



COUNCIL MINUTES

April 14, 2016

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on April 14, 2016 at 7:30 a.m.

COUNCIL PRESENT

John Giles
Alex Finter
Christopher Glover
Dennis Kavanaugh
Dave Richins
Kevin Thompson

COUNCIL ABSENT

David Luna

OFFICERS PRESENT

Christopher Brady
Jim Smith
Dee Ann Mickelsen

Mayor Giles excused Councilmember Luna from the entire meeting. He excused Councilmember Richins from the beginning of the meeting; he arrived at 7:31 a.m.

1. Review items on the agenda for the April 18, 2016 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None.

Items removed from the consent agenda: None.

Items added to the consent agenda: None.

2-a. Hear a presentation and discuss the City's partnership with the Downtown Mesa Association (DMA); and a five-year review by the DMA regarding their support for Downtown Mesa.

Deputy City Manager Natalie Lewis displayed a PowerPoint presentation (**See Attachment 1**) and provided the background of Mesa's relationship with the Downtown Mesa Association (DMA). She indicated that representatives from the DMA were present to provide an update on their services and answer any questions that Council may have.

Ms. Lewis explained that a Business Improvement District uses many basic services that are supplemented by the City with money derived from the property owners' assessments. She added that Mesa contracts with the DMA to manage those funds. She stated that services are then enhanced to promote Downtown as a destination and pointed out that the DMA is the central point of contact, or liaison between the property owners and the City. (See Page 3 of Attachment 1)

Ms. Lewis reviewed the elements that contribute to Downtown funding. She stated that Mesa is the largest property owner and voluntarily contributes \$227,000 per year in order to assist in promoting Downtown. She illustrated that the City acts as both a partner and a contractor/subcontractor with the DMA. (See Pages 4 and 5 of Attachment 1)

Councilmember Glover suggested that it might be advantageous to have a member of City staff join the DMA Board as a voting member, in order to always have a City presence on the board. He stated that he, as the liaison, is unable to attend all of the meetings due to his schedule.

Ms. Lewis highlighted the upcoming action items as follows:

- Annual Assessment Hearing in May
- Annual Agreement in June
- Five-Year Improvement District Continuation Hearing Process in the Fall

In response to a question from Councilmember Richins, David Short, Executive Director of the DMA, confirmed that Councilmember Glover is an ex-officio member of the DMA Board, according to the bylaws. He stated that the Board has discussed making him a voting boardmember and has no issue with adding a voting member from City staff.

Mayor Giles asked staff to explore the reasoning behind the ex-officio member and the possibility of modifying the bylaws to designate a voting member.

Mr. Short displayed a PowerPoint presentation relative to the Downtown Mesa Association (**See Attachment 2**) and stated that the DMA was established in 1985 and was the first Business Improvement District in Arizona. He reported that the District represents 475 property owners and over 400 businesses. He provided an overview of the Operating Budget, which totals \$800,000 per year. (See Pages 2 and 3 of Attachment 2)

Mr. Short indicated that the original purpose of the DMA was maintenance and management, and provided a breakdown of the many services currently provided, such as public space and parking management, marketing and events. He indicated that the maintenance crew is fully staffed and demand is growing. (See Page 4 of Attachment 2)

Mr. Short announced that the DMA has recently worked with the Merchant Committee to execute a rebranding initiative that includes a new logo and website design, an updated color scheme, the tag line creation of "Make Your Mark", and a branding campaign. He stated that the DMA is responsible for the banner management program, as well as updating the area kiosks bi-annually. (See Pages 5 through 9 of Attachment 2)

Mr. Short reported that the Downtown Dollars and Gift Card Programs have grown each year since their inception in 2012. He mentioned that the website offers an interactive property search tool that is consistently updated to show available space Downtown. (See Pages 10 and 11 of Attachment 2)

Mr. Short stated that the DMA events have drastically increased over the years, reaching totals of ten sponsored and over 36 produced events per year that promote foot traffic to businesses. He provided some examples of partnered events and those produced over the past two years. (See pages 12 through 14 of Attachment 2)

Alisa Petterson, DMA Board Chairperson, explained that the DMA had managed to build up enough reserve to reinvest dollars back into Downtown Mesa and provided a list of such efforts. She stated that over the last five years, the DMA's commitment to Downtown has allowed them to invest more than \$250,000 above the contract/assessment funding. (See pages 15 and 16 of Attachment 2)

Ms. Petterson reported that the DMA Operating Budget has decreased by almost 25% over the past seven years. She anticipated that the next five years will bring more residents and businesses to the area, which will increase the need for services and resources. (See Pages 17 and 18 of Attachment 2)

In response to a question from Mayor Giles, Mr. Short replied that assessments have not changed and the decreased funding was a result of the economy and cutbacks in contracts.

Councilmember Richins inquired about the plan for changes in the assessments after the City property is transferred to a private entity, such as Encore or Safe Families for Children. Mr. Short explained that non-profit organizations do not pay an assessment for properties transferred from the City, unless otherwise agreed upon.

City Manager Christopher Brady advised that as the City improves the vacant land Downtown, it will offer an incremental increase for DMA, providing an additional opportunity to grow their budget and attract more people.

Councilmember Richins commented that he supports placing more Downtown land into private hands, in order to offer the DMA more resources that will spur more success.

Mayor Giles thanked staff and the DMA for the presentation.

2-b. Hear a presentation and discuss an update on a Higher Education Initiative.

Development and Sustainability Project Manager Jeff McVay introduced Phil Weddle of Weddle Gilmore and Rick Naimark of Arizona State University (ASU) who were present to answer any questions the Council may have. He stated that Mesa has entered into a Memorandum of Understanding with ASU to begin exploring the opportunity of bringing a campus to Downtown and announced that the winning design team is Colwell Shelor West and Weddle Gilmore.

Mr. Weddle displayed a PowerPoint presentation as it relates to the conceptual ideas for the best site for an ASU campus in Downtown Mesa. **(See Attachment 3)** He expressed the opinion that the initiative was a transformational opportunity of increasing the vibrancy of Downtown and creating significant social and economic benefits for the entire City.

Mr. Weddle stated that the study considered the broader Downtown, in terms of connectivity and circulation, however, this presentation is focused on the block of the City Plaza, aka the "City Center" competition site. He pointed out that the buildings shown in blue on the map are City owned parcels. (See Pages 2 and 3 of Attachment 3)

Mr. Weddle explained that the current concept is to create an urban plaza that becomes the anchor for the campus by engaging strong visual and pedestrian connections to Main Street, the Light Rail, and the Mesa Arts Center. He pointed out the main pedestrian circulation spines on the map that extend through the site and indicated that removing a majority of the onsite surface parking would be required to create a strong urban environment. He stated that removing the two-

story portion on the west side of the City Plaza building would allow for a stronger visual connection to Main Street and Center Street. He illustrated that the City Center site was divided into a Lower Terrace and an Upper Terrace. (See page 4 of Attachment 3)

Mr. Weddle highlighted the following scenario of four main buildings proposed for ASU (See Page 5 of Attachment 3):

- Building A – five-stories of new construction that includes commercial space on the ground level, which has an important location to assist in activating the street adjacent to the Light Rail stop.
- Building B – four-stories of new construction that can interact with the urban plaza and assist with programming in the plaza.
- Building C - west of the Council Chambers and would frame the northern entry into the site.
- Building D – the existing Information Technology building that could be an optional ASU building or City services in the future.

Mr. Weddle stated that the proposed 200,000 square feet of space offers the opportunity to create private commercial development on site. (See Page 6 of Attachment 3) He suggested that two (2) three-story buildings with food and beverage commercial space on the bottom floors and office space above would activate the plaza and create a lot of advantages in Downtown.

Mr. Brady followed up by explaining that the focus was to build a campus on City-owned property and assured the Council that the City would control how fast and how much was built. He stated that staff is working with ASU planners and urban designers on the overall design concept of the property. He indicated that staff is interested in finding a balance on the site between the current City uses and the campus for ASU, as well as the opportunity for private commercial development in the future.

Councilmember Thompson voiced concern regarding losing parking spaces for customers and employees. He advised that it should first be known which ASU programs are coming to the campus prior to discussing what space is utilized.

Mr. Brady responded that staff has made that same point several times and is waiting to hear back about the programming decisions.

Mr. Naimark informed the Council that he has been actively involved with the site-planning exercise and is comfortable with the location and layout. He stated that, unlike Downtown Phoenix where a lot of money and time was spent acquiring property, Mesa helps maximize the ability to use the resources of the space and offers an ideal space that feels campus-like. He added that creating a comfortable walking environment is necessary for the campus to work, as opposed to walking through parking lots. He suggested that the Light Rail adjacency helps to lessen the need for parking, however, agreed that a parking solution must be part of the agreement.

Mr. Naimark reported that ASU is working hard internally to identify what programs make sense for the Mesa location, based on proximity to the Tempe campus and financial sustainability. He noted that ASU shows great advancement in research, which could offer a good program for the Mesa campus. He clarified that ASU is not focused on housing an entire college on this site, but rather specialized graduate degree programs. He stated that the vision is to create an activity center for the broader Mesa community and surrounding cities, as well as leveraging the interest

of an entrepreneurial system. He also indicated that on-campus housing is anticipated in the future, as it will become a very desirable location to live.

In response to a comment from Mr. McVay related to the parking element, Mr. Weddle agreed that parking is a serious issue to be resolved and assured Council that his firm was working on a broader parking analysis of Downtown.

Mr. Brady informed the Council that staff has discussed parking options with Mr. Graham, who owns 1200 parking spaces east of the site that would more than accommodate their needs.

Councilmember Richins said that he was disappointed that ASU has no intention of bringing whole schools to the site. He expressed the opinion that if ASU encroaches on the Mesa Arts Center campus, then they should be looking at an arts related program. He emphasized that Mesa has already invested in Benedictine and Wilkes Universities and both are growing, so he would continue to support their initiative, rather than displace them both with ASU. He commented that the site planning seems awkward and believes that a design that spans over Pepper Street may be more ideal than removing the road.

Mayor Giles noted that this was a higher education initiative, not just ASU, and indicated that Benedictine and Wilkes Universities understand that this is important for their growth to occur.

Mayor Giles pointed out that knowing which programs are coming is critical in order to get public support. He concurred with Councilmember Richins that arts is a program that should be considered for this area. He added that other themes that would resonate well in our community are education, entrepreneurial and Sciency, Technology, Engineering, and Mathematics (STEM) programs.

Mr. McVay stated that staff intends to return to Council with feedback regarding some details for the Intergovernmental Agreement (IGA).

In response to a question from Councilmember Richins, Mr. Brady agreed to postpone the discussion of the IGA until May when all Councilmembers were present to participate.

Mayor Giles thanked staff and representatives for the presentation.

2-c. Hear a presentation and discuss the City Council Strategic Priority “Public Safety” and the related departmental proposed budgets.

Wireless Communications Administrator Denis Murphy introduced Communications Administrator Randy Thompson and displayed a PowerPoint presentation as it relates to Public Safety. **(See Attachment 4)**

Mr. Murphy gave a brief synopsis of the TOPAZ Network to include the following:

- The network handled 14 million radio transmissions last year.
- The network is made up of 4,000 approximate users, seven dispatch centers, eleven transmitter sites and two network control stations.
- The main users of the network are Fire and Police.
- The Utilities Department uses the system as well.

Mr. Murphy reported that the system cannot have over 316 seconds of downtime per year. He reviewed a chart representing three years of unscheduled impairments and pointed out that there were no unscheduled complete outages of the TOPAZ network and no complaints from users. (See Page 4 of Attachment 4)

Mr. Murphy announced that the TOPAZ infrastructure was upgraded last year for \$7.2 million, which is less than the original installation in 2003. He explained that the savings are due to Mr. Thompson's negotiations with Motorola and the internal installation work.

Mr. Murphy stated that the 2013 bond project included a facilities upgrade for the dispatch center, the relocation of switching gear from the basement, as well as the installation of two new generators outside and an added connection to hook-up a portable generator if necessary. (See Page 6 of Attachment 4)

Mr. Murphy reviewed the funded projects including the Fire Hazard Zone Very High Frequency (VHF) system funded through the TOPAZ Regional Wireless Cooperative (TRWC) Fire Partners, and others that are run by the Engineering Department Dispatch Center. He provided an update on future projects, such as radios, expanding the fiber optic network and lifecycle upgrades for the network behind the TOPAZ network. He stated that Mesa is ahead of the technology curve in that it is the only city in the Valley that runs a network radio system. He explained that as the other cities in the Valley catch up, the goal is to connect all systems in order to provide a seamless roam from City to City. (See Pages 7 and 8 respectively of Attachment 4)

Mr. Murphy stated that the City partners with Mesa Public Schools and is in the process of moving several systems from the TOPAZ system over to a more economical Ultra High Frequency (UHF) system. He displayed the budget for the General Fund for FY 16/17. (See Page 10 of Attachment 4)

Fire Chief Harry Beck introduced Management Services Assistant Director Tara Acuna and Deputy Fire Chief Steve Ward, and indicated that the Assistant Fire Chiefs were in the audience to answer any questions the Council may have. Mr. Beck recognized Mesa's 911 operators for a job well done.

Chief Beck gave a brief history of the Fire and Medical Department and reported that by 2009 it had accumulated a 30% budget reduction that was absorbed in training and/or staff support positions and did not affect emergency response capabilities. He stated that the firefighter staffing target is one firefighter per 1,000 residents and recalled that after the downturn, Mesa operated with .7 firefighter per 1,000, which was the second lowest in the Valley. He added that the current rate is .8 firefighter per 1,000.

