



## COUNCIL MINUTES

June 16, 2014

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 June 16, 2014 at 5:05 p.m.

### COUNCIL PRESENT

Alex Finter  
Terry Benelli  
Christopher Glover  
Dennis Kavanaugh  
David Luna  
Dave Richins  
Scott Somers

### COUNCIL ABSENT

None

### OFFICERS PRESENT

Christopher Brady  
Debbie Spinner  
Dee Ann Mickelsen

(Mayor Finter excused Vice Mayor Glover from the beginning of the meeting; he arrived at 5:28 p.m.)

#### 1. Review items on the agenda for the June 16, 2014 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

#### 2-a Hear a presentation, discuss and provide direction on drafting an ordinance to allow the Mesa Fire and Medical Department to cost recover for some services and care provided by the Department.

Fire Chief Harry Beck introduced Deputy Chief Steve Ward and Assistant City Attorney III Jacqueline Ganier, who were prepared to address the Council.

Chief Ward displayed a PowerPoint presentation (**See Attachment 1**) and provided an overview of the Transitional Response Vehicle (TRV) and the Community Care Response Unit (CCRU) programs.

Chief Ward explained that the TRVs are staffed with a Captain Paramedic and Firefighter, and the CCRU is staffed with a Captain Paramedic and a Nurse Practitioner or a Behavioral Health Specialist. He reported that the TRVs are dispatched to low-acuity first aid requests through the 911 system. He noted that this allows the larger Advanced Life Support (ALS) units to remain available to respond to emergencies. He stated that the Mesa Fire and Medical Department (MFMD) has had great success with this model.

Chief Ward advised that the CCRU was created as a result of the TRV and ALS response models. He stated that the CCRU responds to low-acuity calls for citizen care and added that it is not always necessary for a citizen to be transported to a medical facility.

In response to a question from Councilmember Luna, Chief Ward clarified that the levels of acuity are determined by a priority dispatching system. He explained that 911 operators are trained to ask each caller several pre-set questions to assist in deciding how to prioritize the 911 calls and which response units to dispatch.

Chief Beck, in addition, noted that during the 911 call screening process, the MFMD can predict those patients with a high probability who will not need to be transported to a hospital and do not have a life-threatening injury, which allows the dispatching of a TRV unit in lieu of an ALS unit. He noted that contact is maintained with the patient or caller the entire time in order to ensure that conditions do not change on the scene. He said that if a medical need is required, the MFMD can then upgrade and dispatch an ALS unit. He informed the Council that a great amount of caution has been taken using this model and added that there have been no issues on the process for the last five years.

Chief Ward advised that the CCRU operates in much the same manner as the behavioral health efforts. He explained that these are citizens who have no exacerbating medical conditions. He said that 911 operators are able to dispatch a crisis counselor as well as paramedics, who then assess the patients and situations, ensuring that appropriate behavioral care is provided in a much quicker time period than they would have alternatively. He informed the Council that the CCRU has also been a successful model.

Chief Beck stated that the purpose of today's presentation was to propose that the Council authorize staff to introduce an ordinance to provide offset revenue, where available, such as through insurance coverage, for some of the services that the MFMD provides. He advised that the MFMD has been contacted by private medical companies, including medical groups that have requested that the City follow up on post-surgical patients to ensure that there is minimal recurrence of an injury that would require hospitalization. He added that the medical companies view such service as in the best interest of their patients' care.

Chief Beck noted that 25% of the ALS calls that the MFMD responds to consist of patients who have been hospitalized within the last 30 days. He stated that many of these patients are at high risk for re-calls. He added that this proposed ordinance could be viewed as an Emergency Medical Response (EMS) prevention program.

Councilmember Somers remarked that the City does not operate an ambulance company. He stated that the manner in which EMS has historically collected its revenue for transportation consisted of being licensed by the State with a Certificate of Necessity (CON) in order to be reimbursed. He commented that the State has not arranged any system, nor has Medicare or Medicaid created a system whereby Mesa's paramedics or in-field providers could be reimbursed for the services they provide.

Responding to a series of questions from Councilmember Somers, Chief Beck clarified that the first situation he mentioned, in which staff would work with a doctors group, would consist of a contract with them for services, which is specifically the type of service that this ordinance would support. He stated that this would at least allow staff the opportunity to engage in discussions, negotiate terms that would be positive for both groups, and then move forward. He added that there are other areas in which there would be an opportunity to bill private insurance companies for some of the services that the MFMD may provide in the future, and noted that various options are being considered.

