EA.) ADJUST VALVE COVER TO FINISH GRADE PER M.A.G. DTL. 391-1 & 2.
 - 450 (200 L.F.) INSTALL 12" RECLAIMED WATER LINE (PURPLE C-900/DR-14 PVC) COMPLETE INCLUDING ALL APPURTENANCES PER M.A.G. SPEC. 616. TRENCHING & BACKFILL PER M.A.G. SPEC. 601 AND DETAIL 'E' ON SHEET DT2.

GENERAL NOTES:
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10TH STREET CDBG
 COTTONWOOD ARIZONA
**10TH STREET IMPROVEMENT PLANS
 PLAN AND PROFILE
 STA 24+50 TO STA 26+39.4**

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OF	7

City of Cottonwood, Arizona City Council Agenda Communication



 Print

Meeting Date:	April 9, 2013
Subject:	Streets Priority List
Department:	Development Services
From:	Morgan Scott, Development Services Manager

REQUESTED ACTION

Provide direction to staff regarding the street construction priority list.

SUGGESTED MOTION

If the Council desires to approve this item the suggested motion is:
N/A

BACKGROUND

Council has requested that staff provide a list of proposed street projects for council to review, discuss, comment on and provide direction to staff concerning the priority of the projects. The purpose of this staff report is provide a list of proposed streets that are to be chip sealed, reconstructed and receive/replace sidewalks. This report will also discuss another common situation throughout the city where streets shoulders are crumbling and degrading. Staff would like to request that council review the lists and provide feedback such as if the priorities should be different or if there are any projects that are missing from the lists which council would like to see added.

Chip Seal Projects

Rather than provide a list of proposed streets to be chip sealed a map has been compiled that describes the age of streets throughout the City. This map is attached and displays (in dark bold lines) the year that streets were originally constructed. The map is color coded to show the year that a street was chip sealed. For instance the oldest chip seal was in 1996 and 1997 and these streets are displayed in red and green.

The second attachment is the same map with staff's recommendation on streets to be chip sealed highlighted. Staff suggests that newly constructed streets receive the highest priority to be chip sealed and these streets are highlighted in yellow. The second highest priority has been placed on the streets which were last sealed in 1996 and 1997. These streets have been highlighted in red on the second attachment.

Finally, if the streets highlighted in yellow and red on the attached map can be completed within the next two chip seal projects staff would suggest the following public parking lots be the third priority to be sealed. Parking lots will likely not be chip sealed, but rather receive another type of seal to be specified by the Engineering Department.

- 1) Public Safety
- 2) Library
- 3) Recreation Center
- 4) Finance
- 5) Council Chambers
- 6) NW corner of Pima and Main
- 7) Orion Parking Lot (Cactus Street)
- 8) NW corner of Pinal and 1st street
- 9) CATS
- 10) Development Services
- 11) Court
- 12) Public Works
- 13) Riverfront Park
- 14) Gardner (North Old Town) Parking Lot

Sidewalk Projects

The third item attached to this report is a list of 27 areas that staff has found which are either missing sidewalk or which the existing sidewalks are in poor condition. Staff has provided a rough cost estimate of these projects, but it should be noted that only the sidewalk and adjacent curb and gutter was priced. Some of these projects may have other hindrances such as cut and/or fills, driveways, ramps etc. These hindrances would add to the cost of the project. Currently \$80,000 is budgeted each year for the installation/repair of sidewalks.

Street Reconstruction Projects

Also attached is a list of streets which will require complete reconstruction. These projects have been divided into two separate categories. The first is major streets which will include curb, gutter, sidewalk and complete design of the street. The second is streets in which only asphalt is being placed and therefore will be considerably less expensive and may not require complete design.

Degraded Shoulder Projects

As staff compiled the above lists it became apparent that there was another common problem throughout the City. Many streets which have been chip sealed multiple times do not have the structural strength at the edge of the street to support vehicles exiting and entering the streets. This has resulted in degraded shoulders as can be seen in the attached pictures. Staff has developed a few possibilities to correct the issue and has developed a cost estimate for just one street in town. This estimate is meant to provide an example of the cost difference between the many options.

The first option, which is the cheapest, is to chip seal the street which is a temporary fix and not recommended. A second option is to place a 4 foot wide strip of asphalt along the edge of the street in order to reinforce the shoulder and then chip seal the street which would seal the joint between the existing street and the new asphalt.

Third, the asphalt could be completely replaced, but still leaving a rural edge without curb. The

fourth option developed was to place curb, gutter and sidewalk along side the existing street in order to protect the shoulder. Finally, the road could be completely redesigned and reconstructed with new asphalt, curb, gutter and sidewalk which is the most expensive option.

A list of some of the streets which will require shoulder work is attached and below is an example of the costs for each option.

#	A 1,320 foot long road was used as an example	Estimated Cost
1	Chip Seal	\$30,622
2	4' wide asphalt strip and chip seal	\$74,789
3	Remove and replace asphalt (no chip seal)	\$306,031
4	Add on curb, gutter, sidewalk and chip seal	\$78,322
5	Complete reconstruction with curb, gutter, sidewalk and chip seal	\$384,353

If council chooses option #4 the 16 streets listed on the final attachment for shoulder repair would be added to the 27 sidewalk projects previously mentioned.