Chief Beck added that efficiencies were improved after the implementation of the Transitional Response Vehicle (TRV) program, which enabled crews to maintain response times while call volumes continued to increase. He noted that a \$12.5 million grant was acquired to build the Community Medicine Program, which is made up of a nurse practitioner or behavioral health professional that assists citizens with non-emergency issues and alleviates the need for the emergency response teams.

Chief Beck discussed the importance of achieving five-minute response times and reported that Mesa does well by averaging 60% of calls in under five minutes. (See Page 12 of Attachment 4)

In response to a question from Councilmember Thompson, Chief Beck clarified that the numbers on the chart represent emergencies within the Mesa city limits and includes freeways. He noted that the charts do not include the estimated 1,200 times per year that Mesa responds to other communities.

Chief Beck continued with the presentation and recognized that annual call volumes typically increase by 3–4% per year, however, this past year Mesa experienced an 8% increase, likely a result of the Affordable Care Act. He explained that the two-person Community Medicine Units (CMU) assist in the volume of low-acuity patients and displayed statistics. (See Pages 13 through 15 of Attachment 4)

In response to a question from Councilmember Thompson, Chief Beck explained that staff reacts to alternate protocols by breaking down 4-person units and stacking two ambulance-style units to temporarily offset the shortage of the ambulance company. He indicated that the alternate protocol requires readjusting the deployment layout and affects the ability to keep response times down.

Vice Mayor Kavanaugh commented that the ambulance industry is focusing on money-making ventures and Mesa is focusing on the patients and bearing the cost of the critical responses. He requested that Council remember that point when exploring contract renewals with companies that are not upholding their promises.

Chief Beck stated that the Emergency Room is the most expensive form of care, hence patients prefer to be treated on-site. He explained that the Affordable Care Act is driving a model that there is no incentive to take an ambulance and emphasized the importance of examining the service provided by ambulance companies as their profits decrease.

In response to a question from Mayor Giles, Chief Beck replied that the goal is to be onsite within five minutes 90% of the time. He voiced his concern that the increased call volumes will add to maintenance costs and incident errors, and that the east side of Mesa is rapidly growing. He advised that if the City does not begin to focus on infrastructure and adding resources now, that serious issues will arise.

Chief Beck highlighted the following key areas of focus:

- High call volumes in the downtown area
- Anticipated growth on the east side
- Reinvesting in firefighter training
- Continue building on innovations
- Availability of equipment

Ms. Acuna reviewed the future staffing needs and growth costs projected in the next five years. (See Page 18 of Attachment 4)

In response to a question from Councilmember Richins, Chief Beck responded that the maximum station buildout depends on density, but the current footprint would require seven new stations. He reported that a few years ago, Mesa's Insurance Services Rating dropped from 2 to 3 and it was recommended to add four more stations in order to maintain that level. He explained that the insurance rating affects the insurance costs on commercial businesses in the City and staff would gather that data for analysis.

In response to a question from Vice Mayor Kavanaugh related to additional dispatchers not funded in the budget, Ms. Acuna clarified that the cost for positions that may be granted will be offset by increasing the dispatch fees charged to the neighboring communities next year.

Chief Beck noted that when fire dispatch began two years ago, it was implemented with ten less employees than the study recommended. He emphasized the importance of gaining more operators in order to avoid delays in dispatched calls.

Ms. Acuna continued the presentation and discussed the future needs of the Fire and Medical Department (See Page 19 of Attachment 4) with a focus on adding in-house positions for Information Technology and various training. She emphasized that the training expense includes adding an extra crew to substitute while a crew is out in training.

Ms. Acuna provided examples of future lifecycle (non-bond) needs, as well as the affiliated amounts for the next five fiscal years. She indicated that a grant for \$2.3 million was received two years ago to cover the full cost of the self-contained breathing apparatus (SCBA), but noted that in eight years that equipment will need to be replaced and there is no guarantee that the same grant will be received. She listed the future bond needs for apparatus, stations, land acquisition and generator replacements. (See Pages 20 and 21 of Attachment 4)

Chief Beck provided a recap on the Centers for Medicare & Medicaid Services (CMS) grant which totals \$4.2 million per year. (See Page 22 of Attachment 4) He explained that the Nurse Triage Unit is underway and the City has a partnership with Honeywell to provide experimental models of telemedicine to monitor a person's health from home, which lowers the chance of emergencies. He noted that these programs could provide opportunities to generate revenue and recover up to 70% of the cost with the changes in the medical care system. He expressed the opinion that the changes in the medical care system could also affect the future with Rural Metro and ambulance service.

In response to a question from Mayor Giles, Chief Beck informed the Council that it is challenging to gather data from four different applications in order to create measureable elements on a dashboard. He highlighted the following elements that are beneficial to the strategic planning for the Fire and Medical Department:

- Improved response times
- Post-visit analysis of fire scenes in order to determine how much property value was lost or saved
- Analysis of how many patients survive after being released to the Emergency Room
- Fire prevention
- Metrics of the state of readiness for the Emergency Management System

Mayor Giles thanked staff for the presentation.

Mr. Brady announced that the Police Department presentation could be deferred to a later date due to time constraints.

(Mayor Giles declared a recess at 9:23 a.m. The meeting reconvened at 9:29 a.m.)

In response to a comment from Mayor Giles, Mr. Brady agreed that there are a lot of unfunded needs and his staff will work with Public Safety during the year to determine how much of that 2% savings goal will be met.

Fire Captain Bryan Jeffries, speaking on behalf of Mesa firefighters, indicated that the City had an 18-month window to focus on public safety needs. He explained that many cutbacks were made during the recession, mostly with training, and that Mesa firefighters now receive training from YouTube videos at the stations between calls. He reported that the TRVs were an innovative solution to assist in meeting response times, and was recognized by the federal government who awarded Mesa with \$12 million in grants to fund the program. He voiced his concern that the grant will expire in 18-months, yet the program must continue, which is an issue that needs to be addressed.

Mr. Jeffries stated that moving the dispatch center permitted staff to handle triage calls and improve efficiency. He pointed out that the top 29 call locations are senior citizen facilities and voiced his concern with the tremendous growth pattern in senior care, group care, and nursing homes, which will substantially increase call volumes. He requested that Council seek ways of bringing in more revenue and advised that the results of citizen surveys have proved that citizens care about these programs and are willing to financially support them.

3. Information pertaining to the current Job Order Contracting projects.

(This item was not discussed by Council.)

4. Acknowledge receipt of minutes of various boards and committees.

4-a. Historic Preservation Board meeting held on March 1, 2016.

It was moved by Vice Mayor Kavanaugh, seconded by Councilmember Glover, that receipt of the above-listed minutes be acknowledged.

Carried unanimously.

5. Hear reports on meetings and/or conferences attended.

Mayor Giles: Downtown Restaurant Event
Pie Palooza Contest

6. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the schedule of meetings is as follows:

Saturday, April 16, 2016 – Celebrate Mesa at Pioneer Park

7. Adjournment.

Without objection, the Study Session adjourned at 9:39 a.m.

JOHN GILES, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 14th day of April, 2016. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

hm
(attachments – 4)

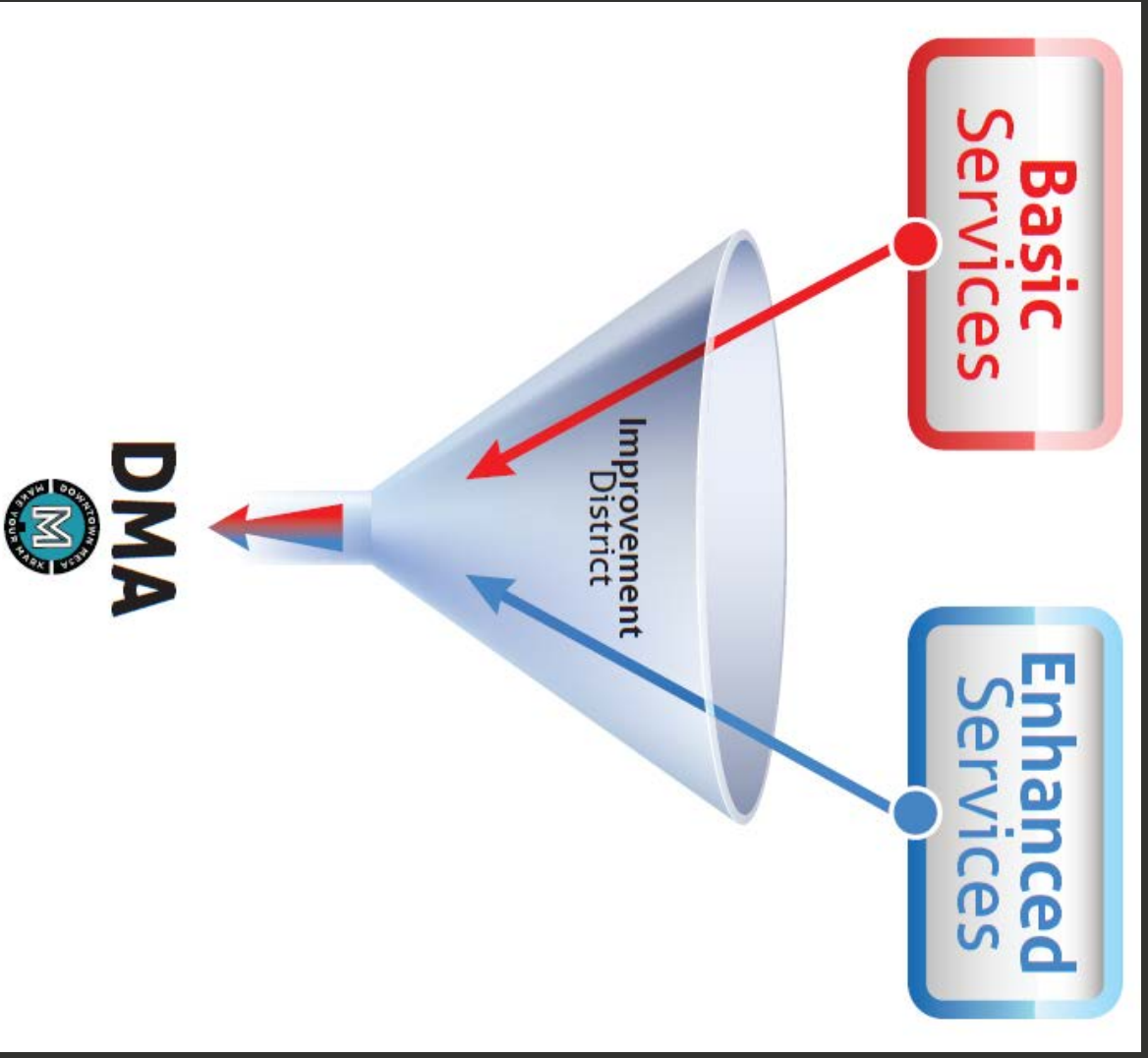


mesa·az

Elevating Downtown Mesa

Mayor and City Council Study Session
April 14, 2016

Business Improvement District How it Works



Basic Services

- **Parking management, maintenance & enforcement**
- **Graffiti & litter removal**
- **Pigeon & weed control**
- **Sidewalk power washing**

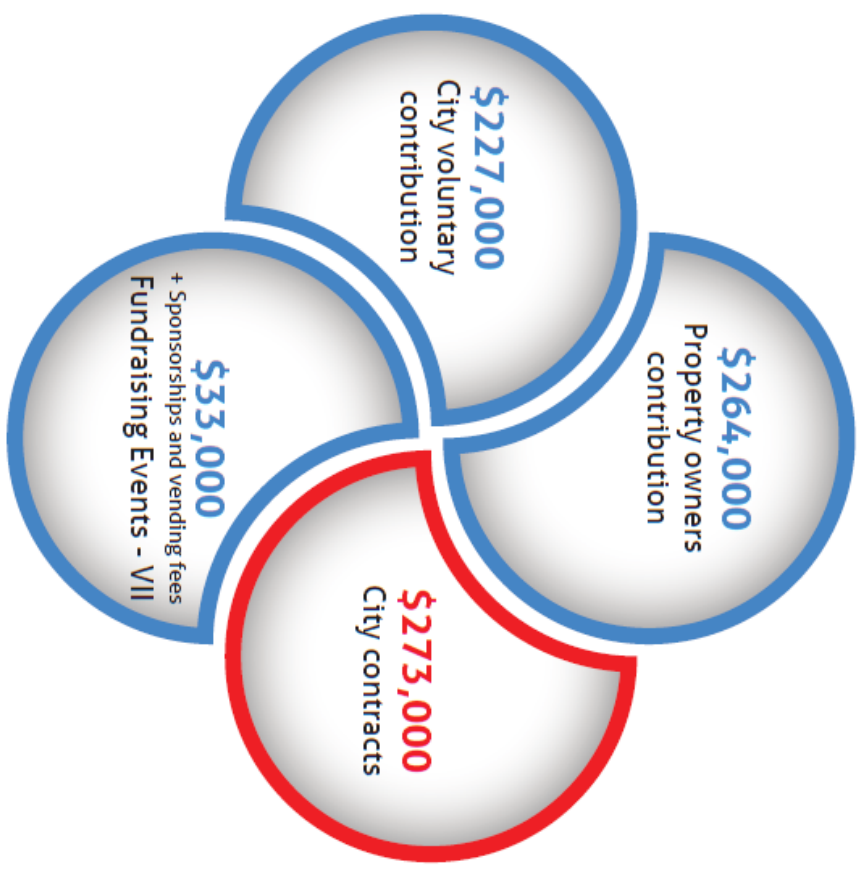
✿ All other city services continue at basic levels (e.g. garbage, roadway/row maintenance, utilities, public safety, arts, libraries, economic development, etc.)

