



COUNCIL MINUTES

June 20, 2013

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 20, 2013 at 7:30 a.m.

COUNCIL PRESENT

Scott Smith
Alex Finter
Christopher Glover
Dina Higgins*
Dennis Kavanaugh
Dave Richins
Scott Somers*

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Dee Ann Mickelsen

(*Councilwoman Higgins and *Councilmember Somers participated in the meeting through the use of telephonic equipment.)

1-a. Hear a presentation, discuss and provide direction on an update of the City's General Plan, Transportation Plan and Transit Plan.

Planning Director John Wesley introduced Transit Services Director Jodi Sorrell and Planner II Jim Hash, who were prepared to address the Council.

Mr. Wesley displayed a PowerPoint presentation (**See Attachment 1**) and briefly discussed the topics that would be covered during staff's presentation. (See Page 2 of Attachment 1) He stated that today, Mesa is considered a sprawling "boomburb," due to its rapid growth between 1960 and 2000 and also the fact that it is an "auto-oriented" community.

Mr. Wesley reported that Mesa's previous General Plans tended to focus on individual elements, such as land use, transportation, housing, revitalization, utilities and public safety. He explained that with respect to the current update process, staff is taking a different approach by putting the "general" back in the General Plan; developing more flexible land uses based on character areas; and creating a useful and usable document that addresses a long-term vision and reduces the number of goals and policies.

Mr. Wesley indicated that based on the comments that staff has received from the stakeholders through the public outreach process, the focus of the General Plan is to transition Mesa from "a

sprawling bedroom community” to a more distinct, recognizable city with a sense of place. He briefly highlighted the key elements that must be addressed in order to achieve this goal as follows:

- Neighborhoods (See Page 7 of Attachment 1)
- Economic Development and Jobs (See Page 8 of Attachment 1)
- Public Spaces (See Page 9 of Attachment 1)

Mr. Wesley also remarked that as part of the General Plan update, staff has developed three guiding principles, which include the following: 1.) Create and maintain a variety of great neighborhoods; 2.) Grow and maintain stable and diverse jobs; and 3.) Provide rich public spaces and cultural amenities.

Mr. Wesley offered a short synopsis of the proposed outline of the General Plan as follows:

Section 1	Introduction
Section 2	Transforming the City. (Creating a sense of place through character areas, neighborhoods, economy/jobs and public spaces.)
Section 3	Supporting Infrastructure
Section 4	Administration and Implementation (The cost of development, major/minor amendments, criteria for review of development, and periodic review of strategies.)

Mr. Wesley discussed Section 2 and displayed a map of the draft character areas. (See Page 16 of Attachment 1) He stated that the map is more general in nature and allows for greater flexibility in terms of future development. He also pointed out that the edges of the character areas “are fairly soft,” providing for flexibility and flow of land uses.

Mr. Wesley further remarked that along with the various character areas, each section of the plan will include a goal that relates back to the three guiding principles. He briefly reviewed a draft goal statement (See Page 17 of Attachment 1) and a draft policy statement (See Page 18 of Attachment 1), which is intended to relate back to the character areas to enforce the Plan’s overall objectives.

Mr. Wesley, in addition, discussed the key elements, draft goals, policy statements and strategies for strong neighborhoods (See Pages 19 and 20 of Attachment 1); stable and diverse jobs (See Pages 21 and 22 of Attachment 1); and public spaces. (See Pages 23 and 24 of Attachment 1)

Mr. Wesley reported that Section 3, Supporting Infrastructure, is a more traditional section of the General Plan and covers topics such as utilities, public facilities, safety, parks and recreation, transportation and transit. He explained that similar to Section 2, each topic would include key elements, goals and strategies to address the three guiding principles.

Mr. Hash addressed the Council and reported that in 2002, the City Council adopted the current Mesa 2025 Transportation Plan, which is in need of being updated. He explained that updating the Transportation Plan provides “a holistic look” at Mesa’s future transportation network and how it relates to the General Plan and the vision for the City.

Mr. Hash indicated that the Transportation Plan will consider the same three guiding principles, as previously outlined by Mr. Wesley, when it addresses the facilities and needs of the City and the unique transportation character areas throughout the community. He stated that staff will integrate those principles into all of the elements as part of the Transportation Plan update. (See Page 28 of Attachment 1)

Mr. Hash remarked that in addition to the existing elements that staff is currently updating, aviation and complete streets will also be included in this process. (See Page 29 of Attachment 1)

Ms. Sorrell advised that the Transit Plan will address four major themes as follows:

- Develop transit priority corridors
- Connect activity centers
- Prioritize frequency over coverage
- Balance local and regional transit needs

Ms. Sorrell stated that the Transit Plan will bring forward several opportunities, such as the intercity/commuter rail project, which will connect Tucson and Phoenix. She explained that one of the corridors will pass through the East Valley and said it would be important to explore how that might impact Mesa. She also pointed out that when light rail is completed to Gilbert Road, it will be necessary for the City to determine whether to extend the line to the east or the south. She added that with respect to bus service, it will be essential to establish transit priority corridors and also develop performance standards/measures.

Mayor Smith commented that the idea that the City can “move transit to where people live” is not financially feasible. He suggested that it would be more appropriate to develop transit corridors so that people will move toward them, much like they do with freeways, light rail or fixed modes of transportation.

Mayor Smith, in addition, commented that in the past, the Council has discussed, for example, assisted living facilities, whose residents are often high users of Dial-a-Ride. He stated that to allow that type of facility to be built near a transit corridor would provide alternative modes of transportation and significantly diminish the need for Dial-a-Ride. He reiterated that if the City is going to offer its citizens various transit services, it will be imperative that it encourages higher density development to move closer to or adjacent to transit corridors.

Mr. Wesley concluded his presentation by providing a brief overview of the next steps in the process. (See Page 33 of Attachment 1)

Mayor Smith thanked staff for the presentation.

1-b. Hear a presentation, discuss and provide direction for Police-related towing services contract.

Police Chief Frank Milstead introduced Police Lieutenant Tom Intrieri, who was prepared to address the Council.

Lieutenant Intrieri displayed a PowerPoint presentation (**See Attachment 2**) and stated that with respect to a future Police towing services contract, it is the recommendation of the Mesa Police

Department (MPD) that the City implement a rotational list of vendors per zone, consisting of three zones Citywide. He explained that a key element of the contract, which would differ from prior years, is that the pricing would be established by the City of Mesa. He noted that the pricing is based on current Valley-wide municipal towing contract fees and added that such pricing will be reviewed and adjusted according to changes in the market during the term of the contract.

Lieutenant Intrieri advised that the scope of the Request for Proposals (RFP) is for the City to establish a rotational towing and storage services contract with multiple qualified contractors who will provide emergency and non-emergency towing services for one year. He said that the City would have the right to renew the contract for a period of four years.

Lieutenant Intrieri further remarked that the purpose of the contract would be to provide towing and storage services for light and medium-duty vehicles within the City limits and the surrounding County islands. He pointed out that the City may request that such services be conducted outside Mesa, depending upon need (i.e., task force operations or special investigations).

Lieutenant Intrieri displayed a map of Mesa illustrating the various rotational zones and boundaries that have been established. (See Page 3 of Attachment 2) He pointed out that the zones were developed based on towing volumes over the last several years and said that such a configuration provides "the most equitable solution" for providing tow services through a rotational system.