JUSTIFICATION/BENEFITS/ISSUES

NA

COST/FUNDING SOURCE

General Fund/HURF

ATTACHMENTS:

Name:	Description:	Type:
 2_Proposed_chip_seal_projects.pdf	2 Proposed Chip seal Streets	Cover Memo
 3_Sidewalks.pdf	3 Proposed Sidewalks	Cover Memo
 4_Street_Reconstruction.pdf	4 Proposed street reconstruction	Cover Memo
 6_Edge_Reconstruction.pdf	6 Proposed edge reconstruction	Cover Memo
 1_Pavement_Age-Layout1.pdf	Pavement Maintenance History	Cover Memo
 5_P3240382.jpg	5 Picture	Cover Memo
 5_P3240382_(2).jpg	5 Picture	Cover Memo
 5_P3240382_(3).jpg	5 Picture	Cover Memo
 5_P3240382_(4).jpg	5 Picture	Cover Memo
 5_P3240382_(5).jpg	5 Picture	Cover Memo

**CITY OF COTTONWOOD
SIDEWALK PRIORITY LIST**

#	Project Name/Location	Distance	Width	Area	Cost Est. Does not account for hindrances	curb and gutter	Street Category	Adjacent Private land	other hindrances	Public Requests
1	Cottonwood Street across from Safeway	800	6	4,800	\$67,200.00	yes	Minor Collector	Developed	bus stop, 3 HC ramps, 3 driveways, crosswalk	Hearing officer, former council member, CATS users
2	Main Street near cemetery, replace	100	6	600	\$8,400.00	yes	Arterial	Developed	existing sidewalk	Risk management concerns
3	Main Street, old town jail to Hippie Emporium	450	6	2,700	\$48,600.00	no	Arterial	Developed	Bridge, driveways	Council
4	12th Street, Cherry to DMV	215	7	1,505	\$21,070.00	yes	Collector	Developed	one driveway	
5	12th Street, Cherry to Pueblo Apartments	220	8	1,760	\$24,640.00	yes	Collector	NOT	None	
6	Marauder and Five Star neighborhood (Replace)	4000	5	20,000	\$280,000.00	yes	residential	Developed	multiple driveways and ramps, remove old sidewalk	Risk management concerns
7	Marauder and Five Star neighborhood (new)	3550	5	17,750	\$248,500.00	yes	residential	Developed	multiple driveways and ramps	Risk management concerns
8	Verde Heights, Pima to bend in road at top of hill	1300	5	6,500	\$162,500.00	no	residential	Dev/Und	multiple driveways and ramps	
	1st St, Yavapai to Pinal, both sides	900	4	3,600	\$72,000.00	no	residential	Developed	multiple driveways and ramps	
9	Aspen Street	2090	5	10,450	\$188,100.00	No	Minor Collector	Developed	15 driveways and 8 ramps	schools and rec center
10	Main Street Hippie Emporium to Grey Fox sidewalk	450	6	2,700	\$48,600.00	no	Arterial	Developed	5 driveways	
11	Camino Real West side, south of Elm St	300	6	1,800	\$32,400.00	No	Collector	Developed	None	High school use
12	Elm Street, South side near Camino Real	550	5	2,750	\$38,500.00	yes	Minor Collector	Developed	Retaining wall needs to be moved back	church (one corner) has requested the sidewalk and offered to hold pay.
13	Camino Real near 89A, west side	250	6	1,500	\$27,000.00	No	Collector	Developed	one driveway	
14	Camino Real near 89A east side	720	6	4,320	\$77,760.00	No	Collector	Developed	one driveway	
15	Camino Real near Fir St, east side	490	6	2,940	\$52,920.00	No	Collector	Developed	one driveway, Oak wash crossing	
16	Willard, 89A to Cottonwood St, west side	700	6	4,200	\$58,800.00	yes	Collector	NOT	None	
17	Willard, 89A to Mingus Ave, east side	450	6	2,700	\$48,600.00	No	Collector	Developed	4 driveways	
18	Willard, 89A to Mingus Ave, west side	2600	6	15,600	\$280,800.00	No	Collector	Developed	7 driveways, RR wash and AC water line	Hospital, schools, Heavy use
19	Willard, Mingus to Main, west side	2313	6	13,878	\$249,804.00	No	Collector	NOT	2 driveways, Needs a large retaining wall	Schools
20	Mingus, Airport Rd to 89A east side	1390	6	8,340	\$116,760.00	Yes	Collector	Developed	6 driveways, slope and utility problems	
21	Mingus, Airport Rd to 89A west side	1390	6	8,340	\$150,120.00	Yes	Collector	Developed	5 driveways, slope and utility problems	
22	6th St, 89A to Aspen, west side	Road to be reconstructed in 2016								Schools
23	Mingus, Willard to Main St.	Road to be reconstructed in 2014-15								
24	10th St, Mingus to Main, east side, reconstruct in 2013	Road to be reconstructed in 2013-14								Schools
25	10th St, Mingus to Main, west side, reconstruct in 2013	Road to be reconstructed in 2013-15								Schools

**CITY OF COTTONWOOD
STREETS RECONSTRUCTION PRIORITY LIST**

#	Project Name/Location	Estimated Cost
1	12th Street, Fir to 89!	\$3,500,000
2	10th St, Main to Mingus	\$570,000
3	Mingus Ave, Willard to 10th	\$2,500,000
4	Mingus Ave, 10th to Main	\$1,500,000
5	6th St, Mingus Ave to SR 89A	\$1,300,000
6	6th St, SR89A to Fir	Unknown
7	Main St mill-n-fill	Unknown
SMALLER PROJECTS		
1	Odgen Ranch Road, Sr260 to top of hill	\$52,200
2	Cottonwood St, Clover to 6th St.	Unknown
3	Yavapai Street, Main to 3rd	Unknown
4	Yuma St, Main to Kindra Heights	Unknown

