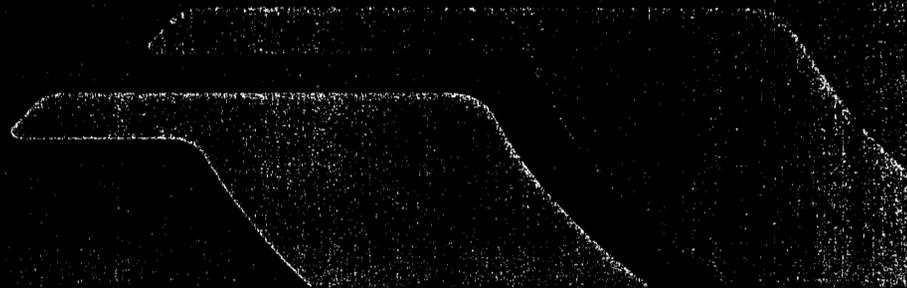


City of Mesa



**American Recovery
and Reinvestment Act of 2009**

**Council Study Session
August 27, 2009**



AGENDA

- I. Overview of Legislation*
- II. Funding Approaches*
- III. ARRA Grants Awarded*
- IV. Grants Submitted and Awaiting Decision*
- V. Future Grant Opportunities*
- VI. Mesa Recovery Website*
- VII. Questions and Answers*



OVERVIEW OF LEGISLATION

\$787 Billion

- \$212 billion in tax relief
- \$575 billion in new spending

National reporting on awarded funds

- First Report – October 10, 2009
- Recovery.gov
 - Jobs created
 - How money was spent
 - Project status





FUNDING APPROACHES

Formula Allocations:

- Increases to existing federal funding programs
- Some will go straight to cities and some will pass through the State/County
- *Examples:*
 - Community Development Block Grants
 - Justice Assistance Grants





FUNDING APPROACHES

Competitive Grants:

- Method used by the federal departments to distribute much of the funding
- City is closely monitoring to determine criteria and application guidelines/timelines
- *Examples:*
 - COPS Hiring Grants
 - Firefighter Assistance Grants
 - Water Infrastructure



ARRA GRANTS AWARDED

\$65.97 MILLION



PUBLIC SAFETY

Total Award: \$7,099,746

Justice Byrne Grants: \$1,219,746

- CAD Wireless Network Encryption
 - \$191,362
 - Begin September 2009, complete in March 2011

- Digital Recorder for Communication Center
 - \$295,100
 - Project has begun and will complete in September 2010

- Implementation of Electronic Database
 - \$608,870
 - Begin October 2009 complete May 2012





PUBLIC SAFETY

COPS Grants: \$5,880,000

- Hire 25 Police Officers
 - Council approval to accept funds – September 21
 - Hiring will begin upon approval
 - Award provides 36 months of funding with a 12 month retention period required for each officer





TRANSPORTATION

Total Award: \$37,750,000

Arterial Paving and Reconstruction Projects

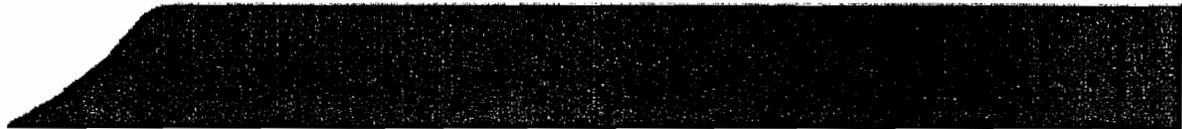
▪ **\$10,800,000**

Transit Projects

▪ **\$26,200,000**

Multi-Use Pathway

▪ **\$750,000**





TRANSPORTATION

Arterial Paving and Reconstruction Projects

- **\$10,800,000**
- **Consultant Design Contracts have been executed**
- **Anticipated Submittal of Final Document to ADOT/FHWA**
 - **November 1, 2009**
- **Anticipated FHWA funding Obligation**
 - **November 30, 2009**
- **Construction started once funds are obligated**





TRANSPORTATION

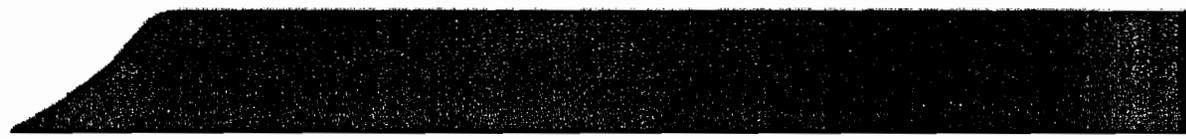
Arterial Street Paving Projects

**Southern Ave.- Val Vista to Greenfield Rd.
Signal Butte Rd. – US 60 to Southern Ave.**

- \$1,610,892

**Sossaman Rd – US 60 to Southern Ave.
Sossaman Rd. – Broadway Rd to University Dr.
Higley Rd. – US 60 to Southern Ave.**

- \$970,728





TRANSPORTATION

Arterial Street Reconstruction Projects

Higley Rd. – Southern Ave. to University Dr.

