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# City of Mesa

## iMesa Steering Committee Workshop

### Advanced Strategy Lab OnLine™ Session Document

February 4, 2012—MAC Center (final document)

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## **Contents**

<b>(1) Review of the iMesa Community Priority Areas</b>	<b>5</b>
<b>(2) Review of Selected Priority Areas for 'Phase 1' Recommendations</b>	<b>6</b>
<b>(3) Review of Planned Process for Workshop</b>	<b>7</b>
<b>Reaccessing the iMesa Website</b>	<b>8</b>
<b>Envisioning a Transformed Downtown</b>	<b>9</b>
<b>(4) Categorization of VIBRANT DOWNTOWN Themes</b>	<b>12</b>
<b>Identification of Projects for VIBRANT DOWNTOWN</b>	<b>13</b>
<b>(5) Categorization of Projects for VIBRANT DOWNTOWN</b>	<b>16</b>
<b>Envisioning a Transformed Parks/Recreation Access</b>	<b>17</b>
<b>(7) Categorization of PARKS AND RECREATION ACCESS Themes</b>	<b>20</b>
<b>Identification of Projects for PARKS AND RECREATION ACCESS</b>	<b>22</b>
<b>(8) Categorization of Projects for PARKS AND RECREATION ACCESS</b>	<b>25</b>
<b>Envisioning a Transformed Transportation Access</b>	<b>26</b>
<b>(10) Categorization of TRANSPORTATION ACCESS Themes</b>	<b>28</b>
<b>Identification of Projects for TRANSPORTATION ACCESS</b>	<b>29</b>
<b>(11) Categorization of Projects for TRANSPORTATION ACCESS</b>	<b>31</b>
<b>READ THIS FIRST--Async Access 2/04 through 2/10</b>	<b>32</b>
<b>** (5A) Prioritization of Projects for VIBRANT DOWNTOWN **</b>	<b>33</b>
<b>(5A) Prioritization of Projects for VIBRANT DOWNTOWN</b>	<b>34</b>
<b>(5A) Prioritization of Projects for VIBRANT DOWNTOWN</b>	<b>36</b>
<b>(5A) Prioritization of Projects for VIBRANT DOWNTOWN</b>	<b>40</b>

<b>** (8A) Prioritization of Projects for PARKS AND RECREATION ACCESS **</b>	<b>44</b>
<b>(8A) Prioritization of Projects for PARKS AND RECREATION ACCESS</b>	<b>46</b>
<b>(8A) Prioritization of Projects for PARKS AND RECREATION ACCESS</b>	<b>48</b>
<b>(8A) Prioritization of Projects for PARKS AND RECREATION ACCESS</b>	<b>55</b>
<b>** (11A) Prioritization of Projects for TRANSPORTATION ACCESS **</b>	<b>62</b>
<b>(11A) Prioritization of Projects for TRANSPORTATION ACCESS</b>	<b>63</b>
<b>(11A) Prioritization of Projects for TRANSPORTATION ACCESS</b>	<b>65</b>
<b>(11A) Prioritization of Projects for TRANSPORTATION ACCESS</b>	<b>69</b>
<b>S1 Survey: Most Important Project for Each Priority</b>	<b>73</b>
<b>S2 Survey: Feedback Survey (FINAL ACTIVITY)</b>	<b>77</b>

# (1) Review of the iMesa Community Priority Areas

Instructions : The following is the set of 7 key priority areas that were communicated to the Mesa City Council in January:

## Ideas Results

No.	Idea
1.	Higher education
2.	Vibrant downtown
3.	Transportation networks
4.	Arts/Cultural vibrancy
5.	Sustainable economy
6.	Livability
7.	Recreational access

## (2) Review of Selected Priority Areas for 'Phase 1' Recommendations

Instructions : The following three areas were selected by the iMesa Steering Committee during our meeting on January 11th as the initial priority areas to develop project recommendations that could be presented to the Council:

### Ideas Results

No.	Idea
1.	Vibrant Downtown
2.	Parks/Recreational Access
3.	Transportation Access

### (3) Review of Planned Process for Workshop

Instructions : Today we are 'rolling up our sleeves' to develop a specific set of project recommendations for the City Council to move forward with this set of 'Phase 1' priorities. It's important to note that AL of the priority areas will received similar focus at a later point, the intent here is to create focus and momentum on an initial set that should be well received by the Council and reflect the interests of the Mesa community:

#### Ideas Results

No.	Idea
1.	OPEN BRAINSTORMING: When you think of a transformed PRIORITY AREA (e.g., VIBRANT DOWNTOWN), what does it look like for Mesa? How do we know that we have arrived at that transformation? What are some of the key aspects that come to mind? (multiple responses)
2.	OPEN DISCUSSION ON KEY THEMES: Review of input and open comments. Are there clear themes? Does it feel like the right level of transformation? Are we all on the same page?
3.	IDENTIFICATION OF 2012 PROJECT RECOMMENDATIONS: What do you feel are the projects that we should recommend to the City Council to move forward on in CY2012? (multiple responses: consider all input sources from our own previous brainstorming, the iMesa website, your own personal sense of what's appropriate, etc.)
4.	CATEGORIZATION OF KEY PROJECT THEMES: Open discussion and capture of a set of 5-10 potential project themes with as clear language as possible. We may 'elect' a subgroup in each of our three areas to help with this summarization;
5.	PRIORITIZATION OF KEY PROJECT THEMES: We will then use the Advanced Strategy Lab (ASL) to prioritize the set of 5-10 themes with a specific set of criteria: <ol style="list-style-type: none"> <li>1. The degree to which the project aligns with our collectives sense of a transformed priority area for Mesa</li> <li>2. The ability to make significant progress on the project/aspect in CY2012</li> <li>3. The degree to which this project/aspect is consistent with the direction and strategy of Mesa and the Council</li> <li>4. The degree to which the project or aspect will be embraced by the general Mesa citizenry</li> </ol>
6.	Based on the assessment and open discussion, agree on the set of THREE projects to take forward for recommendation to the council;
7.	OPEN BRAINSTORM: Are there are issues or concerns that you would raise about the recommended set that we should discuss at our final preparation meeting before the presentation to the Council? (multiple responses)
8.	** REPEAT PROCESS FOR NEXT PRIORITY AREA **

## Reaccessing the iMesa Website

Instructions : Please click on the iMesa site below so you have ongoing access to the information about the various projects from the community. You may then alt/tab between that site and the Advanced Strategy Lab (hold down the alt button and then click on Tab to see the other open browser:

### Ideas Results

No.	Idea
1.	Please click in the following URL to see the iMesa Website: (Attached: <a href="http://www.mesaaz.gov/iMesa">http://www.mesaaz.gov/iMesa</a> , 0 bytes )

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# Envisioning a Transformed Downtown

Instructions When you think of a TRANSFORMED AND VIBRANT DOWNTOWN MESA, what does it look like for Mesa? How do we know that we have arrived at that transformation? What are some of the key aspects that come to mind? (multiple responses)

Ideas Results

No.	Idea
1.	Walking
2.	Busy with activity
3.	Active at least 20 hours per day
4.	Full occupancy
5.	Observing
6.	Restaurants
7.	Pedestrian walkways
8.	Lots of people
9.	Street activity at least 18 hours/day
10.	Lots of activity
11.	Open shops
12.	Cleanliness
13.	Housing within walking distance
14.	Trees
15.	Safe night life
16.	Welcome atmosphere
17.	Noise
18.	Art and entertainment
19.	Multi-places to go
20.	People there later than 6pm

21. Housing
22. Variety of shops and activities
23. Restaurants, bars, arts events open and busy
24. Gathering place
25. Unique feeling
26. Lots of good food choices
27. Diversity of opportunity
28. Fun environment
29. People on the street patios in shops
30. Secure
31. Universal appeal
32. Shopping
33. Public transportation
34. Comfortable year around
35. Day and Night Activity
36. Multi modal - walking, biking, taxis, bus, etc
37. Green space
38. Variety of activities
39. "Hard to find a parking space
40. Indoor and outdoor venues
41. Unified look to the architecture
42. Employment center
43. People come to the downtown for activities other than work
44. Noticeable that it IS Downtown
45. Draw for other communities
46. Lights
47. No empty lots
48. Low vacancy rates

49. Multi-sensing
50. Inviting landscape and buildings
51. More than just located on Main Street.
52. Adequate parking
53. Active ground level business Shops Restaurants
54. Easy access to all areas of downtown
55. Access to parking
56. Events, activities
57. Infill
58. Beautiful setting
59. Entertainment
60. Festivals many weekends
61. Attractive buildings - perhaps a theme look
62. People living downtown
63. Safe
64. Walk to work
65. Where the tourists visit
66. Walk to play
67. Livability
68. Grocery store
69. Many people shopping and visiting

## (4) Categorization of VIBRANT DOWNTOWN Themes

Instructions : The following is a summary of the responses. In a moment we'll discuss the themes further...

### Ideas Results

No.	Idea
1.	Plenty of people walking the streets
2.	Lots of nighttime activity
3.	Housing within walking distance
4.	Pedestrian walkways that connect the building and areas
5.	A wide variety of restaurants and bars, and business
6.	Green spaces
7.	Plenty of business activity
8.	Low vacancy rates
9.	Very inviting
10.	Adequate parking
11.	Safe environment
12.	Great place for residents and tourists

## Identification of Projects for VIBRANT DOWNTOWN

Instructions IDENTIFICATION OF 2012 PROJECT RECOMMENDATIONS: What do you feel are the projects that we should recommend to the City Council to move forward on in CY2012? (multiple responses: consider all input sources from our own previous brainstorming, the iMesa website, your own personal sense of what's appropriate, etc.)

### Ideas Results

No.	Idea
1.	Residential housing
2.	Have CS students create a Smartphone app for downtown businesses and activities
3.	Microbrewery on the SW corner of Main & Center (at justicetrax location).
4.	Move the Mesa Historical Museum downtown - possibly to the federal building
5.	Create High Density Living in Downtown by Encouraging Construction of More Mid/High Rise Buildings
6.	Transform the downtown area into an ultra modern, large stop on the light rail....a light rail destination stop.
7.	Foster development of an urban garden/farmer's market downtown on vacant land
8.	Create a "Mesa Gardens" similar to other the Desert Botanical Gardens in Phoenix. A place where floral plants native to AZ would be grown. Membership would be required and admission charged. Special events would occur year round.
9.	Develop comprehensive "street plan" from Main to University, Country Club to Mesa Dr., focusing on walking, biking, public transportation, green space, and common architectural look to create an inviting and unified multi-block look.
10.	Encourage mid-high rise mixed use on downtown infill sites
11.	Develop at least six major festivals downtown
12.	Recreational use of site on the corner of University and Mesa, be it for watching, playing, or otherwise becoming engaged
13.	Attract businesses for office space on the north side of the MAC that will fit into the theme of the "arts area".
14.	Create a system of downtown alley ways off of Main street that build the feel of an historic or European feel
15.	Encourage businesses / entertainment that will stay open much later than is now the case

16. Develop an urban plaza/park for people to gather, easily host events, concerts...splash pad in the heart of the downtown, like a town square that many downtown areas have throughout the world.
17. Provide incentives, support, etc. To bring more restaurants, shops, bars, businesses that will create community and diversity and be a destination shopping/dining/arts experience.
18. Establish business incubators downtown - film, aerospace, etc.
19. Make three to four blocks of downtown a walking mall----with NO auto traffic.
20. Invest in bringing modern stores to the downtown area
21. Support promotion of Mesa businesses through festivals as well as arts and culture
22. Bring BYU to downtown
23. Bring the Mining and Mineral Museum to Mesa that was located in Glendale and closed. All of the minerals, etc. Are currently in storage. Just needs a location and funding.
24. Develop urban/community gardens in vacant areas of downtown - locally grown produce could then go to downtown restaurants
25. Get a cafe at the MAC
26. Anticipate development more than just facing Main Street - needs to be several blocks wide paralleling Main
27. Connect Wrigleyville to downtown
28. Enhance Mesa Arts Complex experience by adding a cafe or restaurant and bar that is open before and after events at the center.
29. Determine what the boundaries are Downtown Mesa.
30. Create a tree landscape that is attractive, a walking mall
31. More festivals and entertainment that brings people to the downtown and keeps them there
32. Shade structure (sail) with special lighting at night
33. Indoor water facility
34. Encourage a developer to begin building condos or lofts within a half a block of main.
35. Sprinkler the buildings so building uses are not so limited and will facilitate new active businesses; specifically restaurants, clubs...
36. Create a brand for downtown that focuses on Aviation and bring a significant t aviation museum as the centerpiece
37. Contract with a "trolley company" to have free transportation downtown - like Molley the Trolley in Scottsdale.
38. Open a Cactus League Hall of Fame