Lieutenant Intrieri briefly discussed the major components of the RFP to provide towing services for the MPD. (See Page 4 of Attachment 2) He stated that a vendor list for each zone will be established, with up to six vendors per zone being awarded a contract. He also noted that contractors may submit bids for more than one zone, although the business must be able to meet the essential qualifications for each zone.

Responding to a question from Mayor Smith, Lieutenant Intrieri clarified that the contract would be for a period of one year. He explained that if the vendor met the needs of said contract, the MPD would extend the contract for four one-year contract renewals. He added that at the end of five years, staff would reevaluate the Police towing services process.

Lieutenant Intrieri displayed a document titled "Recommended Pricing Structure," which staff has worked on for the past few years. (See Page 5 of Attachment 2) He said that staff was confident that the fee structure is appropriate and reiterated that the fees would be evaluated on a yearly basis to reflect market fluctuations.

In response to a series of questions from Councilmember Richins, Lieutenant Intrieri explained that staff solicited input from the City's current vendors relative to the fee structure and also consulted with other State, county and local agencies.

City Manager Christopher Brady clarified that what Lieutenant Intrieri is referring to are the fees that are charged by other agencies. (See Page 6 of Attachment 2)

Deputy City Manager John Pombier clarified that during the last two years when staff evaluated the towing services contract, they solicited feedback on multiple occasions from all of the

contractors on the City's vendor list. He stated that once the "Recommended Pricing Structure" was finalized, it was distributed to every contractor on the City's vendor list.

Mayor Smith suggested that the City "can do a better job of formally engaging stakeholders before staff comes up with formal proposals." He commented that it was much easier to engage those individuals as part of the process on a formal basis as opposed to after the fact when they complain of being ignored. He acknowledged that has not occurred in this case, but clarified that the Council would like to ensure that the vendor community has seen the proposed fee structure and been given the opportunity to provide their input in this regard.

Mr. Brady responded that the City has expressed, and the industry has known for quite some time, that the MPD was going to recommend implementing a rotational list of towing vendors. He noted that while not everyone agrees with this option, in staff's opinion, it was the most equitable solution that would allow large towing companies and local vendors to participate in this process.

Mayor Smith clarified that the Council was not asking for "buy-in" from the stakeholders, but rather seeking assurance from staff that the vendors were given an opportunity to offer their feedback and that such input could be formally factored into the proposal.

Chief Milstead assured the Council that on multiple occasions staff talked to the stakeholders.

In response to comments from Councilmember Richins, Lieutenant Intrieri clarified that per the new proposal, the vendors would be required to post signage in front of their businesses to inform the customers of the fee structure. He explained that the customers could contact the MPD if they experienced problems with respect to service and, in turn, the MPD would follow up with the vendor regarding those complaints.

Councilmember Richins stated that one of the concerns with respect to the rotational system is that customers often do not know where their cars have been taken.

Lieutenant Intrieri responded that only one vendor would be dispatched to the scene and stated that such information would be recorded in the MPD's CAD system, which will be tracked by the towing unit. He also noted that information will be provided to the customer at the scene in the form of a tow slip. He added that if the vendor was not available, Dispatch would rotate to the next vendor on the list.

Vice Mayor Finter remarked that in the past, the MPD was not supportive of a rotational system. He inquired what has changed at the MPD since that time so that staff is now making such a recommendation to the Council.

Lieutenant Intrieri acknowledged that staff has discussed some of the challenges of the rotational system and intends to implement certain standards to ensure that the system can be effective. He pointed out that in the past, staff would conduct monthly audits on random vehicles per vendor and assured the Council that staff will continue to maintain such a process.

Discussion ensued relative to the fact that there will be six vendors per zone and that each vendor is required to maintain three trucks capable of medium and light towing; that a typical accident scene will require one truck; that on occasion, it will be necessary for two or three

trucks to respond to an accident scene; and that the vendors will not be required to have their trucks “parked on the side of the road waiting for our call” and will be able to use those trucks for other calls.

Mayor Smith commented that the City wants fair pricing and excellent service and suggested that a towing company can decide whether or not to allocate their resources to participate in the MPD’s rotational towing program.

In response to a question from Councilwoman Higgins, Mr. Pombier explained that during the first year of the rotational towing program, staff will assess their ability to audit and monitor the contracts. He assured the Council that staff feels confident that they will be able to handle those responsibilities. He noted, however, that if it proves to be a burden, they are prepared to address those matters during the contract renewal discussions.

Additional discussion ensued relative to the fact that with the City determining the fee schedule, it will be much easier for staff to conduct their audits since they will utilize a formula as opposed to considering each individual tow company’s fee structure; that such a process will ensure greater transparency for the City and the customers; and that staff is proposing their recommendation at this time since the City is presently on month-to-month contracts with the current vendors.

Councilmember Kavanaugh expressed support for staff’s recommendation and remarked that the audit function would be simplified by the fee structure that staff has proposed. He also stated that he has been an advocate for the rotational system and pointed out that staff has presented a plan that will ensure greater access to the tow companies, offer excellent service to citizens and hopefully eliminate many of the complaints that staff was required to address in the past.

Further discussion ensued relative to a possible scenario at an accident scene, including the various costs associated with towing a vehicle to a storage yard; and that the purpose of the fee structure is to clear City streets as quickly as possible and to “free up” a police officer who responded to the accident scene.

In response to a series of concerns expressed by Vice Mayor Finter, Mr. Brady advised that vendors must adhere to a 25-minute response time requirement 95% of the time. He stated that if vendors continue to pass on calls and do not respond to the scene, most likely their contracts will not be renewed. He also pointed out that the rotational towing system provides the MPD “a diversity of backup options.”

Mayor Smith commented that during the first one-year contract, he would assume that the MPD will monitor performance and garner sufficient data to assess whether a vendor is performing. He also noted that the fixed pricing has a tendency to “filter out real players and other players.”

Discussion ensued relative to the fact that towing systems and audit processes vary significantly throughout the Valley; that based on all of the information the MPD has gathered throughout this process, it was determined that the rotational towing model would accomplish its primary goals, including providing excellent customer service and protecting the public’s safety by clearing the roadways and streets of those vehicles; and that staff was seeking direction to move forward with the Request for Qualifications (RFQ) process.

Mr. Brady indicated that if staff receives Council direction to move forward, they will go through the RFQ process, determine the eligibility per zone, prepare the documents, enter into those agreements and share such information with the Council.

Mayor Smith suggested that as staff issues the RFQ, that the Council be apprised of the responses that the City receives in this matter.

Mr. Brady clarified that staff will conduct the solicitation process and bring back the responses to the Council before staff makes a formal decision.

It was moved by Councilmember Kavanaugh, that staff be directed to proceed with their recommendations on soliciting responses to their proposal, based on the proposal presented to the Council.

Councilmember Richins stated that he would prefer to meet with staff to discuss this issue further and perhaps the Council could revisit the matter at the July 1, 2013 Study Session.

Councilwoman Higgins concurred with Councilmember Richins' comments.

Mayor Smith pointed out that this is probably the fourth time that staff has made a presentation to the Council regarding a towing contract.