**CITY OF COTTONWOOD
STREETS EDGE RECONSTRUCTION PRIORITY LIST
COST ESTIMATE**

#	Street Name	Length of Street	Chip Seal	Edge Reconstruct and chip seal	Complete Reconstruction no curb, gutter, SW	Curb, gutter and sidewalk and chipseal	Complete Reconstruction with curb, gutter, SW
1	4th St, Elm to Date and most of unit 8	1320	\$30,622	\$74,789	\$306,030.83	\$78,322	\$384,353.06
2	Ridge Circle, Fir to end		Not yet available				
3	Neighborhood near cemetery		"				
4	8th Street, Fir to 89A		"				
5	17th Pl, Birch to Cherry		"				
6	17th St, Aspen to Coconino		"				
7	18th St, Birch to Cherry		"				
8	Cherry St, Main to 18th		"				
9	Cypress, 6th to end		"				
10	Date St, 10th to 3rd		"				
11	Graham, Verde Heights to Yucca		"				
12	Ocotillo, Organ Pipe tp end		"				
13	Organ Pipe, Graham to end		"				
14	Palo Verde, Verde Heights to Graham		"				
15	Prickly Pear, Pinal to end		"				
16	Yucca, complete street		"				











**City of Cottonwood, Arizona
City Council Agenda Communication**



 Print

Meeting Date:	April 9, 2013
Subject:	Discussion – Cottonwood Recreation Center, In-depth Study and Analysis of Cost Recovery Options
Department:	Community Services
From:	Richard Faust

REQUESTED ACTION

Staff is requesting Council direction pertaining to goals to increase revenue generation for the Cottonwood Recreation Center coupled with reducing overall budget expenditure costs to reach previously established goals for Cost Recovery at a minimum rate of 60%.

SUGGESTED MOTION

If the Council desires to approve this item the suggested motion is: N/A

BACKGROUND

Currently, membership levels are stationary at the Cottonwood Recreation Center with approximately 4,000 to 4,100 *memberships*. This is somewhat deceiving in that the facility currently boasts over 625 Silver Sneaker Memberships whereby only around 300 are active and generating income. This brings the base membership level to around 3,750. Along with this active participant issue, the Center has approximately 700 people who are 10 visit pass users that are counted into the membership data base. This actually leaves an active participant level at the Recreation Center of around 3,100 to 3,200 members. There is constantly room for new membership growth as the original Feasibility Study through Ballard King & Associates showed that the Center could have a full occupancy level of approximately 5,300 active members. Current membership use rates of the facility (members who come to the center 4 to 5 times average per week show an increase over the past 18 months, which indicates that people are becoming more health conscious and aware of fitness needs. The current issues with the

Recreation Center is as follows:

Declining Revenues

- Increasing Budget Expenditures

Staff feels it necessary to develop a potent plan of action in order to address the ever widening discrepancies between expenditures and revenues to formulate an achievable and desirable strategic goal towards narrowing the gap over the next three to four years. Ballard King & Associates identified several options for membership pricing to staff for Cottonwood and the surrounding area. Staff informed Council of their concern that the Center might not be affordable at the price levels of nearly \$100 to \$150 more per annum for Family residential and non-residential rates due in part to the lower socio-economic levels of the Cottonwood/Upper Verde Valley levels of mean income. However, these lower rates requested and authorized in 2009, have somewhat crippled our ability to keep within the goals identified by Ballard King averaging between 60 to 70% Cost Recovery. In 2010/11, cost recovery was 59.91%. By 2011/12, cost recovery lowered to 56.59% (3.32% decrease). By 2012/13, 6 month figures show a small but continuing decline whereby the Center is at an approximate cost recovery rate of 46%. This however is misleading in that almost all of the Centers annual memberships come due in April, May and June of each year, bringing in the highest levels of income annually. It is felt that at this time, the Center should be at around a 53 to 54% cost recovery (still another loss of 2.5 to 3%). These levels are concerning and need to be addressed in order to recover at this point in time by developing a proper plan of action.

JUSTIFICATION/BENEFITS/ISSUES

Staff has put together a plan of action to try to move the current level of cost recovery in a more positive direction with multiple pin pointed solutions to the problem. A more positive approach to budget management is necessary in order to effect the bottom line and move the recovery rate back towards the original levels identified by Ballard King & Associates as well as what Council had originally authorized for the facility. Therefore the following actions are shown for purposes of review/discussion and action:

- Elimination of all discount programs except for Financial Assistance program (1% of all memberships, Silver Sneakers program and New Membership Drive/discount program)
- Elimination of the Recreation Manager position (currently applications are being reviewed)
- On-going review and reduction of Utility Costs (implementation of Solar Panel System to begin April 2013). Review various opportunities to adjust and minimize utilities with low cost technological installations.
- Initiate a line item review of current bi-lateral cost sharing between Rec. Center operations and Parks & Recreation operations. Currently the Recreation Center houses all out-door recreation personnel, vehicles, vehicle maintenance, utilities and percentages of supervisory and management staff.
- Future reduction of In-Door Pool hours – Staff to implement closure of facilities at time periods deemed best for efficiency purposes when little to no activity is present.
- Increase Banquet Hall fees by \$10 per hour.
- Eliminate Banquet Hall “No Charge” rates. Free Banquet Hall use is running the Center approximately \$34,000 annually.
- Increase Membership Fee Rates by 2 to 3% in July 2014 which could ultimately garnish an additional 5 to 6% increase in cost recovery annually.
- Potential for Outsource of facility game room for added service to the public, and added revenue generation towards offsetting cost recovery gap.

