



## COUNCIL MINUTES

April 30, 2015

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 30, 2015 at 7:34 a.m.

COUNCIL PRESENT	COUNCIL ABSENT	OFFICERS PRESENT
John Giles Alex Finter Christopher Glover Dennis Kavanaugh David Luna Dave Richins Kevin Thompson	None	Christopher Brady Dee Ann Mickelsen

1. Review items on the agenda for the May 4, 2015 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: 3-e

Items deleted from the consent agenda: None

Office of Management and Budget Director Candace Cannistraro and Water Resources Department Director Dan Cleavenger displayed a PowerPoint presentation (**See Attachment 1**) and discussed item 6-f (An ordinance modifying terms/rates/fees/charges for water utility services) on the Regular Council Meeting agenda.

Assistant Police Chief Deanna Cantrell, Business License and Revenue Collection Administrator Tim Meyer and Assistant City Prosecutor III Patty Tracey displayed a PowerPoint presentation (**See Attachment 2**) and discussed item 7-a (Repealing and Replacing Title 5 (Business Regulations), Chapter 12 (Massage Establishment Operations) of the Mesa City Code for the purposes of: simplification; the removal of certain requirements including, but not limited to, requirements related to a massage manager license; and the establishment of new requirements related to the operation and licensing of a massage establishment.) on the Regular Council Meeting agenda.

2-a. Hear a presentation, discuss and provide direction on the following department budgets and other budget items:

1. Arts & Culture

Arts and Culture Director Cindy Ornstein displayed a PowerPoint presentation (**See Attachment 3**) and stated that she was prepared to discuss the Arts & Culture Department's proposed budget for FY 2015/16, as well as some of its accomplishments and points of pride.

Ms. Ornstein reported that since the i.d.e.a. Museum, which was formerly known as the Arizona Museum for Youth (AMY), was rebranded in February 2014, the facility has experienced a significant increase in revenues, participation and memberships. She displayed graphs illustrating the attendance and revenue earnings in prior years at AMY as compared to the i.d.e.a. Museum. (See Pages 3 and 4 respectively of Attachment 3) She also highlighted photographs demonstrating some of the most popular interactive programs at the site, including "Build It Boards" and the "Construction Zone." (See Page 5 of Attachment 3)

Ms. Ornstein explained that one of the highlights this fiscal year at the Arizona Museum of Natural History has been the successful installation of the new Dinosaur Mountain, which features three robotic dinosaurs. (See Page 7 of Attachment 3) She said that funding for the exhibit was derived through grants, the Mead Family Foundation and the Arizona Museum of National History Foundation. She noted that staff was also in the process of completing the façade renovation, which features a dinosaur breaking through the wall of the museum.

Ms. Ornstein, in addition, highlighted a variety of accomplishments at the Mesa Arts Center (MAC), such as the increased activation with pre-show food events, FreeFall Friday concerts, enhanced festivals, new SPUN chairs and a pilot swing dance event. She explained that events such as these are designed to make the MAC fun, active, engaging and a community gathering place. She pointed out that the SPUN chairs were purchased for the spark! Festival of Creativity and have become permanent fixtures on the MAC campus used by children and adults. She also stated that in October 2014, the MAC hosted its largest Dia de Los Muertos Festival and commented that more than 16,000 visitors attended the event. She added that the MAC was also the site of the Latino Town Hall, which was held in conjunction with the Mesa Association of Hispanic Citizens.

Ms. Ornstein further discussed other programs at the MAC, such as the "Classical Music Inside Out" series which, through a variety of innovative performances workshops, has broken down barriers for people to understand and enjoy classical music.

Ms. Ornstein offered a short synopsis of a series of points of pride for the Arts and Culture Department for FY 2015/16 as follows:

1. i.d.e.a. Museum – "Zoom Zoom: Trains and Planes" exhibition (October 2, 2015 to January 24, 2016) to celebrate the opening of light rail in downtown Mesa.
2. Museum of National History – Significant grants will enable the expansion of the Mesa Grande Cultural Park education programs, service to Title 1 schools and audience growth.
3. MAC – Ten Year Celebration – Season Kickoff Festival on September 11, 2015; monthly themed promotions throughout the year and many special featured activities.

MAC is also developing a partnership with the Lincoln Center for the Performing Arts in New York. (See Pages 16 through 18 of Attachment 3)

Ms. Ornstein spoke regarding the Arts and Culture Department's efforts to reduce its FY 2015/16 budget by \$130,000. She explained that the notable reductions include: \$20,000 for materials, supplies and security contract; \$68,000 in MAC core programs; and \$42,000 in funding for the MAC spark! Festival of Creativity. She stated that it was anticipated that \$87,417 will be generated in additional fee revenues for FY 2015/16, all within the Council-approved rate structures. (See Page 20 of Attachment 3)

In response to a question from Vice Mayor Kavanaugh, Arts Administrator Rob Schultz clarified that the use of the classroom space at the MAC by the downtown colleges has remained flat in the last year. He stated that staff continues to work with Benedictine University in an effort to offer art, painting and ceramics classes, but noted that the school has its own internal restrictions. He added that the college's interest in the MAC classes has not grown, but indicated that may improve in the future.

Mayor Giles commented that the Arts and Culture Department is one of the City's "points of pride" and thanked Ms. Ornstein and her staff for their efforts and hard work.

Ms. Ornstein acknowledged various staff members who were present in the audience and expressed appreciation for their professionalism and dedication to the Arts and Culture Department.

## 2. Development and Sustainability

Development and Sustainability Department Director Christine Zielonka introduced Senior Fiscal Analyst Pam Alexander, who was prepared to assist with the presentation. She also introduced a number of staff members who were present in the audience and available to respond to any questions the Council might have.

Ms. Zielonka displayed a PowerPoint presentation (**See Attachment 4**) and offered a brief overview of the various areas of responsibility in the Development and Sustainability Department, including Development Services, Code Compliance and Environmental and Sustainability. (See Page 2 of Attachment 4)

Ms. Zielonka reported that one of the Department's major accomplishments in FY 2014/15 was the completion of the General Plan update and its approval by Mesa voters in November 2014. She recognized Planning Director John Wesley and Senior Planner Tom Ellsworth for their efforts and hard work in this regard. She explained that the goal of the document was to increase flexibility in development projects; provide greater opportunities for developers to be creative and responsive to market conditions; and respond to the Council's direction to focus on the increased quality of the built environment in Mesa.

Ms. Zielonka also commented that her staff collaborated with the Economic Development Department in an effort to attract industrial and high-paying jobs. She cited, for instance, that the expansion projects of Empire Southwest and Special Devices have generated additional jobs and opportunities in the community. She added that the Department conducted a pilot program for its Self-Certification Program, which has proven to be quite successful.

Ms. Zielonka displayed graphs titled "Development Activity/Permit Revenue," which illustrates commercial construction valuation, residential construction valuation and the associated revenue generated between 2010 and 2014. (See Page 4 of Attachment 4) She also highlighted a graph titled "Construction Valuation Cycle." (See Page 5 of Attachment 4)

Ms. Zielonka remarked that with respect to the Department's Household Hazardous Waste events, over the past year there has been a record number of participants, as well as waste collected. She explained that in collaboration with the Solid Waste Department, the latex paint collected at those events is bulked/filtered and subsequently provided to Mesa residents at no cost. She also reviewed a graph demonstrating the increased participation rate at the events in recent years. (See Page 7 of Attachment 4)

Ms. Zielonka discussed the Department's efforts as it relates to the Code Compliance Program. She said that Deputy Director of Environmental and Sustainability Laura Hyneman has worked closely with the Council, the Mesa Police Department (MPD), the Mesa Fire and Medical Department (MFMD), neighborhoods and the Neighborhood Outreach Department to ensure that the program is effective. She noted that the City has two Code Officers who are funded by the Community Development Block Grant (CDBG) program. She referred to a map illustrating the areas in which those Code Officers are assigned. (See Page 9 of Attachment 4)

Ms. Zielonka further reported that seven additional Code Officers work throughout the remainder of the City in the non-CDBG areas. She pointed out that two mid-year positions were added, using General Fund dollars, in order to effectively increase their efforts in conjunction with the MPD, MFMD and other agencies in certain areas of the community. She added that the City has also experienced an increase in unsafe buildings in the community and said that Code Compliance is working with other departments to address the matter.

Ms. Zielonka spoke regarding other accomplishments as follows: the replacement of the Tidemark permitting system with Automation; that E-Plan Review is an integral component of the updated system and will enable developers to submit plans for review 24/7; the Planning and Zoning Board are utilizing electronic agendas on Legistar, with Board of Adjustment to do the same in a few months; and various energy efficiency savings at City facilities. (See Page 11 of Attachment 4)

Ms. Zielonka, in addition, provided an extensive overview of certain areas of emphasis for FY 2015/16, such as the implementation of the Development Information Management Enterprise Systems (DIMES) (See Page 12 of Attachment 4); the expansion of the Self-Certification pilot program; new Code Officers in non-CDBG areas (See Page 13 of Attachment 4); the urban transformation of downtown Mesa; and endeavoring to exceed customer expectations as it relates to land development projects. (See Page 14 of Attachment 4)

Ms. Zielonka concluded her presentation by discussing the Department's FY 2015/16 budget changes and reductions. (See Page 15 of Attachment 4)

Mayor Giles thanked Ms. Zielonka and her staff for their efforts and hard work.

### 3. Parks, Recreation and Commercial Facilities

Parks, Recreation and Commercial Facilities (PRCF) Department Director Marc Heirshberg displayed a PowerPoint presentation (**See Attachment 5**) and discussed some of the Department's FY 2014/15 accomplishments. He reported that with respect to the 2012 Parks and Recreation Bond Program, a number of parks conversion and improvement projects have been completed, including Desert Trails Park and Mariposa Park. He explained that with respect to the parks renovation and enhancement projects, 106 ball field light poles and lights were replaced at 25 different locations; playgrounds were replaced at Porter Park, Vista Monterey, Pequeno and Emerald Park. He also noted that the Mesa Aquatics Complex is scheduled to open in May and said that significant irrigation improvements have taken place at Candlelight Park and Sherwood Park. He further remarked that the new sign installation is ongoing throughout the parks system.