39. Close Main St. To cars. Turn it into a pedestrian/light rail/public transportation corridor with trees, sculpture, lighting that make it inviting to just be there.
40. Encourage high rise building to allow high density residential downtown near the light rail line
41. One rather luminous attraction that serves as a "stand out"
42. Build light rail to at least just past the Mormon Temple.
43. Rebrand downtown the MAC District focusing on the arts culture and entertainment amenities
44. Leverage planning review process to fast-track downtown development with reduced fees
45. Have the light rail connect downtown mesa to the entire valley
46. Put Main street underground and make the downtown area an automobile free area
47. A coherent design
48. As we bring college activity to downtown Mesa, we need student-friendly businesses to support their interests and needs--grocery store, Laundromat, restaurants, coffee shops, bookstores, wi-fi hangouts, etc.
49. Continue to build on downtown festivals and activities.
50. Start a specific Downtown Activities web site.
51. Add more free or low cost parking alternatives with clear signage.
52. Consider having downtown with no cars - like Portland Ore. Transportation would be provided by the light rail and shuttle or trolley service. Large parking areas would be provided on the boundaries of downtown.
53. Celebrate Mesa History - telling the story in shady "sticky spaces" that encourage people to linger - micro parks
54. Create a smart phone app.. Similar to "smartphx" to help people discover downtown Mesa.
55. Designate names for addresses patterned after a theme...art district...museum...education
56. Movie theatre
57. Recruit a catalyst business that will draw people in major restaurant or brewery, that will generate economic activity to complement the MAC and other shops
58. During the winter months have a weekly Downtown Mesa open air "fair" with food, from restaurants all over the city, to retailers.

## (5) Categorization of Projects for VIBRANT DOWNTOWN

Instructions : The following is the summary of the set of projects we would like to assess for this area as part of phase 1 recommendations to the Council. In a moment we'll assess the list against a specific set of evaluation criteria:

### Ideas Results

No.	Idea
1.	Renew/Renovate Pioneer Park and consider adding other elements such as a Botanical Garden and extending west to Mesa Drive.
2.	Add a Microbrewery restaurant to downtown (for example on SW corner of Main & Center).
3.	Turn main into a light rail/pedestrian and bike/public transportation only mall (no automobile traffic), similar to the Denver 16th Street area. Integrated with shade and green areas.
4.	Expand 1st Street and 1st Avenue to handle increased traffic that a vibrant downtown will generate. This should include plans for increased commercial space as well as adequate future parking;
5.	Relocate the Mesa Historical Museum to a prominent and accessible downtown location;
6.	Develop a popular community center in the downtown area (for example, a current empty building or Historic Irving School) with a wide range of activities to appeal to Mesans as a net draw into downtown;
7.	Create 'sticky spots' along the 'Main Street Mall' corridor to highlight historical events and encourage informal gatherings (I'll meet you at...)
8.	Provide incentives for downtown infill for developers such as new residential spaces (lofts, condos, etc). Make it a place to be;

## Envisioning a Transformed Parks/Recreation Access

Instructions : When you think of a TRANSFORMED MESA PARKS AND RECREATION ACCESS, what does it look like for Mesa? How do we know that we have arrived at that transformation? What are some of the key aspects that come to mind? (multiple responses)

Ideas Results

No.	Idea
1.	Usage
2.	Connectedness
3.	Need to clean-up leagues across the city
4.	Variety of activities
5.	Large parks that incorporates multi use activities
6.	Interconnected
7.	Multimodal access
8.	Build new swimming pool/aquatics complex at Mesa High School
9.	Wide open spaces in the parks.
10.	People use and take care of their local parks
11.	Parks are well maintained and available in all areas of the city
12.	Focal point for community activities
13.	Add splash pads to city parks
14.	Inviting atmosphere for families
15.	Secure
16.	Indoor facilities for water sports and even tennis, racquetball, b-ball, etc.
17.	More parks.
18.	Several regional super parks exist
19.	Day and night usage
20.	Create connector trails for walking, running, biking from Granite Reef to Riverview leveraging the river or canals as much as possible.

21. West Mesa bark park.
22. Utilize open spaces for bike paths , walkways and running
23. More baseball fields and a west-end complex
24. Splash pads.
25. Open city pools weekends during August, September, and May
26. Both active and passive recreation opportunities
27. Pioneer park locomotive.
28. Incorporate a bike share throughout the city
29. More coordination among gov't and private leagues
30. Parks offer both recreational and educational activities
31. Did I say linked??
32. Walkability study.
33. Offer a wide range of activities roller hockey rinks, skate parks, disc golf...
34. Trailhead in northeast Mesa at Bush Highway/Tonto Nat'l Forest to allow access to hiking just north of town.
35. Technology
36. Multi-use - splash pads plus community gardens plus farmers market
37. Public open space and natural areas.
38. Pioneer park botanical gardens
39. Parking that doesn't detract
40. Bicycle gold community
41. Fiesta district- multi use entertainment complex
42. Comprehensive trail system connects parks and other activity centers, such as educational institutions
43. Splash pads that function both as play and aesthetics
44. Art
45. Make Pioneer Park a downtown anchor
46. Make school recreational facilities available to city residents
47. Stop watering parks during the day.

48. Equestrian pathways across northern border of city to Tonto forest

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49. More coordination with schools and the City

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50. Additional recreational programs for kids/families

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51. Make Mesa more dog friendly.

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52. Movies in the park

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53. River recreation area from Dobson to Power.

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54. Festivals related around sport, i.e. bike festivals becoming gold city

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55. Create Riverview similar to Tempe townlake, inviting of outdoor activity

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56. Schools adopt their local park to reduce city upkeep costs

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57. More "get out and play" events exclusive to Mesa

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58. Riverview park expansion to coordinate with Wrigley Complex and with links to Tempe Town Lake

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59. Additional soccer fields.

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60. More softball fields.

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61. Urban park

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62. Pool at Mesa High

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63. Pocket Parks (small) to neighborhoods.

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## (7) Categorization of PARKS AND RECREATION ACCESS Themes

Instructions The following is a summary of the responses. In a moment we'll discuss the themes : further...

### Ideas Results

No.	Idea
1.	High usage by Mesans
2.	Clearly connected locations and sites
3.	A focal point for community activities
4.	Inviting for families
5.	Day and Night usage (wide variety of activities, safe)
6.	Excellent development of pools and aquatic themes
7.	An educational element within certain parks
8.	Well planned trailheads in certain parks that connect to hiking and open areas
9.	Connections among parks and rec areas and multi-modal
10.	Well aligned with citizen needs for sports and activities
11.	Highly used for specific events and festivals
12.	Signature or regional parks that create an identity for mesa (e.g., Riverview)
13.	Find a way to link/align the schools and neighborhoods with the parks
14.	high degree of focus on safety (lighting, visibility, etc., )
15.	Leverage existing aspects of Mesa such as the Canal system
16.	Integrate parks into other major Mesa development efforts such as Wrigleyville
17.	Use of technology for awareness and usage of parks (apps)
18.	Consider sponsorship by businesses for specific parks
19.	That the parks attract business to their borders
20.	It seems like there is a park in every neighborhood or just around the corner (pocket parks, etc.)



# Identification of Projects for PARKS AND RECREATION ACCESS

Instructions IDENTIFICATION OF 2012 PROJECT RECOMMENDATIONS: What do you feel are the projects that we should recommend to the City Council to move forward on in CY2012? (multiple responses: consider all input sources from our own previous brainstorming, the iMesa website, your own personal sense of what's appropriate, etc.)

## Ideas Results

No.	Idea
1.	Pioneer park botanical gardens.
2.	Pioneer Parks revisioning
3.	N.E. trailhead.
4.	Open all school playpads to the neighborhood
5.	Renovation of Pioneer Park and Locomotive.
6.	Create a West Mesa youth sports complex - similar to Quail Run - possibly at the Mesa Junior High site
7.	Aquatic plan that includes building new pool at Mesa HS, adding splash pads to city parks, increasing public access to existing pools (e.g., weekends during hot months when schools are in session)
8.	Develop school-city partnerships for more aquatic facilities
9.	Develop partnership agreement w Tonto NF to build trailhead at Granite Reef - one trail to follow the river road
10.	Make Mesa's "Central Park" at Mesa Dr/University. It will attract residences and people to downtown
11.	Building a new pool at Mesa High focal point of overall citywide aquatics plan.
12.	Large multi use sports complexes throughout Mesa
13.	Immediately improve leagues within the city for greater efficiency and use of existing park system
14.	Planning for interconnections between parks, perhaps along canals, or greenspace with walking and biking paths that allow small neighborhood parks to be connected to one another.
15.	Trails, trails, trials

16. Public-private partnership for indoor facilities
17. Schofield dog park!
18. Invest in our pools that need renovation
19. Disc (Frisbee) golf parks
20. A park along the stretch of the 202 (east of Power Rd.) In the retention basin area.
21. Offer evening recreation programs - especially in SE Mesa
22. Connecting the parks
23. Increase use of schools for after school sports activities and adult-oriented activity centers that cater to seniors
24. Enhance Mesa livability and National recognition by establishing a plan to create a series of interconnected (barrier free) parks, gardens, pools and venues that define the margins of the city. These boundary parks would be link to existing parks in the interior by canals and streets. Each boundary park would have a unique village identity and the system would be technologically sophisticated to support the technologically sophisticated outdoor activities.
25. Pool complex at Mesa High.
26. Develop the Salt River from Granite Reef Dam to Tempe Town Lake in cooperation with the Salt River Pima Maricopa community and including walking/biking/equestrian paths
27. The City of Mesa's master plan for parks is only 50 complete. The citizens want MORE parks of various themes. Develop a plan working with the City and inputs from citizens on completing the City's park plan. Start with renovating existing parks. Have a bond election to develop all the parks.
28. Develop an educational farm related to Mesa Grande and the farmer's market
29. Create a master plan for connected parks - map out the future trails
30. Longer hours at community centers
31. Develop open space in NE Mesa into a desert environment education center - possibly in conjunction with the MCC Red Mountain students and faculty
32. Community centers/recreational for the youth in the community
33. Corporate sponsors, for example a Talley Industries Park at the corner of Thomas Rd. And Redmont Dr. Where "future Mesa park" sign has been for years.
34. Per the Mayor's Youth Committee - develop a theme park similar to Desert Botanical Gardens - but floral. Have membership and charge admission. Have fun activities throughout the year.
35. Bring back Pioneer Park with festivals - some with Hispanic themes
36. Create rest areas on bike/hiking trails with shade and water available
37. Is there a way to better connect to the wave of boomers in our community

38. Create a hot air balloon event in East Mesa to utilize the desert and mountain views

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39. Have sponsors for parks - similar to sponsor to the theaters in MAC

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40. Turn empty schools into parks and community centers.