Enhanced Services

- **Promoting Downtown as a destination**
- **Events management and sponsorships**
- **Communication and collaborative problem solving/planning**
- **Real estate liaison/broker**
- **Central point of contact and advocacy**
- **Board and Committee management**
- **Banner and Sculpture program**

Business Improvement District Funding Model

Elevating Downtown

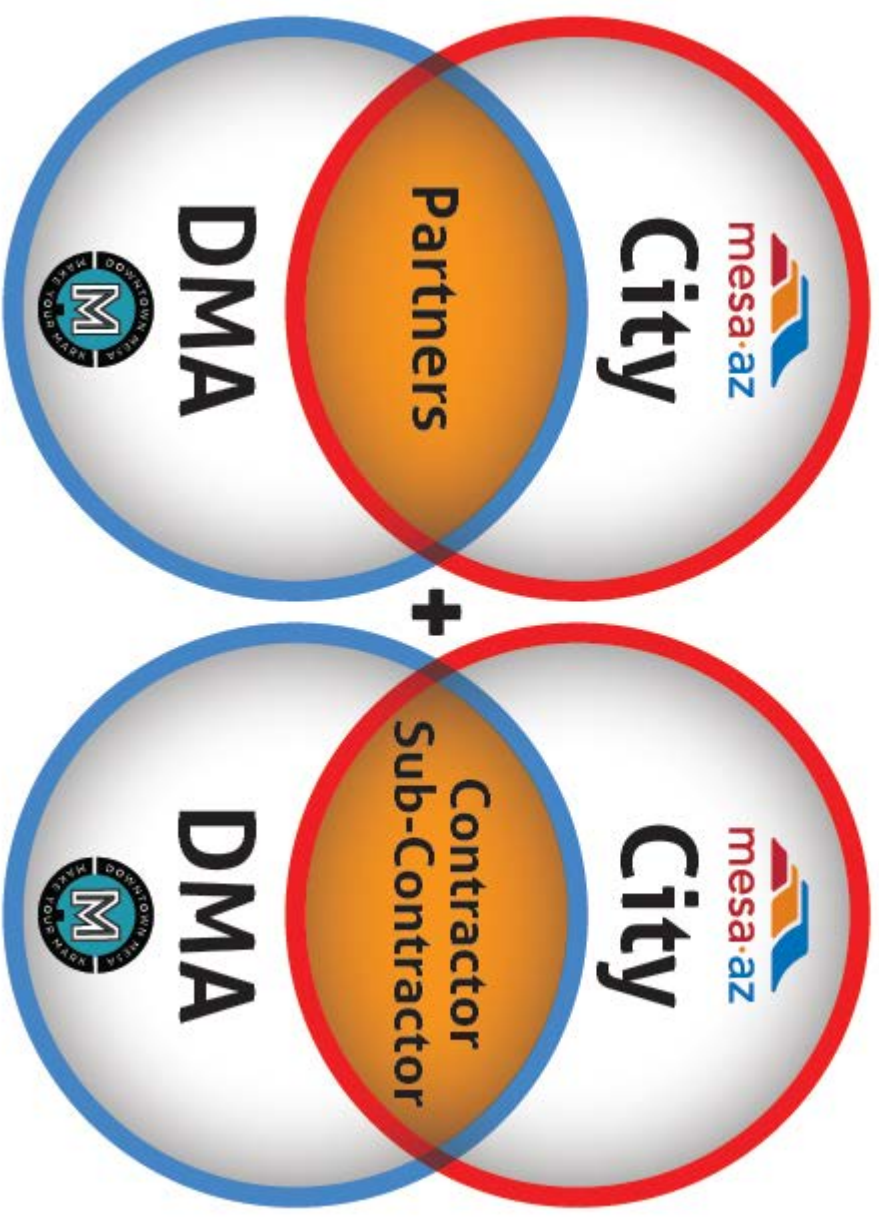


Downtown Mesa Association
FUNDING



**Business
Improvement
District
City and DMA
have two
relationships.**

Elevating Downtown Mesa



Upcoming Actions

- **Annual Assessment Hearing – May**
- **Annual Agreement – June**
- **Five-Year Improvement District Continuation Hearing Process – Fall**



mesa·az

Elevating Downtown Mesa

Mayor and City Council Study Session
April 14, 2016



Mesa City Council

April 14, 2016

Downtown Mesa Association

Downtown Mesa Association

History

Providing enhanced services for 31 years

- District established in 1985
- First Business Improvement District in Arizona
- District Boundaries are Mesa's original Square Mile
- Represent 475 Property Owners
- Represent over 400 Businesses



DMA Operating Budget

Budget Breakdown by Source



Elevating Downtown Mesa



14,842 Trash Cans
Emptied
670 Grocery carts
reclaimed
215 Graffiti
Removed
234 Homeless
Campsites Removed
Avg. Per Year



16 Parking Lot
Garages and lots
patrolled & cleaned
6,175 Parking
Spaces
900 Permits
Administered
1,864 Warnings /
Violations issued
Avg. Per Year

Public Space Maintenance

Parking Management



Marketing & Promotion



Events



Elevating Downtown Mesa

Enhanced Services

Marketing & Promotion

Rebranding Initiative

- New Logo Design
- Website Redesign
- Color Scheme Update
- Tag Line Creation: "Make Your Mark"
- Branding Campaign



Elevating Downtown Mesa Enhanced Services

Marketing & Promotion

Campaigns



Elevating Downtown Mesa

Enhanced Services

Marketing & Promotion

Print Materials

Printed Annually:

- **5,000** Downtown Brochures
- **2,000** Sculpture Guides
- **5,000** Where to Eat Flyers
- **20,000** Downtown Dollars (Parking)
- **10,000+** Event Flyers & Posters
- **2** Utility Bill Inserts



Elevating Downtown Mesa Enhanced Services

Marketing & Promotion

Banners

Seasonal Banners

- Spring Training
- Holiday
- Arts & Culture
- Celebration of Freedom
- Hometown Heroes

Year Round Banners

- Downtown Mesa Branding



Elevating Downtown Mesa

Enhanced Services

Marketing & Promotion

Kiosks

- Eight Double-Sided Kiosks
- Updated Bi-Annually

- Two Additional Vinyl Kiosks
- Added Near Country Club
- Light Rail Station



Elevating Downtown Mesa Enhanced Services Marketing & Promotion

Downtown Dollars & Gift Card Programs



\$22,000+ in Gift Card Sales
Since Program Inception in 2012



Elevating Downtown Mesa Enhanced Services

Marketing Available Property

Interactive Available Property Search Web Tool

The screenshot displays a web application for property search. It features three property listings, each with a photo, address, price, and square footage. Below the listings is a search filter interface with various options.

Image ID	Address	Price	Sq Ft
03 5	20 West 1st Street, Mesa, AZ 8...	\$1,465,000.00	4196 sq ft
03 7	54 W. Main Street, Suite 3, Me...	\$400.00	300 sq ft
03 1	131 W University Dr Mesa, AZ 8...	\$14.95	
03 1	77 W University Dr Mesa, AZ 85...	\$1,284,494.00	

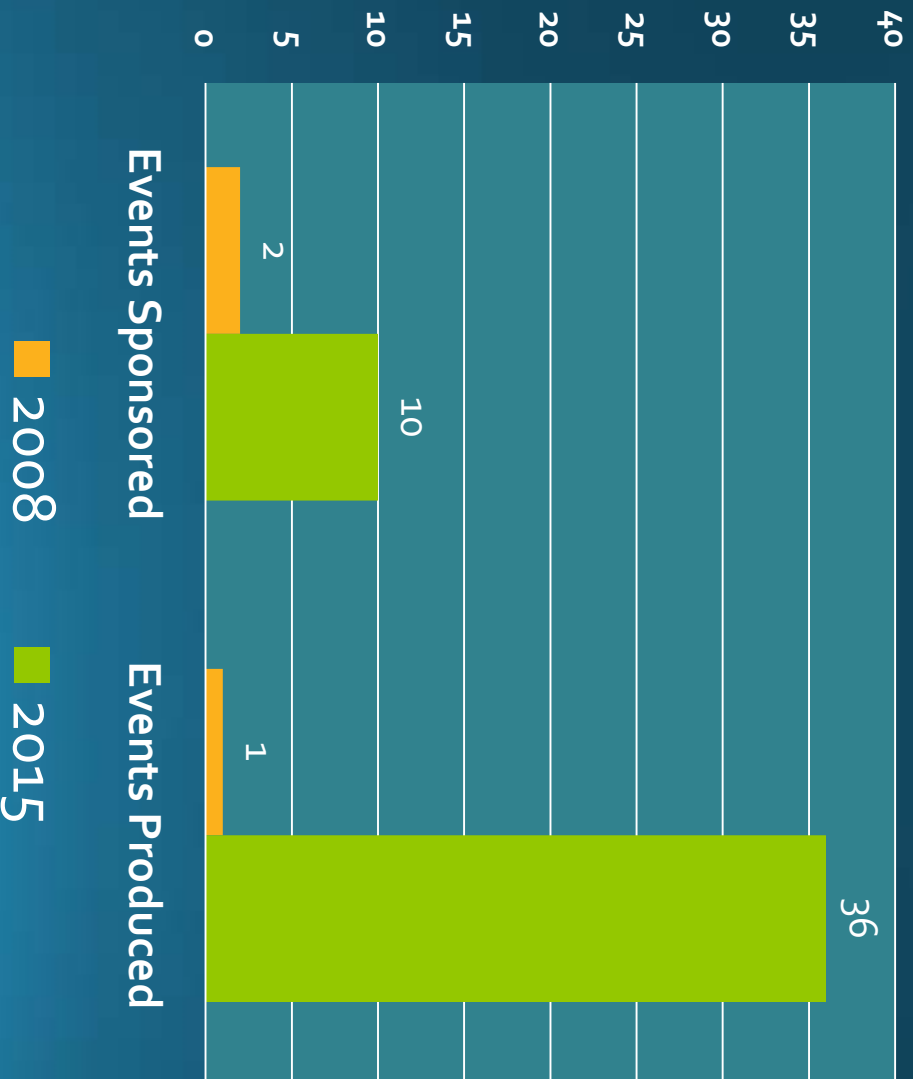
Search Filter Interface:

- Search: Address, City, Zip
- Price: min [input], max [input]
- Sq ft: min [input], max [input]
- Category: [dropdown menu]
- Type: [input]
- Key words: [input]
- Buttons: RESET, SEARCH



Leveling Downtown Mesa Enhanced Services

DMA Events



Elevating Downtown Mesa Enhanced Services DMA Events

Each year DMA Produces

36 events attracting more than 32,000 attendees.



DOWNTOWN MESA'S

INDIE FEST



Elevating Downtown Mesa Enhanced Services DMA Partner Events

2014 - 2015 Event Season

DMA sponsored 10+ events attracting over 200,000+ attendees.



East Valley Veterans Parade



Elevating Downtown Responsive Downtown

Over 25+ years the DMA was able to build up reserve funds to reinvest in Downtown Mesa, over the past several years the DMA has been able to reinvest in:

- Holiday Lights & Merry Main St.: **\$55,000**
- Banner Production and Modifications: **\$14,000**
- Downtown Improvements: **\$50,000**
- Sculpture Maintenance and Insurance: **\$15,000**
- Property owner Assessment Abatement: \$262,000
- Extra Staffing & Cleaning during construction: **\$75,000**



Elevating Downtown Responsive Downtown

As of 2011, the following services were performed and funded by the DMA, without any additional funding for these services:

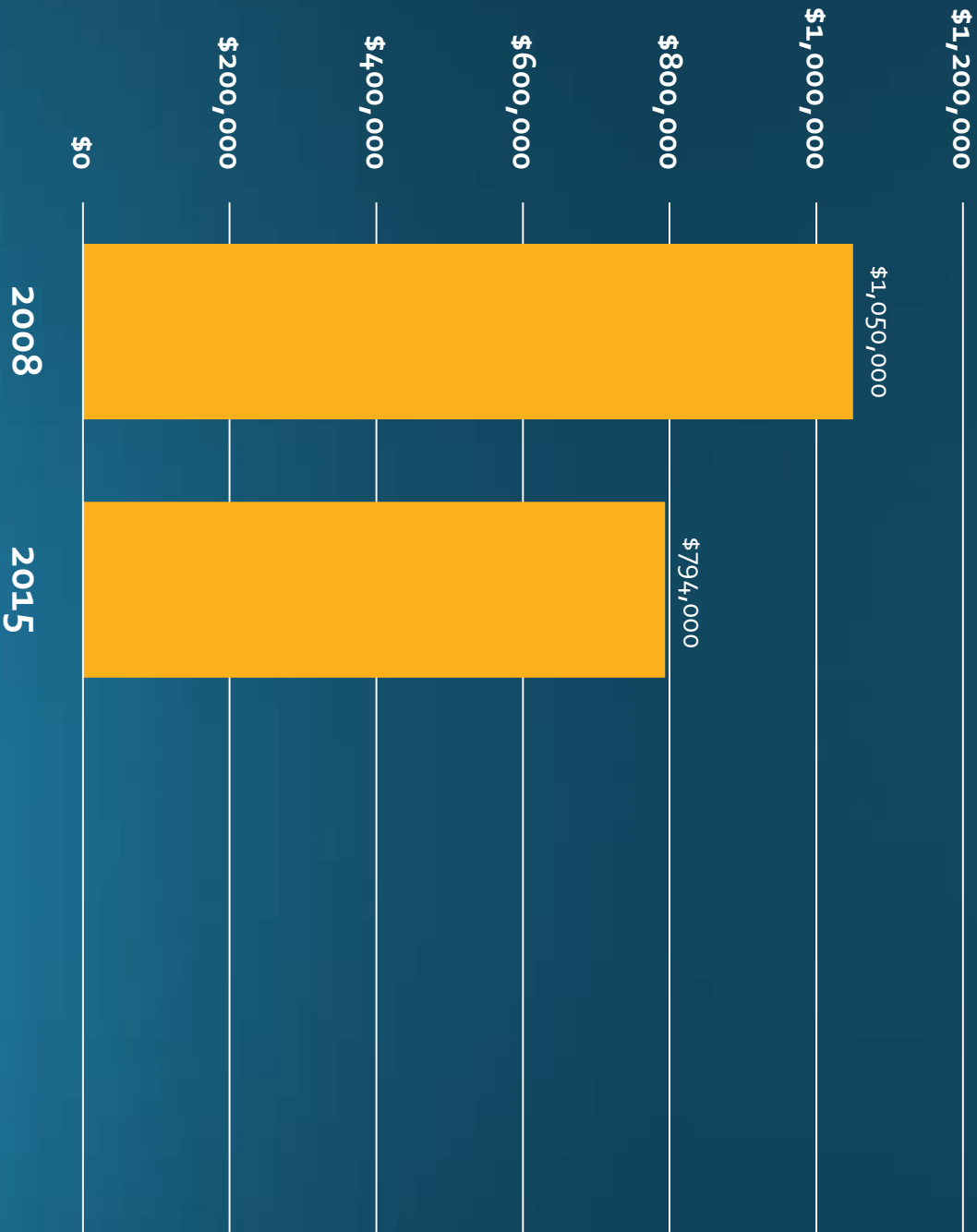
- Downtown Event Sponsorship Contributions: **\$275,000**
- Production of Downtown Mesa Events: **\$475,000**

DMA has invested more than **\$250,000** above contract / assessment funding over the last 5 years to expand an robust events program in Downtown

Mesa



DMA Operating Budget



Revamping Downtown Mesa Enhanced Services

Next 5 Years

Increase in:
Residents
Businesses
Employees
Customers
Cars



Increase in:
Services
Trash
Parking Needs
Marketing
Resources



Next Steps

Spring 2016 - FY17 City Contract
Fall 2016 - Special Improvement District

Contact Us!

David Short – Executive Director
480.890.2613
david@downtownmesa.com

Follow Us!

Web - www.downtownmesa.com



@downtownmesa



Downtown Mesa



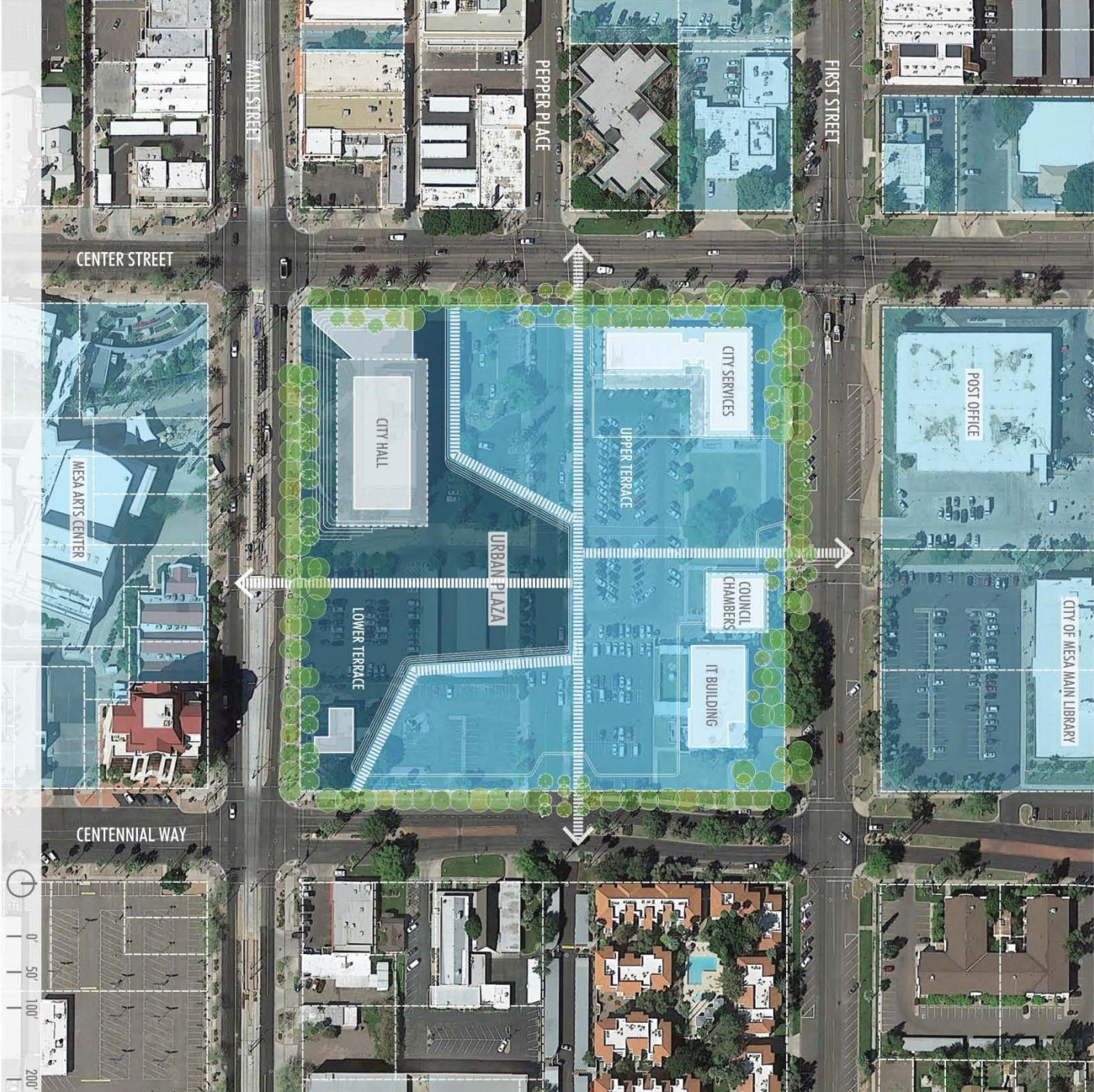
Downtown Mesa

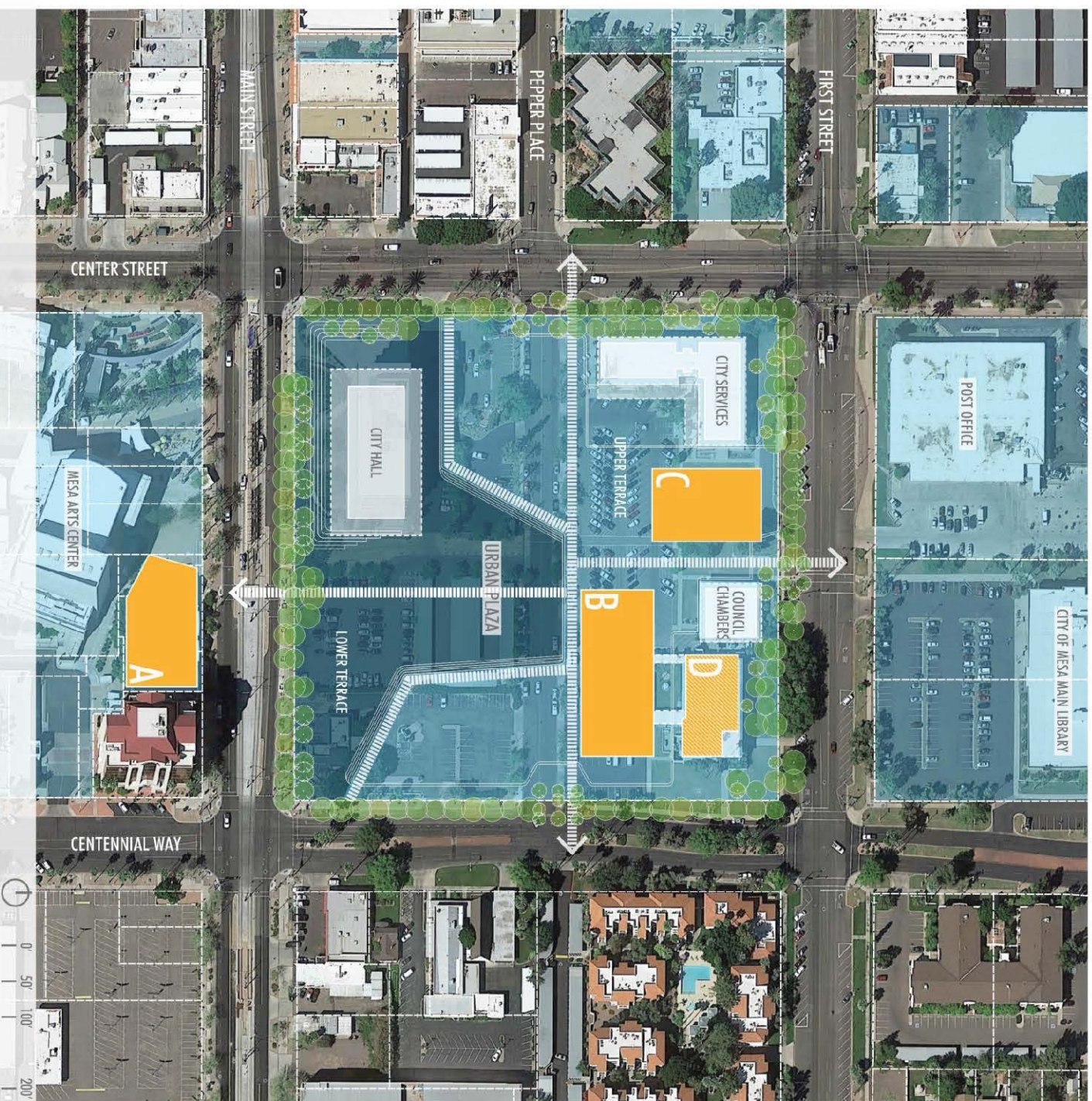
MESA
CITY
CENTER

COLWELL
SHELDON
WEST &
WIDDLE
GILMORE









EDUCATIONAL

BUILDING A

Floor Plate: 16,000 sf
 Total Area: 64,000 sf
 No. of Floors: 4 – New Construction

BUILDING B

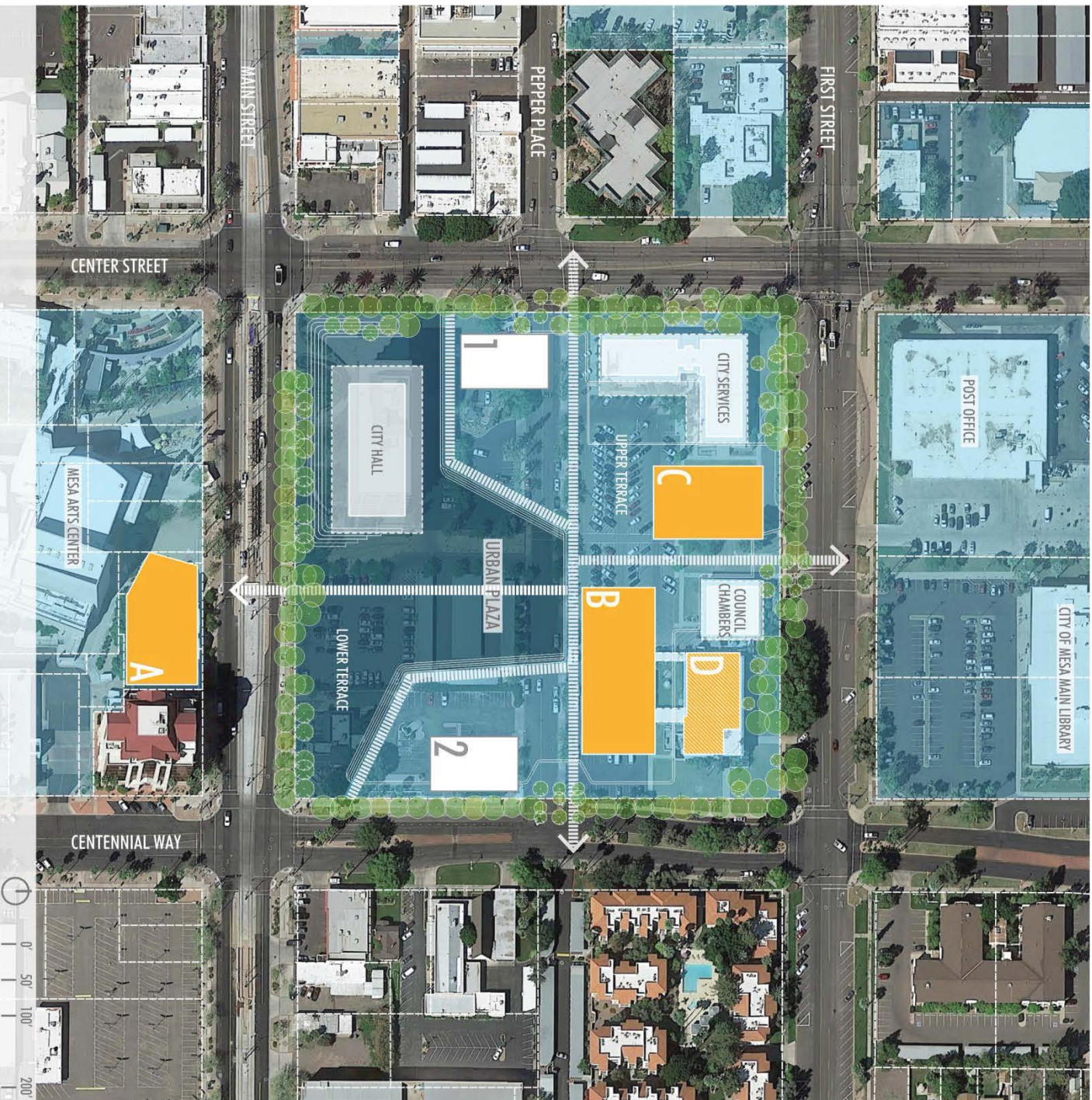
Floor Plate: 24,000 sf
 Total Area: 96,000 sf
 No. of Floors: 4 – New Construction

BUILDING C

Floor Plate: 15,000 sf
 Total Area: 60,000 sf
 No. of Floors: 4 – New Construction

BUILDING D

Floor Plate: 9,000 sf existing
 Total Area: 18,800 sf existing
 No. of Floors: 2 – Existing IT Bldg.