COST/FUNDING SOURCE

N/A

ATTACHMENTS:

Name:	Description:	Type:
Cottonwood Recreation Center Study Analysis-Discussion Review April 9 Power Point Presentation.pdf	Rec Center Study	Backup Material
Final Membership Fee Structure Program-Rec Center 2009.doc	Cottonwood Rec. Center Membership Fee Structure Program (2009)	Cover Memo
Council Communications - December 1, 2009 - Recreation Center Fee Schedule Rental Fees.doc	City Council Communications Document, Dec. 1, 2009 (Fee Structure Program)	Cover Memo
Silver Sneakers Council Communication Document.doc	City Council Communications Document, June 7, 2011 (Silver Sneakers Fitness Program Implementation)	Cover Memo

COTTONWOOD RECREATION CENTER

DON'T JUST MAKE IT A WORKOUT, MAKE IT A LIFESTYLE!

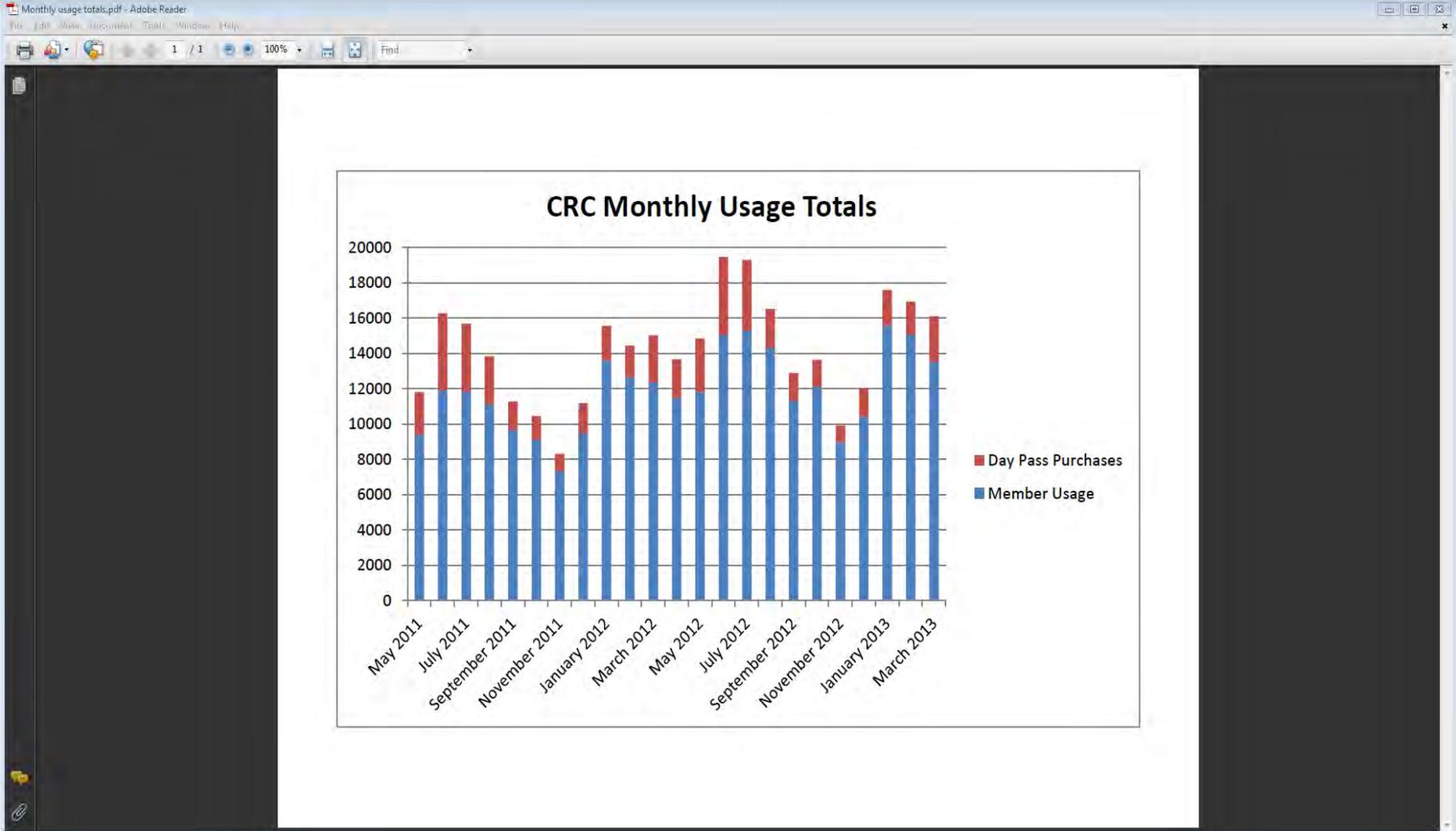


Parks and Recreation Department

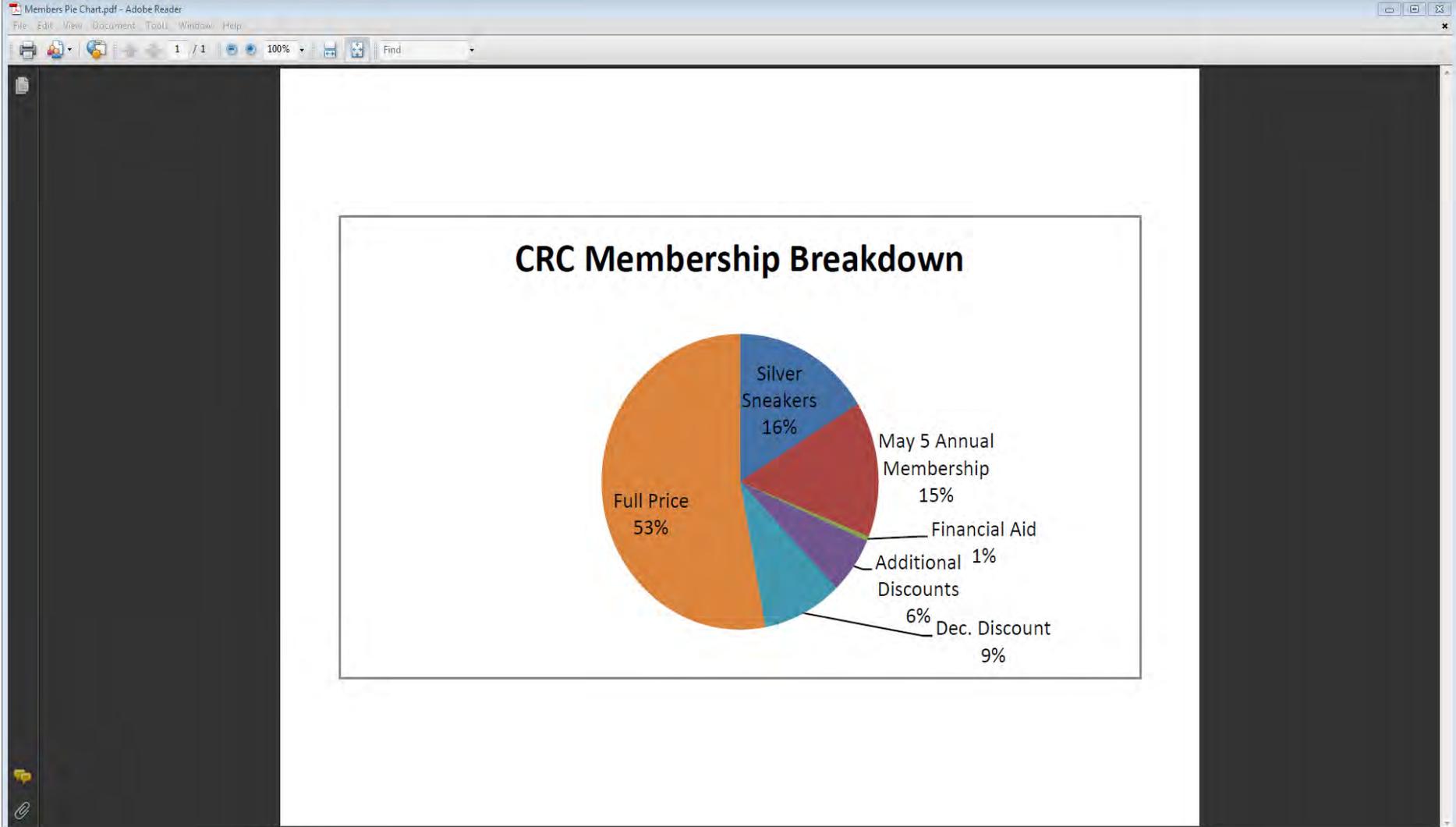
Review &
Discussion

Study &
Analysis

COTTONWOOD RECREATION CENTER



COTTONWOOD RECREATION CENTER



COTTONWOOD RECREATION CENTER

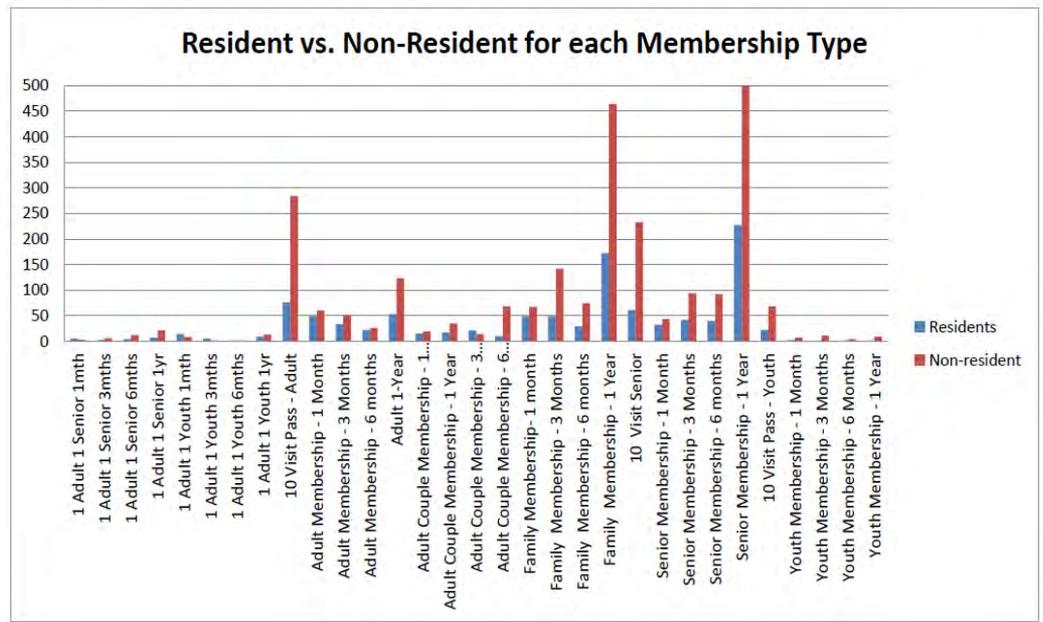


COTTONWOOD RECREATION CENTER

ANNUAL COMPARISON OF EXPENDITURES VS REVENUES AND FUTURE FORECASTING

<u>Year</u>	<u>Expenditures</u>	<u>Revenues</u>	<u>Cost Recovery %</u>
2009/10	\$304,798	\$318,139 (first 5 months of operations Dec. 2009 through June 2010)	
2010/11	\$1,221,098	\$731,501	(59.91%)
2011/12	\$1,288,905	\$729,354	(56.59%)
2012/13	Estimated: \$1,245,000	Estimated: \$675,000 to \$690,000	(Est.: 54% to 55%) – Strive for new Memberships
2013/14	Requested: \$1,230,000	Goal of 10% Increase: \$742,500 to \$759,000	(Est.: 60.37% to 61.7%) – not hiring a Rec. Mgr.; Solar Panel System; Review Center hrs.
2014/15	Estimated: \$1,256,000	Goal of 5.5% Increase: \$783,337 to \$800,745	(Est.: 62.4% to 63.75%) – <u>Increase in Fee Structure – July 2014 – Contract for Game Room</u>