Mr. Heirshberg commented that with regard to the community partnership projects, the Mesa Public Schools (MPS) Governing Board recently approved agreements to transfer the former Mesa Junior High property and Powell Junior High fields to the City for redevelopment and community partnership projects. He pointed out that such agreements will be brought to the Council in the near future for their approval.

City Manager Christopher Brady expressed appreciation to the MPS for their patience and cooperation throughout this process. He also recognized Mr. Heirshberg and Deputy City Attorney Alfred Smith for their efforts and hard work in successfully negotiating the agreements. He noted that such agreements will be a "win-win" for Mesa in that the school property can be repurposed for City parks that benefit the entire community. He added that from now on, the Mesa Junior High property will be known as Eagles Park and the Powell Junior High property has been renamed Fiesta Sports Park.

Responding to a question from Mayor Giles, Mr. Heirshberg clarified that the projects at Eagles Park include repurposing the existing gym building to a community center-type use; the fields will serve as retention basins as well as multi-purpose fields; jogging trails and fitness equipment will be included; and a new playground. He also indicated that the Fiesta Sports Park renovation will include four baseball fields and softball fields. He added that the City is working with the Chicago Cubs and the Mesa Hohokams to brand the facility as Little Sloan Park.

Mr. Heirshberg continued with the presentation and highlighted the projects outside of the Bond Program that the PRCF Department has completed, such as the Riverview Soccer Complex, Sagebrush Park, City View Park and the purchase of additional land for the expansion of the Mesa Cemetery.

Mr. Heirshberg further reported that participation in the PRCF Department's programs continues to increase as facility utilization remains consistent. He also stated that transitioning to the Active Registration system will make it easier for customers to search and register for programs.

Mr. Heirshberg remarked that the PRCF Department completed the remodeling of Hohokam Stadium and Fitch Training Complex for the Oakland A's. He explained that during spring training this year, 110,059 fans attended games, which represents an average of 7,337 fans per game as compared to 5,201 fans at the A's previous training facility at Phoenix Municipal Stadium.

Mr. Heirshberg also commented that the second season for the Chicago Cubs at the renamed Sloan Park was a record breaker, with 222,415 fans in attendance. He said that the Cubs have four of the top five all-time season attendance records and the top 20 all-time single game attendance records.

Mr. Heirshberg reviewed a number of accomplishments that the PRCF Department achieved in FY 2014/15. (See Page 5 of Attachment 5) He cited, for instance, that the Department was a National Gold Medal Finalist for Excellence in Parks and Recreation Management. He added that the City of Mesa completed the third of four years in hosting the Arena Pro Swim Series at Skyline Aquatic Center.

Mr. Heirshberg briefly discussed the PRCF Department's goals in the upcoming fiscal year, which include planning for the expansion of the Mesa Cemetery; continuing to invest in aging infrastructure; planning for future professional baseball projects; continuing bond projects; and implementing technology for improved efficiency.

Councilmember Finter stated that he would like Mr. Heirshberg to make a presentation to the Audit, Finance & Enterprise Committee regarding the expansion of the Mesa Cemetery, which is one of the City's enterprises, and solicit feedback from the Committeemembers in this regard.

Mr. Heirshberg highlighted the proposed FY 2015/16 budget reductions for the PRCF Department (See Page 7 of Attachment 5), with the total reductions equating to \$1,384,153. He stated that delaying the start of various bond projects also delays bringing on operations and maintenance expenses through the General Fund at a combined cost of \$1,072,000.

Councilmember Finter voiced concern regarding the delay of some of the projects identified on Page 7. He stated that he would like to meet and discuss this issue with Mr. Heirshberg and City management after the Study Session.

Mayor Giles commented that he was struck by the fact that all of the City departments, including the PRCF Department, have made budget reductions, but noted that staff's attitude is "doing more with less." He thanked Mr. Heirshberg for his efforts and hard work.

Councilmember Finter stated that it was his understanding there was a possibility of cutting back the pools hours in the summer at some of Mesa's pools. He inquired if there would be an opportunity for the PRCF Department to adjust certain fees so that the pool hours would not be reduced.

Mr. Heirshberg responded that the City pools will be open May 23 through July 26. He pointed out, however, that what is impacting the community this year is the fact that MPS has changed its schedule, with August 12 being the first day of school. He acknowledged that will create a gap in the services/activities that are available to the community during that interim period of time.

Mr. Heirshberg remarked that with the budget reductions that have been made, staff has been unable to expand those services. He said that the pool hours will remain the same and clarified that Rhodes and Skyline Pools will remain open on weekends through Labor Day. He added that the PRCF's fees and charges are at a similar level to those in other communities and added that there may not be an opportunity to increase the fees without being out of the market.

Mayor Giles commented that he was very proud of the City's aquatics program, but recognized that there is that awkward end of the summer downtime in which families are waiting two weeks before school starts. He stated that it would be nice if staff could resolve the issue and keep the pools open during that interim two-week period.

Mr. Brady asked that staff be given the opportunity to research the costs to keep the pools open until school starts. He noted that staff would bring back that data to the Council for further feedback and input.

Mayor Giles suggested that perhaps staff could focus on one or two City pools that offer the amenities and select other pools throughout the community in which families could simply enjoy swimming.

Councilmember Luna concurred with Mayor Giles' suggestions. He stated that if the City can offer activities to families during that interim period of time, that would be helpful to the community as a whole.

Mr. Heirshberg indicated that he would bring back different options and scenarios for the Council's consideration in this regard.

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

(This item was not discussed by the Council.)

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

4-a. Human Relations Advisory Board meeting held March 25, 2015.

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

Carried unanimously.

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

Vice Mayor Kavanaugh: District 3 Pancake Breakfast and Flowrider Surfing Competition

Councilmember Thompson: American Public Gas Association meeting in Washington, D.C.

Councilmember Richins: Reported that the Sheraton at Riverview is now open

6. Scheduling of meetings and general information.

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

Saturday, May 2, 2015, 7:30 a.m. – Pancake Breakfast with Councilmember Luna, Fire Station 214

Monday, May 4, 2015, TBA – Study Session

Monday, May 4, 2015, 5:45 p.m. – Regular Council Meeting

7. Adjournment.

Without objection, the Study Session adjourned at 9:20 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 30<sup>th</sup> day of April, 2015. I further certify that the meeting was duly called and held and that a quorum was present.

---

DEE ANN MICKELSEN, CITY CLERK

pag  
(attachments – 5)



# City of Mesa

# FY 2015/16 Residential Water Rate Update

April 30, 2015

Presented by the Office of Management and Budget  
and Water Resources



# Residential Water Rate Structure

Fixed Service Charge – accounts for about 52.1% of all residential revenue

Proposed Demand Tiers for FY 15/16 (year one of five year phase-in):

First 3,000 gallons included in service charge

4,000 – 11,000 gallons

12,000 – 22,000 gallons

23,000 – 24,000 gallons

25,000 gallons and greater

Percent of the bill that is fixed based on various consumption:

**7Kgal – 68.8%**

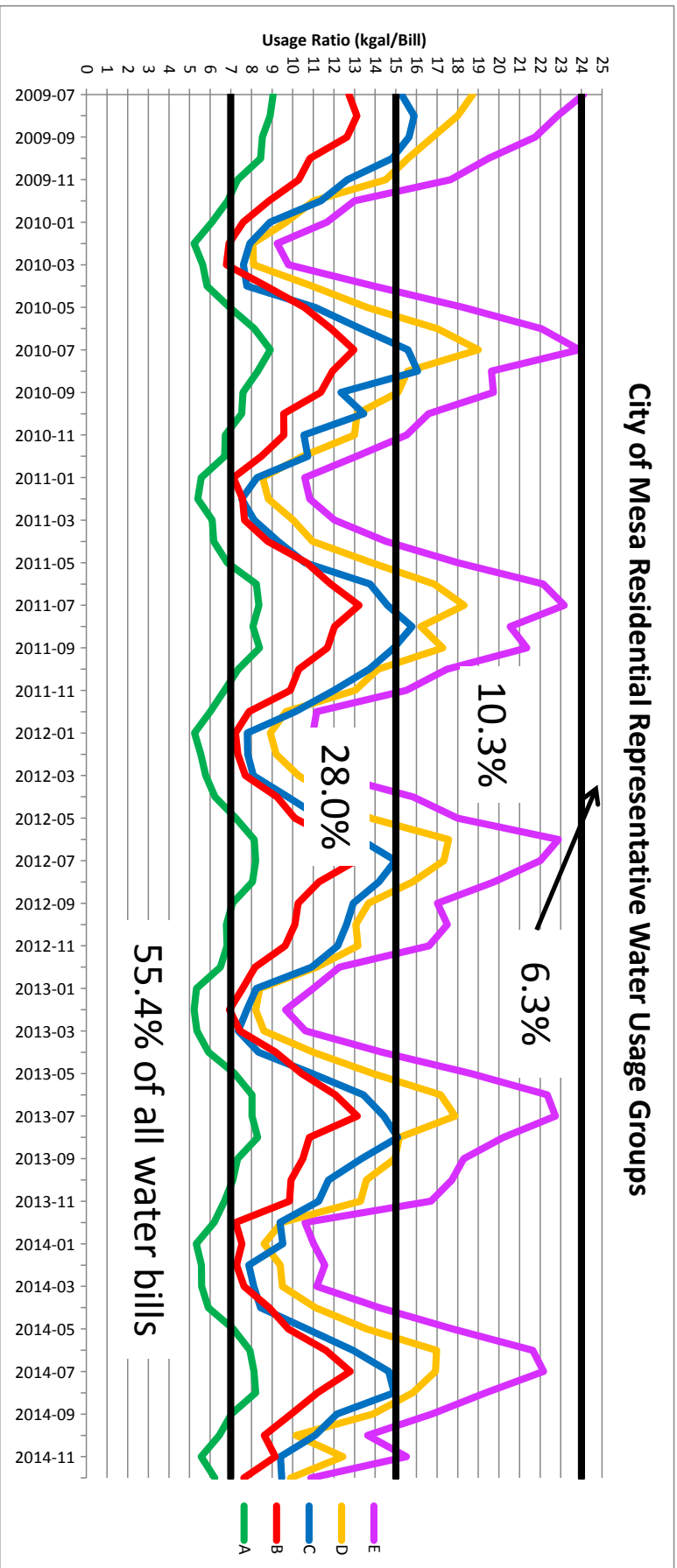
**11Kgal – 52.4%**

15Kgal – 38.6%

22Kgal – 26.4%

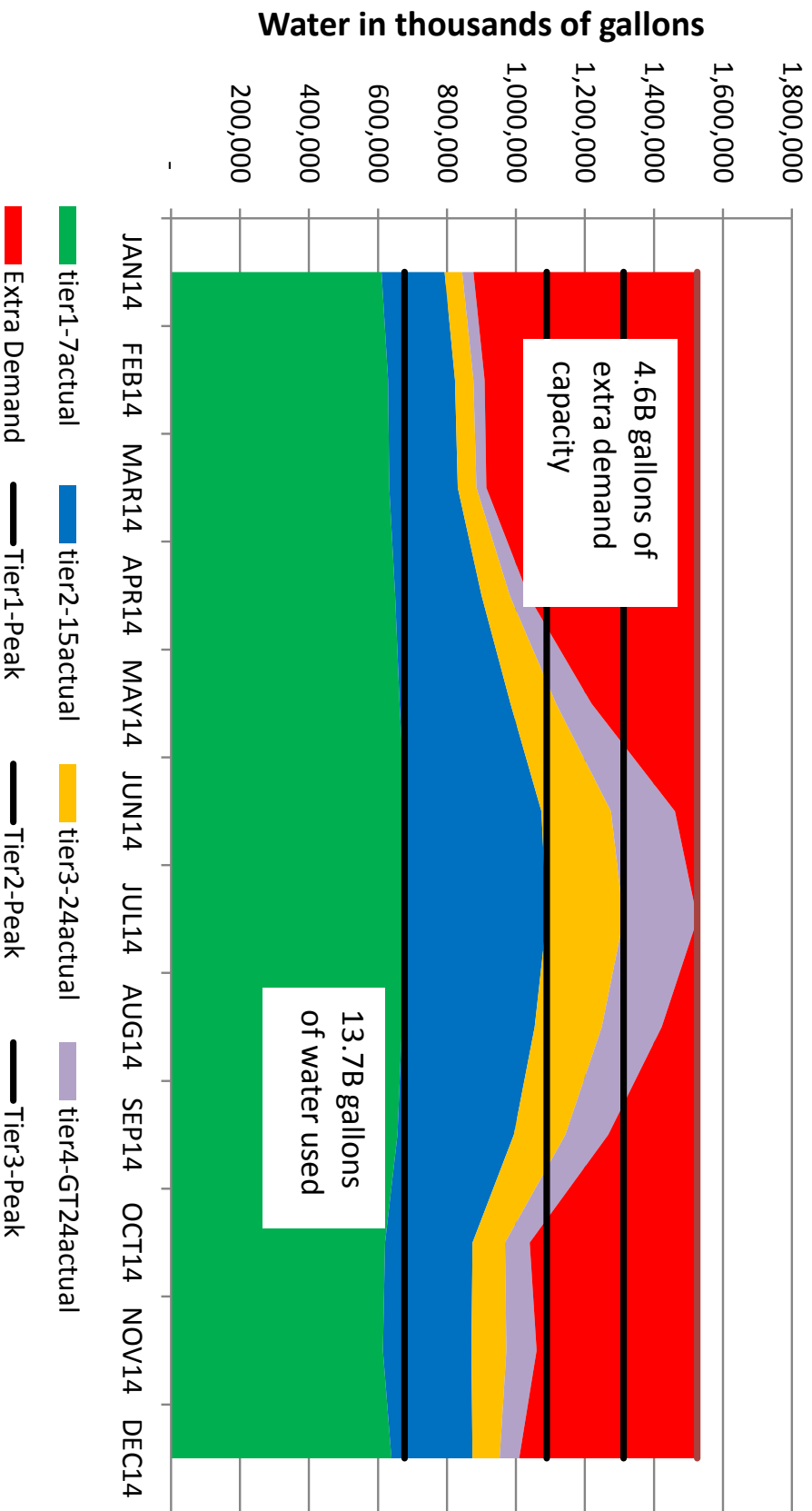
24Kgal – 24.0%

# Fig. Residential Monthly Usage – Proposed Tiers



# Residential Demand vs. Actual Usage

## City of Mesa CY2014 Residential Water Full Demand Capacity vs. Actual Usage





# Water Utility Rate Structure Recommendation

- Current Residential Tier Structure:
  - First 3,000 gallons included in service charge
  - 4,000 – 12,000 gallons
  - 13,000 – 24,000 gallons
  - 25,000 gallons and greater
- Recommended Residential Tier Structure at full implementation:
  - First 3,000 gallons included in service charge
  - 4,000 – 7,000 gallons
  - 8,000 – 15,000 gallons
  - 16,000 – 24,000 gallons
  - 25,000 gallons and greater
- Transition to new tier structure over five years to decrease annual impact to customers and to allow time for customers to assess water usage and apply conservation techniques if possible

# 5 Year Implementation – Monthly Bill Amounts

	MONTHLY BILL AMOUNTS						
	YR0	YR1	YR2	YR3	YR4	YR5	YR6
30 kgal	\$125.72	\$136.01	\$147.31	\$159.74	\$173.35	\$187.24	\$196.62
29 kgal	\$121.12	\$130.96	\$141.77	\$153.67	\$166.71	\$179.98	\$189.00
28 kgal	\$116.52	\$125.91	\$136.23	\$147.60	\$160.07	\$172.72	\$181.38
27 kgal	\$111.92	\$120.86	\$130.69	\$141.53	\$153.43	\$165.46	\$173.76
26 kgal	\$107.32	\$115.81	\$125.15	\$135.46	\$146.79	\$158.20	\$166.14
25 kgal	\$102.72	\$110.76	\$119.61	\$129.39	\$140.15	\$150.94	\$158.52
24 kgal	\$98.12	\$105.71	\$114.07	\$123.32	\$133.51	\$143.68	\$150.90
23 kgal	\$94.01	\$100.81	\$108.84	\$117.75	\$127.58	\$137.37	\$144.27
22 kgal	\$89.90	\$95.91	\$103.61	\$112.18	\$121.65	\$131.06	\$137.64
21 kgal	\$85.79	\$91.59	\$98.38	\$106.61	\$115.72	\$124.75	\$131.01
20 kgal	\$81.68	\$87.27	\$93.15	\$101.04	\$109.79	\$118.44	\$124.38
19 kgal	\$77.57	\$82.95	\$88.61	\$95.47	\$103.86	\$112.13	\$117.75
18 kgal	\$73.46	\$78.63	\$84.07	\$89.90	\$97.93	\$105.82	\$111.12
17 kgal	\$69.35	\$74.31	\$79.53	\$85.13	\$92.00	\$99.51	\$104.49
16 kgal	\$65.24	\$69.99	\$74.99	\$80.36	\$86.07	\$93.20	\$97.86
15 kgal	\$61.13	\$65.67	\$70.45	\$75.59	\$81.06	\$86.89	\$91.23
14 kgal	\$57.02	\$61.35	\$65.91	\$70.82	\$76.05	\$81.63	\$85.71
13 kgal	\$52.91	\$57.03	\$61.37	\$66.05	\$71.04	\$76.37	\$80.19
12 kgal	\$48.80	\$52.71	\$56.83	\$61.28	\$66.03	\$71.11	\$74.67
11 kgal	\$46.06	\$48.39	\$52.29	\$56.51	\$61.02	\$65.85	\$69.15
10 kgal	\$43.32	\$45.51	\$47.75	\$51.74	\$56.01	\$60.59	\$63.63
9 kgal	\$40.58	\$42.63	\$44.73	\$46.97	\$51.00	\$55.33	\$58.11
8 kgal	\$37.84	\$39.75	\$41.71	\$43.80	\$45.99	\$50.07	\$52.59
7 kgal	\$35.10	\$36.87	\$38.69	\$40.63	\$42.66	\$44.81	\$47.07
6 kgal	\$32.36	\$33.99	\$35.67	\$37.46	\$39.33	\$41.31	\$43.39
5 kgal	\$29.62	\$31.11	\$32.65	\$34.29	\$36.00	\$37.81	\$39.71
4 kgal	\$26.88	\$28.23	\$29.63	\$31.12	\$32.67	\$34.31	\$36.03
3 kgal	\$24.14	\$25.35	\$26.61	\$27.95	\$29.34	\$30.81	\$32.35
2 kgal	\$24.14	\$25.35	\$26.61	\$27.95	\$29.34	\$30.81	\$32.35
1 kgal	\$24.14	\$25.35	\$26.61	\$27.95	\$29.34	\$30.81	\$32.35
0 kgal	\$24.14	\$25.35	\$26.61	\$27.95	\$29.34	\$30.81	\$32.35