EDUCATIONAL

BUILDING A

Floor Plate: 16,000 sf
 Total Area: 64,000 sf
 No. of Floors: 4 – New Construction

BUILDING B

Floor Plate: 24,000 sf
 Total Area: 96,000 sf
 No. of Floors: 4 – New Construction

BUILDING C

Floor Plate: 15,000 sf
 Total Area: 60,000 sf
 No. of Floors: 4 – New Construction

BUILDING D

Floor Plate: 9,000 sf existing
 Total Area: 18,800 sf existing
 No. of Floors: 2 – Existing IT Bldg.

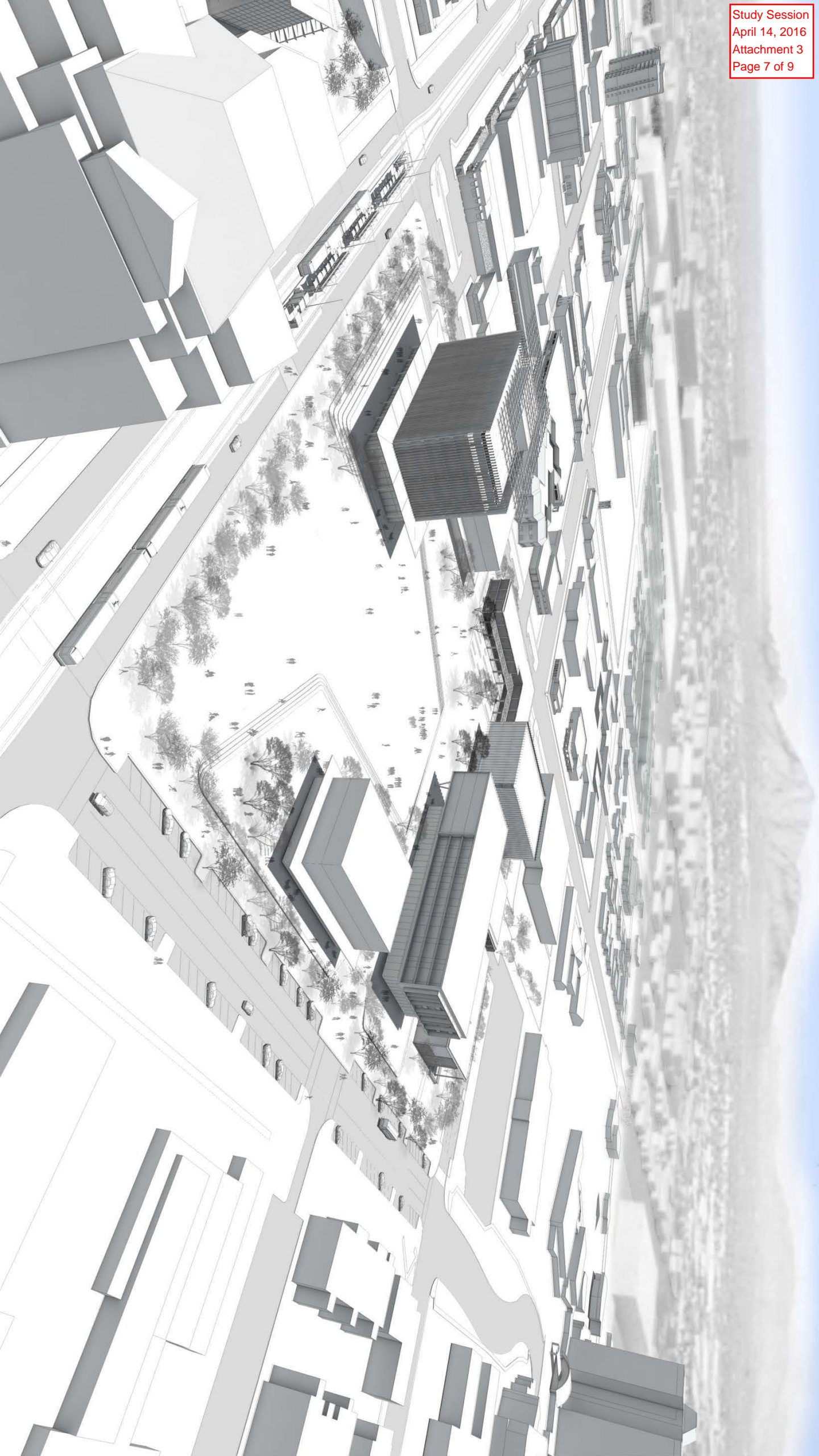
COMMERCIAL

BUILDING 1

Floor Plate: 10,125 sf
 Total Area: 30,375 sf
 No. of Floors: 3 – New Construction

BUILDING 2

Floor Plate: 9,000 sf
 Total Area: 27,000 sf
 No. of Floors: 3 – New Construction







Strategic Priority

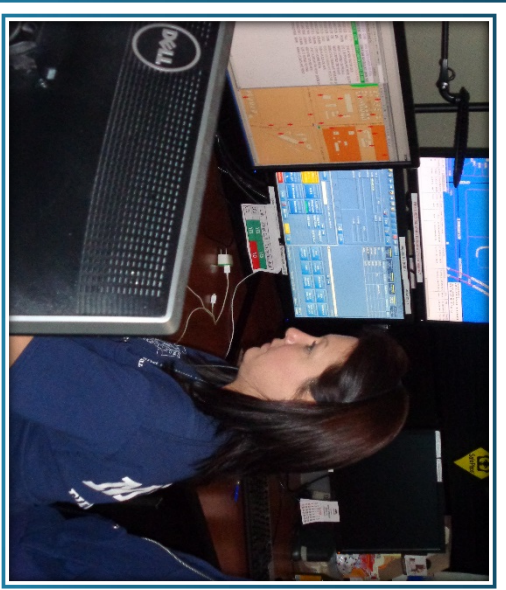
Public Safety

Primary Contributing Departments:

- Communications
- Fire and Medical
- Police

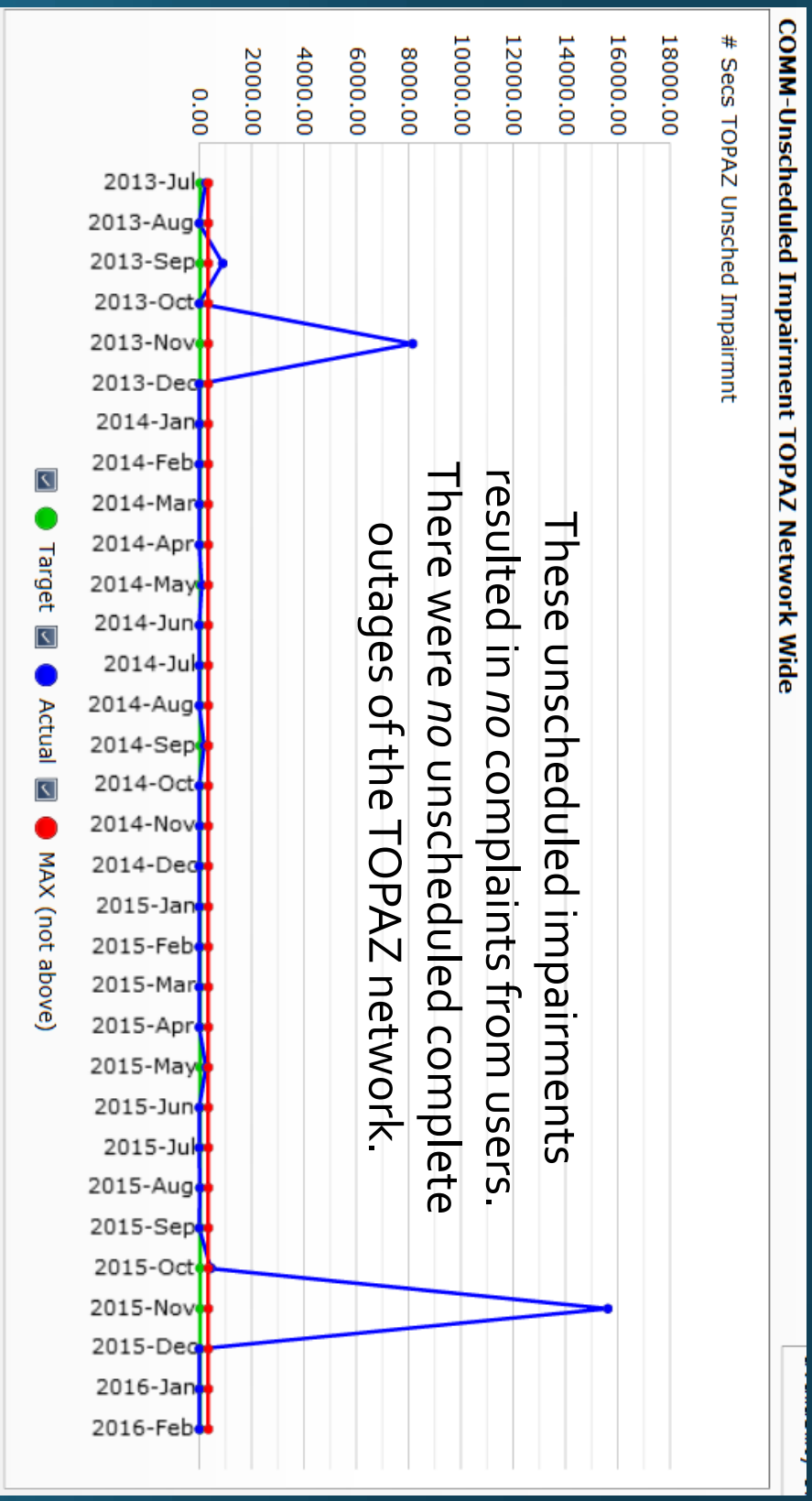
Communications

TOPAZ Network



Our Goal: No Unscheduled Impairments to TOPAZ

- *Contributing Department:*
Communications
- *Contributing Program(s):*
 - Unscheduled Impairment



Upgraded TOPAZ Infrastructure

\$7.2M Lifecycle Upgrade

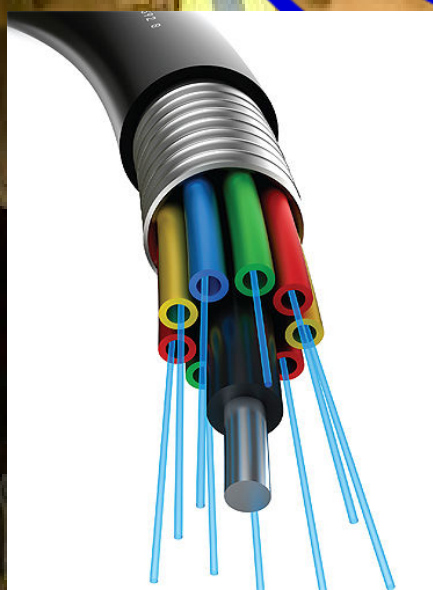
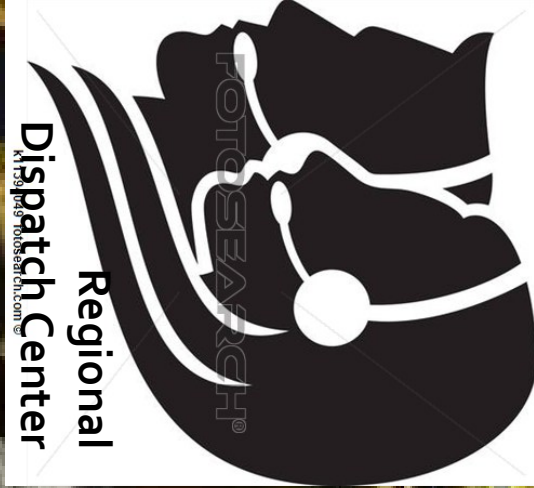
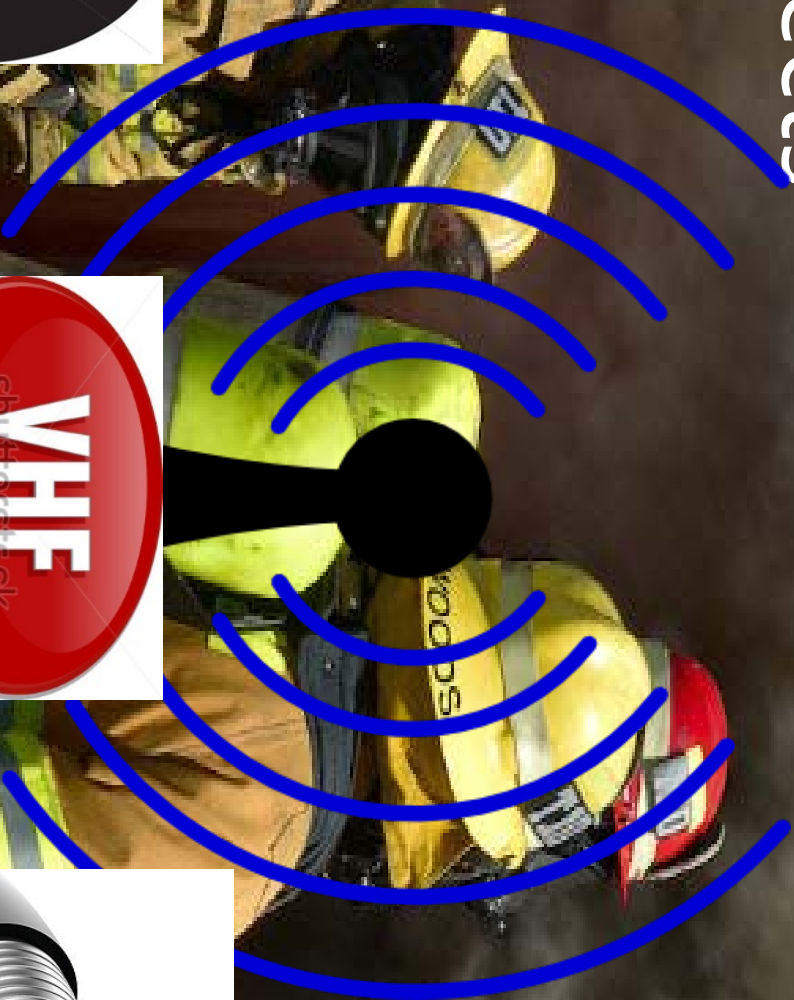