Chief Beck stated that the MFMD will seek future direction from the Council and the City Manager as staff continues to explore possible synergies so that everyone can benefit, especially the patients. He clarified that the MFMD does not view this as an avenue to begin charging for all of its services, but rather being selective during this process. He stated that under the ordinance, the MFMD would have the ability to collect from insurance companies other than Medicare or the Arizona Health Care Cost Containment System (AHCCCS). He added that the MFMD would obtain that information in advance of the contract and present it to the Council for discussion and consideration.

In response to a question from Councilmember Somers, Chief Beck clarified that in order for the MFMD to collect revenue from Medicaid or AHCCCS, it would be necessary for the City to be licensed by the State. He explained that the license also allows for a CON for transport. He remarked that the MFMD is working with its current provider and reviewing various alternatives regarding how to approach such efforts in the future. He stated that staff is engaged in ongoing negotiations, but noted that a specific approach has not yet been determined. He added that this is a bridge yet to be crossed, which will require additional research.

Councilmember Somers restated that collection from private insurers can take place; that the MFMD can enter into contracts for a flat fee from doctors' offices; and that the MFMD does not yet have the ability to collect from all insurance companies, and in particular, Medicaid/Medicare and AHCCCS.

Chief Beck confirmed Councilmember Somers' statement.

Ms. Ganier clarified that she believes the City has the ability to bill under Medicare. She noted, however, that a CON is required in order for the City to bill Medicaid and AHCCCS.

Chief Beck advised that staff has conducted research specific to Mesa and determined that 75% to 80% of TRV customers are covered under Medicaid or AHCCCS. He pointed out that this ordinance would address approximately 20% of the patients for whom the City provides services.

Ms. Ganier added that in the absence of a CON, staff requires authority from the Council via an ordinance to cost recover for what is reasonably related to the services that are provided.

Mayor Finter commented that the City already responds to these patients by traditionally dispatching Code 3 services, which involve several vehicles and personnel. He said that the MFMD is dispatching the new TRVs and the CCRUs which are going to save citizens money. He noted that through this ordinance, the MFMD will be able to cost recover where it has not been able to do in the past. He added that this appears to be very innovative.

Councilmember Kavanaugh indicated that the Public Safety Committee reviewed this issue last week and recommended bringing this to the Council to move forward with this ordinance.

Responding to a question from Councilmember Richins, Chief Beck clarified that this ordinance has nothing to do with providing emergency transportation. He explained that the entire amount of fees paid for emergency transportation are derived through a CON license, which the City currently does not hold. He added that this ordinance would pertain to most everything other than emergency transportation.

In response to a question from Councilmember Richins, Ms. Ganier confirmed that the first step to be taken in order for the MFMD to be able to bill certain medical groups or patients and provide transportation would be to obtain a CON. She reiterated that the proposed ordinance pertains only to non-emergency care.

City Manager Christopher Brady explained that "transported" is the key word for the Council to keep in mind. He concurred with Chief Beck and Ms. Ganier that non-emergency care is what is being addressed.

Responding to a series of comments from Councilmember Somers, Chief Beck remarked that with respect to the MFMD establishing a CON and providing emergency transportation, it is important for the Council to understand that the MFMD is in a territory that is uncharted and has not been tested. He pointed out that the statutes are not specifically in place to allow or disallow such a process. He added that alternatives are being researched with respect to how to proceed so that it will suit the needs of the City of Mesa and provide service to its citizens.

Mr. Brady cautioned the Council not to blend the types of services provided today with what is being proposed. He reiterated that the service Chief Beck is proposing to employ does not exist today in any model. He remarked that neither the City nor the emergency transportation provider offers this service and noted that this is a new frontier. He added that this does not interrupt directly the relationship between what the City of Mesa and the emergency transportation provider currently offers.

Mr. Brady further explained that this is not prompted by a 911 call, but rather a follow-up call that a medical provider has requested that the MFMD provide as a preventative program. He stated that staff is proposing the creation of a separate program, which differs from the level of service that is being provided today. He also commented that this program offers the City opportunities by providing service for the insurance companies and/or the hospitals and added that follow-up care is very cost effective.

Councilmember Somers remarked that although this is a positive step forward in innovation, the lack of a CON and the inability to bill insurance companies somewhat stifles the innovation. He recommended that staff continue to pursue more creative ideas in an effort to enhance the services provided by the TRV program.