# 5 Year Implementation – Monthly Bill Variance

	VAR\$ - MONTHLY BILL						VAR% - MONTHLY BILL					
	YR1	YR2	YR3	YR4	YR5	YR6	YR1	YR2	YR3	YR4	YR5	YR6
30 kgal	\$10.29	\$11.31	\$12.42	\$13.62	\$13.89	\$9.38	8.2%	8.3%	8.4%	8.5%	8.0%	5.0%
29 kgal	\$9.84	\$10.82	\$11.89	\$13.05	\$13.27	\$9.02	8.1%	8.3%	8.4%	8.5%	8.0%	5.0%
28 kgal	\$9.39	\$10.33	\$11.36	\$12.48	\$12.65	\$8.66	8.1%	8.2%	8.3%	8.5%	7.9%	5.0%
27 kgal	\$8.94	\$9.84	\$10.83	\$11.91	\$12.03	\$8.30	8.0%	8.1%	8.3%	8.4%	7.8%	5.0%
26 kgal	\$8.49	\$9.35	\$10.30	\$11.34	\$11.41	\$7.94	7.9%	8.1%	8.2%	8.4%	7.8%	5.0%
25 kgal	\$8.04	\$8.86	\$9.77	\$10.77	\$10.79	\$7.58	7.8%	8.0%	8.2%	8.3%	7.7%	5.0%
24 kgal	\$7.59	\$8.37	\$9.24	\$10.20	\$10.17	\$7.22	7.7%	7.9%	8.1%	8.3%	7.6%	5.0%
23 kgal	\$6.80	\$8.04	\$8.90	\$9.84	\$9.79	\$6.90	7.2%	8.0%	8.2%	8.4%	7.7%	5.0%
22 kgal	\$6.01	\$7.71	\$8.56	\$9.48	\$9.41	\$6.58	6.7%	8.0%	8.3%	8.4%	7.7%	5.0%
21 kgal	\$5.80	\$6.80	\$8.22	\$9.12	\$9.03	\$6.26	6.8%	7.4%	8.4%	8.6%	7.8%	5.0%
20 kgal	\$5.59	\$5.89	\$7.88	\$8.76	\$8.65	\$5.94	6.8%	6.7%	8.5%	8.7%	7.9%	5.0%
19 kgal	\$5.38	\$5.67	\$6.85	\$8.40	\$8.27	\$5.62	6.9%	6.8%	7.7%	8.8%	8.0%	5.0%
18 kgal	\$5.17	\$5.45	\$5.82	\$8.40	\$7.89	\$5.30	7.0%	6.9%	6.9%	8.9%	8.1%	5.0%
17 kgal	\$4.96	\$5.23	\$5.59	\$6.88	\$7.51	\$4.98	7.1%	7.0%	7.0%	8.1%	8.2%	5.0%
16 kgal	\$4.75	\$5.01	\$5.36	\$5.72	\$7.13	\$4.66	7.3%	7.2%	7.1%	7.1%	8.3%	5.0%
15 kgal	\$4.54	\$4.79	\$5.13	\$5.48	\$5.83	\$4.34	7.4%	7.3%	7.3%	7.2%	7.2%	5.0%
14 kgal	\$4.33	\$4.57	\$4.90	\$5.24	\$5.58	\$4.08	7.6%	7.4%	7.4%	7.4%	7.3%	5.0%
13 kgal	\$4.12	\$4.35	\$4.67	\$5.00	\$5.33	\$3.82	7.8%	7.6%	7.6%	7.6%	7.5%	5.0%
12 kgal	\$3.91	\$4.13	\$4.44	\$4.76	\$5.08	\$3.56	8.0%	7.8%	7.8%	7.8%	7.7%	5.0%
11 kgal	\$2.33	\$3.91	\$4.21	\$4.52	\$4.83	\$3.30	5.1%	8.1%	8.1%	8.0%	7.9%	5.0%
10 kgal	\$2.19	\$2.25	\$3.98	\$4.28	\$4.58	\$3.04	5.0%	4.9%	8.3%	8.3%	8.2%	5.0%
9 kgal	\$2.05	\$2.11	\$2.23	\$4.04	\$4.33	\$2.78	5.0%	4.9%	5.0%	8.6%	8.5%	5.0%
8 kgal	\$1.91	\$1.97	\$2.08	\$2.20	\$4.08	\$2.52	5.0%	4.9%	5.0%	5.0%	8.9%	5.0%
7 kgal	\$1.77	\$1.83	\$1.93	\$2.04	\$2.15	\$2.26	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
6 kgal	\$1.63	\$1.69	\$1.78	\$1.88	\$1.98	\$2.08	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
5 kgal	\$1.49	\$1.55	\$1.63	\$1.72	\$1.81	\$1.90	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
4 kgal	\$1.35	\$1.41	\$1.48	\$1.56	\$1.64	\$1.72	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
3 kgal	\$1.21	\$1.27	\$1.33	\$1.40	\$1.47	\$1.54	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
2 kgal	\$1.21	\$1.27	\$1.33	\$1.40	\$1.47	\$1.54	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
1 kgal	\$1.21	\$1.27	\$1.33	\$1.40	\$1.47	\$1.54	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
0 kgal	\$1.21	\$1.27	\$1.33	\$1.40	\$1.47	\$1.54	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%





# Average Residential Customer Impact

<u>Utility</u>	<u>Monthly</u>	<u>Annual</u>
Solid Waste	\$1.36	\$16.32
Water	\$3.08	\$36.96
<u>Wastewater</u>	<u>\$1.33</u>	<u>\$15.96</u>
Total	\$5.77	\$69.24
Electric	\$1.50	\$18.00
Natural Gas	\$1.29	\$15.48

# Enterprise Fund Fiscal Impact

The FY15/16 recommended utility rate/structure adjustments are anticipated to meet the revenue increase target of \$12,953,000

<b>Utility</b>	<b>Revenue</b>
Electric	\$210,000
Natural Gas	\$770,000
Water	\$6,201,000
Wastewater	\$3,673,000
Solid Waste*	\$2,099,000
<b>Total</b>	<b>\$12,953,000</b>

\* Household Hazardous Waste Revenue not included

# Enterprise Fund Reserves

	Actuals		Estimate		Forecast		Forecast	
	FY 13/14	FY 14/15	FY 15/16	FY 16/17	FY 17/18			
<b>Beginning Reserve Balance</b>	\$ 54,457,000	\$ 48,953,726	\$ 43,953,289	\$ 39,950,482	\$ 42,134,249	\$ 39,131,823		
<b>Total Sources</b>	\$ 306,179,518	\$ 321,297,471	\$ 337,613,350	\$ 355,404,576	\$ 374,518,822			
<b>Total Uses</b>	\$ 311,682,791	\$ 326,297,909	\$ 341,616,157	\$ 353,220,808	\$ 377,521,248			
<b>Ending Reserve Balance</b>	\$ 48,953,726	\$ 43,953,289	\$ 39,950,482	\$ 42,134,249	\$ 39,131,823			
Ending Reserve Balance Percent*	<b>15.0%</b>	<b>12.9%</b>	<b>11.3%</b>	<b>11.2%</b>	<b>10.0%</b>			

\*As a % of Next Fiscal Year's Total Uses

# City of Mesa

## Massage Establishment Operations

Deanna Cantrell – Assistant Chief  
Sherry Burlingame - Commander  
Tim Meyer – Licensing  
Patti Tracey – Mesa Prosecutor’s Office





# Overview

- Enhance the professionalism of the massage service industry and protect the health and safety of the public.
- Improve oversight and accountability over massage establishments
- Partnered with members from the Hickey Foundation, the Arizona Trust, stakeholders combating human trafficking, the massage industry and concerned citizens.
- Hosted 3 community/business meetings
- Resulted in a model massage establishment ordinance



## Administrative Changes

- Reporting requirements of owners/controlling persons from 5 to 10 years.
- Requires current/legible photo and identification
- Operating Hours to 6:00 am to 10:00 pm
- Eliminated need to have a manager on duty



## Facility Changes

- Visibility into business (exemptions)
- Signage requirements
- No direct access to sleeping/living quarters
- No massage behind locked door (incl. exemptions)
- Personal affects to stay with client



# Criminal Violations

- Refuse an inspection
- No massage to exposed persons
- Practice massage without a license/establishment license
- Failure to disclose all controlling persons
- Use establishment as a living/sleeping quarters
- No massage in unauthorized areas
- No photography of clients without consent
- Operate under a name not on the license
- Conduct a massage after 10:00 pm





## Civil Violations (New)

- Created a civil process
- Created civil violations in 5-12-17 to address facility and administrative requirements
- Specified fines up to 3 violations in an 18 month period
- Reinforcement for denial, suspension, revocation and non-renewal of license
- Extends timelines from 12 to 18 months.