2015/16	Estimated: \$1,284,000	Goal of 3% Increase: \$806,837 to \$824,767	(Est.: 62.8% to 64.2%) – Economic Recovery Strive for New Memberships

COTTONWOOD RECREATION CENTER

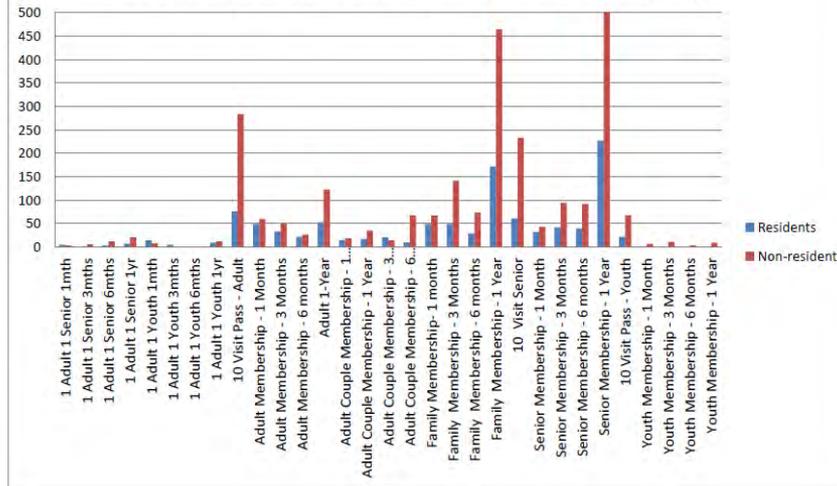


COTTONWOOD RECREATION CENTER

WHERE WOULD WE BE IF WE HAD CHARGED ACCORDING TO THE 2009 FEASIBILITY RATE STUDY?

With current figures associated with membership as a guide for the 2012/2013 budget cycle and using the membership rates identified by Ballard King & Associates in their 2008/2009 document for across the board categories below, the city would have brought in an approximate (additional) \$140,000 on top of the \$680,000 (projected for this year) totaling approximately \$820,000 (64.82% Cost Recovery). This would have met the Feasibility Study Guidelines established by Ballard King & Associates for a 60 to 70% cost recovery rate.

Resident vs. Non-Resident for each Membership Type



COTTONWOOD RECREATION CENTER

WHERE CAN WE DECREASE EXPENDITURES?

- **Solar Panel Installation.** Cortez Recreation Center facility is seeing a current \$40,000 reduction in gas bills from previous years due to their recent installation of Solar Panels to their facility. We have included approximately a \$25,000 savings to our 2013/14 budget. Cottonwood has a warmer climate.
- **Eliminate the Recreation Manager Position.** The Recreation Manager position could be eliminated with both Recreation Supervisors and Community Services General Manager picking up much of the management slack necessary to continue high levels of functional operations at the Center. The General Manager is recommending this option for the new budget cycle whereby \$65,500 could be saved in