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41. Create a regional park near Monterrey Park in SE Mesa - land is available

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42. Coordinate usage with schools

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43. Restroom access for those attending games/athletic events on city fields

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## (8) Categorization of Projects for PARKS AND RECREATION ACCESS

Instructions : The following is the summary of the set of projects we would like to assess for this area as part of phase 1 recommendations to the Council. In a moment we'll assess the list against a specific set of evaluation criteria:

Ideas Results

No.	Idea
1.	Create an umbrella phrase to focus attention on this goal, such as "Mesa - City of Parks" or "Mesa - Year Round Recreation Central".
2.	This council should establish funding for creation and operation of recreation opportunities as a significant long term priority and investment for the city. A long term plan should be created for developing a citywide system of parks and recreation venues, including off street pedestrian and bike connections wherever possible. The plan should envision a series of city facilities, both on the perimeter and in the interior with varying focuses that are easily accessible to all residents of Mesa, but are also linked to each other and to similar venues in neighboring municipalities
3.	We should introduce technology to the recreational facilities. For example, create fitness trails with RFID readers to encourage youth (and others) to visit each station regularly to earn recognition or even a reward of some kind. They could "log on" to a parks web site to measure their personal results. This idea could include educational opportunities as well. The concept would also work by scanning QR codes at each station with a smart phone, which will probably become more ubiquitous in the near future.
4.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball fields and other facilities when they are not in use by the schools.
5.	Reconsider building a major aquatic center in the downtown area as a hub for such activities, supported by regional pools and splash parks. A possible site would be at University and Mesa Drive. It would be an asset for downtown redevelopment and another signature facility for Mesa, similar to the MAC. A future Waveyard type development could locate there, too.
6.	Create a West Mesa Youth Sports Complex, possibly at the Mesa Jr. High site.
7.	Develop recreational opportunities along the Salt River from the Granite Reef Diversion Dam to Tempe town Lake in conjunction with the Salt River Pima Maricopa Community
8.	Develop a regional city park similar to Red Mountain Park at Monterrey Park in SE Mesa
9.	Develop private/public partnerships to pay for recreation facilities - everything from naming rights to local business contributions to developers of new projects dedicating onsite open space for recreation or contributing to acquisition of nearby facilities as a condition of approval. Such facilities make the city more livable and the project more valuable. The Cubs and Athletics would be good partners.
10.	Create more areas where shade and water are available on trails and other physical recreation sites, along with restrooms where use is intensive, especially for youth oriented sites.

# Envisioning a Transformed Transportation Access

Instructions : When you think of a TRANSFORMED MESA TRANSPORTATION ACCESS, what does it look like for Mesa? How do we know that we have arrived at that transformation? What are some of the key aspects that come to mind? (multiple responses)

## Ideas Results

No.	Idea
1.	Master plan for extension of light rail
2.	Better synchronization of traffic lights
3.	Commit to extension of light rail
4.	Electric charging stations that are easily accessed
5.	Connect light rail to other public transportation
6.	High speed transportation
7.	Extension of light rail
8.	Improved bus schedules
9.	Light rail connecting the major parts of Mesa to Downtown.
10.	More frequent and more accessible public transportation
11.	Roads that bring people into the downtown area
12.	Turn Country Club into a parkway (subfreeway) to move traffic more efficiently from 60 to 202
13.	Start planning the east side terminal at Gateway
14.	Gateway to Sky Harbor link
15.	Light rail, buses, bike share. Different ways to get around
16.	"Pathways" that link villages to the light rail
17.	Non vehicular transportation is emphasized
18.	Parks and public facilities are connected
19.	Need a monorail-type system that travels above traffic to prevent congestion, inordinate delays, and accident liability with traditional rail service
20.	Extend light rail to Phoenix Gateway.

21. Evaluate using existing Union Pacific RR tracks for light rail.

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22. Turn every canal area into a multi-modal accessway.

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23. Enhance the canals to be walking/biking pathways connected throughout the city

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24. Covered parking for light rail users.

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25. Public transportation is coordinated between municipalities to minimize delays and transfers

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26. Paint house numbers on the curbs in front of houses.

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27. High speed monorail from Gateway to Sky Harbor.

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28. Partner w SRP to build solar generation that doubles as shade structures at park & rides

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29. Display street numbers on Commercial Buildings.

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30. Technologically advanced street systems

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## (10) Categorization of TRANSPORTATION ACCESS Themes

Instructions The following is a summary of the responses. In a moment we'll discuss the themes  
: further...

### Ideas Results

No.	Idea
1.	Master plan for light rail
2.	Electric charging stations for alternative vehicles
3.	Coordinated bus and light rail schedules
4.	More focus on surface streets as parkways
5.	High speed links to major regional entities (Sky Harbor, Gateway)
6.	Innovations in transit such as monorail type systems
7.	Bikeways and walkways are not an afterthought, but are integrated
8.	Well thought-out flow of transit with businesses, schools, and government
9.	Leverage existing structures and entities like canals and railways
10.	Integration of transit plan to parks/recreation and downtown
11.	Technology integration such as personalized business and parks awareness, and customized apps
12.	Waiting areas for transit are well designed and integrated. They include solar generation for shade, wifi access, proximity to neighborhoods, businesses and schools.

# Identification of Projects for TRANSPORTATION ACCESS

Instructions IDENTIFICATION OF 2012 PROJECT RECOMMENDATIONS: What do you feel are the projects that we should recommend to the City Council to move forward on in CY2012? (multiple responses: consider all input sources from our own previous brainstorming, the iMesa website, your own personal sense of what's appropriate, etc.)

## Ideas Results

No.	Idea
1.	Develop a smartphone app for transportation services and schedules - maybe by CS students
2.	Masterplan for light rail connections throughout town
3.	Extend light rail
4.	Synchronize traffic lights for better flow and reduced pollution - possibly active modification based on actual current traffic flows
5.	Masterplan for high speed transportation
6.	Turn Country Club into a parkway/subfreeway with improved traffic flow between 60 and 202.
7.	Connect Phoenix Gateway to Sky Harbor with some kind of high speed transportation
8.	Open the COM natural gas fuelling stations for city vehicles for public use to make gas fuelled vehicles more practical
9.	Develop a master plan for light rail expansion to Phx Gateway and define the specific route(s). Does the Union Pacific RR tracks along Broadway Road make sense as part of the light rail expansion.
10.	Develop a free/ low cost bike rental program - starting in downtown and supported partially by businesses
11.	Create high speed linkage between gateway and PHX
12.	Create a trailhead with water, shade and restrooms where several trails meet at Bush Highway and the CAP Canal crossing - near Granite Reef Dam
13.	Create a demo project that puts electric car charging stations (paid) at city parks
14.	Install more bus pullouts and right turn lanes
15.	Work with other communities to improve schedules and access to public transportation throughout the east valley.
16.	Pilot a section of "smart road", perhaps associated with the Country Club (or Alma School) suggestion or through downtown

17. Create & locate a Mesa light rail central station that accommodates cars, bikes, etc.

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18. Utilize the canal system for activities and linkages

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19. Repair existing sidewalks and create them where they are missing

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20. Place paid electric car charging stations at transportation hubs

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21. Expand multi-use pathways (walk, bike) throughout city

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22. Improve bike lanes on city streets

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23. Evaluate where sidewalks are needed in Mesa to replace dirt paths - especially along main streets. Work in partnership with expanding the Mesa bus system as pluses to encourage people to walk to bus stops, use the buses, and get out of their cars and control air pollution.

## (11) Categorization of Projects for TRANSPORTATION ACCESS

Instructions : The following is the summary of the set of projects we would like to assess for this area as part of phase 1 recommendations to the Council. In a moment we'll assess the list against a specific set of evaluation criteria:

### Ideas Results

No.	Idea
1.	Develop a smart phone/tablet app that syncs with public transportation schedules and routes. Highly informational and interactive about all aspects of the Mesa transportation system.
2.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.
3.	Fund a feasibility study for a high speed transportation link (e.g., above ground rail) between Phoenix gateway Airport and Sky Harbor. This should include the extension of the existing light rail system in mesa to Phoenix Gateway.
4.	Expand the CONNECTIVITY and SERVICES of existing transportation modes and routes in Mesa to improve scheduling and usage. This should also help with interconnection to other cities around Mesa;
5.	Evaluate the addition of shuttle/trolley services in specific areas in Mesa (e.g., downtown, Power Street, Southern Corridor) to add more transport and convenience to high traffic or key destination areas;
6.	Build a trailhead where three existing and two proposed trails meet in NE Mesa near Bush Highway and the CAP Canal.

## READ THIS FIRST--Async Access 2/04 through 2/10

Instructions : Please read through the following points on how to complete the assessments for our 3 priority areas for iMesa.. You are in 'asynchronous' mode which means you can go in and out of the activities without being led by a facilitator. The session will be available to you from 4:00pm on Saturday 2/04 through 5:00pm on Friday 2/10:

Ideas Results  
4/11 fully contributed

No.	Idea
1.	The 3 assessments will allow you to assess the summary themes against 4 specific criteria. Just use the drop downs to the right of the theme and make sure you assess all of the themes against all 4 criteria THEN submit your assessment by using the 'submit' button in the upper right area of the screen. This will return you to the agenda screen where you may then move to the next assessment activity;
2.	After the three assessments there is a survey activity that will allow you, in your own words, to identify what you feel is the ONE MOST IMPORTANT project recommendation for that area and WHY you feel that is so important for the council to move forward with in CY2012;
3.	Your last activity is a final feedback survey which includes a very important question about the key messages to communicate to the council. Once you have completed that activity and are back at the agenda screen you may close out of your browser. If you need to go back into the session, you may re-enter the session at any time;
4.	To return to the agenda from the activity (and from this screen you are on right now) simply click on the 'agenda' button to the immediate right of your ID in the upper right hand part of the screen;
5.	The attached document is the formatted input from our work on Saturday morning at the MAC. You may find it useful to review as you consider your prioritization. This information, at this point, should not be shared or distributed outside of our working group as it is in draft status; (Attached: MESA02042012S1A.pdf, 224279 bytes )
6.	IF YOU NEED HELP: Should you have any questions during the course of your input, please contact Douglas Griffen at the Advanced Strategy Center at 480.513.7785 (work) or 602.432.2718 (cell). You may also send an email to Doug at DSGriffen@aol.com.

## \*\* (5A) Prioritization of Projects for VIBRANT DOWNTOWN \*\*

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

HIGH/LOW REPORT (combined criteria)  
9 Responses

Rank	Idea	Adj. High	Adj. Low	Std. Dev.	Sum
1.	Add a Microbrewery restaurant to downtown (for example on SW corner of Main & Center).	10	1	2.3	262
2.	Provide incentives for downtown infill for developers such as new residential spaces (lofts, condos, etc). Make it a place to be;	10	1	1.9	260
3.	Relocate the Mesa Historical Museum to a prominent and accessible downtown location;	10	2	2.6	246
4.	Renew/Renovate Pioneer Park and consider adding other elements such as a Botanical Garden and extending west to Mesa Drive.	10	1	2.4	243
5.	Develop a popular community center in the downtown area (for example, a current empty building or Historic Irving School) with a wide range of activities to appeal to Mesans as a net draw into downtown;	10	1	2.0	241
6.	Create 'sticky spots' along the 'Main Street Mall' corridor to highlight historical events and encourage informal gatherings (I'll meet you at...)	10	1	2.0	237
7.	Expand 1st Street and 1st Avenue to handle increased traffic that a vibrant downtown will generate. This should include plans for increased commercial space as well as adequate future parking;	10	1	2.6	216
8.	Turn main into a light rail/pedestrian and bike/public transportation only mall (no automobile traffic), similar to the Denver 16th Street area. Integrated with shade and green areas.	10	1	3.2	213

## (5A) Prioritization of Projects for VIBRANT DOWNTOWN

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

### FREQUENCY DISTRIBUTION REPORT (combined criteria) 9 Responses

Rank	Idea	1	2	3	4	5	6	7	8	9	10
1.	Add a Microbrewery restaurant to downtown (for example on SW corner of Main & Center).	1	0	2	0	3	4	4	10	2	9
2.	Provide incentives for downtown infill for developers such as new residential spaces (lofts, condos, etc). Make it a place to be;	1	0	0	0	5	3	4	15	2	5
3.	Relocate the Mesa Historical Museum to a prominent and accessible downtown location;	0	1	5	3	0	8	3	5	2	9
4.	Renew/Renovate Pioneer Park and consider adding other elements such as a Botanical Garden and extending west to Mesa Drive.	1	0	2	1	10	4	4	4	2	8
5.	Develop a popular community center in the downtown area (for example, a current empty building or Historic Irving School) with a wide range of activities to appeal to Mesans as a net draw into downtown;	1	0	1	4	2	6	7	12	0	3
6.	Create 'sticky spots' along the 'Main Street Mall' corridor to highlight historical events and encourage informal gatherings (I'll meet you at...)	2	0	0	0	4	2	13	7	4	2
7.	Expand 1st Street and 1st Avenue to handle increased traffic that a vibrant downtown will generate. This should include plans for increased commercial space as well as adequate future parking;	1	4	3	2	2	2	9	6	3	3
8.	Turn main into a light rail/pedestrian and bike/public transportation only mall (no automobile traffic), similar to the Denver 16th Street area. Integrated with shade and green	5	1	2	3	2	1	6	3	4	7

areas.