Councilmember Richins seconded the motion.

Councilmember Richins stated that his second to the motion is based on the fact that he saw no reason why staff could not move forward in preparing the RFQ. He also noted that he and Councilwoman Higgins would be provided additional time to meet with staff to further review the matter.

Mayor Smith called for the vote.

Councilmember Kavanaugh voiced confusion with respect to Councilmember Richins' comments and questioned why it was necessary for the matter to come back to the Council.

Mayor Smith responded that Councilmember Richins was not asking that the matter come back to Council, but simply that he and Councilwoman Higgins have an opportunity to meet with staff to answer any questions that they might have.

Councilmember Kavanaugh restated that Councilmember Richins was supporting the motion to move ahead with the process, but said that if any of the Councilmembers had additional questions, those individuals could come back to the full Council before the RFQ is issued and request that the matter be placed back on the agenda for some type of action.

Mr. Brady noted that staff would move forward with the process, but would wait a week or two before they sent out the RFQ/eligibility requirements.

Mayor Smith called for the vote.

Upon tabulation of votes, it showed:

AYES – Smith-Glover-Higgins-Kavanaugh-Richins-Somers
NAYS – Finter

Mayor Smith declared the motion carried by majority vote.

Mayor Smith thanked staff for the presentation.

1-c. Hear a presentation, discuss and provide direction on a proposed future Capital Improvement Program.

City Manager Christopher Brady reported that recently, staff has provided the Council various lists outlining possible projects to be included in a proposed bond election. He explained that as staff has discussed moving forward with a future bond package, they considered the timing of an election this year, which is not in the City's current election cycle, and also the fiscal impact of a bond package, recognizing that the economy is still in a recovery mode.

Mr. Brady displayed a PowerPoint presentation (**See Attachment 3**), which includes the "critical list" of projects for a proposed bond election. (See Pages 2 and 3 of Attachment 3) He stated that it was important to note that he was not suggesting that the projects not listed on the document were not important. He explained that staff determined which projects needed to be completed in the next two years, as well as those that would have minimal fiscal impact on the secondary property tax levy.

Mr. Brady further remarked that staff considered projects that were impacting the City's maintenance budget and would also provide future economic development opportunities for the community. He added that he would hope that many of the projects not included on above-referenced list would be considered for a future bond package.

Budget Director Candace Cannistraro addressed the Council and stated that today's presentation is a continuation of the June 17, 2013 Study Session, at which time she highlighted the project categories for a proposed 2013 Bond Election. She noted that as a result of the feedback staff obtained from the Council, they have since revised the list of projects.

Ms. Cannistraro referred to Page 2 of Attachment 3 and highlighted the revisions as follows:

- Arterial Reconstructs – The project cost was increased by \$2 million (now \$27 million) to include certain needs identified by the Council.
- Neighborhood/Safety projects – Mesa Drive – Phase II – The project cost has increased by \$4 million (now \$14 million) for capacity improvements at the Broadway Road/Mesa Drive intersection.

Ms. Cannistraro, in addition, displayed Page 3 of Attachment 3 and discussed the revisions to the Public Safety projects as follows:

- Police – Police Holding Facility and Shooting Range projects were added to staff's recommendation for a cost of \$1.8 million and \$1.6 million respectively.

- Fire – Fire Apparatus Replacement – The number of replacements was reduced from 18 to 13, lowering the cost from \$15 million to \$10 million. (Note: Staff was asked to research the possibility of leasing apparatus and it was determined that it was more cost effective for the City to purchase the equipment, including the financing of the bond.)

Councilmember Kavanaugh thanked staff for including the Council's suggestions in the current list of projects. He commented that in terms of the Public Safety projects, it was important for the Council to consider the possible inclusion of the Fire and Medical Communications Center and also the VHF improvements as part of the bond package. He stated that the Fire and Medical Department consider both items as critical needs and added that the City is creating "a huge risk" for the firefighters by delaying the funding for those projects.

Mayor Smith commented that he would like a briefing from staff regarding why a separate building would be preferred, or more cost effective, as opposed to expanding or retrofitting a facility to accommodate those needs.

Vice Mayor Finter suggested that staff develop a plan that is "a re-use or redevelopment in an area of the community that is challenged." He stated the opinion that the plan should not be "a new bricks and mortar out at Gateway," but perhaps finding an existing building, such as a big box structure, in the Westwood or Fiesta area.

Councilmember Kavanaugh pointed out that it is essential that there be redundancy and a separate power grid at a separate location in case of microburst so that Dispatch does not become disabled. He stated that when Mesa's communications system has challenges, it places a tremendous strain on Phoenix's dispatch system.

Councilmember Kavanaugh, in addition, concurred with Vice Mayor Finter's suggestion and said that there are many opportunities in which the City could adaptively reuse space for the Fire and Medical Communications Center.

Mayor Smith requested that staff provide additional information regarding whether the risk of a catastrophic event would merit the cost of creating a redundant system.

Councilmember Somers stated that the conversation regarding this matter needs to address the nature of communications in emergency services; the nature of regional agreements; the importance of communications in such an environment; and the realization that if the project is delayed, by the time the City decides to make the investment, it will be "well behind the eight ball" since it will take time to construct the building and install the necessary infrastructure.

Mayor Smith directed staff to follow up with the Council's inquiries and bring back the matter in a few weeks.

Mayor Smith referenced the Spring Training Museum project (See Page 4 of Attachment 3) and stated that he would assume this item would be a separate bond question.

In response to a question from Mayor Smith, Mr. Brady clarified that the Spring Training Museum project (See Page 4 of Attachment 3) would be a separate bond question. He noted that the estimated cost for the project has been revised to \$17 million as compared to the initial \$15 million estimate.

Discussion ensued relative to the possibility of funding the Spring Training Museum project through the City's Economic Development Fund as opposed to including it in a bond package; that staff was directed to research whether the museum has the potential to generate economic activity that will pay for itself; and that another option for staff to explore would be private development of the facility.

Vice Mayor Finter stated that since Mesa is the spring training home to two baseball teams, it would be important to find a neutral location for the museum. He suggested that perhaps the downtown area would be a possible option, especially since it would be in close proximity to light rail.

Councilmember Richins remarked that Riverview would be an excellent site for the museum. He also noted that it would be important for the facility to showcase spring training in general, as opposed to any one baseball team.

Mayor Smith commented that the long-term plan for the facility would be to expand it beyond baseball and make it a year-around experience that visitors could enjoy. He requested that staff research the Council's questions and bring back this item in a few weeks. He added that it might be necessary for the Council to make a decision before they have all of their questions answered.

Councilmember Kavanaugh concurred with Councilmember Richins that Riverview would be the most appropriate site for the museum.

Mayor Smith thanked everyone for the presentation.

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

There was no presentation or discussion on this item.

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

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

4. Scheduling of meetings and general information.

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

Thursday, June 20, 2013, 4:30 p.m. – Friends of Transit Mixer at de la Cruz Bistro

Saturday, June 29, 2013, 6:00 p.m. – Arizona Celebration of Freedom

Monday, July 1, 2013, 3:30 p.m. – Audit, Finance & Enterprise Committee

Monday, July 1, 2013, TBA – Study Session

Monday, July 1, 2013, 5:45 p.m. – Regular Council Meeting

5. Items from citizens present.

There were no items from citizens present.