# Questions





Inspiring Creativity & Discovery

# City Council Budget Presentation

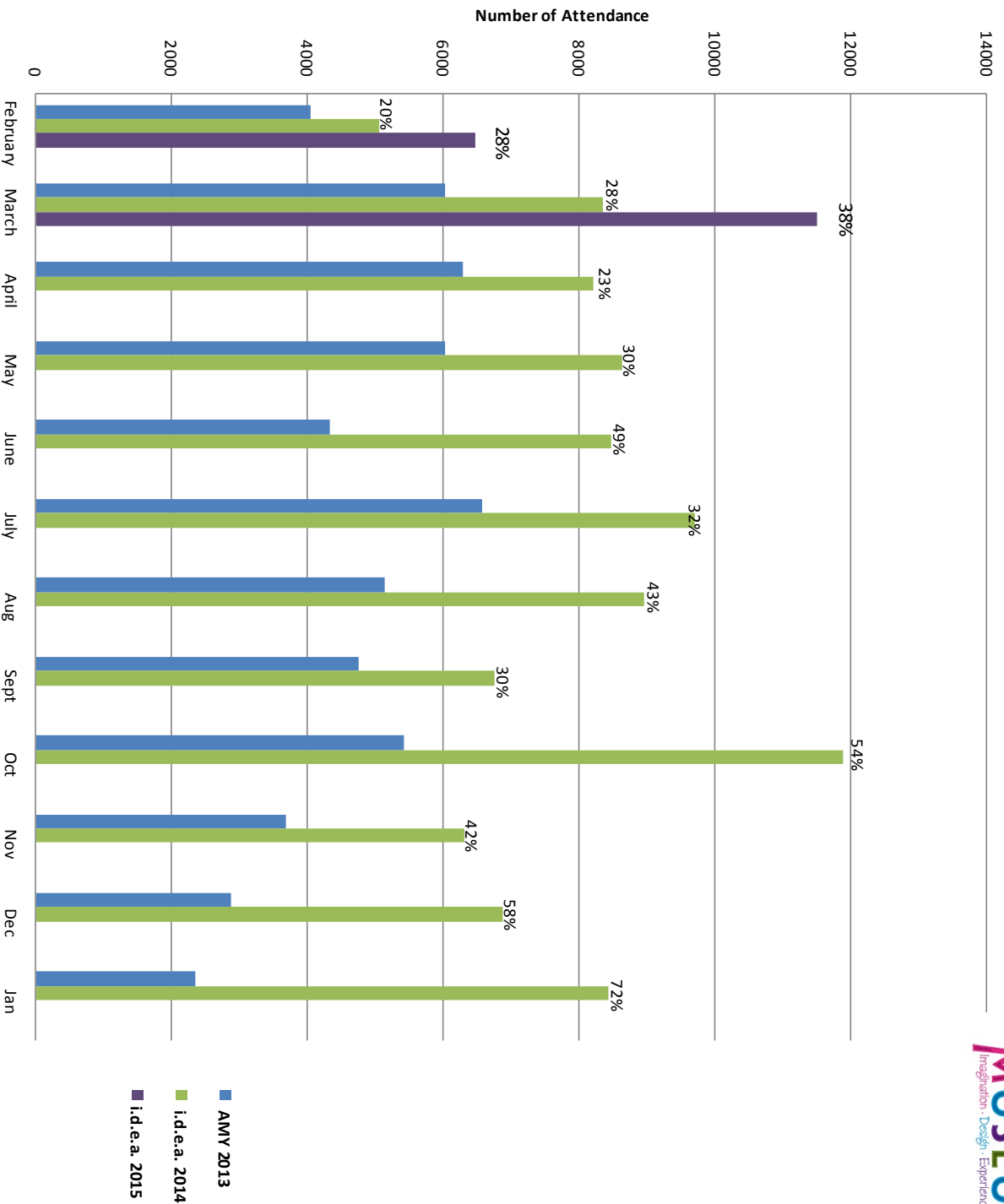
April 30, 2015

# 2014-15 Accomplishments



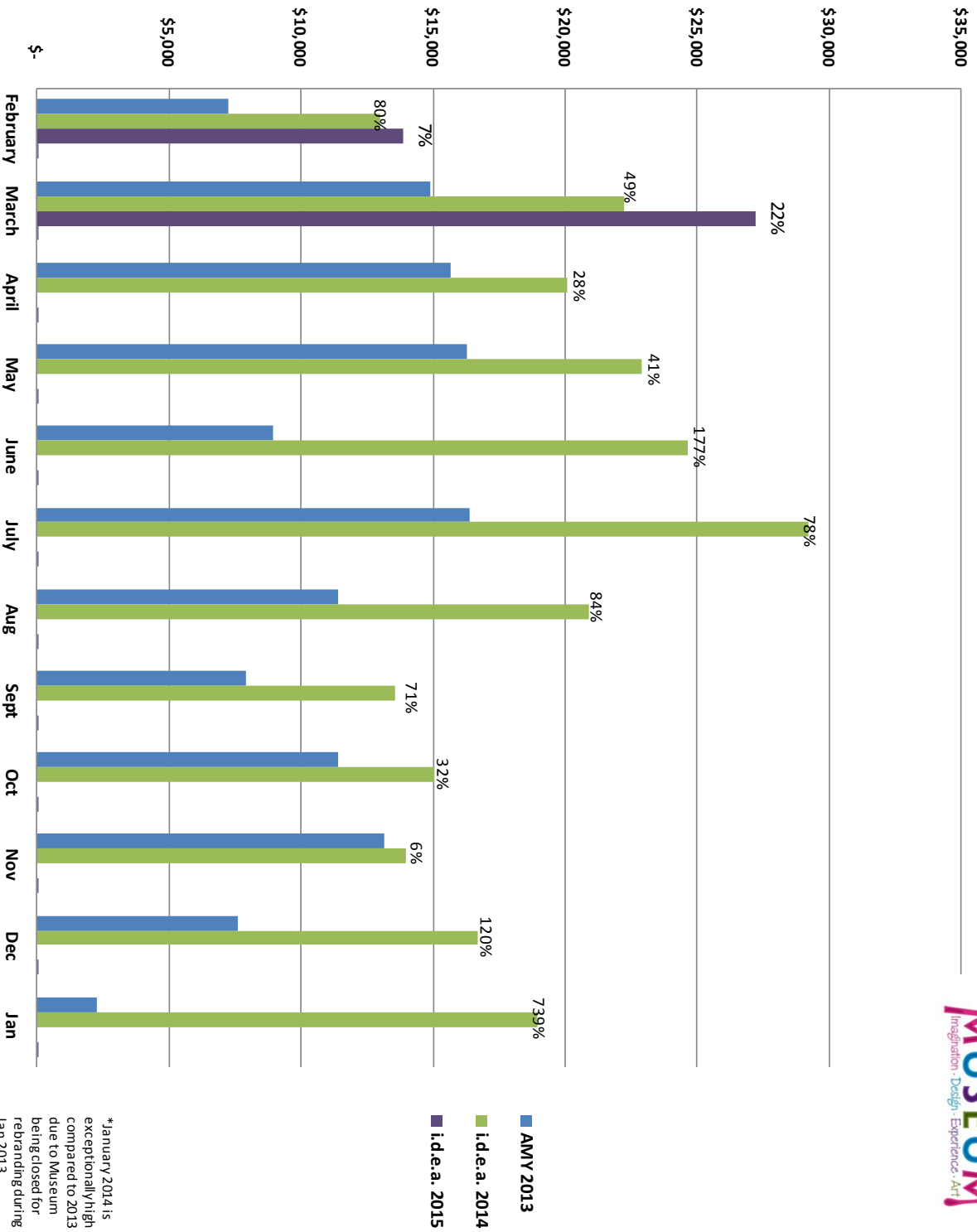
Significant growth of revenues,  
participation and memberships since  
the rebranding to i.d.e.a. Museum  
(Imagination.Design.Experience.Art)

## i.d.e.a. Museum Participation vs. Prior Year Attendance comparison for AMY vs i.d.e.a.



## i.d.e.a. Museum Revenue vs. Prior Year

### Increase in Revenue Earnings after rebranding as i.d.e.a.



\*January 2014 is exceptionally high compared to 2013 due to Museum being closed for rebranding during Jan 2013



# 2014-15 Accomplishments



Successful installation of new  
Dinosaur Mountain featuring  
three new robotic dinosaurs



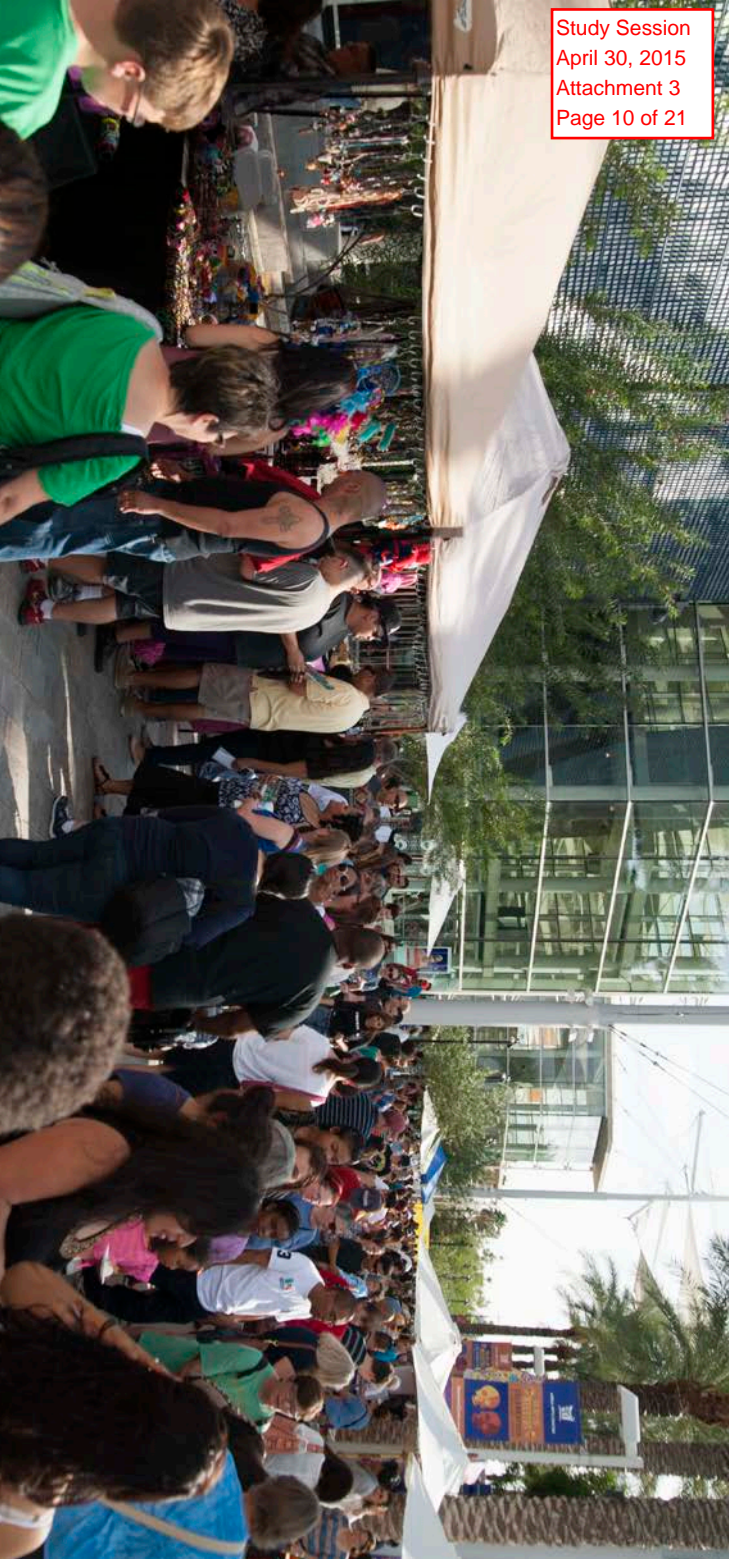


# 2014-15 Accomplishments



**Increased Activation with Pre-show Food Events, FreeFall Fridays, Festivals, new SPUN Chairs, Pilot Swing Dance Event.**