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## (5A) Prioritization of Projects for VIBRANT DOWNTOWN

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

### HIGH/LOW REPORT 9 Responses

Rating Criteria: Aligns With Your Vision of a Transformed Downtown

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Add a Microbrewery restaurant to downtown (for example on SW corner of Main & Center).	10	7	1.2	8.8	9/9
2.	Provide incentives for downtown infill for developers such as new residential spaces (lofts, condos, etc). Make it a place to be;	10	7	1.2	8.7	9/9
3.	Turn main into a light rail/pedestrian and bike/public transportation only mall (no automobile traffic), similar to the Denver 16th Street area. Integrated with shade and green areas.	10	1	3.3	7.8	9/9
4.	Develop a popular community center in the downtown area (for example, a current empty building or Historic Irving School) with a wide range of activities to appeal to Mesans as a net draw into downtown;	10	6	1.6	7.6	9/9
5.	Relocate the Mesa Historical Museum to a prominent and accessible downtown location;	10	2	2.8	7.4	9/9
6.	Renew/Renovate Pioneer Park and consider adding other elements such as a Botanical Garden and extending west to Mesa Drive.	10	5	1.9	7.3	9/9
7.	Expand 1st Street and 1st Avenue to handle increased traffic that a vibrant downtown will generate. This should include plans for increased commercial space as well as adequate future	10	2	3.1	7.3	9/9

	parking;					
8.	Create 'sticky spots' along the 'Main Street Mall' corridor to highlight historical events and encourage informal gatherings (I'll meet you at...)	10	1	2.7	7.0	9/9

Rating Criteria: Ability to Make Significant Progress on This Project in CY2012

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Create 'sticky spots' along the 'Main Street Mall' corridor to highlight historical events and encourage informal gatherings (I'll meet you at...)	9	1	2.4	6.6	9/9
2.	Provide incentives for downtown infill for developers such as new residential spaces (lofts, condos, etc). Make it a place to be;	10	1	2.6	6.6	9/9
3.	Add a Microbrewery restaurant to downtown (for example on SW corner of Main & Center).	10	1	3.1	6.4	9/9
4.	Renew/Renovate Pioneer Park and consider adding other elements such as a Botanical Garden and extending west to Mesa Drive.	10	1	3.1	5.8	9/9
5.	Relocate the Mesa Historical Museum to a prominent and accessible downtown location;	10	3	2.7	5.6	9/9
6.	Develop a popular community center in the downtown area (for example, a current empty building or Historic Irving School) with a wide range of activities to appeal to Mesans as a net draw into downtown;	8	1	2.1	5.3	9/9
7.	Expand 1st Street and 1st Avenue to handle increased traffic that a vibrant downtown will generate. This should include plans for increased commercial space as well as adequate future parking;	7	1	2.4	4.7	9/9
8.	Turn main into a light rail/pedestrian and bike/public transportation only mall (no automobile traffic), similar to the Denver 16th Street area. Integrated with shade and green areas.	10	1	3.2	4.7	9/9

Rating Criteria: Consistent With Direction and Strategy of Mesa/Council

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Add a Microbrewery restaurant to downtown (for example on SW corner of Main & Center).	10	3	2.3	7.4	8/9
2.	Create 'sticky spots' along the 'Main Street Mall' corridor to highlight historical events and encourage informal gatherings (I'll meet you at...)	10	5	1.8	7.3	8/9
3.	Provide incentives for downtown infill for developers such as new residential spaces (lofts, condos, etc). Make it a place to be;	10	5	1.9	7.1	8/9
4.	Relocate the Mesa Historical Museum to a prominent and accessible downtown location;	10	3	2.5	7.1	9/9
5.	Renew/Renovate Pioneer Park and consider adding other elements such as a Botanical Garden and extending west to Mesa Drive.	10	3	2.5	6.9	9/9
6.	Develop a popular community center in the downtown area (for example, a current empty building or Historic Irving School) with a wide range of activities to appeal to Mesans as a net draw into downtown;	10	4	2.0	6.8	9/9
7.	Expand 1st Street and 1st Avenue to handle increased traffic that a vibrant downtown will generate. This should include plans for increased commercial space as well as adequate future parking;	8	2	2.1	6.2	9/9
8.	Turn main into a light rail/pedestrian and bike/public transportation only mall (no automobile traffic), similar to the Denver 16th Street area. Integrated with shade and green areas.	9	1	2.8	6.0	8/9

Rating Criteria: Will Be Embraced by the General Citizenry of Mesa

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Provide incentives for downtown infill for developers such as new residential spaces (lofts, condos, etc). Make it a place to be;	8	5	1.1	7.3	9/9

2.	Add a Microbrewery restaurant to downtown (for example on SW corner of Main & Center).	10	5	1.7	7.3	9/9
3.	Relocate the Mesa Historical Museum to a prominent and accessible downtown location;	10	4	2.3	7.2	9/9
4.	Create 'sticky spots' along the 'Main Street Mall' corridor to highlight historical events and encourage informal gatherings (I'll meet you at...)	8	6	0.6	7.1	8/9
5.	Develop a popular community center in the downtown area (for example, a current empty building or Historic Irving School) with a wide range of activities to appeal to Mesans as a net draw into downtown;	8	3	1.7	7.1	9/9
6.	Renew/Renovate Pioneer Park and consider adding other elements such as a Botanical Garden and extending west to Mesa Drive.	10	5	2.1	7.0	9/9
7.	Turn main into a light rail/pedestrian and bike/public transportation only mall (no automobile traffic), similar to the Denver 16th Street area. Integrated with shade and green areas.	10	1	3.1	6.6	8/9
8.	Expand 1st Street and 1st Avenue to handle increased traffic that a vibrant downtown will generate. This should include plans for increased commercial space as well as adequate future parking;	9	2	2.4	6.5	8/9

## (5A) Prioritization of Projects for VIBRANT DOWNTOWN

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

### FREQUENCY DISTRIBUTION REPORT 9 Responses

Rating Criteria: Aligns With Your Vision of a Transformed Downtown

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Add a Microbrewery restaurant to downtown (for example on SW corner of Main & Center).	0	0	0	0	0	0	1	4	0	4
2.	Provide incentives for downtown infill for developers such as new residential spaces (lofts, condos, etc). Make it a place to be;	0	0	0	0	0	0	2	2	2	3
3.	Turn main into a light rail/pedestrian and bike/public transportation only mall (no automobile traffic), similar to the Denver 16th Street area. Integrated with shade and green areas.	1	0	0	1	0	1	0	0	1	5
4.	Develop a popular community center in the downtown area (for example, a current empty building or Historic Irving School) with a wide range of activities to appeal to Mesans as a net draw into downtown;	0	0	0	0	0	3	2	2	0	2
5.	Relocate the Mesa Historical Museum to a prominent and accessible downtown location;	0	1	0	0	0	3	1	0	0	4
6.	Renew/Renovate Pioneer Park and consider adding other elements such as a Botanical Garden and extending west to Mesa Drive.	0	0	0	0	2	1	2	2	0	2
7.	Expand 1st Street and 1st Avenue to handle increased traffic that a vibrant downtown will	0	1	1	0	0	1	1	0	2	3

generate. This should include plans for increased commercial space as well as adequate future parking;

8.	Create 'sticky spots' along the 'Main Street Mall' corridor to highlight historical events and encourage informal gatherings (I'll meet you at...)	1	0	0	0	1	0	3	1	2	1
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Rating Criteria: Ability to Make Significant Progress on This Project in CY2012

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Create 'sticky spots' along the 'Main Street Mall' corridor to highlight historical events and encourage informal gatherings (I'll meet you at...)	1	0	0	0	1	1	2	3	1	0
2.	Provide incentives for downtown infill for developers such as new residential spaces (lofts, condos, etc). Make it a place to be;	1	0	0	0	1	2	1	3	0	1
3.	Add a Microbrewery restaurant to downtown (for example on SW corner of Main & Center).	1	0	1	0	1	1	2	0	1	2
4.	Renew/Renovate Pioneer Park and consider adding other elements such as a Botanical Garden and extending west to Mesa Drive.	1	0	1	1	2	1	0	1	0	2
5.	Relocate the Mesa Historical Museum to a prominent and accessible downtown location;	0	0	4	0	0	2	0	2	0	1
6.	Develop a popular community center in the downtown area (for example, a current empty building or Historic Irving School) with a wide range of activities to appeal to Mesans as a net draw into downtown;	1	0	0	2	1	2	2	1	0	0
7.	Expand 1st Street and 1st Avenue to handle increased traffic that a vibrant downtown will generate. This should include plans for increased commercial space as well as adequate future parking;	1	1	2	0	1	0	4	0	0	0
8.	Turn main into a light rail/pedestrian and bike/public transportation only mall (no automobile traffic), similar to the Denver 16th	2	1	0	2	1	0	1	1	0	1

Street area. Integrated with shade and green areas.

Rating Criteria: Consistent With Direction and Strategy of Mesa/Council

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Add a Microbrewery restaurant to downtown (for example on SW corner of Main & Center).	0	0	1	0	0	2	0	3	0	2
2.	Create 'sticky spots' along the 'Main Street Mall' corridor to highlight historical events and encourage informal gatherings (I'll meet you at...)	0	0	0	0	2	0	3	1	1	1
3.	Provide incentives for downtown infill for developers such as new residential spaces (lofts, condos, etc). Make it a place to be;	0	0	0	0	3	0	0	4	0	1
4.	Relocate the Mesa Historical Museum to a prominent and accessible downtown location;	0	0	1	1	0	2	0	2	1	2
5.	Renew/Renovate Pioneer Park and consider adding other elements such as a Botanical Garden and extending west to Mesa Drive.	0	0	1	0	3	0	1	1	1	2
6.	Develop a popular community center in the downtown area (for example, a current empty building or Historic Irving School) with a wide range of activities to appeal to Mesans as a net draw into downtown;	0	0	0	2	1	0	2	3	0	1
7.	Expand 1st Street and 1st Avenue to handle increased traffic that a vibrant downtown will generate. This should include plans for increased commercial space as well as adequate future parking;	0	1	0	1	1	0	3	3	0	0
8.	Turn main into a light rail/pedestrian and bike/public transportation only mall (no automobile traffic), similar to the Denver 16th Street area. Integrated with shade and green areas.	1	0	1	0	1	0	3	0	2	0

Rating Criteria: Will Be Embraced by the General Citizenry of Mesa

Rank	Idea	1	2	3	4	5	6	7	8	9	10
		Scale: 1 2 3 4 5 6 7 8 9 10									
1.	Provide incentives for downtown infill for developers such as new residential spaces (lofts, condos, etc). Make it a place to be;	0	0	0	0	1	1	1	6	0	0
2.	Add a Microbrewery restaurant to downtown (for example on SW corner of Main & Center).	0	0	0	0	2	1	1	3	1	1
3.	Relocate the Mesa Historical Museum to a prominent and accessible downtown location;	0	0	0	2	0	1	2	1	1	2
4.	Create 'sticky spots' along the 'Main Street Mall' corridor to highlight historical events and encourage informal gatherings (I'll meet you at...)	0	0	0	0	0	1	5	2	0	0
5.	Develop a popular community center in the downtown area (for example, a current empty building or Historic Irving School) with a wide range of activities to appeal to Mesans as a net draw into downtown;	0	0	1	0	0	1	1	6	0	0
6.	Renew/Renovate Pioneer Park and consider adding other elements such as a Botanical Garden and extending west to Mesa Drive.	0	0	0	0	3	2	1	0	1	2
7.	Turn main into a light rail/pedestrian and bike/public transportation only mall (no automobile traffic), similar to the Denver 16th Street area. Integrated with shade and green areas.	1	0	1	0	0	0	2	2	1	1
8.	Expand 1st Street and 1st Avenue to handle increased traffic that a vibrant downtown will generate. This should include plans for increased commercial space as well as adequate future parking;	0	1	0	1	0	1	1	3	1	0

