



Adoption of a New Street Name to Replace S** Peak Drive (Ordinance S-47125)**

Request to formally adopt a new name for S**** Peak Drive in accordance with the City Council's approval at the Sept. 16, 2020 Formal Council Meeting to rename the street. Recommend the adopted name be effective March 1, 2021.

Summary

At the Sept. 16, 2020 Formal Council Meeting, the City Council approved the renaming of S**** Peak Drive (**Attachment A**), as well as a policy to reimburse residents for any costs associated with updating their addresses, and a process to allow property owners to take an advisory vote on their preferred new names from those suggested during the public input process. This report outlines the results of the advisory vote on alternate street names.

Resident Alternate Name Preference Process

During the public input process, residents of the street and the community at large suggested alternate names for the street. Of the names suggested during the public input process, seven met the requirements of the Maricopa Association of Governments Address and Street Assignment Policy Manual. These seven proposed names were included in a preference voting sheet (**Attachment B**) sent by certified mail to all 20 property owners on the street. That mailing included a postage paid, pre-addressed return envelope for those wanting to complete the paper survey and a letter with instructions for property owners that wanted to complete the survey online. Controls were put in place to ensure each property was allowed only one response. A reminder mailing was sent via first-class mail ten days later to any property owner that had yet to respond. In total, 13 property owners completed the survey, a response rate of 65 percent.

Property owners were allowed to rank their preferences for up to five names. Respondents were required to rank their chosen names in their order of preference; a single choice was automatically scored as a top choice. Each choice was assigned a numerical score based on how highly it was ranked; the top choice was assigned a value of five. Subsequent choices rated correspondingly lower values down to a value of one for a property owner's fifth choice. City staff totaled each name's numerical ranking values to provide a clear way to identify the property owners' top preferences.

Listed below are the top five name preferences in order based on numerical ranking totals:

Mountain Trail Drive: 45 (Of the 11 owners who ranked this name, six had it as their first choice)

Coyote Crossing: 38 (Of the 10 owners who ranked this name, two had it as their first choice)

Desert Sunset: 33 (Of the eight owners who ranked this name, two had it as their first choice)

Piestewa Peak Drive: 25 (Of the seven owners who ranked this name, three had it as their first choice)

Humble Way: 14 (Of the six owners who ranked this name, zero had it as their first choice)

One name, Charles Keating IV received one vote. The seventh name, Michael Williams, received no votes.

Previous Public Input

Three community meetings were held to gather public input on the proposed renaming of S**** Peak Drive. As part of the July 1, 2020 Council action to initiate the renaming process, the Council authorized a temporary revision to allow community meetings to be conducted virtually due to the COVID-19 pandemic. In the virtual forums, residents were able to participate online or use their phones, including traditional landline telephones, which is similar to public participation at Council meetings during the pandemic. Residents and property owners of S**** Peak Drive were notified of the opportunity to participate in the meetings through certified mailings and signs placed at two locations along the street. A third community web forum was scheduled to provide members of the Native American community and the public an opportunity to comment on the renaming proposal. The live community web forums were held on July 30, Aug. 5 and Aug. 11, 2020. The community was also notified of the opportunity to provide input including telephone, Webpage comment form, and postal mail.

In all, 117 people participated in the community forums. Others submitted comments via e-mail, letter or other means (**Attachment C**).

City Staff Updating Responsibilities and Resident Reimbursement

As was outlined in the City Council Report for the Sept. 16, 2020 Formal Council Meeting, City staff will take several steps to notify government and other agencies of the official name change. Staff also has prepared extensive background material for residents to assist them updating personal and government accounts, and Phoenix

Public Library staff will continue to be available to directly assist impacted residents. Staff also will send to all property owners and residents via certified mail a third set of documents that includes a formal letter of approval, a copy of the recorded ordinance, and a completed address change notification. Residents can keep these documents in their records should they need to document or show proof of the street name change for any reason in the future.

Staff is implementing the cost reimbursement policy approved by the Council on Sept. 16, 2020. Residents, property and business owners will be able to request reimbursement by mail or online using scanned documentation. The reimbursement form will be included in the final mailing sent after adoption of a new name.

Timing of Change

If the City Council approves a new name at the Nov. 18, 2020 Formal Council Meeting, staff recommends that the effective date of a new street name be no earlier than March 1, 2021. This will ensure any change is after the holiday season and will allow sufficient time for residents to process changes.

Concurrence/Previous Council Action

The City Council approved the renaming of S**** Peak Drive (Ordinance S-46950) on Sept. 16, 2020.

Location

S**** Peak Drive
Council District: 6

Responsible Departments

This item is submitted by Deputy City Managers Mario Paniagua and Jeff Barton, the Planning and Development, Street Transportation, Finance, Budget and Research, and Library departments.