



COUNCIL MINUTES

May 2, 2011

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 May 2, 2011 at 4:30 p.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
Linda Crocker

1. Review items on the agenda for the May 2, 2011 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.

City Manager Christopher Brady introduced Transit Services Director Mike James who displayed a PowerPoint presentation (**See Attachment 1**) and discussed item 10a, The Downtown BUZZ bus route, on the Regular Council Meeting Agenda.

2-a. Hear a presentation and discuss the City Council Redistricting process.

Executive Assistant to the City Manager Carla Wagner displayed a PowerPoint presentation (**See Attachment 2**) highlighting the redistricting process based on the recent 2010 census. She provided background on the district system and said that the last redistricting process was conducted in 2001. She advised that the City Charter requires that District boundaries be established by a five person nonpartisan Commission appointed by the Council. She stated that the Charter also requires that the City Council approve the Commission's recommendations or

send the recommendation back to the Commission for reconsideration if not approved. She added that the second recommendation from the Commission would then be deemed final.

Ms. Wagner advised that the consultant selected to assist the City in the redistricting process is National Demographics Corporation who previously assisted the City with the redistricting efforts in 1999 and 2001. She stated that the Redistricting Commission appointed by Council in April will have the first meeting on May 12.

Ms. Wagner briefly highlighted the Redistricting timeline and advised that the Commission will provide the Council with updates throughout the process. She said that public hearings will be scheduled in each District in order to receive input from the citizens. She added that it is anticipated that the redistricting process will continue through the summer and the submittal to the Department of Justice will occur in October of 2011. Ms. Wagner displayed a chart comparing the 2000 Census to the 2010 Census and noted that the majority of the City's growth has been in Districts 5 & 6. (See Page 9 of Attachment 2)

President of National Demographics Corporation, Douglas Johnson, displayed a PowerPoint presentation (**See Attachment 3**) and said that based on data obtained from the 2010 Decennial Census and the American Community Survey the City's population has grown by 10%. He stated that because the growth has been uneven the Districts will need to be rebalanced. He briefly outlined the current population demographics and reported that Hispanics make up 26.4% of the population, Non-Hispanic Whites make up 64.3% of the population and all other ethnic groups make up 9% of the population. (See Page 2 of Attachment 3)

Mr. Johnson said that different factors are considered in the redistricting process and all the data collected is used to determine the demographics of the City. He displayed a map of the population by District and noted that the majority of the City's growth has been on the east side. He said in the redistricting process Districts 5 & 6 will shrink and the four western Districts will expand. He advised that District 2, which is located in the center of the City, will see a significant shift during this process. (See Pages 3 & 4 of Attachment 3)

Mr. Johnson briefly highlighted the current District counts and percentages based on ethnic population and advised that the presentation would focus mainly on the Latino population. He said information on other ethnic groups could be made available, if it was the desire of the Council. (See Pages 5 & 6 of Attachment 3)

Mr. Johnson outlined some of the traditional redistricting criteria as follows:

- Communities of interest
- Visible (natural & man-made) boundaries
- Compactness & contiguity
- Continuity in office
- Population growth
- Preserve core of existing Districts

Mr. Johnson advised that Federal laws which override the traditional redistricting criteria state that Districts should be equal in population. (See Page 8 of Attachment 3) He stated that Mesa has its own Charter provision that creates and provides for a Commission with the authority to determine where the District lines will be located. He said that the Charter indicates that an incumbent will not be removed from a District. He added that in order to comply with the Charter some unusual District lines may be developed.

In response to a question from Mayor Smith, City Attorney Debbie Spinner explained that all criteria will be taken into consideration to determine the level of compactness in each District. She said that some of the traditional criteria may give way to the Charter provision.

Mayor Smith commented that the City Charter was developed to accomplish basic things such as not Districting out an incumbent.