## \*\* (8A) Prioritization of Projects for PARKS AND RECREATION ACCESS \*\*

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

HIGH/LOW REPORT (combined criteria)  
10 Responses

Rank	Idea	Adj. High	Adj. Low	Std. Dev.	Sum
1.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball fields and other facilities when they are not in use by the schools.	10	4	1.4	339
2.	This council should establish funding for creation and operation of recreation opportunities as a significant long term priority and investment for the city. A long term plan should be created for developing a citywide system of parks and recreation venues, including off street pedestrian and bike connections wherever possible. The plan should envision a series of city facilities, both on the perimeter and in the interior with varying focuses that are easily accessible to all residents of Mesa, but are also linked to each other and to similar venues in neighboring municipalities	10	1	1.9	314
3.	Create more areas where shade and water are available on trails and other physical recreation sites, along with restrooms where use is intensive, especially for youth oriented sites.	10	1	1.9	314
4.	Develop private/public partnerships to pay for recreation facilities - everything from naming rights to local business contributions to developers of new projects dedicating onsite open space for recreation or contributing to acquisition of nearby facilities as a condition of approval. Such facilities make the city more livable and the project more valuable. The Cubs and Athletics would be good partners.	10	1	2.0	300
5.	Reconsider building a major aquatic center in the downtown area as a hub for such activities, supported by regional pools and splash parks. A possible site would be at University and Mesa Drive. It would be an asset for downtown redevelopment and another signature facility for Mesa, similar to the MAC. A future	10	3	2.3	286

	Waveyard type development could locate there, too.				
6.	Create a West Mesa Youth Sports Complex, possibly at the Mesa Jr. High site.	10	2	2.1	285
7.	Develop recreational opportunities along the Salt River from the Granite Reef Diversion Dam to Tempe town Lake in conjunction with the Salt River Pima Maricopa Community	10	4	1.6	263
8.	Create an umbrella phrase to focus attention on this goal, such as "Mesa - City of Parks" or "Mesa - Year Round Recreation Central".	10	1	2.6	263
9.	Develop a regional city park similar to Red Mountain Park at Monterrey Park in SE Mesa	10	1	2.1	258
10.	We should introduce technology to the recreational facilities. For example, create fitness trails with RFID readers to encourage youth (and others) to visit each station regularly to earn recognition or even a reward of some kind. They could "log on" to a parks web site to measure their personal results. This idea could include educational opportunities as well. The concept would also work by scanning QR codes at each station with a smart phone, which will probably become more ubiquitous in the near future.	9	1	2.2	224

## (8A) Prioritization of Projects for PARKS AND RECREATION ACCESS

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

### FREQUENCY DISTRIBUTION REPORT (combined criteria) 10/11 contributed

Rank	Idea	1	2	3	4	5	6	7	8	9	10
1.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball fields and other facilities when they are not in use by the schools.	0	0	0	1	0	2	5	10	12	10
2.	This council should establish funding for creation and operation of recreation opportunities as a significant long term priority and investment for the city. A long term plan should be created for developing a citywide system of parks and recreation venues, including off street pedestrian and bike connections wherever possible. The plan should envision a series of city facilities, both on the perimeter and in the interior with varying focuses that are easily accessible to all residents of Mesa, but are also linked to each other and to similar venues in neighboring municipalities	1	0	0	0	3	2	5	11	7	10
3.	Create more areas where shade and water are available on trails and other physical recreation sites, along with restrooms where use is intensive, especially for youth oriented sites.	1	0	0	0	1	4	4	6	12	10
4.	Develop private/public partnerships to pay for recreation facilities - everything from naming rights to local business contributions to developers of new projects dedicating onsite open space for recreation or contributing to	1	0	0	2	3	5	4	12	8	5

acquisition of nearby facilities as a condition of approval. Such facilities make the city more livable and the project more valuable. The Cubs and Athletics would be good partners.

5.	Reconsider building a major aquatic center in the downtown area as a hub for such activities, supported by regional pools and splash parks. A possible site would be at University and Mesa Drive. It would be an asset for downtown redevelopment and another signature facility for Mesa, similar to the MAC. A future Waveyard type development could locate there, too.	0	0	1	3	7	5	5	2	5	11
6.	Create a West Mesa Youth Sports Complex, possibly at the Mesa Jr. High site.	0	2	0	3	1	4	8	12	2	7
7.	Develop recreational opportunities along the Salt River from the Granite Reef Diversion Dam to Tempe town Lake in conjunction with the Salt River Pima Maricopa Community	0	0	0	2	1	7	6	8	8	3
8.	Create an umbrella phrase to focus attention on this goal, such as "Mesa - City of Parks" or "Mesa - Year Round Recreation Central".	2	4	0	0	1	3	10	7	6	5
9.	Develop a regional city park similar to Red Mountain Park at Monterrey Park in SE Mesa	1	0	0	1	13	7	4	5	2	6
10.	We should introduce technology to the recreational facilities. For example, create fitness trails with RFID readers to encourage youth (and others) to visit each station regularly to earn recognition or even a reward of some kind. They could "log on" to a parks web site to measure their personal results. This idea could include educational opportunities as well. The concept would also work by scanning QR codes at each station with a smart phone, which will probably become more ubiquitous in the near future.	1	4	1	1	8	6	7	7	3	0

## (8A) Prioritization of Projects for PARKS AND RECREATION ACCESS

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

HIGH/LOW REPORT (combined criteria)  
10 Responses

Rating Criteria: Aligns With Your Vision of a Transformed Parks and Recreation Access

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	This council should establish funding for creation and operation of recreation opportunities as a significant long term priority and investment for the city. A long term plan should be created for developing a citywide system of parks and recreation venues, including off street pedestrian and bike connections wherever possible. The plan should envision a series of city facilities, both on the perimeter and in the interior with varying focuses that are easily accessible to all residents of Mesa, but are also linked to each other and to similar venues in neighboring municipalities	10	7	1.0	9.2	10/10
2.	Create more areas where shade and water are available on trails and other physical recreation sites, along with restrooms where use is intensive, especially for youth oriented sites.	10	8	0.9	8.9	10/10
3.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball fields and other facilities when they are not in use by the schools.	10	7	1.0	8.9	10/10
4.	Develop private/public partnerships to pay for recreation facilities - everything from naming rights to local business contributions to developers of new	10	8	0.8	8.7	10/10

	projects dedicating onsite open space for recreation or contributing to acquisition of nearby facilities as a condition of approval. Such facilities make the city more livable and the project more valuable. The Cubs and Athletics would be good partners.					
5.	Reconsider building a major aquatic center in the downtown area as a hub for such activities, supported by regional pools and splash parks. A possible site would be at University and Mesa Drive. It would be an asset for downtown redevelopment and another signature facility for Mesa, similar to the MAC. A future Waveyard type development could locate there, too.	10	5	1.9	8.6	10/10
6.	Develop recreational opportunities along the Salt River from the Granite Reef Diversion Dam to Tempe town Lake in conjunction with the Salt River Pima Maricopa Community	10	6	1.1	8.4	9/10
7.	Create a West Mesa Youth Sports Complex, possibly at the Mesa Jr. High site.	10	2	2.4	7.8	10/10
8.	Develop a regional city park similar to Red Mountain Park at Monterrey Park in SE Mesa	10	4	2.2	7.4	10/10
9.	Create an umbrella phrase to focus attention on this goal, such as "Mesa - City of Parks" or "Mesa - Year Round Recreation Central".	10	1	2.9	6.7	10/10
10.	We should introduce technology to the recreational facilities. For example, create fitness trails with RFID readers to encourage youth (and others) to visit each station regularly to earn recognition or even a reward of some kind. They could "log on" to a parks web site to measure their personal results. This idea could include educational opportunities as well. The concept would also work by scanning QR codes at each station with a smart phone, which will probably become more ubiquitous in the near future.	9	2	2.1	6.6	10/10

Rating Criteria: Ability to Make Significant Progress on This Project in CY2012

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball	10	6	1.2	8.0	10/10

	fields and other facilities when they are not in use by the schools.					
2.	Create an umbrella phrase to focus attention on this goal, such as "Mesa - City of Parks" or "Mesa - Year Round Recreation Central".	10	1	3.3	7.2	10/10
3.	Create more areas where shade and water are available on trails and other physical recreation sites, along with restrooms where use is intensive, especially for youth oriented sites.	10	1	2.5	7.0	10/10
4.	This council should establish funding for creation and operation of recreation opportunities as a significant long term priority and investment for the city. A long term plan should be created for developing a citywide system of parks and recreation venues, including off street pedestrian and bike connections wherever possible. The plan should envision a series of city facilities, both on the perimeter and in the interior with varying focuses that are easily accessible to all residents of Mesa, but are also linked to each other and to similar venues in neighboring municipalities	10	1	2.5	6.6	10/10
5.	Create a West Mesa Youth Sports Complex, possibly at the Mesa Jr. High site.	8	2	2.0	6.1	10/10
6.	Develop recreational opportunities along the Salt River from the Granite Reef Diversion Dam to Tempe town Lake in conjunction with the Salt River Pima Maricopa Community	9	4	1.6	6.0	9/10
7.	Develop private/public partnerships to pay for recreation facilities - everything from naming rights to local business contributions to developers of new projects dedicating onsite open space for recreation or contributing to acquisition of nearby facilities as a condition of approval. Such facilities make the city more livable and the project more valuable. The Cubs and Athletics would be good partners.	9	1	2.3	5.8	10/10
8.	We should introduce technology to the recreational facilities. For example, create fitness trails with RFID readers to encourage youth (and others) to visit each station regularly to earn recognition or even a reward of some kind. They could "log on" to a parks web site to measure their personal results. This idea could include educational opportunities as well. The concept would also work by scanning QR codes at each station with a smart phone, which will probably become more ubiquitous in the near future.	9	1	2.6	5.6	10/10

9.	Reconsider building a major aquatic center in the downtown area as a hub for such activities, supported by regional pools and splash parks. A possible site would be at University and Mesa Drive. It would be an asset for downtown redevelopment and another signature facility for Mesa, similar to the MAC. A future Waveyard type development could locate there, too.	10	3	2.1	5.5	10/10
10.	Develop a regional city park similar to Red Mountain Park at Monterrey Park in SE Mesa	7	1	1.7	5.2	10/10

Rating Criteria: Consistent With Direction and Strategy of Mesa/Council

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball fields and other facilities when they are not in use by the schools.	10	4	1.8	8.3	10/10
2.	Create more areas where shade and water are available on trails and other physical recreation sites, along with restrooms where use is intensive, especially for youth oriented sites.	10	5	2.0	7.9	8/10
3.	Develop recreational opportunities along the Salt River from the Granite Reef Diversion Dam to Tempe town Lake in conjunction with the Salt River Pima Maricopa Community	10	6	1.4	7.6	8/10
4.	This council should establish funding for creation and operation of recreation opportunities as a significant long term priority and investment for the city. A long term plan should be created for developing a citywide system of parks and recreation venues, including off street pedestrian and bike connections wherever possible. The plan should envision a series of city facilities, both on the perimeter and in the interior with varying focuses that are easily accessible to all residents of Mesa, but are also linked to each other and to similar venues in neighboring municipalities	10	5	1.5	7.6	9/10
5.	Develop private/public partnerships to pay for recreation facilities - everything from naming rights to local business contributions to developers of new	10	5	1.7	7.5	10/10

	projects dedicating onsite open space for recreation or contributing to acquisition of nearby facilities as a condition of approval. Such facilities make the city more livable and the project more valuable. The Cubs and Athletics would be good partners.					
6.	Reconsider building a major aquatic center in the downtown area as a hub for such activities, supported by regional pools and splash parks. A possible site would be at University and Mesa Drive. It would be an asset for downtown redevelopment and another signature facility for Mesa, similar to the MAC. A future Waveyard type development could locate there, too.	10	4	2.1	7.2	9/10
7.	Create a West Mesa Youth Sports Complex, possibly at the Mesa Jr. High site.	9	4	1.4	7.0	9/10
8.	Develop a regional city park similar to Red Mountain Park at Monterrey Park in SE Mesa	10	5	1.7	6.6	9/10
9.	Create an umbrella phrase to focus attention on this goal, such as "Mesa - City of Parks" or "Mesa - Year Round Recreation Central".	9	2	2.1	6.6	9/10
10.	We should introduce technology to the recreational facilities. For example, create fitness trails with RFID readers to encourage youth (and others) to visit each station regularly to earn recognition or even a reward of some kind. They could "log on" to a parks web site to measure their personal results. This idea could include educational opportunities as well. The concept would also work by scanning QR codes at each station with a smart phone, which will probably become more ubiquitous in the near future.	8	2	1.8	5.6	8/10