Upgraded Facilities Infrastructure

\$1.7M CIP

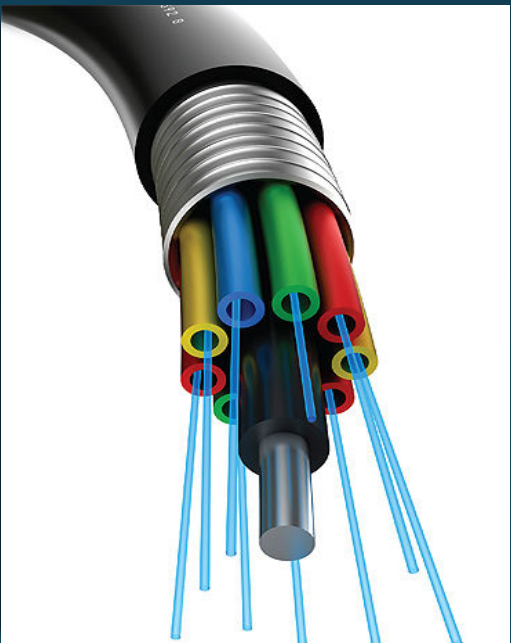


Funded Projects

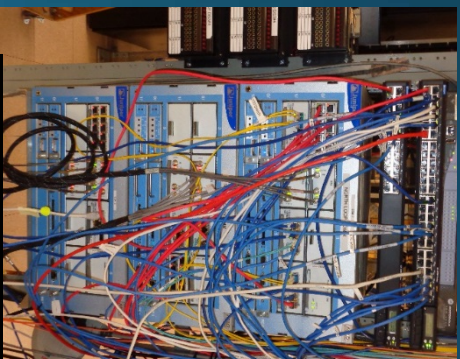


Fiber Optic Network

Future Projects



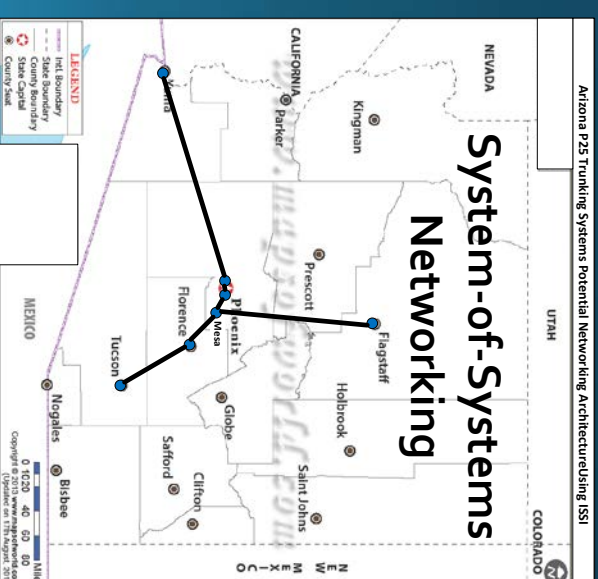
Expanded Fiber Optic Network



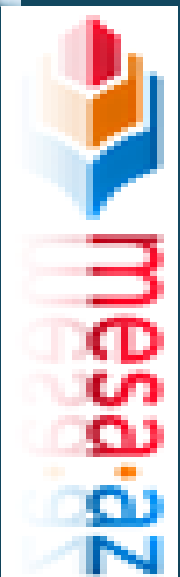
Lifecycle Upgrade for the Network Behind the TOPAZ Network



Radios for Police & Fire



Mesa Public Schools Technology Sharing



Strategic Priority: Public Safety

Communications

- FY 16/17 Budget
 - General Fund \$2,043,955
 - TOPAZ Regional Wireless Cooperative \$1,56,468

Fire and Medical

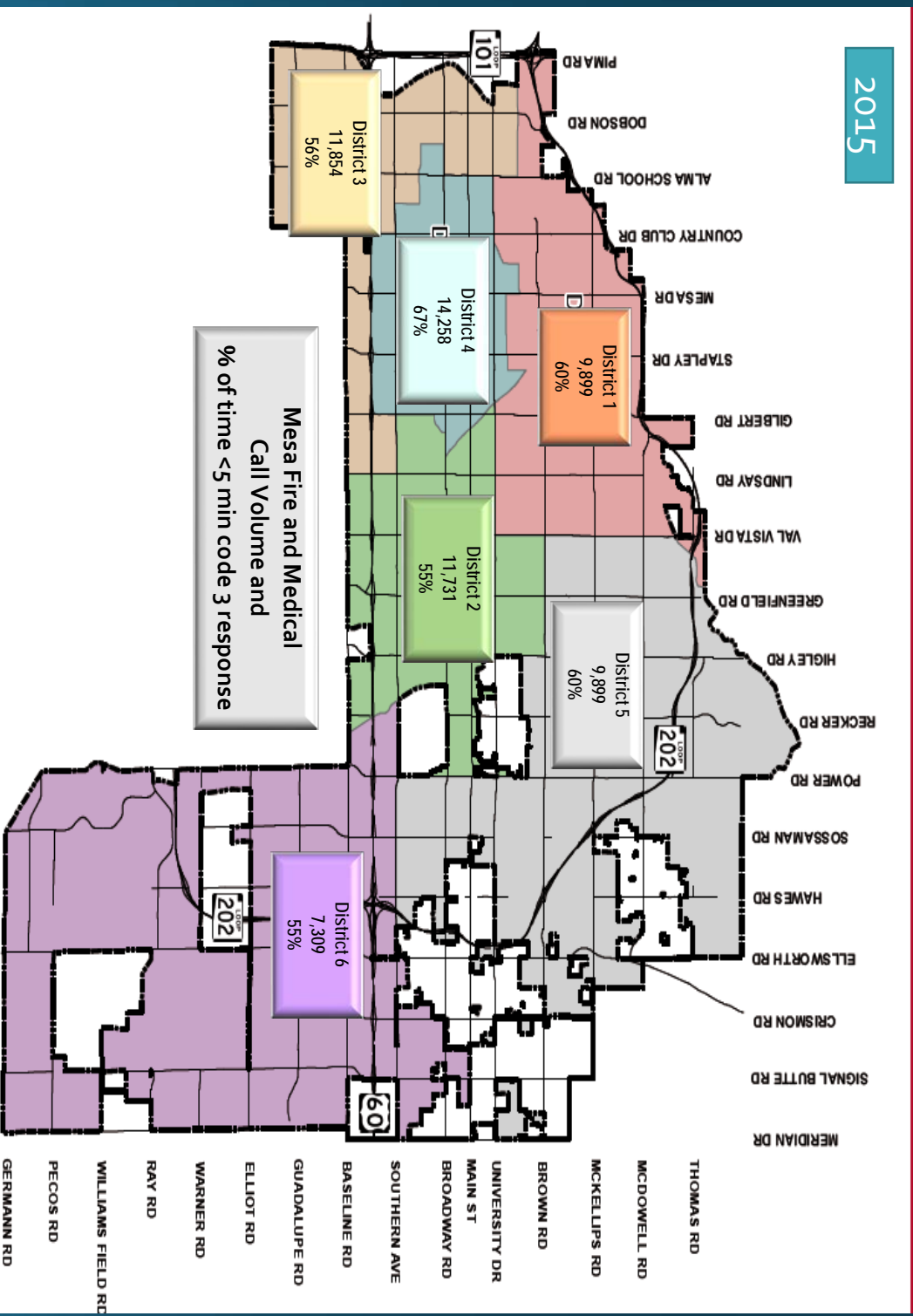


Public Safety: Providing for a Safe, Welcoming, and Healthy Mesa

Contributing Department: Mesa Fire & Medical

Contributing Program(s):

- Response Times



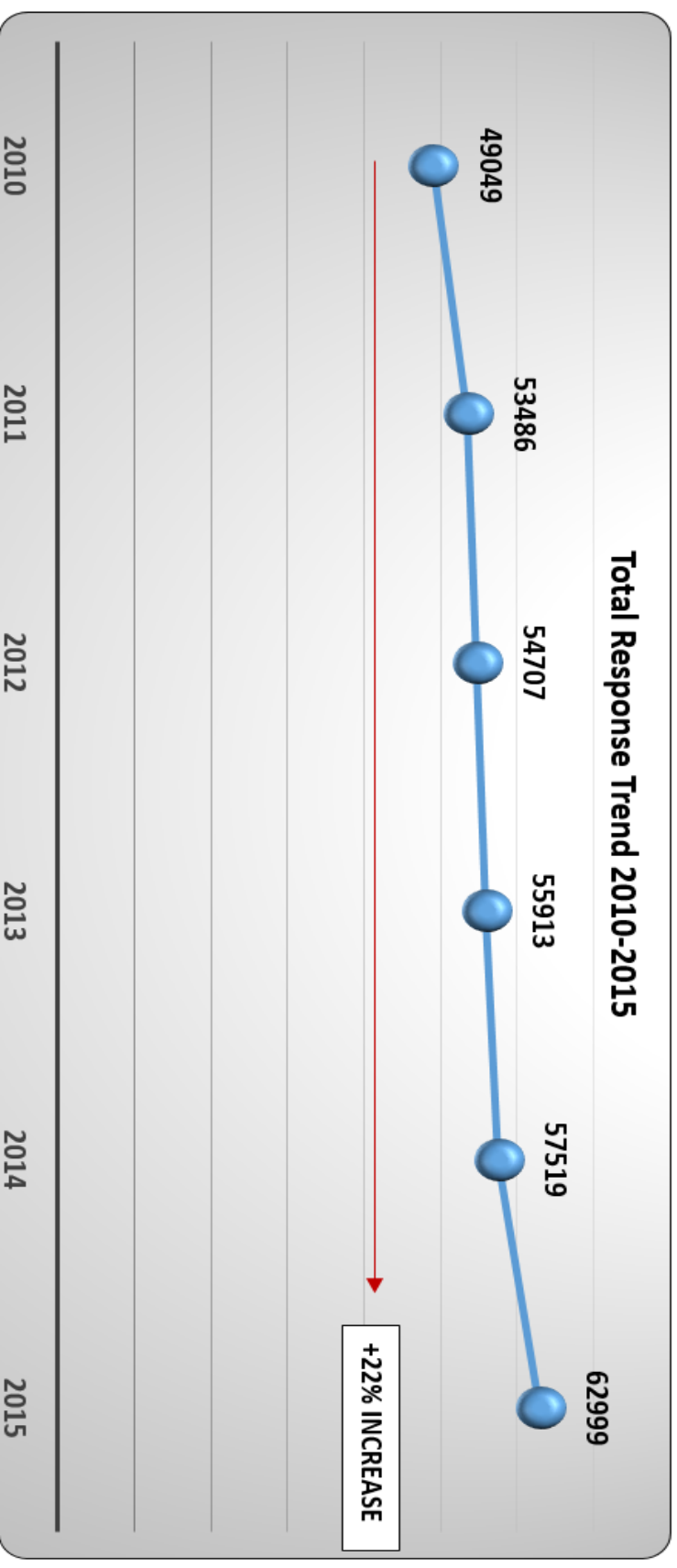
Public Safety: Providing for a Safe, Welcoming, and Healthy Mesa

Contributing Department:
Mesa Fire & Medical

Contributing Program(s):