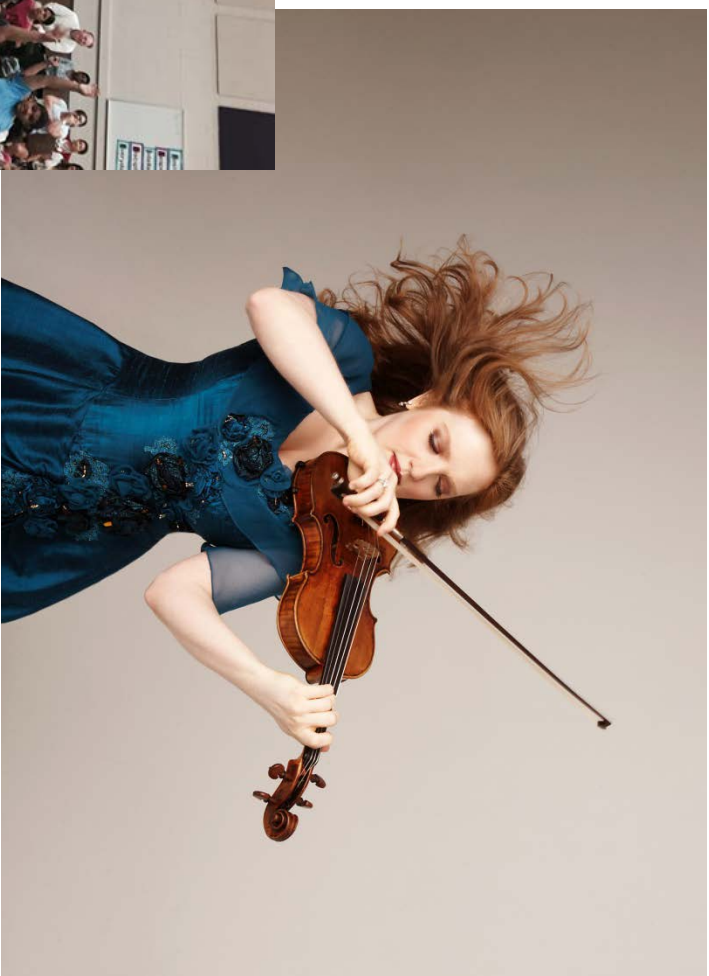
**October 2014**  
**Dia de Los Muertos**

**Great Collaboration!**

**HELD IN CONJUNCTION**  
**WITH MAHC'S**  
**Latino Town Hall**



# Classical Music Inside Out



# Points of Pride for 2015-16



Featured Fall exhibition to celebrate Light Rail

Arrival—Zoom Zoom: Trains & Planes, Oct. 2-Jan. 24.



# Points of Pride for 2015-16



Significant grants will enable expansion of Mesa Grande Cultural Park education programs, service to Title One Schools, audience growth.





# Points of Pride for 2015-16



- 10<sup>th</sup> Year Celebration
- Lincoln Center Partnership
- New Interactive Artwork late 2015

# 10

C E L E B R A T I N G

---

• T E N Y E A R S •

---

M E S A A R T S C E N T E R

- Public Event will be Season Kickoff Festival, September 11
- Monthly themed promotions throughout year
- Many special featured activities



# Lincoln Center Center Partnership



# Musical Shadows Interactive Artwork



# Impact of 15-16 Arts and Culture Department Budget Adjustments

Arts and Culture reduced FY15/16 budget by \$130,000.

Notable reductions:

\$20,000 for materials & supplies, security contract

\$68,000 reduction in MAC core programs

\$42,000 – MAC spark! Festival

# Impact of 15-16 Arts and Culture Department Budget Adjustments

Proposed \$87,417 in additional fee revenues for FY15/16,  
all within approved rate structures:

- \$23,600—Increasing fees for studio classes (25 cents/hr.)
- \$30,435 –Increasing i.d.e.a. Museum revenue from higher visitation (consistent 14-month trendline)
- \$33,382—Raise child admission fee one dollar at AZMNH (adult prices increased one dollar the prior year)

# QUESTIONS?

# City of Mesa

## Department Overview

April 30, 2015

Development and Sustainability Department





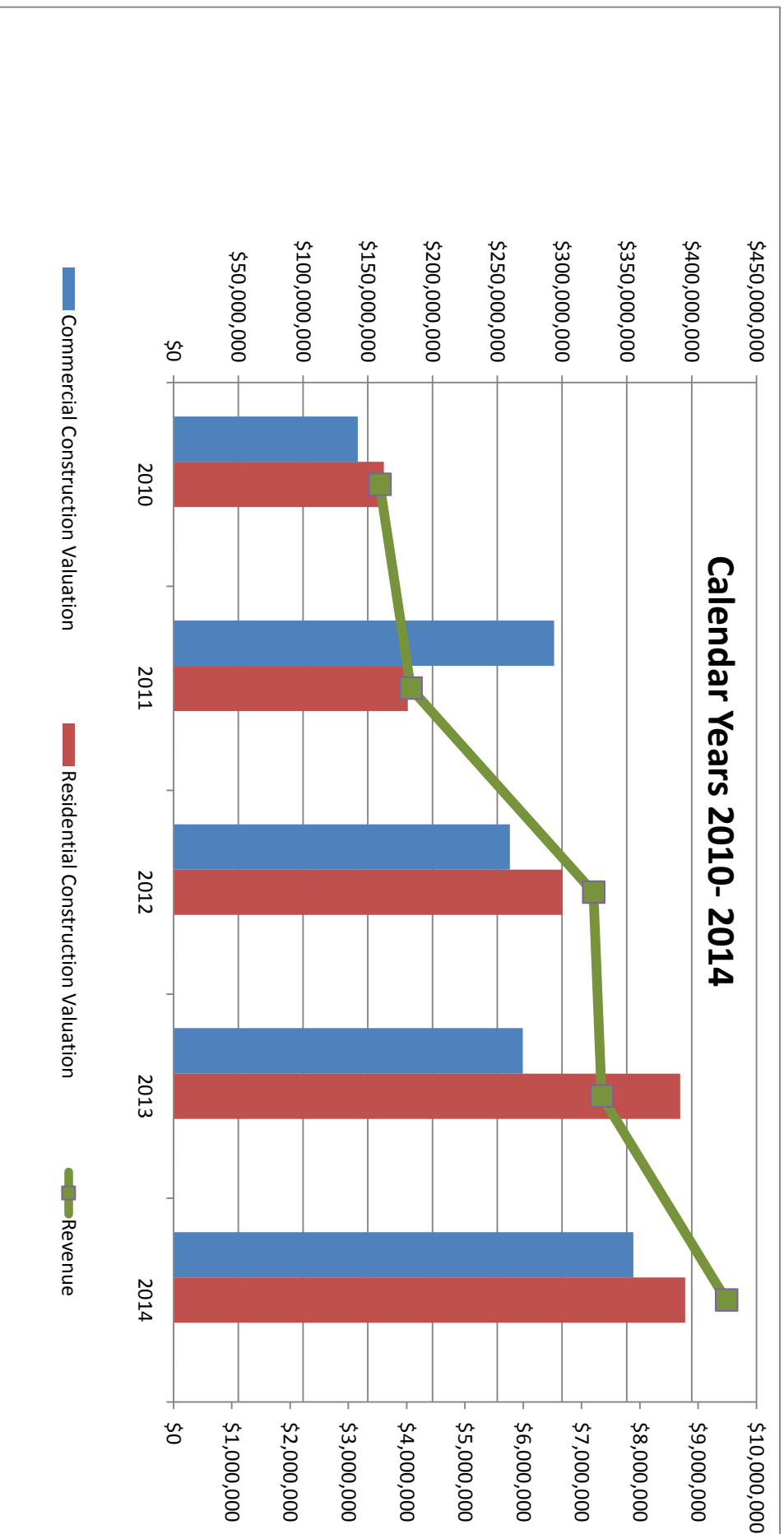
## Department Overview

- Development Services
  - Entitlement/Planning/Zoning/Historic Preservation
  - Permitting Services
  - Development Plan Review (Infrastructure)
  - Building Plan Review
  - Building Inspections
- Code Compliance
- Environmental and Sustainability
  - Environmental Compliance
  - Sustainability – Energy/Solar and Water Conservation