Rating Criteria: Will Be Embraced by the General Citizenry of Mesa

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Create more areas where shade and water are available on trails and other physical recreation sites, along with restrooms where use is intensive, especially for youth oriented sites.	10	7	0.9	9.2	10/10
2.	This council should establish funding for creation and operation of recreation opportunities as a significant long term priority and investment for the	10	7	1.0	8.8	10/10

	city. A long term plan should be created for developing a citywide system of parks and recreation venues, including off street pedestrian and bike connections wherever possible. The plan should envision a series of city facilities, both on the perimeter and in the interior with varying focuses that are easily accessible to all residents of Mesa, but are also linked to each other and to similar venues in neighboring municipalities					
3.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball fields and other facilities when they are not in use by the schools.	10	6	1.3	8.7	10/10
4.	Create a West Mesa Youth Sports Complex, possibly at the Mesa Jr. High site.	10	4	1.9	8.3	10/10
5.	Develop recreational opportunities along the Salt River from the Granite Reef Diversion Dam to Tempe town Lake in conjunction with the Salt River Pima Maricopa Community	10	6	1.2	8.0	9/10
6.	Develop private/public partnerships to pay for recreation facilities - everything from naming rights to local business contributions to developers of new projects dedicating onsite open space for recreation or contributing to acquisition of nearby facilities as a condition of approval. Such facilities make the city more livable and the project more valuable. The Cubs and Athletics would be good partners.	10	4	1.6	8.0	10/10
7.	Reconsider building a major aquatic center in the downtown area as a hub for such activities, supported by regional pools and splash parks. A possible site would be at University and Mesa Drive. It would be an asset for downtown redevelopment and another signature facility for Mesa, similar to the MAC. A future Waveyard type development could locate there, too.	10	5	1.9	8.0	10/10
8.	Develop a regional city park similar to Red Mountain Park at Monterrey Park in SE Mesa	10	5	2.1	7.3	10/10
9.	Create an umbrella phrase to focus attention on this goal, such as "Mesa - City of Parks" or "Mesa - Year Round Recreation Central".	10	2	2.3	7.2	9/10
10.	We should introduce technology to the recreational facilities. For example, create fitness trails with RFID readers to encourage youth (and others) to visit each station regularly to earn recognition or even a reward of some kind. They could "log on" to	9	2	2.2	5.7	10/10

a parks web site to measure their personal results. This idea could include educational opportunities as well. The concept would also work by scanning QR codes at each station with a smart phone, which will probably become more ubiquitous in the near future.

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## (8A) Prioritization of Projects for PARKS AND RECREATION ACCESS

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

### FREQUENCY DISTRIBUTION REPORT 10 Responses

Rating Criteria: Aligns With Your Vision of a Transformed Parks and Recreation Access

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	This council should establish funding for creation and operation of recreation opportunities as a significant long term priority and investment for the city. A long term plan should be created for developing a citywide system of parks and recreation venues, including off street pedestrian and bike connections wherever possible. The plan should envision a series of city facilities, both on the perimeter and in the interior with varying focuses that are easily accessible to all residents of Mesa, but are also linked to each other and to similar venues in neighboring municipalities	0	0	0	0	0	0	1	1	3	5
2.	Create more areas where shade and water are available on trails and other physical recreation sites, along with restrooms where use is intensive, especially for youth oriented sites.	0	0	0	0	0	0	0	4	3	3
3.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball fields and other facilities when they are not in use by the schools.	0	0	0	0	0	0	1	2	4	3
4.	Develop private/public partnerships to pay for	0	0	0	0	0	0	0	5	3	2

recreation facilities - everything from naming rights to local business contributions to developers of new projects dedicating onsite open space for recreation or contributing to acquisition of nearby facilities as a condition of approval. Such facilities make the city more livable and the project more valuable. The Cubs and Athletics would be good partners.

5.	Reconsider building a major aquatic center in the downtown area as a hub for such activities, supported by regional pools and splash parks. A possible site would be at University and Mesa Drive. It would be an asset for downtown redevelopment and another signature facility for Mesa, similar to the MAC. A future Waveyard type development could locate there, too.	0	0	0	0	1	1	1	0	2	5
6.	Develop recreational opportunities along the Salt River from the Granite Reef Diversion Dam to Tempe town Lake in conjunction with the Salt River Pima Maricopa Community	0	0	0	0	0	1	0	3	4	1
7.	Create a West Mesa Youth Sports Complex, possibly at the Mesa Jr. High site.	0	1	0	0	0	1	0	5	0	3
8.	Develop a regional city park similar to Red Mountain Park at Monterrey Park in SE Mesa	0	0	0	1	2	1	0	2	2	2
9.	Create an umbrella phrase to focus attention on this goal, such as "Mesa - City of Parks" or "Mesa - Year Round Recreation Central".	1	1	0	0	0	0	4	1	2	1
10.	We should introduce technology to the recreational facilities. For example, create fitness trails with RFID readers to encourage youth (and others) to visit each station regularly to earn recognition or even a reward of some kind. They could "log on" to a parks web site to measure their personal results. This idea could include educational opportunities as well. The concept would also work by scanning QR codes at each station with a smart phone, which will probably become more ubiquitous in the near future.	0	1	0	0	2	1	1	4	1	0

Rating Criteria: Ability to Make Significant Progress on This Project in CY2012

Ran	Idea	1	2	3	4	5	6	7	8	9	10
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k												
		Scale: 1 2 3 4 5 6 7 8 9 10										
1.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball fields and other facilities when they are not in use by the schools.	0	0	0	0	0	1	2	4	2	1	
2.	Create an umbrella phrase to focus attention on this goal, such as "Mesa - City of Parks" or "Mesa - Year Round Recreation Central".	1	1	0	0	0	1	1	1	2	3	
3.	Create more areas where shade and water are available on trails and other physical recreation sites, along with restrooms where use is intensive, especially for youth oriented sites.	1	0	0	0	0	2	3	1	2	1	
4.	This council should establish funding for creation and operation of recreation opportunities as a significant long term priority and investment for the city. A long term plan should be created for developing a citywide system of parks and recreation venues, including off street pedestrian and bike connections wherever possible. The plan should envision a series of city facilities, both on the perimeter and in the interior with varying focuses that are easily accessible to all residents of Mesa, but are also linked to each other and to similar venues in neighboring municipalities	1	0	0	0	2	1	1	4	0	1	
5.	Create a West Mesa Youth Sports Complex, possibly at the Mesa Jr. High site.	0	1	0	1	1	2	2	3	0	0	
6.	Develop recreational opportunities along the Salt River from the Granite Reef Diversion Dam to Tempe town Lake in conjunction with the Salt River Pima Maricopa Community	0	0	0	2	1	3	2	0	1	0	
7.	Develop private/public partnerships to pay for recreation facilities - everything from naming rights to local business contributions to developers of new projects dedicating onsite open space for recreation or contributing to acquisition of nearby facilities as a condition of approval. Such facilities make the city more livable and the project more valuable. The Cubs and Athletics would be good partners.	1	0	0	1	2	3	0	2	1	0	

8.	We should introduce technology to the recreational facilities. For example, create fitness trails with RFID readers to encourage youth (and others) to visit each station regularly to earn recognition or even a reward of some kind. They could "log on" to a parks web site to measure their personal results. This idea could include educational opportunities as well. The concept would also work by scanning QR codes at each station with a smart phone, which will probably become more ubiquitous in the near future.	1	1	0	1	1	1	3	1	1	0
9.	Reconsider building a major aquatic center in the downtown area as a hub for such activities, supported by regional pools and splash parks. A possible site would be at University and Mesa Drive. It would be an asset for downtown redevelopment and another signature facility for Mesa, similar to the MAC. A future Waveyard type development could locate there, too.	0	0	1	2	4	1	0	1	0	1
10.	Develop a regional city park similar to Red Mountain Park at Monterrey Park in SE Mesa	1	0	0	0	5	2	2	0	0	0

Rating Criteria: Consistent With Direction and Strategy of Mesa/Council

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball fields and other facilities when they are not in use by the schools.	0	0	0	1	0	0	1	3	2	3
2.	Create more areas where shade and water are available on trails and other physical recreation sites, along with restrooms where use is intensive, especially for youth oriented sites.	0	0	0	0	1	2	0	1	2	2
3.	Develop recreational opportunities along the Salt River from the Granite Reef Diversion Dam to Tempe town Lake in conjunction with the Salt River Pima Maricopa Community	0	0	0	0	0	2	2	2	1	1
4.	This council should establish funding for	0	0	0	0	1	1	2	3	1	1

creation and operation of recreation opportunities as a significant long term priority and investment for the city. A long term plan should be created for developing a citywide system of parks and recreation venues, including off street pedestrian and bike connections wherever possible. The plan should envision a series of city facilities, both on the perimeter and in the interior with varying focuses that are easily accessible to all residents of Mesa, but are also linked to each other and to similar venues in neighboring municipalities

5.	Develop private/public partnerships to pay for recreation facilities - everything from naming rights to local business contributions to developers of new projects dedicating onsite open space for recreation or contributing to acquisition of nearby facilities as a condition of approval. Such facilities make the city more livable and the project more valuable. The Cubs and Athletics would be good partners.	0	0	0	0	1	2	3	1	1	2
6.	Reconsider building a major aquatic center in the downtown area as a hub for such activities, supported by regional pools and splash parks. A possible site would be at University and Mesa Drive. It would be an asset for downtown redevelopment and another signature facility for Mesa, similar to the MAC. A future Waveyard type development could locate there, too.	0	0	0	1	1	1	3	0	1	2
7.	Create a West Mesa Youth Sports Complex, possibly at the Mesa Jr. High site.	0	0	0	1	0	1	4	2	1	0
8.	Develop a regional city park similar to Red Mountain Park at Monterrey Park in SE Mesa	0	0	0	0	3	3	0	2	0	1
9.	Create an umbrella phrase to focus attention on this goal, such as "Mesa - City of Parks" or "Mesa - Year Round Recreation Central".	0	1	0	0	1	1	3	2	1	0
10.	We should introduce technology to the recreational facilities. For example, create fitness trails with RFID readers to encourage youth (and others) to visit each station regularly to earn recognition or even a reward of some kind. They could "log on" to a parks web site to measure their personal results. This idea could include educational opportunities as well. The concept would also work by scanning QR codes at each station	0	1	0	0	2	3	1	1	0	0

with a smart phone, which will probably become more ubiquitous in the near future.

Rating Criteria: Will Be Embraced by the General Citizenry of Mesa

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Create more areas where shade and water are available on trails and other physical recreation sites, along with restrooms where use is intensive, especially for youth oriented sites.	0	0	0	0	0	0	1	0	5	4
2.	This council should establish funding for creation and operation of recreation opportunities as a significant long term priority and investment for the city. A long term plan should be created for developing a citywide system of parks and recreation venues, including off street pedestrian and bike connections wherever possible. The plan should envision a series of city facilities, both on the perimeter and in the interior with varying focuses that are easily accessible to all residents of Mesa, but are also linked to each other and to similar venues in neighboring municipalities	0	0	0	0	0	0	1	3	3	3
3.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball fields and other facilities when they are not in use by the schools.	0	0	0	0	0	1	1	1	4	3
4.	Create a West Mesa Youth Sports Complex, possibly at the Mesa Jr. High site.	0	0	0	1	0	0	2	2	1	4
5.	Develop recreational opportunities along the Salt River from the Granite Reef Diversion Dam to Tempe town Lake in conjunction with the Salt River Pima Maricopa Community	0	0	0	0	0	1	2	3	2	1
6.	Develop private/public partnerships to pay for recreation facilities - everything from naming rights to local business contributions to developers of new projects dedicating onsite open space for recreation or contributing to acquisition of nearby facilities as a condition of approval. Such facilities make the city	0	0	0	1	0	0	1	4	3	1

more livable and the project more valuable. The Cubs and Athletics would be good partners.