6. Convene an Executive Session.

It was moved by Councilmember Glover, seconded by Councilmember Kavanaugh, that the Council adjourn the Study Session at 9:08 a.m. and enter into Executive Session.

Carried unanimously.

6-a. Discussion or consultation for legal advice with the City Attorney. (A.R.S. §38-431.03A (3)) Discussion or consultation with designated representatives of the City in order to consider the City's position and instruct the City's representatives regarding negotiations for the purchase, sale, or lease of real property. (A.R.S. §38-431.03A (7)) Discussion or consultation with the City Attorney in order to consider the City's position and instruct the City Attorney regarding the City's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §38-431.03A(4))

1. Development of hotels on the Riverview site.

7. Adjournment.

Without objection, the Executive Session adjourned at 9:41 a.m.

SCOTT SMITH, 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 20th day of June, 2013. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

pag
(attachments – 3)



General Plan Update

City Council

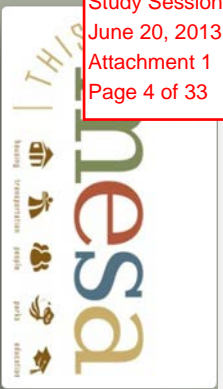


June 20, 2013



Purpose

- ☞ Update Council on progress on General Plan
- ☞ Present main ideas and concepts
- ☞ Looking for discussion, comments and direction
- ☞ Presentation/discussion includes updates to Transportation and Transit Plans



History

∞ Previous plans tended to think of the main elements that make up a City independently

- Land Use
- Transportation
- Housing
- Revitalization
- Utilities
- Public Safety
- Etc.



Focus for General Plan Update

- ∞ Put the “general” back into the General Plan
- ∞ More flexible land use based on character areas
- ∞ Useful and usable document
 - Reduce number of goals and policies
 - Focus long term vision with few, key goals, policies and strategies



Focus for General Plan Update

Desired future: Distinct, recognizable city with sense of place

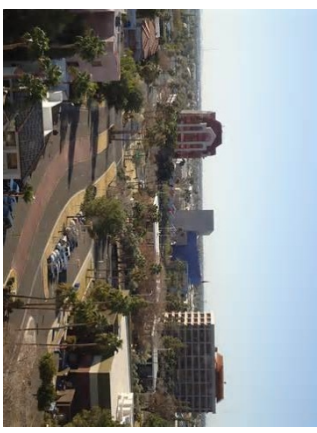


Focus for General Plan Update

Desired future: Distinct, recognizable city with sense of place

Neighborhoods

- Housing
- Revitalization
- Parks
- Streets
- Businesses





Focus for General Plan Update

Desired future: Distinct, recognizable city with sense of place



Econ. Dev./Jobs

- Employment
- Education
- Services
- Transportation
- Regional Centers





Focus for General Plan Update

Desired future: Distinct, recognizable city with sense of place



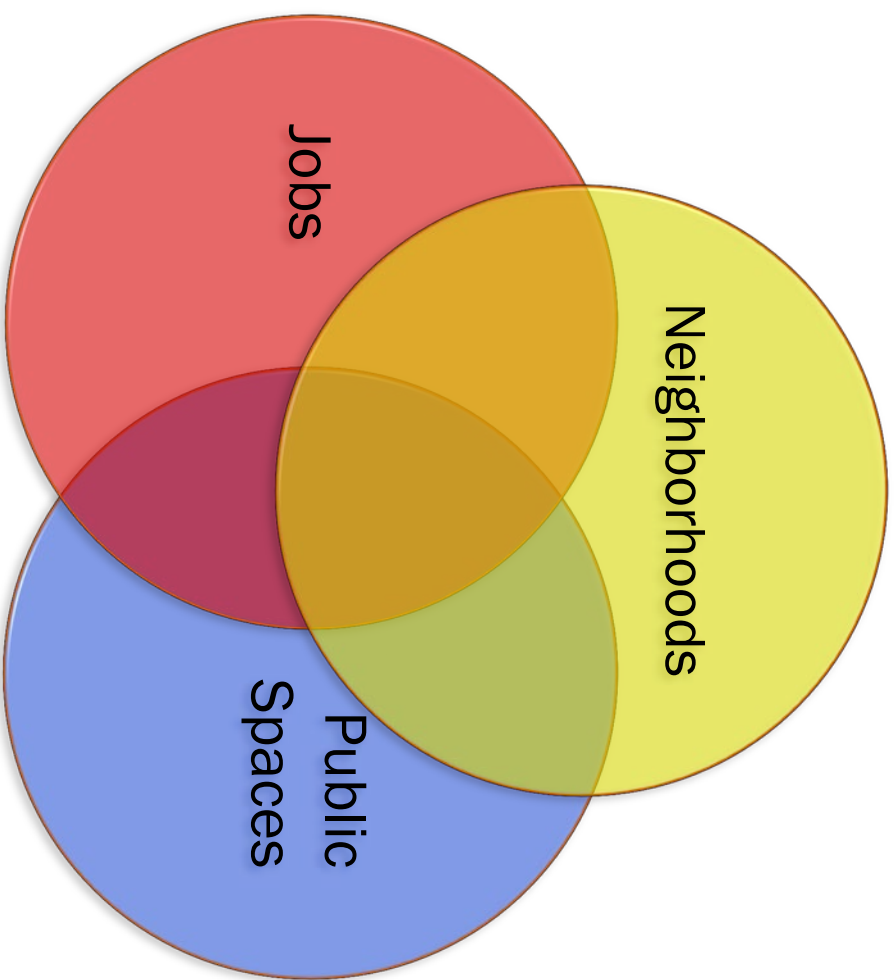
Public Spaces

- Parks
- Trails
- Plazas
- Shops
- Museums
- Streets



Focus for General Plan Update

Desired future: Distinct, recognizable city with sense of place





3 Guiding Principles

 Create and Maintain a Variety of Great Neighborhoods





3 Guiding Principles

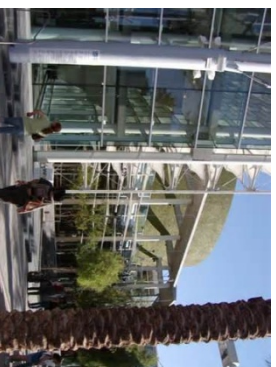
- ∞ Create and Maintain a Variety of Great Neighborhoods
- ∞ Grow and maintain stable and diverse jobs

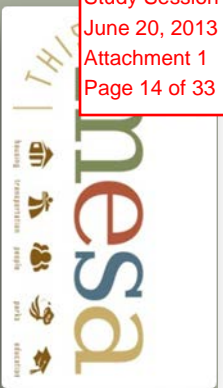




3 Guiding Principles

- ∞ Create and Maintain a Variety of Great Neighborhoods
- ∞ Grow and maintain stable and diverse jobs
- ∞ Provide rich public spaces and cultural amenities