the employee salary line item, along with approximately \$35,000 in benefits (vacation, sick leave, workman's comp., ASRS Retirement, Social Security, Medicare tax). General Manager is recommending the two Rec. Supervisors be paid an increase of \$8,000 annually (upgrading Job Descriptions), taking on additional managerial tasks, additional supervision and budget program management. In addition, the Community Services General Manager is recommending that a position be added into the new budget cycle for a "Recreation Program Coordinator" – Job Task elements of all Special Event activities: Mickelsen Marathon program, all sporting event programs/leagues and assistance with annual events such as TVR, 4th of July, Rhythm & Ribs, and Walkin-On Main. This position would have a starting salary of approx. \$30,000 with around \$8,000 in benefits. Total saved by the elimination of the Manager position would be approximately \$45,000 to \$50,000 annually with this position being funded out of the Parks & Recreation budget. Total savings in the Rec. Center Budget would be approximately \$84,000 annually.
- **Initiate a Line Item Review With Finance.** Contact with the City of Cortez identified that approximately 2% of facility costs were being born by their Recreation Center budget for cross over in positions and vehicles, vehicle maintenance, and benefits. In addition, a study/analysis showed that phone use, utilities costs and housing of outdoor recreation personnel were being paid by the Recreation Center account.
- **Reduce In-Door Pool Hours.** Other options would be to have staff review certain evening and weekend hours for the indoor pool facility whereby there is minimal or no use. Cost savings could be obtained in this manner as well.