- \$2,559,279

Brown Rd. – Recker Rd. to Power Rd.

University Dr. – Val Vista Dr. to Greenfield Rd.

- \$2,333,311

Alma School Rd. – Baseline to Southern Ave.

Power Rd. – Baseline to Broadway Rd.

- \$3,310,569





TRANSPORTATION

Transit Projects: \$26,200,000

Light Rail Extension

- Early reimbursement of Mesa loan
- \$1,800,000

Mesa Country Club/US 60 Park and Ride

- \$9,400,000

Arizona Ave./Country Club Bus Rapid Transit

- Regional Public Transportation Authority
 - \$15,000,000





TRANSPORTATION

Multi Use Path: \$750,000

Consolidated Canal Path

- North side of canal from 8th St. to Main St.
 - Ten-foot wide shared path
 - Pedestrian bridge connection over canal
 - Signage and striping
 - Currently holding public open house meetings
- Project will begin fall 2009
- Completed summer 2010





FINANCE

Build America Bonds

Interest Savings: \$12,500,000

- May 2009 Council accepted bids for \$59.9 Million
 - Utility system revenue bonds

- Net interest cost of the ten bids submitted
 - Tax Exempt: 5.03%
 - **Build America Bond: 4.12%**

- Transaction was first of its type in Arizona
 - Largest twin-bid to date



WATER

Total: \$1,976,554

- Grants Awarded: \$1,271,799
- Net Interest Savings: \$704,755

High efficiency Pumps for reclaimed water

- Awarded \$254,843
 - \$126,000 forgivable principle
 - \$128,843 at discounted rate of 3.285%
 - *Net Interest savings of \$13,404*





WATER

Re-drill of old well #11 in downtown Mesa

- Awarded \$1,001,598
 - \$500,799 forgivable principle
 - \$500,799 at discounted rate of 3.285%
 - *Net Interest savings of \$52,102*

Rehabilitation of old sulfide stations

- Loan of \$1,072,368 at discount rate of 2%
 - *Net Interest savings of \$273,939*

Replacement of old water lines in downtown

- Loan of \$1,430,000 at discount rate of 2%
 - *Net Interest savings of \$365,298*



WATER

Va Shly'ay Akimel

- \$645,000
- U.S. Army CORPS of Engineers





NEIGHBORHOOD

Total Award: \$2,318,932

Homeless Prevention and Rapid Re-Housing

- \$1,400,000
- HUD signed agreement on August 4, 2009
- Meetings have been scheduled with partners
 - Save the Family and New Leaf
 - Sub Recipient agreements will be signed by September 15
- Outreach will begin September 1 to families in homelessness
- Program will end August 4, 2012

Community Development Block Grant (CDBG-R)

- \$918,932
 - Separate and distinct one-time allocation
 - Designated for A New Leaf for East Valley Men's Shelter
 - Received Project Approval
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ENERGY

EECBG Total Award: \$4,250,000

- Department of Energy final approval by October
- RFP being developed internally

Solar Installation at CAP Water Treatment Plant

- \$900,000
- Up to 92kW

Energy Efficient City Buildings

- \$1,800,000
- Lighting and roofing at various Municipal and Community Buildings



ENERGY

Energy Efficient Street Lighting

- \$1,000,000
- Retrofit street lights with LED Lights

Transit Corridor Development Plan

- \$300,000
- Main Street from Tempe Border to Gilbert Road
- Improve energy efficiency through mixed-use transit-oriented development

Building and Utility Audits

- Solar Development at City Properties and Facilities
- Increase energy efficiencies





HUMAN RESOURCES

Summer Youth Employment: \$50,000

- **44 Mesa Youth**
 - 2 months summer employment
 - Multiple Departments throughout the City
 - Parks & Recreation
 - Arts & Culture
 - Information Technology
 - Print Shop
 - Funding administered through County
 - Work has been completed