Mr. Johnson reported on some of the changes made to the law since the last redistricting occurred. He said that the population balance of "safe harbor" has been eliminated and reasons for deviating from the population balance will need to be cited. He briefly highlighted other new laws concerning the limits of "community of interest" and jurisdiction "bail outs". (See Page 10 of Attachment 3)

Mr. Johnson advised that the Federal Voting Rights Act: Section 2 states that if there is a concentration of a "Protected Class" population, such as the Latino population, there should not be any "packing" or "cracking" of that population. In addition, he said that efforts should be made to avoid splitting neighborhoods. (See Page 12 of Attachment 3) Mr. Johnson stated that the Federal Voting Rights Act: Section 5 bans retrogression and every effort will be made to ensure that the Latino voting power remains just as strong after redistricting as it is today. (See Page 13 of Attachment 3)

Mr. Johnson briefly outlined the redistricting process and said that an Initial Demographic Analysis will be conducted. He reported that meeting dates will be scheduled and the project will be launched on the City's website in an effort to engage the public. He stated that public participation kits will be made available that include Census data and a map. He advised that after a vote of the Committee and Council the final step will be to proceed through a Section 5 review before implementation. He added that it will be important to coordinate with the election's officer to ensure that District lines are clear and elections are conducted as planned.

Mr. Johnson advised that the long form survey used by the Census Bureau has been replaced with the American Community Survey. He said that Local Geographic Information System (GIS) data is more useful than the Census Bureau's maps and the redistricting plans will be displayed on Google Maps and Google Earth.

In response to a question from Councilwoman Higgins, Mr. Johnson explained that there will be different numbers of citizens and voters in each District. For example, he said in Congress one Congressman requires 250,000 votes to win a seat and another one only requires 35,000 votes.

Mayor Smith thanked Mr. Johnson for the presentation.

2-b. Hear a presentation, discuss and provide direction on Transaction Privilege Tax Fees/ Replacement of the Current Tax & Licensing System for the Business Services Department.

Licensing and Revenue Administrator Tim Meyer displayed a PowerPoint Presentation (**See Attachment 4**) on a proposal for a new tax system. He said currently a Transaction Privilege Tax (TPT) License must be obtained in person, by mail or by fax as there is no online capability.

Technology and Innovation Manager Alex Deshuk advised that the City of Mesa Tax System (COMET) is a "home grown" system that is over 18 years old. He said that the system is beyond its useful life and the software is out of date and no longer supported by the manufacturer. He stated that the system could go down and not function if an upgrade is attempted. In addition, he said that the new CityEdge solution does not provide a tax and licensing function. (See Page 2 of Attachment 4)

Mr. Deshuk advised that an updated tax system would simplify the processes by providing a web-enabled system for applications, e-Filing, and payments. He said having the ability to capture data electronically would significantly reduce the amount of data entry and the chance for errors. He also said that updating the system will streamline processes and enhance reporting. He added that an updated tax system received 16 iMesa votes on the City's website.

Mr. Deshuk stated that there have been requests to provide a "One Stop Shop" to consolidate the licensing processes for new businesses and it is believed that this could be accomplished with the updated system.

Discussion ensued regarding the new system having the ability to integrate with the Firehouse and Alarm Permit software used by the Police and Fire Departments.

Responding to a question from Mr. Brady, Mr. Deshuk explained that licensing would be conducted through the new licensing system and would feed the information to the Police and Fire permit operation systems.

Further Discussion ensued regarding the current process for obtaining Tax Licensing and Alarm Permits that requires three separate applications and the possibility of all the processes integrating with the new system.

Mr. Deshuk explained that licensing would be conducted through the new system and would feed the Police and Fire operational systems on the back end. He said for example, when a license is established it would notify the Fire Department that there is a business that needs to be inspected. He stated that the same process would apply for the Police Alarm Permit.

Councilwoman Higgins commented that the only difference with the new system is that an individual will not need to process a handwritten form as the form could now be filled out entirely online.