COTTONWOOD RECREATION CENTER

WHERE CAN WE INCREASE REVENUES?

- **Elimination of Recreation Center Discount Program** (no other state-wide Rec. Center offers discount programs except for Flagstaff during the Holiday Season). This could garnish approximately **1.5% to 2.5%** increases to Cost Recovery overall. Currently we provide discounts in a variety of areas totaling approximately 30% to our members. We would not touch our current Financial Assistance Program which provides nearly \$11,000 annually to the community.
- **Increase Membership Fees.** The Cottonwood Feasibility Study which was completed in 2008/9 by Ballard King & Associates identified that membership fees should be upwards of \$75 more for Residents and \$125 more for non-residents in order to obtain a cost recovery rate of 65 to 67% for Rec. Center Operations. Options would be to begin a marketing campaign identifying increases in January 2014. Options would be to inform the public that current fees are not keeping up with rising costs and depreciation on the recreation center facility and equipment. As a result, the cost recovery rate has remained in the mid to low 50 percentiles. General admission/daily fees would also be increased slightly. Our goal for increasing cost recovery each year for the next 4 to 5 years would include a nominal increase of \$10 to \$12 for singles and \$20 to \$25 for couples and families. This would give us a cost recovery rate increase of around **5 to 5.5%** annually (approx.. \$42,000 to \$48,000 annually). We would try to implement in July 2014.
- **Increase Banquet Hall fees by \$10 per hour.** Savings could be recognized by increasing Banquet Hall rates by \$10.00 an hour which could bring cost recovery up by **½ to 1 percent**.
- **Eliminate Banquet Hall “No Charge” Rates.** Current policy allows for free rates for all Banquet Hall usage by the City Council and other City departments. Reduced rates are offered to other Government entities. Staff has been keeping track of Banquet Hall usage in 2011 and 2012. Totals for free usage in 2011 were \$25,238.64 and \$34,110.28 for 2012. Potentially, the city could gain an additional **1% to 1.5%** in cost recovery funds.

COTTONWOOD RECREATION CENTER

- **Potential for Outsource Contractor**. Review options and opportunities to seek private business or corporation to place business establishment on-site in the current game room facility. This would move the Game room down to the secondary Baby Sitting Room. This would need funding for capital improvements up front in order to provide for electrical outlets to operate at current levels with all computer equipment. Net profit could be a percentage of overall revenues or a straight monthly fee cost per square foot of space. Thoughts at this time would be a Coffee/Juice shop and bar or potential for Medical/Health/Fitness business which would be less expensive due to less need for capital upfront to cover remodeling of the game room facility.

Cottonwood Recreation Center

Membership Fee Structure Program



Below are listed the general fees and resident discount fee structure for the Cottonwood Recreation Center. **Blue** color represents Resident Discount Fees and **Red** color represents General Fees (non-resident).

Recreation Center Fees:

	Daily	10-Visit	1 Month	3 Months	6 Months	1 Year
5-17 Years	\$3.00	\$18.00	\$20.00	\$50.00	\$85.00	\$150.00
	\$4.00	\$24.00	\$25.00	\$60.00	\$100.00	\$175.00
Adult	\$5.00	\$30.00	\$35.00	\$85.00	\$150.00	\$275.00
	\$6.00	\$36.00	\$45.00	\$110.00	\$200.00	\$350.00
Senior	\$3.00	\$18.00	\$20.00	\$50.00	\$85.00	\$150.00
	\$4.00	\$24.00	\$25.00	\$60.00	\$100.00	\$175.00
Couple			\$50.00	\$120.00	\$220.00	\$400.00
			\$60.00	\$150.00	\$270.00	\$500.00
Family			\$65.00	\$160.00	\$280.00	\$520.00
			\$75.00	\$185.00	\$335.00	\$600.00
Additional Members			\$12.50	\$30.00	\$50.00	\$100.00
			\$15.00	\$35.00	\$60.00	\$115.00

- Cottonwood Chamber of Commerce Members living outside city limits would be offered a 10% fee reduction off of all “General Fee” categories identified in “red” (must show Membership Credentials). Example: 1 year membership of \$600 would be \$540. An annual couple membership of \$500 would be \$450. A monthly adult rate of \$45 would be reduced to \$40.50.

City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: December 1, 2009

Subject: Fee Structure Program for the Cottonwood Recreation Center

Department: Parks & Recreation

From: Richard Faust, Parks & Recreation Director

REQUESTED ACTION

Direction to staff regarding the new fee structure for the Cottonwood Recreation Center facility.