## FY 14/15 Top Accomplishments

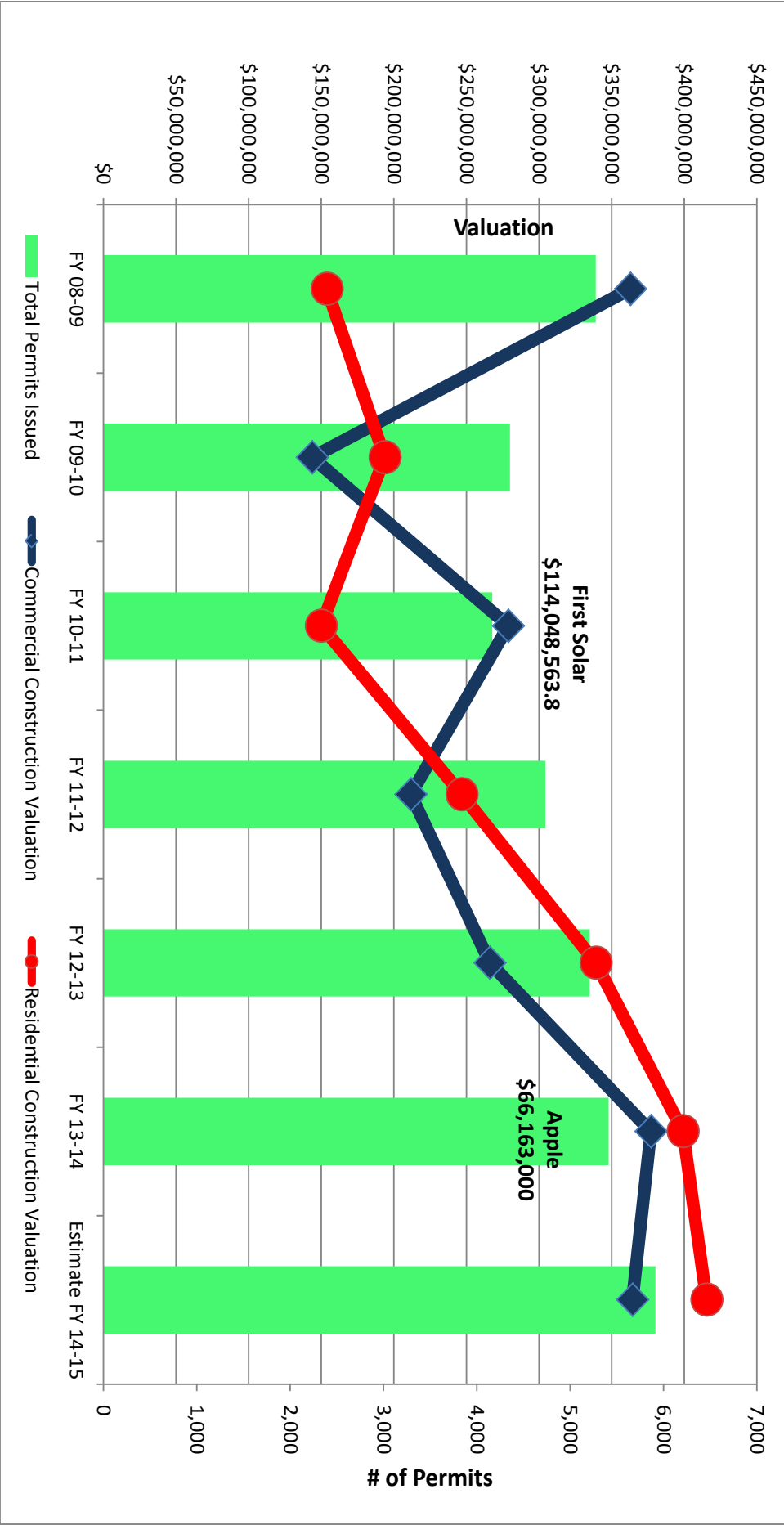
- General Plan Update
  - Approved by Voters: November, 2014
- Economic Development
  - Empire Southwest Expansion
  - Special Devices Expansion
  - 324 Additional Customized Schedule Projects
  - Pilot Self Certification Program

# Development Activity/Permit Revenue



# Construction Valuation Cycle

## Construction Valuation Cycle (By Fiscal Year)

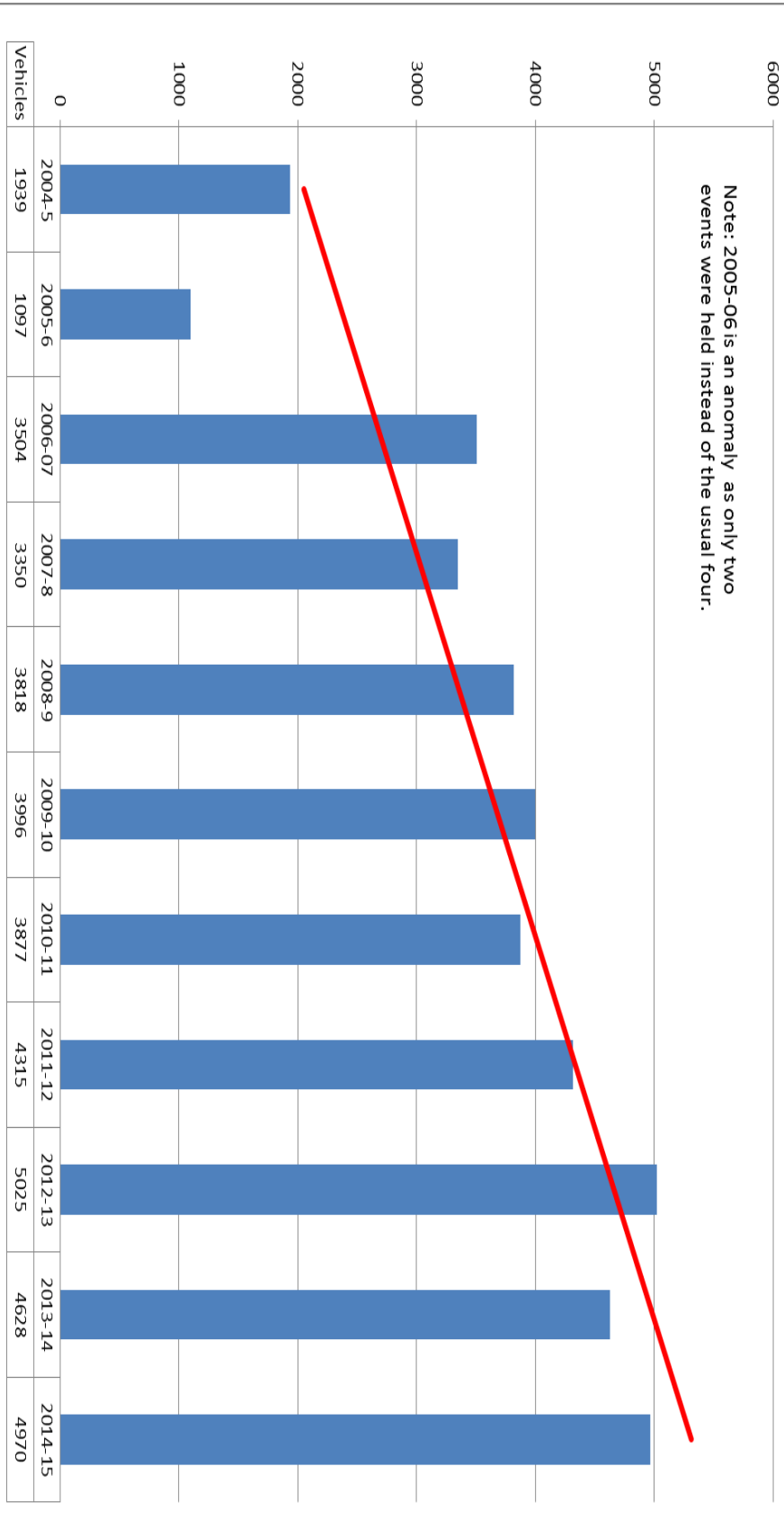


## FY 14/15 Top Accomplishments

- Household Hazardous Waste Events
  - Record number of participants and waste collected
  - Paint re-use program (in conjunction with Solid Waste)

# Household Hazardous Waste Participation

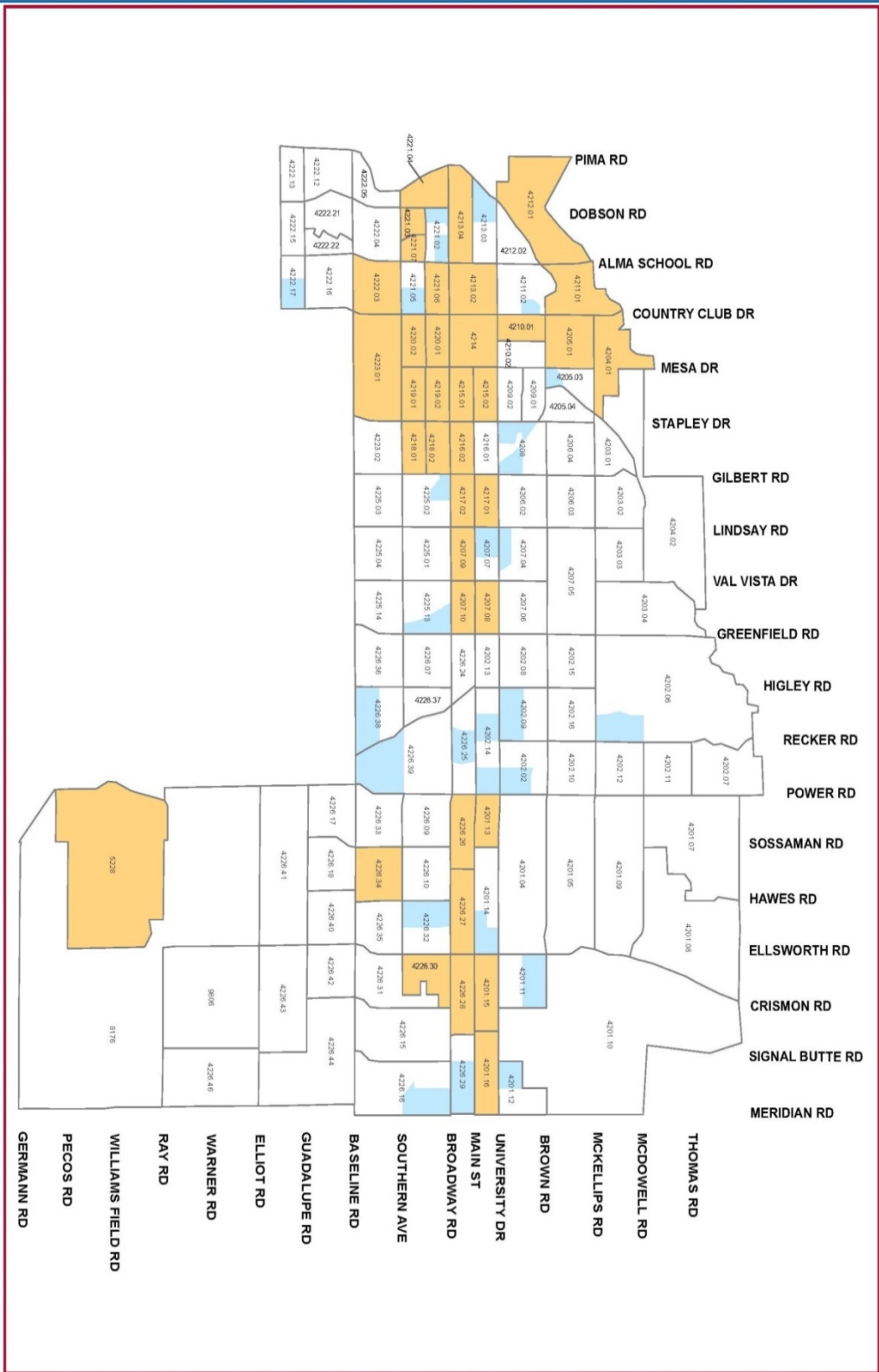
## HHW Participation (Vehicles)