ARTS & CULTURAL

Corporation for National and Community Service Arizona Museum for Youth

- \$25,740
- 3 volunteers for 1 year
- Administered by Mesa United Way

ARRA GRANTS SUBMITTED AWAITING DECISIONS

\$14.8 MILLION



PUBLIC SAFETY

Police: \$2,039,836

- Local Youth Mentoring Initiative
 - \$498,159 – U.S. Department of Justice
 - 4-Year grant with no match or maintenance of effort
 - Expect decision by October

- Forensic Collections, Processing & Management
 - \$1,541,677 – U.S. Department of Justice, Byrne Grant
 - 2 year grant, no match or maintenance of effort
 - Expect decision by October





PUBLIC SAFETY

Fire: \$4,000,000

Federal Emergency Management Agency

- Construct 2 new Fire Stations
 - #219 at Elliot and Signal Butte
 - #220 at 58th and Main
 - No additional match required
 - Matched with existing \$3,424,000 City funding
 - Expected decision by the end of September



ENERGY & FLEET

Smart Grid Investment

- \$8,600,000 -Federal Emergency Management Agency
 - Mesa's current 5 year electrical improvement plan
 - Requesting match of 50/50 for smart grid components
 - No maintenance of effort
 - Decision expected in October

Clean Cities Initiative

- \$105,226 – U.S. Department of Energy
 - Conversion to electric for 2 garbage trucks
 - Price differential for 7 new hybrid sedans
 - Decision expected in September



ARTS & CULTURAL

National Endowment for the Arts

- \$22,000

Funding through Arizona Commission on the Arts

- One time preparator for art gallery
- Request matched with private funds & contract savings
- No maintenance of effort
- Decision expected in October

FUTURE OPPORTUNITIES

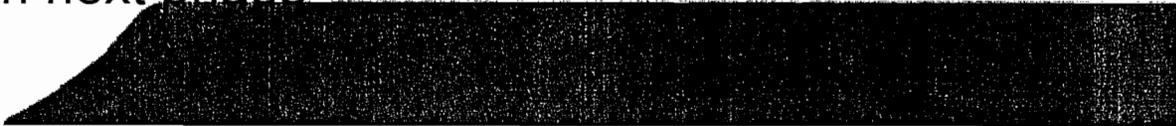


EXAMPLES

SAFER Grants

- Staffing for Adequate Fire and Emergency Response
- Federal Emergency Management Administration (FEMA)
- Historically assisted small and rural fire departments
- Watching to see if Stimulus funding will increase available grants in next round of funding.

Broadband Stimulus Grants

- National Telecommunications & Information Administration
 - 3 phases of funding available through next year.
 - Purpose to expand broadband service to underserved
 - Tracking eligibility for fire and police communications and library internet connections
 - Potential in next phase
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MESAAZ.GOV/RECOVERY

Mesa's American Economic Recovery and Reinvestment Act (ARRA) - Windows Internet Explorer

http://mesaaz.gov/recovery

File Edit View Favorites Tools Help

Mesa's American Economic Recovery and Reinvestme...

THE OFFICIAL WEB SITE FOR THE CITY OF MESA, ARIZONA

mesaaz.gov

mesa-az HOME RESIDENT VISITOR BUSINESS CITY HALL JOBS Search

Mesa's American Economic Recovery and Reinvestment Act (ARRA)

20 E. Main St.,
Suite 700
Mesa, AZ 85201
480-644-3770

Site Links

- Mesa Recovery home
- Formula Grants Awarded
- Competitive Grants
- Potential ARRA Opportunities
- Federal and State ARRA Web sites
- Presentation to City Council
- Recovery.gov

Mesa ARRA Awards

- Formula Grants Awarded
- Competitive Grants

Potential ARRA Opportunities

Mortgage Assistance

ARRA Tax Provisions



The Issue In-Depth

The American Economic Recovery and Reinvestment Act (ARRA) of 2009 (H.R. 1) bill passed February 13, 2009, is the largest combined spending and tax bill in American history, with a total of \$787 billion in spending and tax cuts.

The bill will impact a wide range of businesses and industries in Mesa from healthcare to energy to education and transportation. The City of Mesa will receive some recovery dollars for critical city projects and programs, but because funding will come from multiple places and on different schedules, we do not yet know how much funding will ultimately be available. It may be a year or more before Mesa has a final total of funds received as a result of this federal legislation.