7.	Reconsider building a major aquatic center in the downtown area as a hub for such activities, supported by regional pools and splash parks. A possible site would be at University and Mesa Drive. It would be an asset for downtown redevelopment and another signature facility for Mesa, similar to the MAC. A future Waveyard type development could locate there, too.	0	0	0	0	1	2	1	1	2	3
8.	Develop a regional city park similar to Red Mountain Park at Monterrey Park in SE Mesa	0	0	0	0	3	1	2	1	0	3
9.	Create an umbrella phrase to focus attention on this goal, such as "Mesa - City of Parks" or "Mesa - Year Round Recreation Central".	0	1	0	0	0	1	2	3	1	1
10.	We should introduce technology to the recreational facilities. For example, create fitness trails with RFID readers to encourage youth (and others) to visit each station regularly to earn recognition or even a reward of some kind. They could "log on" to a parks web site to measure their personal results. This idea could include educational opportunities as well. The concept would also work by scanning QR codes at each station with a smart phone, which will probably become more ubiquitous in the near future.	0	1	1	0	3	1	2	1	1	0

## \*\* (11A) Prioritization of Projects for TRANSPORTATION ACCESS \*\*

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

HIGH/LOW REPORT (combined criteria)  
10 Responses

Rank	Idea	Adj. High	Adj. Low	Std. Dev.	Sum
1.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.	10	5	1.5	323
2.	Develop a smart phone/tablet app that syncs with public transportation schedules and routes. Highly informational and interactive about all aspects of the Mesa transportation system.	10	3	2.0	317
3.	Fund a feasibility study for a high speed transportation link (e.g., above ground rail) between Phoenix gateway Airport and Sky Harbor. This should include the extension of the existing light rail system in mesa to Phoenix Gateway.	10	1	1.9	292
4.	Expand the CONNECTIVITY and SERVICES of existing transportation modes and routes in Mesa to improve scheduling and usage. This should also help with interconnection to other cities around Mesa;	10	2	1.8	281
5.	Build a trailhead where three existing and two proposed trails meet in NE Mesa near Bush Highway and the CAP Canal.	10	1	1.7	274
6.	Evaluate the addition of shuttle/trolley services in specific areas in Mesa (e.g., downtown, Power Street, Southern Corridor) to add more transport and convenience to high traffic or key destination areas;	10	1	2.7	252

## (11A) Prioritization of Projects for TRANSPORTATION ACCESS

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

### FREQUENCY DISTRIBUTION REPORT (combined criteria) 10 Responses

Rank	Idea	1	2	3	4	5	6	7	8	9	10
1.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.	0	0	0	0	3	1	6	12	6	11
2.	Develop a smart phone/tablet app that syncs with public transportation schedules and routes. Highly informational and interactive about all aspects of the Mesa transportation system.	0	0	1	4	0	3	4	8	12	8
3.	Fund a feasibility study for a high speed transportation link (e.g., above ground rail) between Phoenix gateway Airport and Sky Harbor. This should include the extension of the existing light rail system in mesa to Phoenix Gateway.	1	0	0	2	3	3	7	11	7	5
4.	Expand the CONNECTIVITY and SERVICES of existing transportation modes and routes in Mesa to improve scheduling and usage. This should also help with interconnection to other cities around Mesa;	0	2	0	1	1	4	13	13	1	4
5.	Build a trailhead where three existing and two proposed trails meet in NE Mesa near Bush Highway and the CAP Canal.	1	0	0	0	2	9	9	11	2	4
6.	Evaluate the addition of shuttle/trolley services in specific areas in Mesa (e.g., downtown, Power Street, Southern Corridor) to add more transport and convenience to high traffic or key destination areas;	4	2	1	0	3	8	3	10	3	5



# (11A) Prioritization of Projects for TRANSPORTATION ACCESS

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

HIGH/LOW REPORT  
10 Responses

Rating Criteria: Aligns With Your Vision of a Transformed Transportation Access

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.	10	8	0.9	9.2	10/10
2.	Fund a feasibility study for a high speed transportation link (e.g., above ground rail) between Phoenix gateway Airport and Sky Harbor. This should include the extension of the existing light rail system in mesa to Phoenix Gateway.	10	4	1.9	8.6	10/10
3.	Develop a smart phone/tablet app that syncs with public transportation schedules and routes. Highly informational and interactive about all aspects of the Mesa transportation system.	10	4	1.9	8.3	10/10
4.	Build a trailhead where three existing and two proposed trails meet in NE Mesa near Bush Highway and the CAP Canal.	10	6	1.1	7.9	10/10
5.	Expand the CONNECTIVITY and SERVICES of existing transportation modes and routes in Mesa to improve scheduling and usage. This should also help with interconnection to other cities around Mesa;	10	2	2.3	7.9	10/10

6.	Evaluate the addition of shuttle/trolley services in specific areas in Mesa (e.g., downtown, Power Street, Southern Corridor) to add more transport and convenience to high traffic or key destination areas;	10	1	3.0	7.2	10/10
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Rating Criteria: Ability to Make Significant Progress on This Project in CY2012

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Develop a smart phone/tablet app that syncs with public transportation schedules and routes. Highly informational and interactive about all aspects of the Mesa transportation system.	10	4	1.9	8.0	10/10
2.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.	10	5	1.5	7.2	10/10
3.	Build a trailhead where three existing and two proposed trails meet in NE Mesa near Bush Highway and the CAP Canal.	8	1	2.1	6.5	10/10
4.	Fund a feasibility study for a high speed transportation link (e.g., above ground rail) between Phoenix gateway Airport and Sky Harbor. This should include the extension of the existing light rail system in mesa to Phoenix Gateway.	9	1	2.2	6.4	10/10
5.	Evaluate the addition of shuttle/trolley services in specific areas in Mesa (e.g., downtown, Power Street, Southern Corridor) to add more transport and convenience to high traffic or key destination areas;	10	1	2.4	6.3	10/10
6.	Expand the CONNECTIVITY and SERVICES of existing transportation modes and routes in Mesa to improve scheduling and usage. This should also help with interconnection to other cities around Mesa;	8	2	1.9	6.1	10/10

Rating Criteria: Consistent With Direction and Strategy of Mesa/Council

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.	10	5	1.4	8.0	9/10
2.	Expand the CONNECTIVITY and SERVICES of existing transportation modes and routes in Mesa to improve scheduling and usage. This should also help with interconnection to other cities around Mesa;	9	6	0.9	7.6	9/10
3.	Develop a smart phone/tablet app that syncs with public transportation schedules and routes. Highly informational and interactive about all aspects of the Mesa transportation system.	10	3	2.3	7.3	10/10
4.	Fund a feasibility study for a high speed transportation link (e.g., above ground rail) between Phoenix gateway Airport and Sky Harbor. This should include the extension of the existing light rail system in mesa to Phoenix Gateway.	9	5	1.5	7.1	9/10
5.	Build a trailhead where three existing and two proposed trails meet in NE Mesa near Bush Highway and the CAP Canal.	10	5	1.6	6.9	8/10
6.	Evaluate the addition of shuttle/trolley services in specific areas in Mesa (e.g., downtown, Power Street, Southern Corridor) to add more transport and convenience to high traffic or key destination areas;	9	1	2.7	5.7	9/10

Rating Criteria: Will Be Embraced by the General Citizenry of Mesa

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved	10	6	1.4	8.7	10/10

	sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.					
2.	Develop a smart phone/tablet app that syncs with public transportation schedules and routes. Highly informational and interactive about all aspects of the Mesa transportation system.	10	4	1.9	8.1	10/10
3.	Fund a feasibility study for a high speed transportation link (e.g., above ground rail) between Phoenix gateway Airport and Sky Harbor. This should include the extension of the existing light rail system in mesa to Phoenix Gateway.	10	4	1.6	7.8	10/10
4.	Build a trailhead where three existing and two proposed trails meet in NE Mesa near Bush Highway and the CAP Canal.	10	5	1.7	7.5	10/10
5.	Expand the CONNECTIVITY and SERVICES of existing transportation modes and routes in Mesa to improve scheduling and usage. This should also help with interconnection to other cities around Mesa;	10	5	1.3	7.3	10/10
6.	Evaluate the addition of shuttle/trolley services in specific areas in Mesa (e.g., downtown, Power Street, Southern Corridor) to add more transport and convenience to high traffic or key destination areas;	10	1	3.1	6.6	10/10

# (11A) Prioritization of Projects for TRANSPORTATION ACCESS

Instructions : Now please assess each of the following projects areas against the 4 criteria listed to the right of the project area. In each case use a scale of 1-10 where a '1' means a very low level of alignment with the criteria and a '10' means a high (positive) level of alignment. Once you have completed your assessment across the 4 criteria, then click on the 'submit' button in the upper right area of your screen. You will be returned to the agenda screen where you may continue on to the next activity:

## FREQUENCY DISTRIBUTION REPORT 10 Responses

Rating Criteria: Aligns With Your Vision of a Transformed Transportation Access

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.	0	0	0	0	0	0	0	3	2	5
2.	Fund a feasibility study for a high speed transportation link (e.g., above ground rail) between Phoenix gateway Airport and Sky Harbor. This should include the extension of the existing light rail system in mesa to Phoenix Gateway.	0	0	0	1	0	0	1	1	3	4
3.	Develop a smart phone/tablet app that syncs with public transportation schedules and routes. Highly informational and interactive about all aspects of the Mesa transportation system.	0	0	0	1	0	0	2	1	3	3
4.	Build a trailhead where three existing and two proposed trails meet in NE Mesa near Bush Highway and the CAP Canal.	0	0	0	0	0	1	2	5	1	1
5.	Expand the CONNECTIVITY and SERVICES of existing transportation modes and routes in Mesa to improve scheduling and usage. This	0	1	0	0	0	0	1	5	0	3

should also help with interconnection to other cities around Mesa;

6.	Evaluate the addition of shuttle/trolley services in specific areas in Mesa (e.g., downtown, Power Street, Southern Corridor) to add more transport and convenience to high traffic or key destination areas;	1	0	1	0	0	1	0	3	2	2
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Rating Criteria: Ability to Make Significant Progress on This Project in CY2012

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Develop a smart phone/tablet app that syncs with public transportation schedules and routes. Highly informational and interactive about all aspects of the Mesa transportation system.	0	0	0	1	0	1	1	2	3	2
2.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.	0	0	0	0	2	0	4	3	0	1
3.	Build a trailhead where three existing and two proposed trails meet in NE Mesa near Bush Highway and the CAP Canal.	1	0	0	0	0	3	2	4	0	0
4.	Fund a feasibility study for a high speed transportation link (e.g., above ground rail) between Phoenix gateway Airport and Sky Harbor. This should include the extension of the existing light rail system in mesa to Phoenix Gateway.	1	0	0	0	1	2	3	2	1	0
5.	Evaluate the addition of shuttle/trolley services in specific areas in Mesa (e.g., downtown, Power Street, Southern Corridor) to add more transport and convenience to high traffic or key destination areas;	1	0	0	0	1	4	1	2	0	1
6.	Expand the CONNECTIVITY and SERVICES of existing transportation modes and routes in Mesa to improve scheduling and usage. This should also help with interconnection to other	0	1	0	1	0	3	3	2	0	0

cities around Mesa;

Rating Criteria: Consistent With Direction and Strategy of Mesa/Council

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.	0	0	0	0	1	0	1	4	2	1
2.	Expand the CONNECTIVITY and SERVICES of existing transportation modes and routes in Mesa to improve scheduling and usage. This should also help with interconnection to other cities around Mesa;	0	0	0	0	0	1	3	4	1	0
3.	Develop a smart phone/tablet app that syncs with public transportation schedules and routes. Highly informational and interactive about all aspects of the Mesa transportation system.	0	0	1	1	0	1	1	2	3	1
4.	Fund a feasibility study for a high speed transportation link (e.g., above ground rail) between Phoenix gateway Airport and Sky Harbor. This should include the extension of the existing light rail system in mesa to Phoenix Gateway.	0	0	0	0	2	1	1	4	1	0
5.	Build a trailhead where three existing and two proposed trails meet in NE Mesa near Bush Highway and the CAP Canal.	0	0	0	0	1	3	2	1	0	1
6.	Evaluate the addition of shuttle/trolley services in specific areas in Mesa (e.g., downtown, Power Street, Southern Corridor) to add more transport and convenience to high traffic or key destination areas;	1	1	0	0	1	3	0	2	1	0