- Call Volume

MESA FIRE AND MEDICAL DEPARTMENT

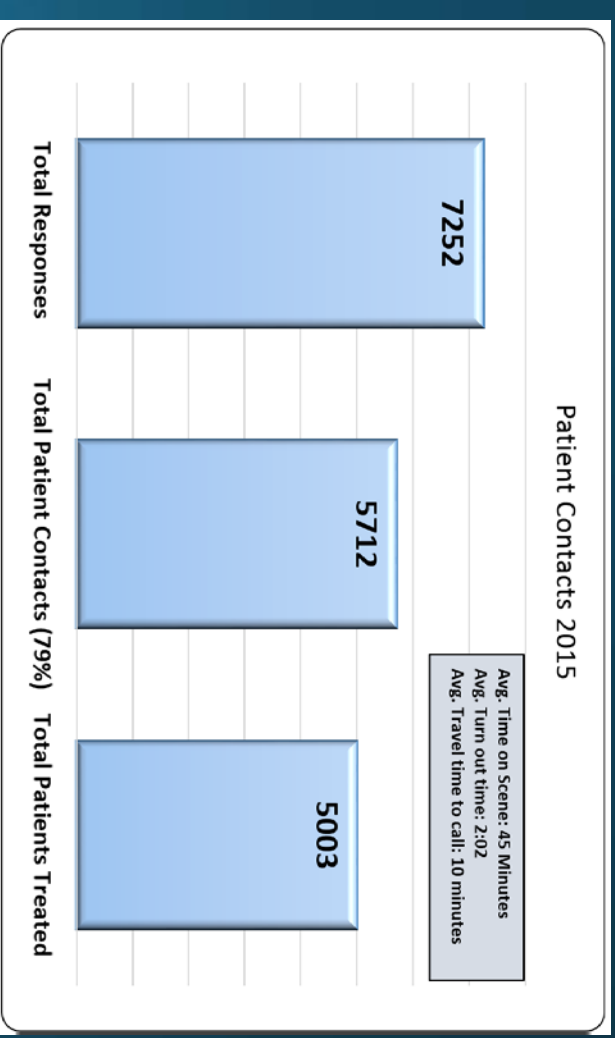
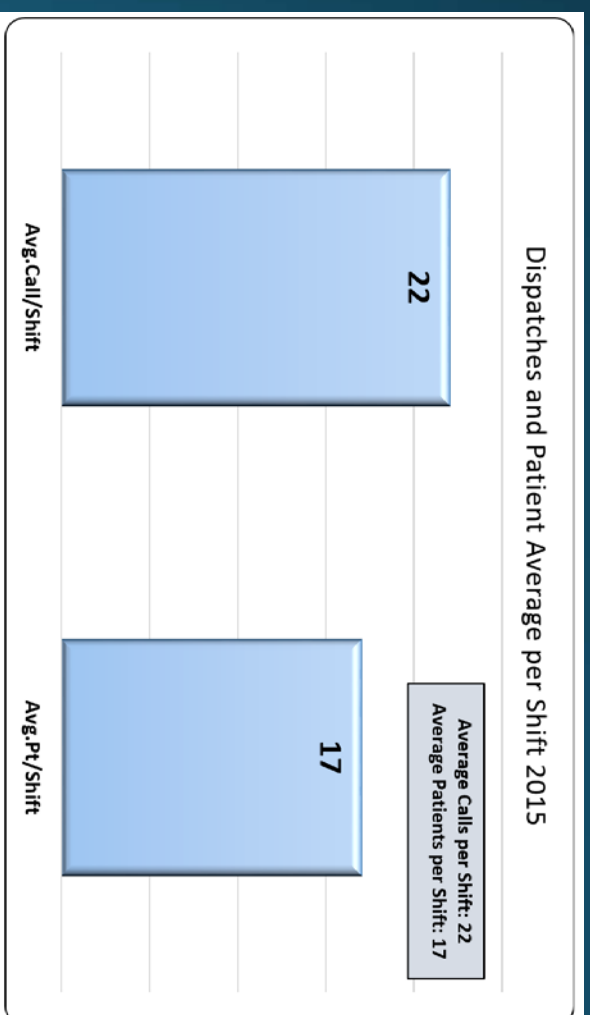


Public Safety: Providing for a Safe, Welcoming, and Healthy Mesa

Contributing Department:
Mesa Fire & Medical

Contributing Program(s):

- Alternative service models
- CM Units – **Medical**

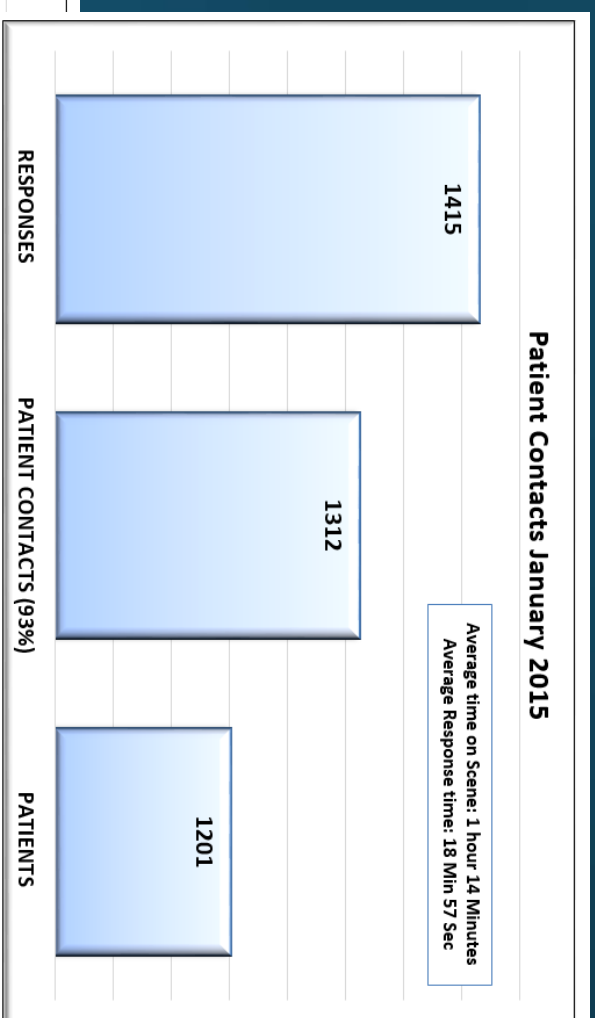
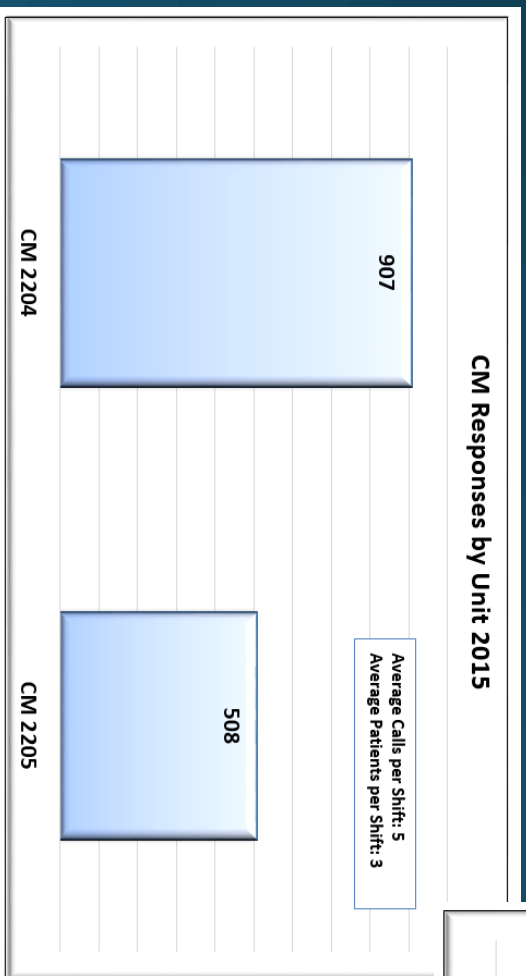


Public Safety: Providing for a Safe, Welcoming, and Healthy Mesa

Contributing Department:
Mesa Fire & Medical

Contributing Program(s):

- Alternative service models
- CM Units – **Behavioral**



Questions about metrics?

Strategic Priority: Public Safety

Fire and Medical

- FY 16/17 Budget \$80,848,547
 - General Fund \$63,488,484
 - Quality of Life Fund \$8,093,868
 - Capital Outlay Fund \$1,123,887
 - Grant Fund \$7,546,241
 - Falcon Field Fund \$596,067

Future Staffing Needs – Five Year

Growth

- Staffing three new stations: 14 positions per =42 FTE - \$6.9M (includes staffing, training, fuel/maintenance)
- Three infill units: 14 positions per = 42 FTE \$6.9M (includes staffing, training, fuel/maintenance)
- Four Dispatch Supervisors* - \$330,668
- Four Dispatchers* - \$281,280
- Additional support in emergency management, hazmat, fire inspections* (positions and vehicles) - \$423,000

Total: \$14,834,948

*potential revenue offset

Future Needs – Five Year

Data/Info Management

- IT Project Manager – \$99,024
- IT Engineer III – \$122,688
- IT Solution Architect – \$128,160

Total: \$349,872

Training/other

- Various training - \$945,000
- 100 days per year hire peak-time crews (12 hour shifts) - \$288,000
- Various software and applications (some may be covered by grant funding) - \$662,000

Total: \$1,895,000

Future Lifecycle (non-bond) Needs – Five Year

Examples: scheduled replacement of continuous positive airway pressure (CPAP) ventilators, self contained breathing apparatus (SCBA), extrication equipment (jaws of life), cardiac monitors, mobile and portable radios etc.

- 16/17: \$944,083
- 17/18: \$1,293,230
- 18/19: \$2,065,935
- 19/20: \$1,016,886
- 20/21: 1,931,365

Total: \$7,251,499

Future Bond Needs

Bond funding needed for apparatus

- 16/17 deferred: 1 pumper, 1 ladder - \$2,633,099
 - 17/18 deferred: 3 pumpers - \$3,646,920
 - 18/19: 1 ladder, 2 pumpers - \$4,174,188
 - 19/20: 1 air/light, 1 ladder, 1 pumper - \$4,042,188
- Total: \$14,496,395

Bond funding needed for stations/land/other

- 18/19: Station 205 rebuild - \$8,238,435
 - 18/19: Station 221* "Eastmark" - \$6,747,377
 - 18/19: Station 209 expansion - \$1,579,685
 - 18/19: Renovate stations 213/214 - \$5,314,046
 - 19/20: Land acquisition for new stations - \$2,736,425
 - 20/21: Station 222 Battalion HQ - \$10,026,916
 - 20/21: Station "224" NE Mesa - \$7,219,906
 - 18/19: Emergency generator replacement \$1,108,732
- Total: \$35,751,616

*partially offset by alternative funding

Future Needs – Other

CMS Grant Sustainability

- \$4,200,000 year grant

Expand community medicine and EMS prevention programs*

- Three additional Community Medicine units/staffing (two medical/one behavioral) – \$3,814,000
- Nurse Triage
 - Three nurses* - \$285,192

Unknowns

- Rural Metro
- Ambulance service
- Revenue generation

*potential revenue offset

Police



Public Safety: Providing for a Safe, Welcoming, and Healthy Mesa

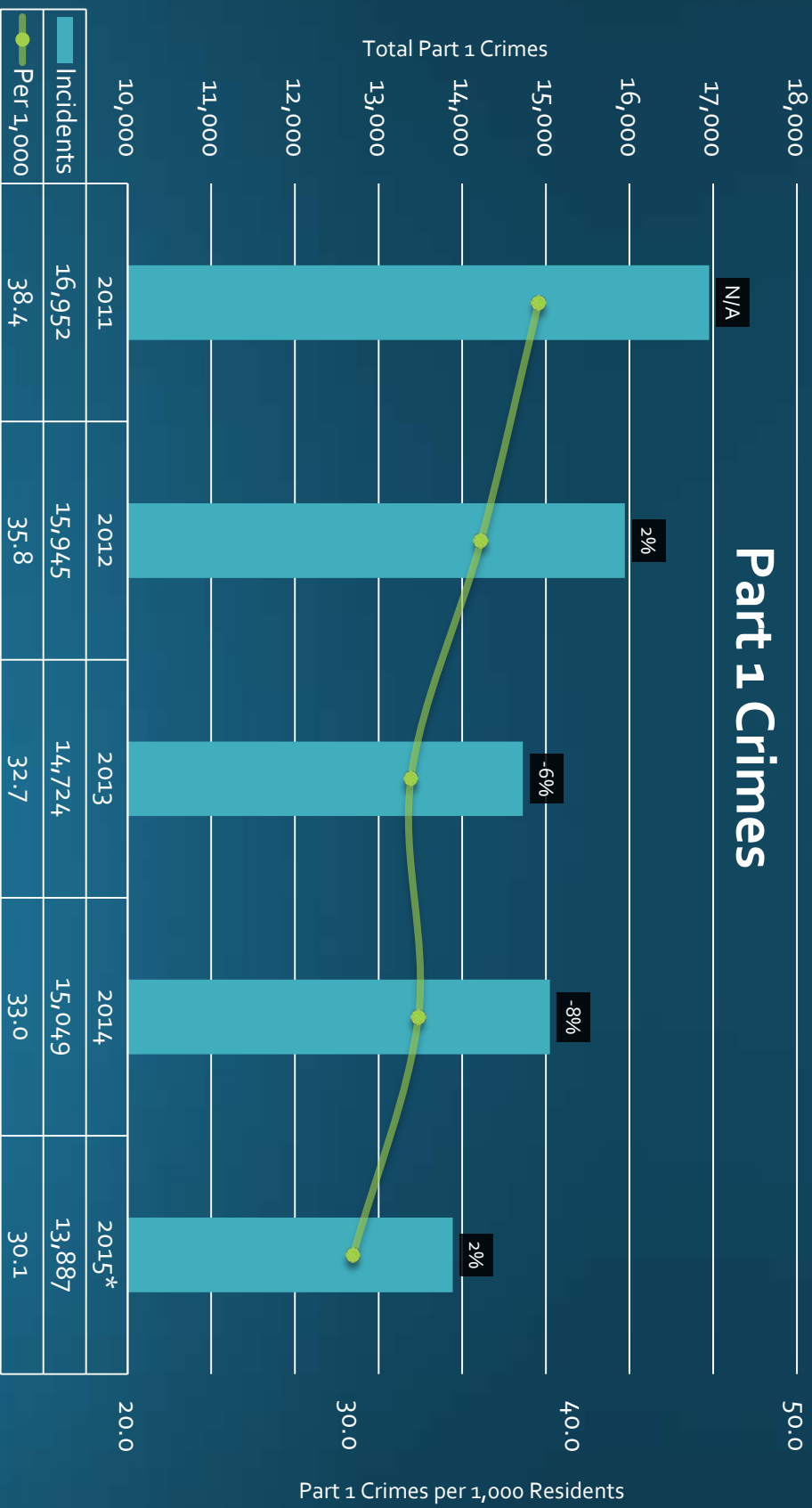
Mesa is one of the safest large cities in the United States