Funding may come through several sources:

COMMENTS & QUESTIONS



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Mayor and City Council

August 27, 2009

CITIZEN SURVEY

Service Mission

- ◆ To provide the highest level of community service in the most efficient manner.
 - ◆ Challenging economy– Council responded with restructuring, retooling solutions.
 - ◆ Survey is a continuation of that effort.
 - ◆ Service evaluation and measurement tool
 - ◆ Insight to prioritize resources based on data-driven citizen response.

Purpose

- ◆ Evaluate and measure existing services and quality of life indicators.
- ◆ Capture “voice of the public.”
 - ◆ Receive perspective of residents who don’t normally attend community meetings.
- ◆ Gauge citizen expectations and satisfaction.
- ◆ Incorporate citizen input into future decisions.

Approach

- ◆ The National Citizen Survey
 - ◆ National Research Center Inc. (NRC)
 - ◆ ICMA recommended
- ◆ NRC works in and with govt.
- ◆ Offers full service, cost-effective survey with ability to compare Mesa's data with 180+ agencies in U.S. using same survey.
- ◆ Locally– Chandler, Scottsdale, Sedona, Tucson

Approach

- ◆ **\$20,200 – a sound investment**
 - ◆ 3,000 randomly selected households
 - ◆ Anticipate 600-1,500 returned surveys
 - ◆ Option: Paper or Web survey
 - ◆ Data entry, analysis, and benchmarking comparisons
 - ◆ Prioritization & focus areas identified
 - ◆ Ultimately reproducible report

Outcomes

- ◆ Final Report will help us:
 - ◆ Monitor trends in local govt.
 - ◆ Measure City performance.
 - ◆ Consider how our services compare with other cities locally and nationwide.
 - ◆ Provide citizen-based insight for strategic planning, departmental business plans and budget preparation.

And– help make sure we are hitting the mark for how/what services we provide – and where there may be opportunities for improvement.

Outcomes

- ◆ Sense of community, appearance and cleanliness.
- ◆ Housing, business, shopping, employment and transportation options.
- ◆ Recreational and cultural opportunities.
- ◆ Quality of and access to education and health care.
- ◆ Perception of community and neighborhood safety.
- ◆ Opportunities to participate, volunteer, have a voice.
- ◆ Service experiences with City of Mesa employees.
- ◆ Use and ratings of existing services.
- ◆ Three unique policy questions.

Timeline

- ◆ ID Unique Policy Questions **Early September**
- ◆ Pre-Notification Postcards **Mid September**
- ◆ Surveys Mailed **Late Sept.**
- ◆ Data Collection & Analysis **October**
- ◆ Draft Report **Early November**
- ◆ Final Report **Late November**



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Mayor and City Council

August 27, 2009

QUESTIONS?

IMPORTANCE OF THE CHICAGO CUBS TO THE ARIZONA CACTUS LEAGUE



hohokam
stadium



History of Spring Training in Arizona

The Cactus League has its roots in the 1940s and early 1950s when the number of Major League Baseball teams training in Arizona grew to four teams – the Indians, Giants, Cubs, and Orioles (later replaced by the Red Sox). From the beginning, a critical factor was the availability of other teams to provide pre-season competition.

By the early 1970s the Cactus League had grown to eight teams and remained stable at that size for roughly a decade.

In the 1980s competitive pressures from other spring training venues, outside Arizona, began to threaten the Cactus League. New sources of government funding for new facilities in these competitive venues threatened to draw a number of Cactus League teams away from Arizona.

Arizona responded with financial support for spring training facilities and over the intervening years has further expanded reaching fourteen teams in 2009.

Chicago Cubs History in Arizona

The Chicago Cubs were among the first teams to arrive in Arizona for spring training, first training in Mesa in 1952. Over the years, they have played at several facilities in both Mesa and Scottsdale. They have been at Hohokam Park in Mesa since 1978.