Rating Criteria: Will Be Embraced by the General Citizenry of Mesa

Rank	Idea	1	2	3	4	5	6	7	8	9	10
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k											
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.	0	0	0	0	0	1	1	2	2	4
2.	Develop a smart phone/tablet app that syncs with public transportation schedules and routes. Highly informational and interactive about all aspects of the Mesa transportation system.	0	0	0	1	0	1	0	3	3	2
3.	Fund a feasibility study for a high speed transportation link (e.g., above ground rail) between Phoenix gateway Airport and Sky Harbor. This should include the extension of the existing light rail system in mesa to Phoenix Gateway.	0	0	0	1	0	0	2	4	2	1
4.	Build a trailhead where three existing and two proposed trails meet in NE Mesa near Bush Highway and the CAP Canal.	0	0	0	0	1	2	3	1	1	2
5.	Expand the CONNECTIVITY and SERVICES of existing transportation modes and routes in Mesa to improve scheduling and usage. This should also help with interconnection to other cities around Mesa;	0	0	0	0	1	0	6	2	0	1
6.	Evaluate the addition of shuttle/trolley services in specific areas in Mesa (e.g., downtown, Power Street, Southern Corridor) to add more transport and convenience to high traffic or key destination areas;	1	1	0	0	1	0	2	3	0	2

# S1 Survey: Most Important Project for Each Priority

Instructions Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results  
10 Responses

**Please take a moment and consider the set of projects we have identified. What do you personally feel is the ONE MOST IMPORTANT project that we should be recommending to the Council as part of each of the three areas? NOTE: Please be as SPECIFIC AND PERSUASIVE as you can...this open input may be very helpful in guiding the final recommendations we will make. Refer back to the pdf document in the READ THIS FIRST activity if you need to see the input on and summary of the projects:**

1. Vibrant Downtown:

No.	Idea
1.	Ped/transit only in downtown core
2.	Items 3 &4 are related. To create a pedestrian mall downtown, traffic must be rerouted to 1st Street and Avenue. A curved approach such as Scottsdale used on Goldwater Blvd. would work. It might extend past Pioneer Park if that area is redeveloped. A pedestrian mall along with higher density dwellings and intensive shopping, dining, education and recreation activities would transform the downtown area.
3.	Create a pedestrian friendly downtown that is linked with the lightrail.
4.	5. Relocate Mesa Historical Museum to a prominent and accessible downtown location. Then all Mesa museums will be located downtown and within walking distance from each other. The historical museum contains so many wonderful exhibits of Mesa's history but its out-of-the way location and rundown building don't do it justice nor contribute to encouraging the public to visit. Mesa citizens need to have better access to this facility and be made aware that it exists.
5.	Develop Parcel 17 on the corner of University and Mesa;
6.	Create a transportation hub that brings together commuters and businesses
7.	Attracting business such as restaurants, shopping and casual dinning that would give downtown a vibrant attractable place to be. It should have trees and shaded areas that pedestrians would be safe from traffic. The buildings should be attractive and warm in appearance. Downtown Mesa should be a place people want to meet and gather at, a place to be proud to call Mesa.
8.	Turn Main into pedestrian/transit mall.
9.	Microbrewery Downtown The number 1 thing currently lacking downtown is a catalyst business that can draw people and create activity both day and night. A microbrewery can accomplish that and has seen a huge growth in the last 10 years. A microbrewery is a perfect complement to the strong arts and entertainment component we have in downtown and would generate

traffic for other businesses as well. It would also be mutually beneficial, being located near the light rail and for light rail riders. Council has stated the desire for a Microbrewery in their strategic planning and there are currently several breweries that have shown interest in the Downtown area, which makes this a project that can easily happen in the next 18 months. We need to be more specific in regards to the term microbrewery vs. a brewpub. A brewpub will have a restaurant component that will make it a bigger draw for people, whereas a microbrewery may just brew & distribute creating little customer activity or vibrancy.

10. Pioneer Park Botanical Gardens

2. Parks and Recreation Access:

No.	Idea
1.	Funding for operation and planning for parks & rec.
2.	Identifying recreation and arts as a citywide priority for funding and establishing a long term development and funding plan would improve both the livability of the city and our ability to recruit and keep businesses
3.	Pioneer Park is a great revitalization project, but there also needs to be a long-term parks plan for the city that includes increased investment.
4.	9. Develop private/public partnerships to pay for recreational facilities. Mesa's citizens are asking for more parks, improved parks and additional recreational facilities. Because of insufficient public funding, the current comprehensive City of Mesa's Parks & Recreation Plan is not being achieved in the manner needed to meet Mesa citizens' requirements. Approaching the business community to partner with the City in providing funds for these facilities is a win-win situation for the business, the city and Mesa's citizens. The contributing business, if desired, would have its name shown on the recreational facility or park. If feasible, the business could locate all or part of its current facilities near the facility/park. Of course, private funding coming from businesses/individuals would be considered an income tax deduction.
5.	Work with MPS to make school recreation areas more accessible to neighbors while exploring opportunities to grow our aquatics and sports offerings through public-private-school partnerships
6.	Build a system of perimeter parks and venues that are interlinked
7.	Mesa parks should include combination of facilities throughout the city. Multipurpose facilities, parks that incorporate water features, enhance and encourage physical activity, safe and connected pathways for all types of modalities.
8.	Youth sports complex at Mesa Jr. High site
9.	Major Aquatics/Sports complex in West Mesa or Downtown area, West Mesa is in need new modern facilities. We can build on Mesa's strength in aquatics centers and help create a draw in West Mesa / Downtown area which will help accomplish more than one iMesa priority, other possible location is the need for a new pool facility at Mesa High. This priority could take more time but be looked at as a mid/long-term and signature iMesa project.
10.	Pursue additional opportunities to co-locate recreational facilities with the school systems - primary, secondary and collegiate - to utilize ball fields and other facilities when they are not in use by the schools.

3. Transportation Access:

No.	Idea
1.	Master plan for trail connections throughout city
2.	Creation of a strategic plan to provide practical alternatives to the private automobile will provide the fastest environmental return and will establish the direction for Mesa's future transportation efforts. Action on pedestrian links can be accomplished quickly, so results are obvious to citizens.
3.	I feel that much of the future economic growth for Mesa will be tied to connecting Phoenix Gateway to Sky Harbor with a high speed transportation system.
4.	1. Develop a smart phone/tablet app that syncs with the public transportation schedules and routes. This idea could be implemented in 2012 and would be such an asset to those commuters using the public transportation system. It would also be a terrific advertising tool to encourage those people not using public transportation to consider leaving their cars at home, taking the bus/light rail, and contributing to improving Mesa's air quality.
5.	Explore the use of our canal system for contiguous pathways to facilitate walk, bike, skate, etc. with water and shade
6.	High speed link between Gateway and PHX
7.	City of Mesa transportation should be as simple as making it easier to get around Mesa. A interconnectedness throughout the city and to surrounding communities. Safer streets to commute for all traffic, pedestrians, bikers and vehicles. Finishing light rail and extending it throughout the city and finally the ambitious express monorail to and from Phoenix airport and Gateway.
8.	Improve linkages among parts of the city and extend bus routes further east.
9.	Develop a smart phone/tablet app that syncs with public transportation This may be the smallest project and easiest to make happen, and value it as most important for that reason. I believe we need to show success and this will be a project that can be completed in advance of light rail and would be easily utilized and beneficial to the Mesa community, and could spur on more app development projects that would benefit other areas of the Community and other elements of iMesa.
10.	Create a strategic plan and progress in 2012 for a safe and connected PEDESTRIAN transportation system that includes improving the canal system with additional waling/biking paths, improved sidewalks, additional sidewalk or pathways where not-existent, and improve bike lanes on major corridors.

**Open Discussion Areas for Next Committee Meeting**

4. Are there any issues or concerns that you feel the Council might raise about our Phase 1 project recommendations that you feel we should discuss at our next checkpoint meeting before the actual presentation to the Council?

No.	Idea
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1. Need to discuss how to identify possible ways to pay for any popular ideas and projects.

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2. The "HOW?" How to acquire information, how to elicit interest, how to raise funds, how to implement, etc.

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3. Funding, how will these projects be paid for and practicality of getting projects started. I really think experts in these areas should be consulted.

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4. Not at this time

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## S2 Survey: Feedback Survey (FINAL ACTIVITY)

Instructions Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results  
7 Responses

### Leadership/Project Input

1. As you reflect on your work as part of the iMesa Steering Committee, and thinking about our workshop session on Saturday and the impact of the iMesa projects on the future of Mesa, what specific messages and input do you have for the Mesa City Council and the key leaders about this initial set of projects in the 3 'phase 1' priority areas? (Please be as specific and persuasive as you can...)

No.	Idea
1.	Be bold and vision big.
2.	I filled all of this out and then found out AFTER the input that the session had timed out and all of my input was lost!
3.	The three "phase 1" priority areas were picked very quickly by a Steering Committee vocal vote at the meeting prior to Saturday's workshop. The specific recommendations the Steering Committee developed from these "phase 1" iMesa inputs are great. However, I don't believe we should ignore the other 4 categories. Comments from some of Mesa's citizens suggesting that iMesa is a City Council run project would again be voiced very loudly if we ignore the other 4 categories - including "Buckhorn Bath" - top vote getter. Suggest we visit the other 4 categories in a similar workshop and present at the end of March. This message should be included in our end of February City Council presentation
4.	Don't be afraid to develop a legacy project, or one that leaves its mark on the city in perpetuity. The right project will provide opportunities for partnership and, ideally, accomplish many objectives--while serving diverse populations and interests--with one project. The goal is purposely multi-faceted and symbiotic.
5.	This project has the potential to make a huge difference in making Mesa attractive and competitive. Mesa is already a great city but investing in the ideas of its actual residents, will give a sense of ownership and pride in our community that could have the potential to have a ripple affect into their own neighborhoods.
6.	These priority areas are all key elements not only for the future of Mesa but current needs that can create a foundation to build on for the next 20 years. The 3 priority areas all focus on amenities that a city and citizens take ownership in and most importantly build upon that sense of community and pride in where they live.

### Session Feedback

2. What did you enjoy most about the workshop session on Saturday (including the final assessment activities online)? What did you find to be most positive?

No.	Idea
1.	The session was well organized and everyone has a passion for making Mesa a better place to live.
2.	The workshop made a very difficult task to achieve - very achievable.
3.	Moving from conception to creation
4.	The workshops have been productive and helpful, but I do like having engaging conversations about ideas, it spurs new ideas and it is collaborative.
5.	Small group discussion and development of themes/ideas.
6.	I like the ease of use and the ability for everyone to equally offer their input.

3. What was the value of the Advanced Strategy Lab system in supporting our workshop session? (1-10 scale, 1 being of no value, 10 being of significant value)

#### HIGH/LOW REPORT

Rank	Idea	High	Low	Std. Dev.	Avg.
1.	What was the value of the Advanced Strategy Lab system in supporting our workshop session? (1-10 scale, 1 being of no value, 10 being of significant value)	10	6	1.5	8.6

#### FREQUENCY DISTRIBUTION REPORT

Rank	Idea	1	2	3	4	5	6	7	8	9	10
1.	What was the value of the Advanced Strategy Lab system in supporting our workshop session? (1-10 scale, 1 being of no value, 10 being of significant value)	0	0	0	0	0	1	0	3	0	3

4. Do you have any additional comments or observations about our workshop or any aspect of our iMesa development?

No.	Idea
1.	Keep up the great work.
2.	Every person's lament, "more time!" ;- ) Thank you!
3.	This is a hard and complex process, but it will bring a new excitement to the city.