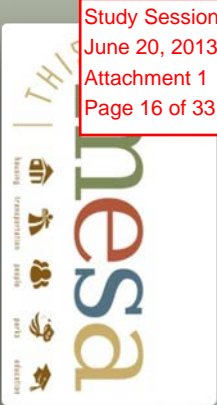
Outline of Plan Document

- ∞ Section 1: Introduction
- ∞ Section 2: Transforming the City – creating a sense of place
 - Character areas
 - Neighborhoods
 - Economy/Jobs
 - Public places
- ∞ Section 3: Supporting Infrastructure – what we do will support the 3 Principles
- ∞ Section 4: Administration/Implementation



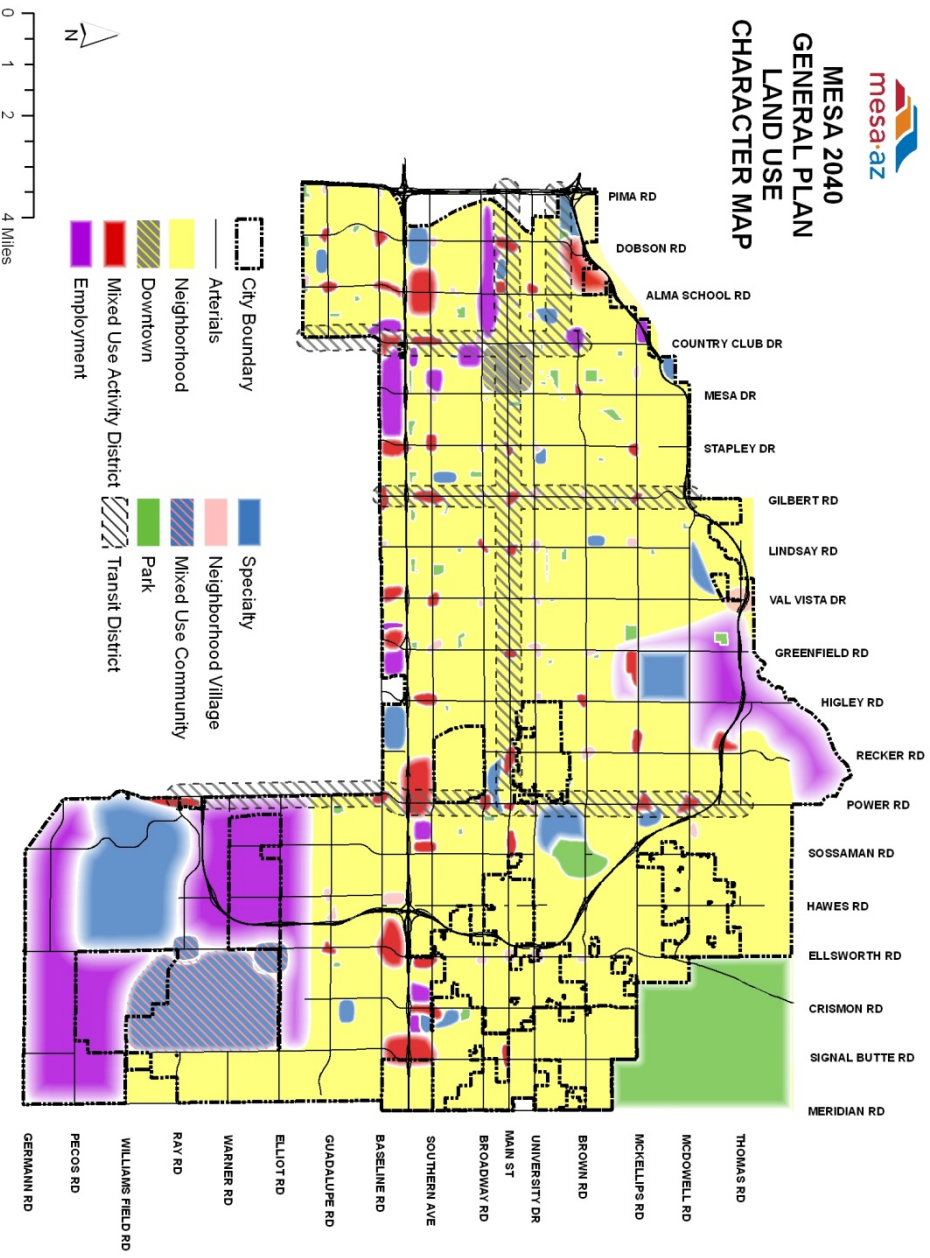
Transforming - Character Areas

- ☞ Introduction, why it is important
- ☞ Overview map and characters
- ☞ Detailed descriptions



Transforming - Character Areas

Draft Character area map





Transforming - Character Areas

- Plan to use character areas to implement principles

Goal: Foster a development pattern that creates and maintains a variety of great neighborhoods, grows a diverse and stable economy, and develops rich public spaces.



Transforming - Character Areas

Policy: Opportunities for development, redevelopment, and infill shall be reviewed:

- In Neighborhood areas for the impact on maintaining or improving the existing neighborhood, fostering better community interactions, and creating a greater sense of place.
- In Employment areas to maintain and enhance employment options within the City of Mesa; areas with this character type are important to the long term vitality of the community and need to be protected from incompatible development types.
- In Transit District areas to improve walkability, increase the mix of uses, and increase the intensity of activity to provide a more urban, pedestrian-friendly environment.



Transforming - Neighborhoods

- ⌘ Background/why this is important to the City
- ⌘ Description of key elements needed for strong neighborhoods
 - Safety
 - Investment/reinvestment
 - Sense of place
 - Housing options
 - Transportation options
- ⌘ Plan to create and maintain neighborhoods



Transforming - Neighborhoods

Goal: Create and maintain a variety of great neighborhoods

Policy 1: Encourage the appropriate mix of uses that will bring life and energy to neighborhoods while protecting them from encroachment by incompatible development

Policy 2: Review new development for the mix of uses and form of development needed to establish lasting neighborhoods

Strategy 1: Develop a complete streets program to improve the role of streets as a public space

Strategy 2: Help neighbors and neighborhoods gain a sense of their history to improve connections and neighborhood pride



Transforming - Stable, Diverse Jobs

- ⌘ Background/why jobs and the economy is important
- ⌘ Discussion of key elements to stable, diverse jobs
 - Workforce development
 - Business climate
 - Transportation and infrastructure
 - Industries of opportunity
 - Regional entertainment, tourism and recreation opportunities
 - Retail development



Transforming - Stable, Diverse Jobs

Plan for stable, diverse jobs

Goal: Grow and maintain stable and diverse jobs

Policy 1: Preserve designated employment areas for future job growth

Strategy 1: Utilize the CIP process to proactively provide the utility and transportation infrastructure necessary to attract and retain business and industry



Transforming - Public Spaces

Background/why public spaces and cultural amenities are important

- Key features and benefits of quality public spaces and amenities
 - Role of public spaces in neighborhood and economic development
 - Types of public and private gathering spaces
 - Libraries, museums, arts center
 - Design aspects of quality spaces



Transforming - Public Spaces

 Plan for public spaces and cultural amenities

Goal: Provide rich, high quality public spaces and cultural amenities

Policy 1: Development high quality spaces in all areas of the City to meet the needs of residents and businesses

Strategy 1: Review public construction projects for the opportunity to create and/or improve the quality of public spaces



Supporting Infrastructure

- More traditional section to cover topics such as:
 - Utilities
 - Public Facilities
 - Safety
 - Parks and Recreation
 - Transportation & Transit