- Major Cities Chiefs Association Study
 - One of only three major cities that did not report increase in Violent Crime from 2014 to 2015

2015 Statistics

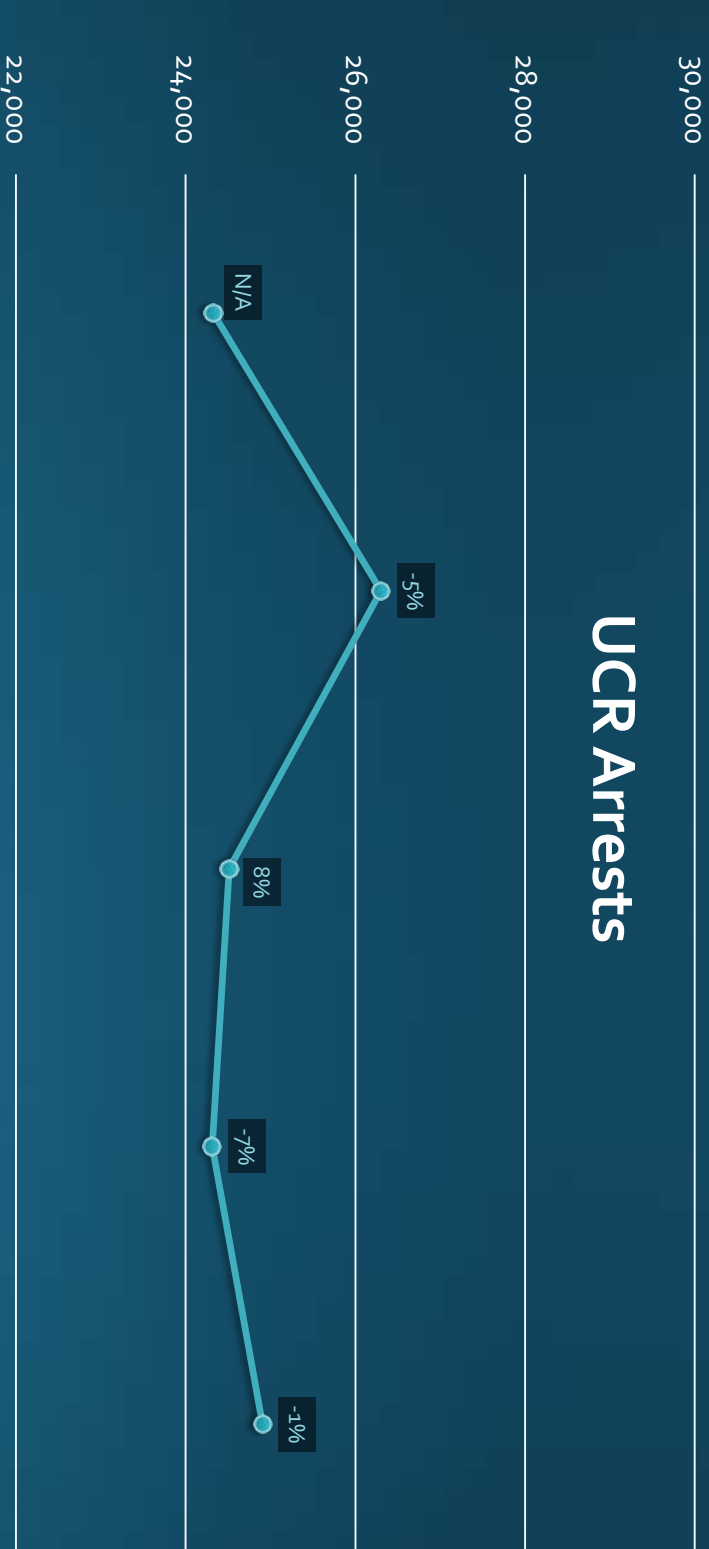
- 13,887 Total Part 1 Crimes
 - Violent Crimes: -7% reduction from 2014
 - Property Crimes: -8% reduction from 2014
 - Total Part 1 Crimes: -8% reduction from 2014

Public Safety: Providing for a Safe, Welcoming, and Healthy Mesa



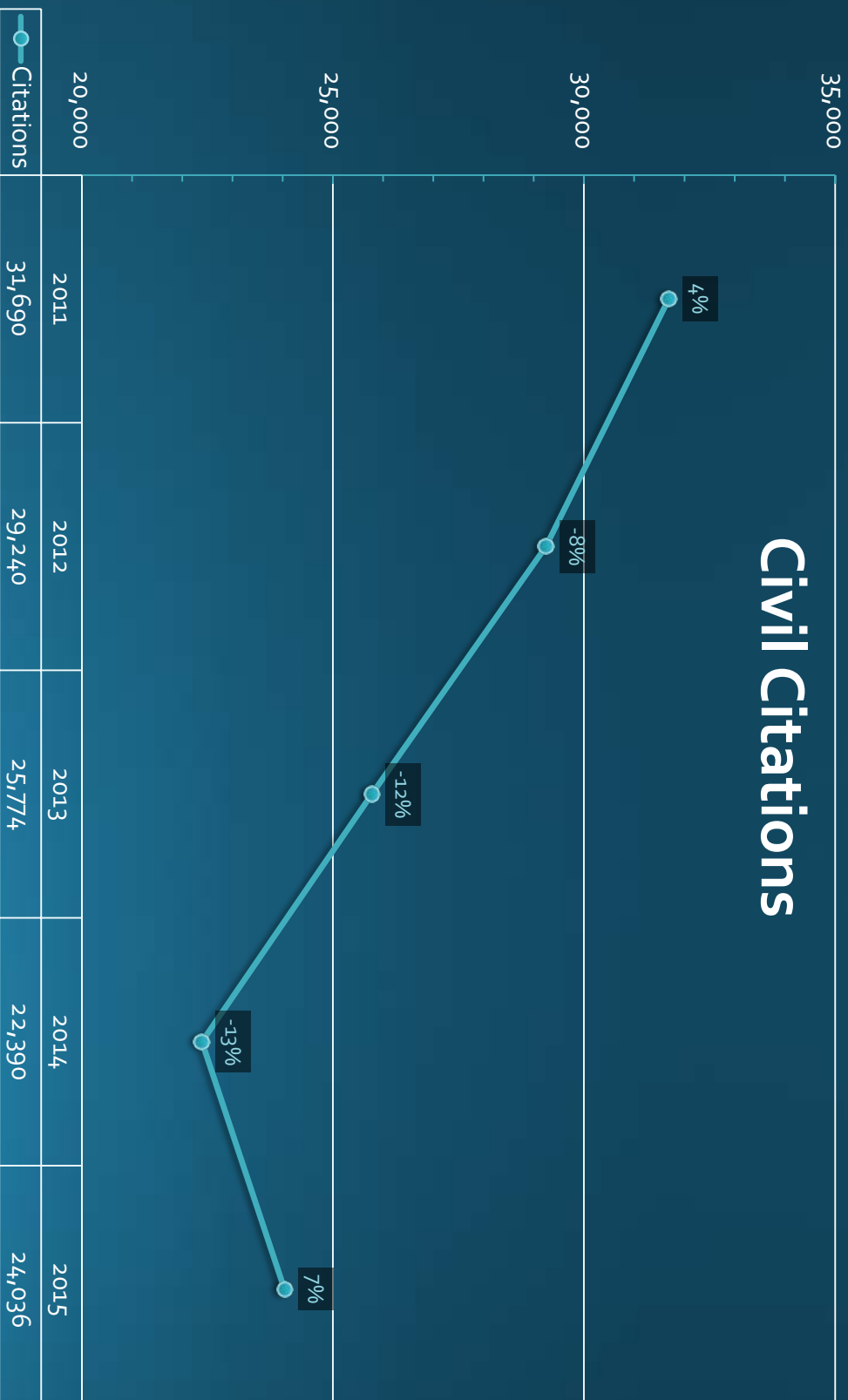
Public Safety: Providing for a Safe, Welcoming, and Healthy Mesa

UCR Arrests



Year	Arrests
2011	24,325
2012	26,302
2013	24,514
2014	24,313
2015	24,906

Public Safety: Providing for a Safe, Welcoming, and Healthy Mesa



Highlights and Accomplishments

Policing Model for Success

- Intelligence Led Policing
- COMPSTAT Model
- Decentralized Investigations Model
- Crime Prevention Focus
- Expedited Forensic Lab Services

Public Safety Adaptations

- Bicycle Patrol for Light Rail Corridor
- Human Exploitation and Trafficking (HEaT) Initiative

Current Staffing

- 1184 Budgeted Positions
 - 760 Sworn
 - 424 Civilian
- Based on IACP recommendations patrol work time should be distributed evenly between answering calls for service, proactive patrol and administrative time. (Goal of 33.3% for each category)

Patrol Shift	Calls for Service	Proactive Patrol	Administrative
2011	42.9%	32.9%	24.2%
2012	43.3%	30.6%	26.1%
2013	43.6%	30.1%	26.3%
2014	43.0%	29.4%	27.6%
2015	43.0%	29.0%	28.0%

Projected Staffing Needs

Year	Projected Population	Sworn Staffing	Projected Additional Need	Total Sworn	Officers per 1,000 Population
2016	465,000	760	93	853	1.83
2017	471,900	853	6	859	1.82
2018	478,900	859	6	865	1.81
2019	485,700	865	6	871	1.79
2020	492,300	871	6	877	1.78

**Projected population as reported by MAG
 2015 population reported by MAG is 460,950**

*Projections do not include need for supervisors, sworn officers in nonpatrol assignments or any civilian support staff. Projections are based solely on meeting IACP recommendation for distribution of patrol officers' time.

Strategic Priority: Public Safety

Police

- FY 16/17 Total Budget - \$180,843,401

General Fund	\$154,924,005
Quality of Life Fund	\$ 15,629,256
Grant Fund	\$ 3,355,240
Restricted Fund	\$ 1,928,188
Enterprise Fund	\$ 1,009,835
General Government Capital Projects Fund	\$ 3,680,623
Other Funds	\$ 316,254

- Proposed Budget

Radio Replacements – One third of radios	\$ 3,000,000
Crisis Response Team	\$ 915,640

Overtime Reduction

- Efforts to reduce sworn overtime are estimated to culminate in a 16% reduction in overtime hours over last two years
- Estimating only a 6% reduction in related overtime costs due to increase in employee related expenses

Overtime Reductions

	Sworn Overtime Hours	Sworn Overtime Costs
FY 13-14	53,286	\$3,799,625
FY 14-15	49,943	\$3,677,671
FY 15-16 Estimate	44,787	\$3,580,117

	Sworn Overtime Employee Related Expenses
FY 13-14	34.79%
FY 14-15	37.38%
FY 15-16	43.68%
FY 16-17	47.57%

Budget Enhancement Request Crisis Response Team (CRT)

Enhanced Response to Mentally Ill Persons

Resources Required

- 1 Sergeant
- 1 Crisis Intervention Team (CIT) Coordinator
- 4 Detectives

Desired Outcomes

- Specialized Trained Officers
- Reduce Calls for Service for Patrol
- Increase Training for Patrol Officers
- Increase Quality of Care to Seriously Mentally Ill
- Decrease use of force incidents

Crisis Response Team

2014-2015 Statistics

Suicide Calls	2014	2015	% Change
	2516	2652	5.41%
Mental Illness Calls	1026	1130	10.14%
Mental Health Detainers (MHDs)*	670	637	-4.93%
Total	4212	4419	4.91%

* Patrol only service 57% of all MHDs

Program Goals

	2015	Goals	Calls	Hours	FTE
MHDs Served by Patrol	637	-80%	-510	-1785	-0.86
Repeat Calls for Service	901	-75%	-676	-2366	-1.14

Future Needs

- Community Action Officers in each Division \$1.3M (positions and vehicles)
- Light Rail Corridor Bicycle Patrol \$799,000 (positions and equipment)
- Mesa Family Advocacy Center VICE-Human Exploitation and Trafficking (HEaT) Team \$759,000 (positions and vehicles)
- Radio replacements \$6.0M (remaining two thirds of radios)
- Other Miscellaneous lifecycle items

Strategic Priority

Public Safety

Primary Contributing Departments:

- Communications
- Fire and Medical
- Police