Chief Beck pointed out that everything the MFMD has done and plans to do directly affects the quality of care for the citizens of Mesa. He concurred with Councilmember Somers that the opportunity to seek other options to generate revenue to offset some of the costs should be pursued. He added that the MFMD wants to adjust to what occurs in the medical care industry by being proactive in assisting patients to obtain proper care before 911 calls are made.

Mayor Finter thanked staff for the presentation. He stated that it was the concurrence of the Council that staff proceed with the drafting of the ordinance.

2-b. Hear a presentation and discuss an update from the iMesa Steering Committee.

Elizabeth Danielson, Chair of the iMesa Steering Committee, introduced Kay Henry, iMesa Steering Committeemember, who was prepared to address the Council.

Ms. Danielson displayed a PowerPoint presentation (**See Attachment 2**) and reported that the iMesa program is a citizen initiative. She stated that the task of the Committee is to collect and assess ideas from citizens for future improvements to the City of Mesa. She noted that the program has been in place for three years and explained that iMesa provides residents the opportunity to submit input with respect to what they want to see for the future in Mesa. She added that the goal of iMesa is to transform the City.

Ms. Danielson explained that initiatives were reviewed and grouped into seven categories through the first phase of iMesa. (See Page 3 of Attachment 2) She stated that the categories were then narrowed and focused on three areas. She noted that the initiatives launched include Vibrant Downtown, Transportation Networks and Recreational Access.

Ms. Danielson commented that over \$70 million in new projects, enhancements and business recruitments took place, which included Riverview Park, Heatsync Labs, Desert Eagle Brewing Company, Mesa Urban Garden, and ThinkSPOT. She commented that both the Mesa Urban Garden and ThinkSPOT are major initiatives for Mesa.

Ms. Danielson pointed out that the Parks Bond projects include, but are not limited to, the renovation and enhancement of Pioneer Park and Riverview Park. She said that in addition, iMesa is seeking new park development initiatives with Buckhorn Baths, Monterey Park, as well as developing an Urban Downtown Plaza. She added that other projects include Bike and Pedestrian Paths.

Ms. Danielson identified three additional areas moving forward such as a Vibrant Downtown, Sustainable Economy and Livability. She stated that the Committee's ideas and submissions are still being reviewed. She added that the Committee is ready to move forward to the next step in the process and was hopeful that the Council will support the projects and initiatives.

Mayor Finter thanked Ms. Danielson for the presentation. He suggested that she meet with the Councilmembers on an individual basis in order to obtain their feedback. He stated that he appreciated the efforts and hard work of the iMesa Steering Committee and looked forward to its continued success.

2-c. Appointments to Boards and Committees.

JUDICIAL ADVISORY BOARD

Pat Esparza – Term Expires 6/30/14

It was moved by Councilmember Somers, seconded by Vice Mayor Glover, that the Council concur with the Mayor's recommendation and the appointment be confirmed.

Carried unanimously.

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

3-a. Economic Development Advisory Board, Business Retention and Expansion Subcommittee meeting held on February 12, 2014.

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

Carried unanimously.

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

There were no reports on meetings and/or conferences attended.

5. Scheduling of meetings and general information.

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

Thursday, June 19, 2014, 7:30 a.m. – Study Session – CANCELLED

Saturday, June 21, 2014, 8:30 a.m. – Councilmember Benelli's Neighborhood Meet and Greet,  
Sassy's Café and Bakery, 2729 East Main Street

Thursday, June 26, 2014, 7:30 a.m. – Study Session

6. Adjournment.

Without objection, the Study Session adjourned at 5:39 p.m.

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ALEX FINTER, MAYOR

ATTEST:

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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 16<sup>th</sup> day of June, 2014. I further certify that the meeting was duly called and held and that a quorum was present.