- Will relate these back to 3 Guiding Principles



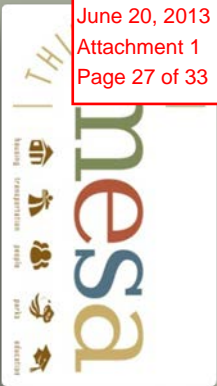
Supporting Infrastructure

Transportation Example

- Background on transportation
- Key elements and issues to address 3 principles
- Plan for transportation

Goal: Develop, implement, and maintain an efficient multi-modal transportation and transit systems that responds to the need for stable neighborhoods, a growing job market, and attractive public spaces

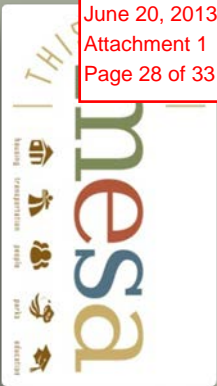
Strategy: Implement the adopted Transportation Plan



Transportation Plan Update

- ∞ The current Mesa 2025 Transportation Plan was adopted by the Mesa City Council on June 4, 2002
- ∞ The Plan is over 10 years old and is in need of being updated





Transportation Plan Update

- *Neighborhoods*
- Complete Streets, Bicycle, Pedestrian, Traffic Signals, Transit
 - *Economy/Jobs*
 - Roadways, Transit, Aviation, Commuting Options
 - *Public Places*
 - Complete Streets, Bicycle, Pedestrian
 - *Character Areas*
- Unique Transportation Considerations



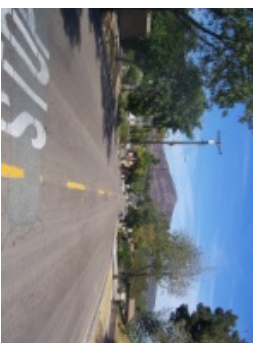
Transportation Plan Update



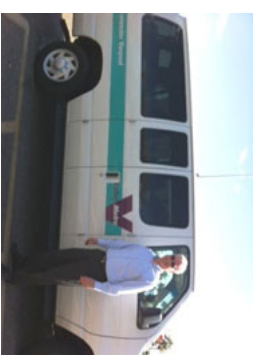
Bicycles



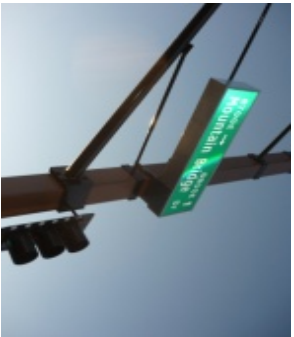
Pedestrians



Roadways



Commuting Options



Traffic Signals



Transit



Complete Streets



Aviation



Transit Plan Themes

- ∞ Develop transit priority corridors
- ∞ Connect activity centers
- ∞ Prioritize frequency over coverage
- ∞ Balance local and regional transit needs





Transit Plan Opportunities

∞ Intercity/commuter rail

- Connect Gateway

∞ Light rail

- Extend east or south from Gilbert Rd?

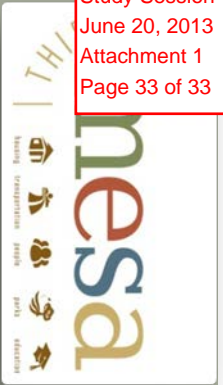
∞ Bus

- Transit priority corridors
- Performance standards/measures



Administration

- ☞ Cost of Development
- ☞ Major/minor amendment
- ☞ Criteria for review of development
- ☞ Periodic review of strategies



Next Steps

- ☞ First draft plan by October 2013
- ☞ Second draft plan by January 2014
- ☞ Final draft plan by May 2014
- ☞ Council action June/July 2014
- ☞ Vote November 2014

Police Towing Services Term Contract

Presentation to City Council





Police Towing Services

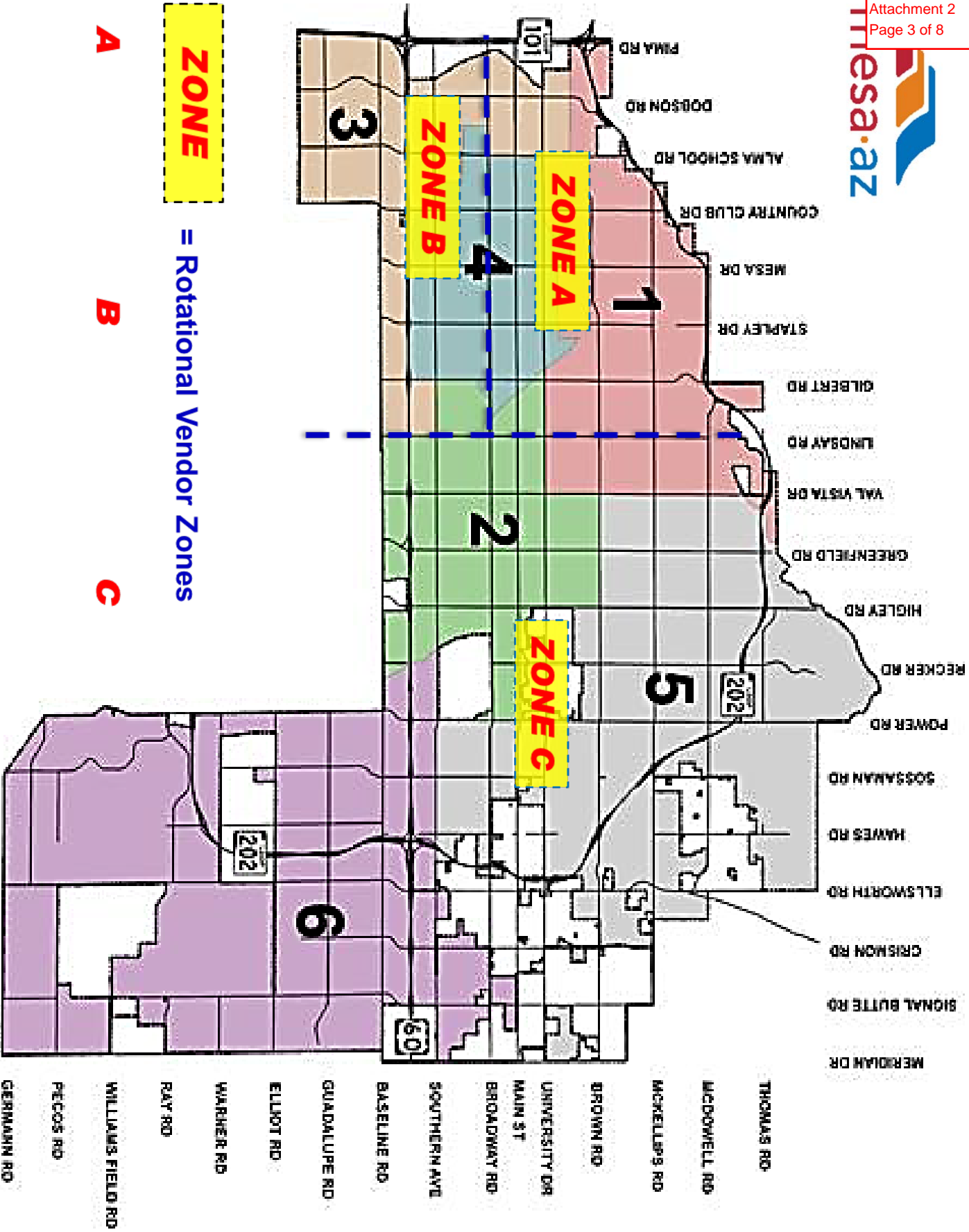
Recommendation:

- *Rotational list of vendors, per zone (3 zones)*

Pricing established by the City of Mesa

- *Pricing is based on current valley-wide municipal towing contract fees.*
- *Pricing may be adjusted according to changes in the market during the term of the contract.*







Rotational Vendor List Per Zone

Create an eligible vendor list through a Request for Proposals to provide towing services for Mesa P.D.