## FY 14/15 Top Accomplishments

- CDBG and Code Enforcement
- Collaboration with West Mesa Community Development Corporation (WMCDC) – Community Compliance
- Two mid-year positions added to increase effectiveness

# Census Tracts with 51% or more Low-Moderate Income Residents





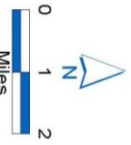
**2010 Census Tracts**

Census Tract and Block Groups with 51% or More Low-Moderate Income (LMI) Residents

**Legend**

- Current CDBG Target Area
- Previous CDBG Target Area
- 2010 Census Tracts with LMI Block Groups
- LMI Census Tracts (Partial Tracts)

0 1 2 Miles



Obtained by Mesa GIS Source: City of Mesa

The City of Mesa makes no claims concerning the accuracy, reliability, or completeness of any data provided herein.

This data provided for informational purposes only and is not intended for use in any legal proceeding. The City of Mesa is not liable for any damages arising from the use of this information.

COPYRIGHT 1988, 2015 CITY OF MESA, ARIZONA





## FY 14/15 Accomplishments

- Technology
  - Tidemark (permitting system) replacement contract awarded to Accela Automation
  - City-wide kick-off in March 2015
  - E-Plan Review (24/7 submittal)
- Expansion of Legistar/Electronic Agendas
  - Planning and Zoning Board
  - Board of Adjustment electronic agendas by year-end

## FY 14/15 Accomplishments

- Energy Efficiency Savings for City of Mesa Facilities
  - \$320K - \$340K/year in City energy savings
  - ~\$6K in water conservation savings
  - \$64K savings in solar (\$5.7M in installations at no cost to City)
- Grants
  - ~\$500K received for sustainability initiatives

## Emphasis for FY 15/16

- Development Information Management Enterprise Systems (DIMES)
  - Collaboration with numerous departments
  - Improve City and private sector efficiency
  - **Electronic Plan Review – Early Implementation**
  - **“Go Live” by April, 2016**

## Emphasis for FY 15/16

- Self Certification
  - Pilot Program Introduced
  - Expansion in collaboration with design professionals
- New Code Officers in Non-CDBG Areas
  - Coordination with Police Department, Fire Department, Neighborhood Outreach and Neighborhood Leaders
  - Better coverage, smaller areas for each officer
  - Focus on remediating un-safe buildings

## FY 15/16 Areas of Emphasis

- Urban Transformation of Downtown
  - Public/Private Partnerships
  - Low Impact Development Standards
  - Evaluate Downtown Solar District (Energy Resources)
- Exceed Customer Expectations for Land Development Projects
  - Timely response for all phases of development
  - Customized review schedule as requested
  - Use of temporary staff to meet planning, plan review and inspections expectations

## FY 15/16 Budget Changes/Reductions

- Elimination of Administrative Support Assistant II position = \$54,283
- Reduction in Temporary Staff Funding = \$146,000
- Move one Energy/Water Conservation Coordinator Position from General Fund to Environmental Fee = \$88,000

# Questions

# Parks, Recreation and Commercial Facilities Department

2015-2016 Budget Presentation

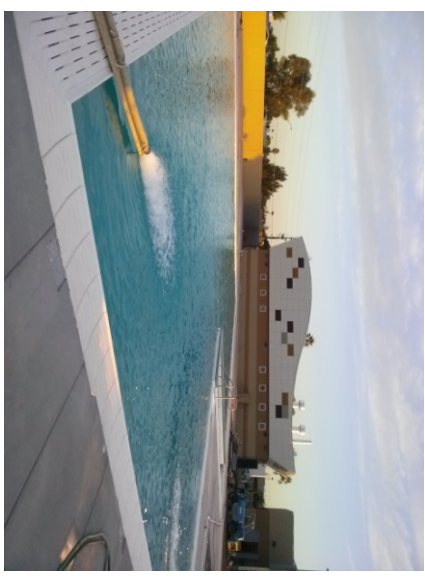
April 30, 2015





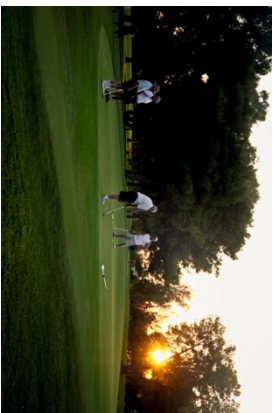
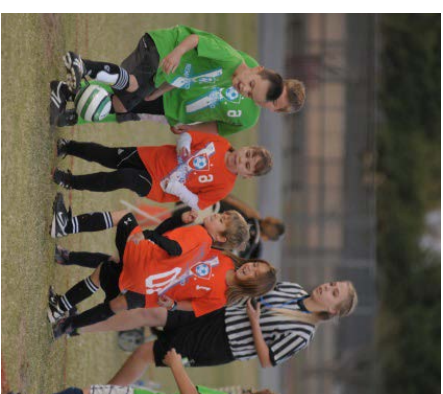
# 2014-15 Accomplishments Project Update

- \* 2012 Parks and Recreation Bond Program
  - \* Parks Conversion and Improvement Projects
  - \* Park Renovation and Enhancement Projects
  - \* Community Partnership Projects
- \* Projects outside of Bond Program



# 2014-15 Accomplishments Facility and Program Utilization

- \* Participation in programs continues to rise as facility utilization remains consistent.
- \* Transition to Active Registration system makes it easier for customers to search and register for programs.



# 2014-15 Accomplishments

## Spring Training Success

- \* Completed remodeling of HoHoKam Stadium and Fitch Training Complex for the Oakland A's
  - \* 110,059 fans in attendance
  - \* 7,337 avg. vs. 5,201 in 2014
- \* Second season for the Cubs at the renamed Sloan Park
  - \* Cactus League Record of 222,415 fans in attendance
  - \* 14,828 avg. vs. 14,254 in 2014
- \* Cubs have 4 of the top 5 all-time season attendance records and the top 20 all-time single game attendance records

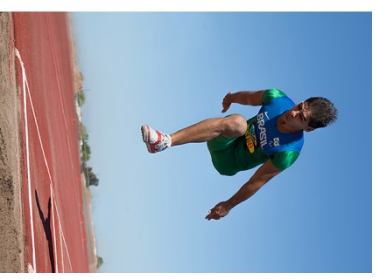
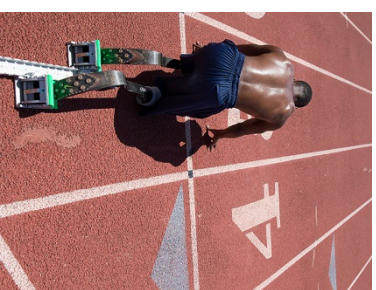


# 2014-15 Accomplishments

## Our Best Foot Forward



- \* National Gold Medal finalists for Excellence in Parks and Recreation Management
- \* Continue to maintain national Accreditation by the Commission for Accreditation of Parks and Recreation Agencies
- \* Fifth consecutive year as a Playful City USA
- \* Ongoing implementation of Gold Medal 2025 Strategic Plan
- \* Completed Year 3 of 4 in hosting Arena Pro Swim Series at Skyline Aquatic Center
- \* Desert Challenge Games (May 13-17) hosted in conjunction with Arizona Disabled Sports is a International Paralympic Committee Grand Prix event.





- \* Planning for expansion of the Cemetery
- \* Continue to invest in aging infrastructure
- \* Planning for Future Professional Baseball Projects
- \* Bond Project continuation
- \* Implementing Technology for improved efficiency



# Department Budget Reductions

- \* Total reduction of \$1,384,153 represents a 5% reduction
- \* General Fund Budget Reduction of \$312,153
  - \* Savings realized in the reduction of various budgetary items such as advertising, printing, rental equipment, temp services, professional services, etc.
- \* Delay of Capital Projects

	Original Design Start	Original Construction start	Revised Design Start	Revised Construction Start
Eagles Park (Mesa Jr.)	FY 14/15	FY 15/16	FY 15/16	FY 15/16
Fiesta Sports Park (Powell)	FY 14/15	FY 14/15	Done	FY 16/17
Monterey	FY 14/15	FY 15/16	FY 16/17	FY 16/17
Greenfield	FY 15/16	FY 16/17	FY 16/17	FY 17/18
Signal Butte and Elliot	FY 16/17	FY 17/18	FY 17/18	FY 18/19

- \* Delaying the start of projects also delays bringing on operations and maintenance expenses through the general fund at a combined cost of \$1,072,000

# Questions?