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DEE ANN MICKELSEN, CITY CLERK

vf  
(attachments – 2)



# Advanced Services Cost Recovery



## Mesa Fire and Medical Department

**Study Session  
June 16, 2014**







## Transitional Response Vehicle (TRV)

- Staffed with a Captain
- Paramedic & Firefighter
- Peak Time Deployment
- Two Response Units
- Low Acuity Patients
- Priority Dispatch Triage
- Keep ALS Units available for emergencies





## Community Care Response Unit

- **Captain Paramedic & Nurse Practitioner or Behavioral Health Specialist**
- **Treat & Refer to PCP & appropriate care providers**
- **Provide alternative destination**
- **Improved Service Levels**



Without the behavioral unit, the patient would be transported to an ER which could be a 2-3 day stay while waiting for a crisis counselor assessment and placement in a behavioral facility



# Future Programs





# Next Steps



# Mesa

# iMesa Steering Committee City Council Update

June 2014



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# Mesa

## Overview

- iMesa is a grassroots citizen-driven effort to develop transformative projects that will create a better community
- iMesa gives residents the opportunity to take the future into their hands and create the Mesa they want



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# Mesa

## COMMUNITY PRIORITIES

1. Higher education
2. Vibrant downtown
3. Transportation networks
4. Arts/Cultural vibrancy
5. Sustainable economy
6. Livability
7. Recreational access



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# Mesa

## iMesa 1.0



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# Mesa

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# Mesa

## **iMesa 1.0 Successes**

### **Complete In Progress Planned**



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# Mesa

Over \$70 million in new projects,  
enhancements and business  
recruitment

- Riverview Park
- Heatsync Labs
- Desert Eagle Brewing  
Company
- Mesa Urban Garden
- ThinkSPOT



# Mesa

## 2012 Parks Bond Projects

- Renovation and enhancements
  - Pioneer Park
  - Riverview Park
  - Federal Building
  - Mesa Aquatics Complex
  - Greenfield Park Urban Fishing Lake
  - Existing park improvements



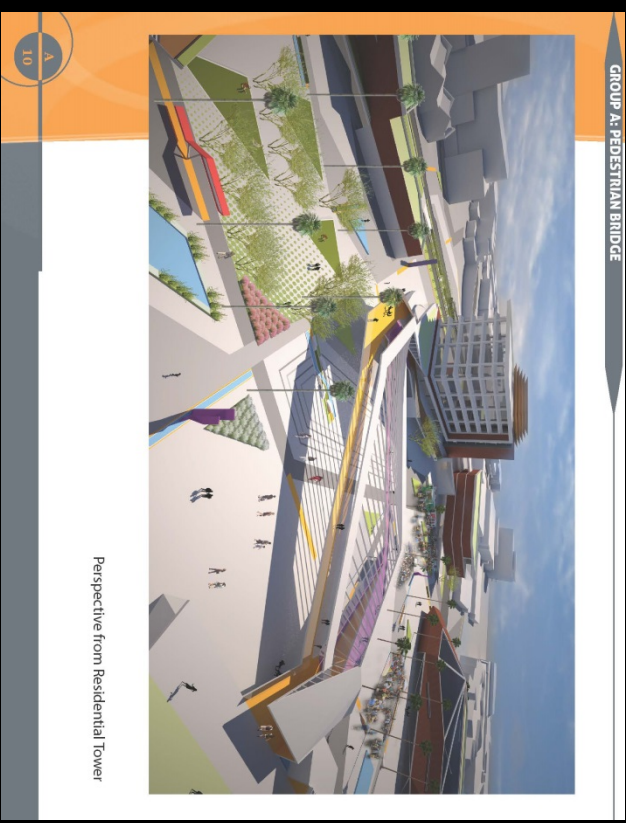
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# Mesa

## 2012 Parks Bond Projects

- New Park Development
  - Buckhorn Baths
  - Monterey Park
  - Downtown Urban Plaza



# Mesa

## 2012 Parks Bond Projects

- Bike and Pedestrian Paths
  - Riverview/Rio Salado
  - West Mesa Connector
  - Southeast Mesa Bike and Pedestrian Path Project



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# Mesa

## iMesa 2.0



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# Mesa

## COMMUNITY PRIORITIES

1. Higher education
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# Mesa

## Vibrant Downtown

- Realize City Center (Downtown Urban Plaza)
- Mixed use development
- Redevelop old properties
- Medical campus



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# Mesa

## Sustainable Economy

- Encourage/support establishment of incubators
- Attract and retain educated population
- High-wage jobs to transit corridors
- Alternative transportation



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# Mesa

## Livability

- Fiesta District revitalization
- Welcoming entrances
- Library expansion
- Neighborhood beautification
- Continue with parks and recreation development



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# Mesa

## We'd appreciate your feedback



- How to keep the momentum going
  - Celebrate idea completion
  - Continue seeking resident input
  - Launch revised marketing/PR campaign
  - Meet with Council, staff and boards/committees
- Present new recommendations to Council for iMesa 2.0



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