- 3 zone configuration - vendor list for each zone
 - Six vendors per zone
- Essential qualifications include:
 - Provide three trucks capable of medium and light towing
 - Located in the City or a county island adjoined to the City
- One-year contract with the City established pricing
 - Vendors are eligible for four, one-year contract renewal extensions (five-year term)
- Essential signage requirements



Recommended Pricing Structure

Standardized pricing structure ensures consistent fees charged to customers.

\$30.00 – Flat Rate Tow Fee

\$20.00 – Daily Storage Fee

\$15.00 – Daily Storage Fee - 30 Day (ARS §28-3511)

\$60.00 – Hourly Standby Fee

\$ 5.00 – Per Mile Fee

\$30.00 – After Hours Gate Fee

The pricing structure will be evaluated on a yearly basis to reflect market fluctuations .

The RFP language will address viability and timeliness of notification to vendors should a pricing change be warranted.



Fee Structures for Valley Agencies

AGENCY	MESA (proposed)	PHOENIX	TEMPE	SCOTTSDALE	PEORIA	CHANDLER	GLENDALE	DPS	MCSO
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FLAT FEE

Light Duty	\$30.00	\$15-\$29.00	\$29.36	\$79.00	\$20.00	N/A	N/A	N/A	N/A
Medium Duty	\$30.00	\$49-\$59.00	\$50.33	\$79.00	\$50.00	N/A	N/A	N/A	N/A

HOOK FEE

Light Duty	included	included	included	included	included	\$15.00	\$29.00	\$69.00	\$60.00
Medium Duty	included	included	included	included	included	\$15.00	\$55.00	\$104.00	\$75.00

DAILY STORAGE

Regular	\$20.00	\$30.00	\$16.78	\$14.00	\$20.00	\$9.00	\$15.00	\$29.00	\$25.00
30 Day	\$15.00	\$15.00	\$15.00	\$1.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00

HOURLY FEE

Light Duty	\$60.00	\$75.00	\$52.43	N/A	\$50.00	\$50.00	\$85.00	\$69.00	\$60.00
Medium Duty	\$60.00	\$75.00	\$78.64	N/A	\$50.00	\$50.00	\$85.00	\$104.00	\$60.00

COST PER MILE

Light Duty	\$5.00	\$10.00	\$4.19	\$5.00	\$3.00	\$3.00	\$5.00	\$4.00	\$4.00
Medium Duty	\$5.00	\$10.00	\$5.24	\$5.00	\$5.00	\$3.00	\$5.00	\$4.60	\$5.00

AFTER HOURS

Gate Fee	\$30.00	\$75.00	\$26.21	\$60.00	\$25.00	\$40.00	\$40.00	\$46.00	\$25.00
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Request for Proposals

Essential Qualifications

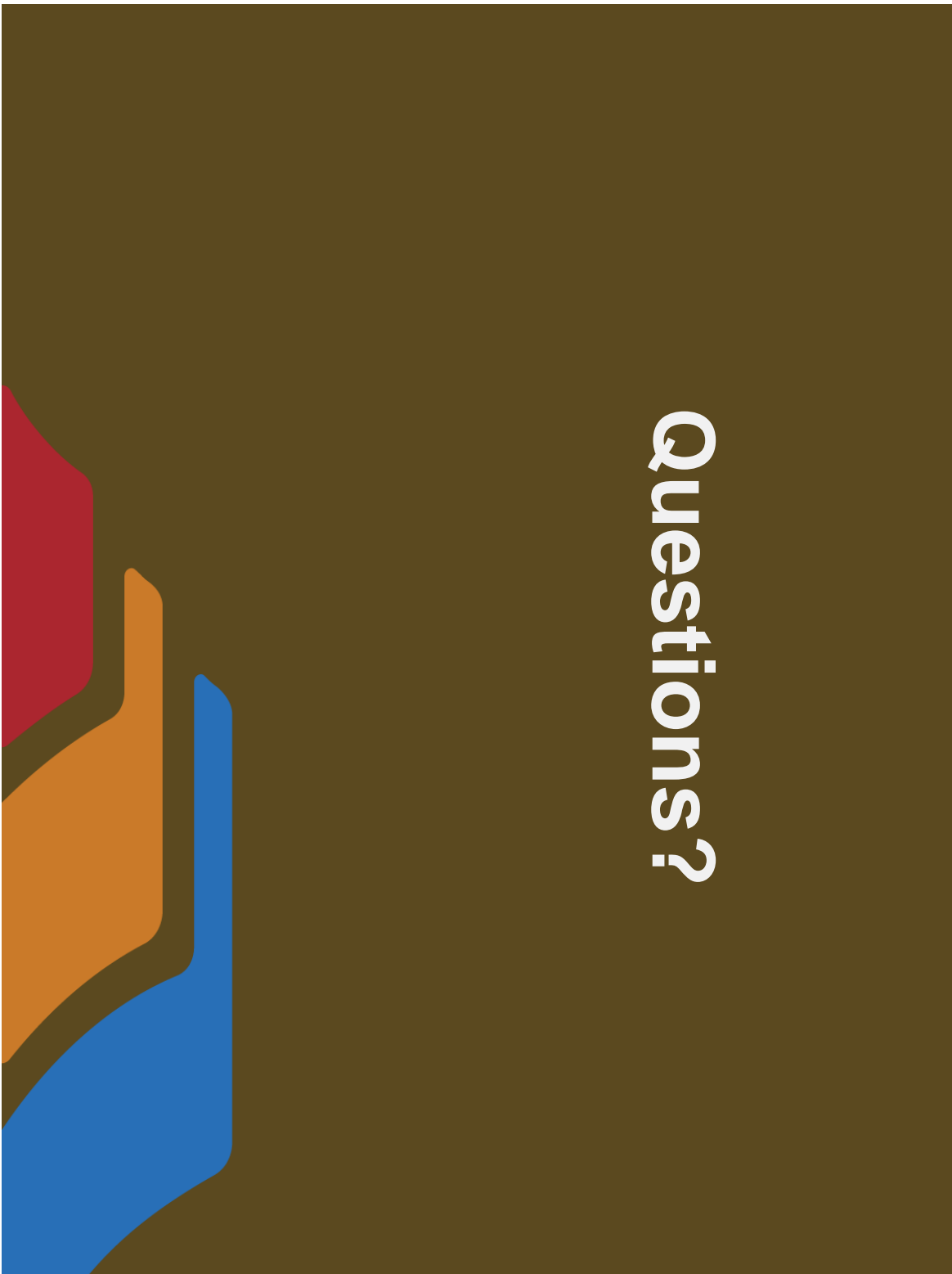
The City will determine whether proposals meet the terms of the required essential qualifications. All elements must result in a PASS for vendor to receive further consideration.