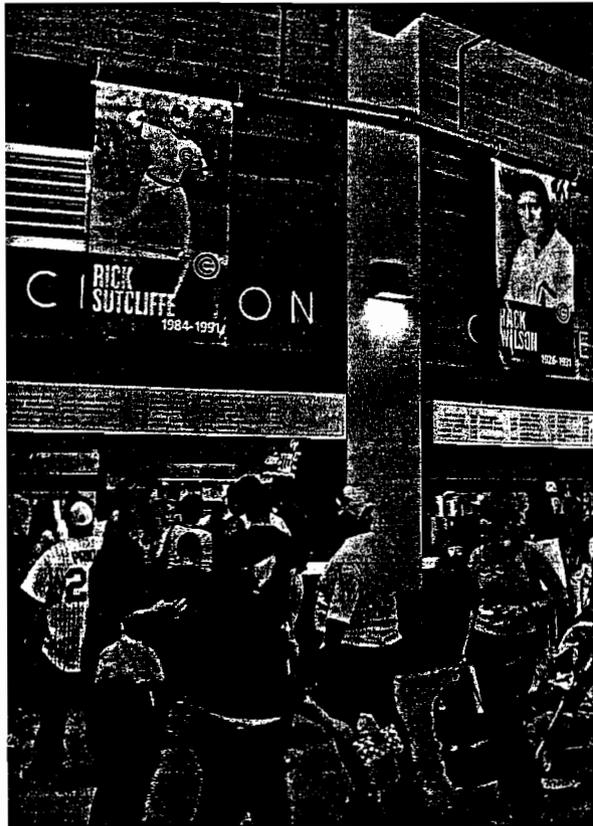
Review of Cactus League Attendance in Recent Years

Over the last four years, from 2006 to 2009, total Cactus League attendance has increased from just fewer than 1.17 million people to almost 1.58 million people, an increase of over 30%. At the same time, the average number in attendance at each game has declined slightly, from 6,587 in 2006 to 6,418 in 2009, although it had grown by almost 13% from 2006 through 2008 to over 7,400. Undoubtedly, the difficult economic conditions, both nationally and in Arizona in 2009 contributed in large part to the drop in average attendance this year. The total attendance grew in 2009 as the number of Cactus League games increased by 69 games with the addition of two new teams and 11 World Baseball Classic games.

Review of Chicago Cubs Attendance in Recent Years

For each of the last four years, the Chicago Cubs have had both the highest overall attendance at their home games (over 200,000 in 2009) and the highest average attendance (almost 10,700 in 2009).

The Cubs have the highest overall season home game attendance.



Cactus League Attendance

	Season Total	Avg. Game
2009	1,578,709	6,418
2008	1,316,160	7,436
2007	1,217,632	6,921
2006	1,169,030	6,587

Source: Cactus League, TMC

Chicago Cubs Home Game Attendance

	Season Total	Avg. Game
2009	203,105	10,690
2008	181,280	12,085
2007	175,891	10,993
2006	154,978	11,070

Source: Cactus League, TMC

The Cubs season attendance grew from around 155,000 in 2006 to over 203,000 in 2009, an increase of over 30%. Average attendance at Cubs home games has fluctuated in recent years with a peak attendance of over 12,000 in 2008. The team's total attendance grew in 2009 over 2008 by 12% due to the additional four home games, as a result of the Cactus League expansion and the World Baseball Classic.

The Cubs have had the highest overall season home game attendance in each of the last four years as well as the highest average attendance at their home games every year from 2006 to 2009. The Cubs have also played in eight of the ten highest attendance Cactus League games in the League's history, including six games in 2009.

The Cubs have played in eight of the ten highest attendance Cactus League games in the League's history, including six games in 2009.

Impact of the Cubs on Cactus League Attendance

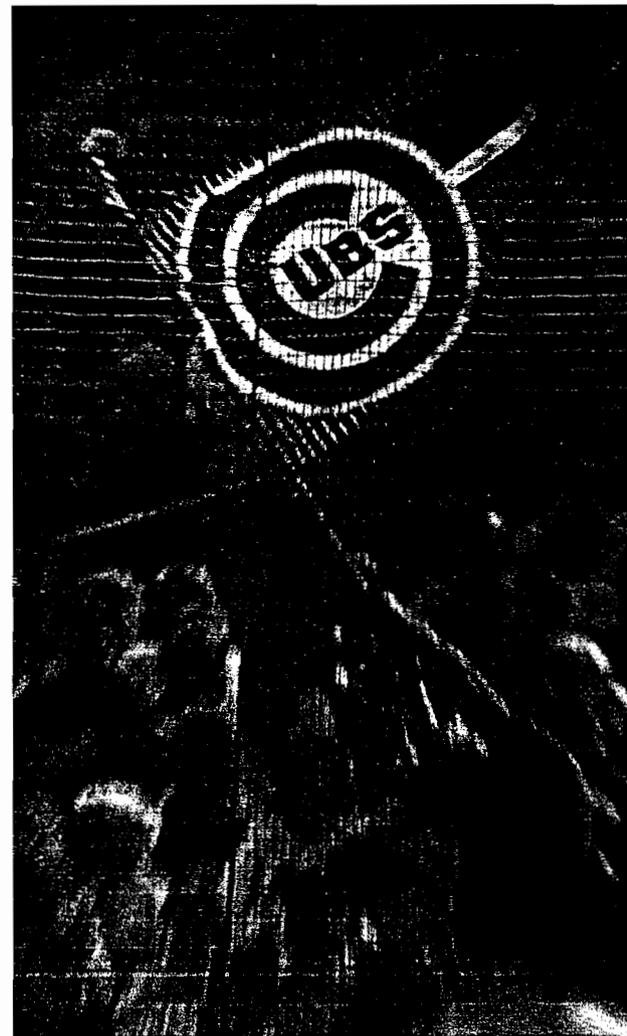
Almost two-thirds more people attended the typical Cubs home game as the average Cactus League game in 2009. The average Cubs home game drew almost 10,700 spectators while the average for all other League teams was just over 5,800 during the 2009 season.