If the Council desires to approve this item the suggested motion is:

“I move to approve the recommended Fee Structure Program for the New Cottonwood Recreation Center”.

BACKGROUND

Staff completed a benchmarking study of recreation centers located in Arizona and Southern Colorado which was designed to give staff a general understanding and knowledge as to what other large multi-generational centers charge for public use of municipal facilities and rental rates for similar room amenities. Municipalities, schools and centers benchmarked were as follows:

Chandler, Arizona	Tumbleweed Recreation Center
Flagstaff, Arizona	Flagstaff Recreation Center
Gilbert, Arizona	Freestone Recreation Center
Mesa, Arizona	Red Mountain Multigenerational Center
Peoria, Arizona	Rio Vista Recreation Center
Cortez, Colorado	Cortez Recreation Center
Durango, Colorado	Durango Community Recreation Center
Mingus Union High School	Cottonwood, Arizona
Cliff Castle Casino	Camp Verde, Arizona

Staff compiled information and figures to attain a median average of a pricing structure for membership within the Cottonwood Recreation Center. At this juncture, staff also recommends that a non-resident be levied at a rate of approximately ten percent of resident member fees. This percentage or rate was identified at most of the Recreation Centers surveyed. Staff would like to make sure that this “non-resident fee” be labeled as standard “**general fees**” and identify residents as “**resident discount**” fees. This provides for a more digestible terminology which staff feels would assist with the positive direction of fees overall.

The attached fee structure for public user rates is identical to that which Council reviewed in the September 10th Council Work Session whereby staff was directed to submit these rates for discussion and action in an up-coming regular Council meeting.

In addition, staff has also included a comprehensive fee schedule which is attached for review and Council action as part of the Parks & Recreation Departments recommendation for “Facility Rental and Amenity” Fees. These include the Community Banquet Room facilities, Gymnasium, Movement (Aerobics Room) Studio, Party rooms, Game/Teen Room and Pool rental rates. This document was reviewed by the Council at the November 10th Work Session whereby Council was unanimous in requesting that staff also submit the rental fee structure to Council in an up-coming regular meeting for discussion and action.

JUSTIFICATION/BENEFITS/ISSUES

Staff has put together as a package, all information pertaining to Public Use Rates and Facility Rental and Amenity Fees for Council review and consideration. All fees and rental rates are based on Councils direction to staff for achieving a 60 to 70% Cost Recovery for facility operational costs. Figures used are commensurate with those within the feasibility study conducted by Ballard King & Associates in 2005. Some of the rates and numbers used are slightly higher than those reflected four (4) years ago by the Contractor.

COST/FUNDING SOURCE

Not Applicable

REVIEWED BY

City Manager: _____

City Attorney: _____

ATTACHMENTS

Two Attachments:

- Recreation Center Public Use Fee Schedule
- Cottonwood Recreation Center Facility Rental and Amenities

City of Cottonwood, Arizona
City Council Agenda Communication



Meeting Date: June 7, 2011

Subject: American Healthways Services Inc. (Silver Sneakers Fitness Program Implementation) - Adoption of Healthways Provider Agreement

Department: Parks and Recreation

From: Richard Faust; Community Services General Manager

REQUESTED ACTION

Council consideration and approval to accept and implement the fully executed Healthways (Silver Sneakers) contract agreement attached. Documentation identifies the process to take place effective immediately once staff has received training and is able to familiarize itself with the tracking, auditing and billing processes of the Healthways program.

If the Council desires to approve this item the suggested motion is:

I make a motion to approve the Healthways provider agreement whereby the Cottonwood Recreation Center can offer the Silver Sneakers program to eligible members effective immediately.

BACKGROUND

Over the past eight months staff has been working with Healthways to craft an acceptable agreement between the City of Cottonwood and American Healthways Services. The provider agreement will allow the City of Cottonwood to offer the Silver Sneakers Fitness Program to eligible members of the Cottonwood Recreation Center. After many months of collaboration the Cottonwood Recreation Center is ready to move forward with the implementation facet of the process thereby creating a partnership and giving eligible members the opportunity to subsidize the cost of a membership. American Healthways will be billed monthly for the cost of a senior membership. The attached agreement represents many months of collaboration and efforts of American Healthways and staff along with both legal departments from both agencies.

JUSTIFICATION/BENEFIT/ISSUES

According to Silver Sneakers representative Andrea Wirth; “there are 1452 eligible Silver Sneaker members that live within a five mile radius of the Cottonwood Recreation Center.” The Cottonwood Recreation Center will be able to offer the Silver Sneakers Fitness program to all eligible members and non-members whereas the Cottonwood Recreation Center would allow Healthways to provide subsidized basic fitness memberships and services, on the terms and conditions set forth and outlined in the agreement attached.

COST/FUNDING SOURCE

Healthways shall compensate the Cottonwood Recreation Center at \$2.50 per visit up to a maximum of \$20.00 per program participant per month. No administrative fees will be incurred by the city as it pertains to the implementation of the program as the Healthways reporting, billing, and tracking software will be compatible with the Active System currently utilized by recreation center staff. American Healthways will provide all training and equipment at no cost to the City of Cottonwood.

REVIEWED BY

City Manager: _____

City Attorney: _____

ATTACHMENTS

Healthways Provider Agreement