Scored Elements

The City of Mesa will then evaluate the scored elements for proposals that have met the essential qualifications.



Questions?



Capital Improvement Program Potential Bond Election

City Council Study Session

June 20, 2013

Presented by the Office of Management and Budget



Proposed Bond Election – Street Projects

Arterial Reconstructs	\$27.0M
Economic Development	\$29.0M
<i>CityShare</i>	\$4.0M
<i>Economic Development</i>	\$10.0M
<i>Fiesta District - Phase II</i>	\$10.0M
<i>Gateway Airport - Design/Environmental</i>	\$5.0M
Neighborhood/Safety	\$22.8M
<i>Mesa Drive - Phase II</i>	\$14.0M
<i>Right-of-Way Improvements/1st Ave</i>	\$3.5M
<i>10th Street (Multi-modal)</i>	\$1.2M
<i>Rusted Streetlight Poles</i>	\$2.1M
<i>Streetlight Improvements</i>	\$2.0M
Streets - Total	\$78.8M

Notes:

Arterial Reconstructs - Project increased by \$2M to include needs identified by Council
Mesa Drive - Phase II – Project increased by \$4M for capacity improvements



Proposed Bond Election – Public Safety Projects

Communications	\$6.4M
<i>Communications Building Elec/Mech</i>	\$1.8M
<i>Fiber to Radio Network Sites</i>	\$4.6M
Police	\$7.8M
<i>Aircraft Replacement (Helicopter)</i>	\$3.2M
<i>Aviation Unit Hanger Remodel</i>	\$0.3M
<i>Evidence Freezer</i>	\$0.9M
<i>Holding Facility Improvements</i>	\$1.8M
<i>Shooting Range - Hardening</i>	\$1.6M
Fire and Medical	\$21.6M
<i>Fire Apparatus Replacement</i>	\$15.3M
<i>Fire Station 203 Replacement</i>	\$4.4M
<i>Public Safety Training Facility: Burn Room</i>	\$1.9M
Public Safety - Total	\$35.8M

Notes:

Police Holding Facility/Shooting Range - Projects added to recommendation
Fire Apparatus Replacement - Reducing the number of replacements from 18 to 13 would reduce the cost from \$15M to \$10M

Proposed Bond Election – Spring Training Museum Project

Arizona Spring Training Experience at Mesa Riverview

The Play Ball project started in 2008 with the goal of collecting and preserving the unique history of Arizona's Cactus League. Today, the collection has grown to more than 4,000 pieces and is the only one of its kind in the U.S. A permanent museum would allow the project to attract contributions (of items and funding) and to develop revenue opportunities. The museum could become a year-round destination for fans, tourists, and amateur teams.

Estimated Cost = \$15.0M (22,000 SF)

Bond Election – Critical Public Safety Support Projects

Communications (Total Cost = \$6.4M)

Communications Building Electrical/Mechanical - Power and cooling equipment at Communications facilities needs to be replaced in order to ensure uninterrupted public safety communication capabilities. (Cost = \$1.8M)

Fiber to Radio Network Backbone Sites - Fiber-optic connections to the radio network and other critical data systems would improve reliability and provide system redundancy. Installing fiber-optic voice and data service to fire stations would allow for improved public safety training and communication capabilities. (Cost = \$4.6M)

Bond Election – Critical Public Safety Support Projects

Police (Total Cost = \$7.8M)

Aircraft Replacement (Helicopter) - In order to maintain the current level of aviation support for law enforcement activity at the lowest cost, an aging helicopter needs to be replaced. It is estimated that delaying replacement of the helicopter by one year would result in increased maintenance costs of \$340K. Estimated lead time (to receive an order) on a helicopter is one year. (Cost = \$3.2M)

Aviation Unit Hanger Remodel - The aircraft hanger is need of additional mechanic and aircraft space, as well as a security gate. (Cost = \$0.3M)

Evidence Freezer - A second evidence freezer is needed for additional capacity to comply with statutory requirements for the storage of evidence in law enforcement cases. Current freezer capacity is expected to be exhausted by 2015. (Cost = \$0.9M)

(continued)

Bond Election – Critical Public Safety Support Projects

Police (continued)

Holding Facility Improvements - This project would increase holding facility capacity by converting existing locker room space into four (4) additional holding cells. Construction of the new holding cells would include structural concrete walls, plumbing, electrical, closed-caption television monitoring, and fixtures. (Cost = \$1.8M)

Shooting Range - Hardening - The demolition of existing buildings and the parking area and the construction of a new 4,900 square foot building to replace the demolished buildings. The new building and secure garage space would provide modern security features to increase site hardening in order to safely store ammunition and weapons at the facility. (Cost = \$1.6M)

Bond Election – Critical Public Safety Support Projects

Fire and Medical (*Total Cost = \$21.6M*)

Fire Apparatus Replacements - The timeframe for replacement of fire apparatus (vehicles) has been extended in recent years. Older apparatus incur higher maintenance costs and achieve lower fuel efficiency. It is estimated that the replacement of seven apparatus would save \$245K in maintenance and fuel costs in the first year. Estimated lead time on apparatus is one year. (*Cost = \$15.3M*)

Fire Station 203 Replacement - The station was built in 1957 and no longer serves the needs of current fire operations (bays are not large enough for the apparatus). Land acquisition for the new station was funded in the 2008 G.O. bond package. (*Cost - \$4.4M*)

Public Safety Training Facility: Burn Room - The existing burn room is in need of repair due to safety concerns. A second burn room needs to be constructed to separate training on ordinary combustibles from training on natural gas. (*Cost - \$1.9M*)

Bond Election – Critical Street Improvement Projects

Streets (*Total Cost = \$78.8M*)

Arterial Reconstructs - Arterial street segments that are below acceptable condition levels need to be reconstructed and new street segments need to be constructed in developing areas. If this project is delayed by one year, the estimated additional maintenance cost is \$2.1M. (*Cost = \$27.0M*)

Economic Development - Leveraging economic development through investment in the Fiesta District, Phoenix/Mesa Gateway, and other similar projects. (*Cost = \$29.0M*)

Neighborhood/Safety - Investing in neighborhoods through multi-modal transportation projects such as traffic calming, street improvements, and bicycle and pedestrian enhancements. Enhancing safety by installing additional streetlights and replacing rusted streetlight poles. (*Cost = \$22.8M*)

Potential Bond Election

Public Safety – Communications	\$6.4M
Public Safety – Police	\$7.8M
Public Safety – Fire and Medical	<u>\$21.6M</u>
Public Safety Subtotal	\$35.8M
Streets – Arterial Reconstructs	\$27.0M
Streets – Economic Development	\$29.0M
Streets – Neighborhood/Safety	<u>\$22.8M</u>
Streets	\$78.8M
Spring Training Museum	\$15.0M

Calendar

June 27 Council Study Session – CANCELLED

July 1 Council Study Session and Meeting

July 4 Council Study Session – CANCELLED (Holiday)

July 8 Council Study Session and Meeting
Deadline to Call 2013 Bond Election