Average Cubs Home Game Attendance: 10,690
Average Non-Cubs Home Game Attendance: 5,819

Furthermore, when the Cubs visit other teams in the Cactus League those teams' attendance increases above their season average. In 13 of the 16 Cubs' away games, attendance exceeded the home team's average attendance for the 2009 season. In eight instances, the Cubs visit was the home team's highest attended game of the season and for another three teams it was one of their top three most attended home games.

IF THE CUBS WERE REPLACED BY A TEAM WITH "AVERAGE" HOME GAME ATTENDANCE (5,819 IN 2009), THE 2009 SEASON TOTAL ATTENDANCE WOULD HAVE DROPPED BY OVER 143,000 OR 9.1%, TO JUST FEWER THAN 1,430,000.

Put another way, if all Cactus League games had the same average attendance as the Cubs home games, the League's total attendance in 2009 would have been over 2.6 million people, or two-thirds greater than that actual 2009 attendance.



Economic and Fiscal Benefit of the Cubs to the State of Arizona

As the most popular team in the Cactus League, the Cubs have a disproportionate economic and fiscal benefit to the State of Arizona compared to a “typical” Cactus League team. To measure this disproportionate impact, the Cubs above-average attendance was compared to the attendance of an “average” replacement team. The analysis, completed by Elliott D. Pollack & Company, assumes that the “average” replacement team participated on the same schedule as the Cubs in the 2009 season.

Overall Cactus League attendance would have been almost 144,000 attendees fewer, representing a 9.1% loss in attendance. (Attendance at the replacement team’s home games would have been lower and attendance at the replacement team’s away games would also have been lower.)

Many of the lost attendees would have been out-of-area visitors and so in addition to the game related spending that would result from the lower attendance, there would be a loss in travel related spending, including lodging, food & beverage, transportation, etc. In total, over \$31.1 million dollars of Cactus League generated spending would be lost.

The over \$31.1 million in directly lower spending would impact the overall state’s economy by over \$52.2 million dollars as hotels, restaurants, retail stores, and other businesses would have less activity and in turn lower their payments to suppliers. Lower amounts of spending support fewer employees who spend money in the economy, so the losses become even larger.

In total, the losses (including direct, indirect, and induced) would translate into over 650 lost jobs in the State of Arizona and over \$21.1 million in lost wages.

The loss of jobs, wages, and economic activity by replacing the Cubs with an “average” team would also mean lower state tax collections. Lower sales tax collections, lower bed tax collections, lower gas tax collections, lower income tax collections, and others would total over \$2.0 million per year. Over a ten year period, the loss would exceed \$20 million.

Summary and Conclusions

The Chicago Cubs have a large and dedicated spectator following. These fans attend Cubs home games in Cactus League record numbers. But, they also follow the Cubs as they visit other Cactus League teams. Consequently, the Chicago Cubs are a major contributor to the Cactus League both in terms of its tradition and its current success.

Losses from Replacement of Cubs with “Average” Team

Economic Activity:	(\$52.2 mm)
Jobs:	(650)
Wages:	(\$21.1 mm)

Source: EDP & Co.

Lost State Revenues

Direct:	\$1.7 mm
Indirect:	0.1 mm
Induced:	0.2 mm
TOTAL	\$2.1 mm

Source: EDP & Co.