Mayor Smith remarked that a taxpayer could have the option of handwriting a single form that would include all the licenses and permits instead of applying online.

Mr. Deshuk said that discussions will be conducted with the Police and Fire Departments and Business Services to jointly determine the necessary requirements of implementing a "One Stop Shop."

Councilmember Finter commented that in the Committee meetings it was expressed that these systems would not work together. He stated that he was pleased to see that some progress has been made toward the possibility of a "One Stop Shop."

Director of Business Services Ed Quedens advised that the Firehouse and Police Alarm Permits programs would run in the background of the new tax system.

Mr. Brady clarified that the new tax system will be able to collect the information on the front end but noted that it does not have the ability do the processes needed by the Police and Fire Departments.

Mayor Smith remarked that the concept should be to improve the tax and licensing process for businesses.

Discussion ensued regarding how the tax information will be entered online and shared with the Police and Fire Department's systems.

Councilmember Finter expressed his frustration regarding the CityEdge system not including a tax system.

Discussion ensued regarding whether it was made clear at previous Council meetings that the CityEdge project did not include a tax system function.

Mr. Brady advised that the lifecycle cost of the new tax system is \$2.3 million and includes the initial cost of the software. He said as with any program there will be ongoing maintenance and upgrading costs.

In response to a question from Mayor Smith, Mr. Deshuk advised that Tucson is currently using the CityEdge system along with the tax system that is being proposed.

In response to a question from Councilwoman Higgins, Mr. Meyer explained that a labor cost savings has not been calculated as it is undetermined what efficiencies would be obtained with the new tax system. He advised that due to the learning process other cities have experienced an initial increase in labor costs however, over time there should be a significant decrease in labor.

Mr. Meyer reported that the current tax system is antiquated and has reached the end of its useful life. He stated that the new system could be funded through the General Fund or by increasing the TPT fees. He said the proposal is for TPT fees to be adjusted in order for the City's fees to be comparable to other cities.

Mr. Meyer briefly highlighted the proposed TPT Fee increase and said that currently Application and License fee are \$30. He displayed a comparison of the City's current fees to other municipalities in the area and pointed out that the License Fee in neighboring cities ranges from \$50 to \$70. He said increasing Mesa's License Fee to \$70 would provide adequate funding for the new tax system. (See Page 8 & 9 of Attachment 4)

Mr. Deshuk advised that the cities cited in the comparison are currently using the proposed new tax system.

Councilwoman Higgins expressed her concern regarding the "grandma" who sells her quilts twice a year paying the same License Fee as a big corporation. She also stated that she was interested in hearing feedback from the community regarding the proposed increase in the License Fee.

Mayor Smith commented that the proposed tax system appears to be in the best interest of the City and there has been no indication as to how it would be a benefit to businesses.

Mr. Meyers advised that tax payers are frustrated with the antiquated system that does not have online capabilities. He described how handwritten documents are sometime illegible and errors are made adding to the taxpayers' frustrations.

Mr. Brady said that for a new business an additional \$40 would enable the licensing process to be completed online and eliminate a trip downtown. In addition, he said the renewal fee would cost an additional \$30 more a year.

Mr. Meyers advised that monthly sales tax returns could also be submitted online and many errors could be alleviated. He said currently handwritten applications are received with errors or are completely unreadable.

Mayor Smith remarked that being able to submit monthly Sales Tax Returns online would be a huge benefit.

Councilmember Finter commented that other cities in the Valley do not have a Fire Fee. He expressed his concern regarding the impact increasing fees would have on businesses that are already struggling. He also remarked that the Chamber has not provided any feedback regarding the increase in fees.

Mayor Smith summarized that the increase that is proposed would not only make the City's fee more comparable to other cities but would also provide a benefit to the taxpayer by implementing an online "One Stop Shop."

In response to a question from Vice Mayor Somers, Mr. Meyer explained that the revenue generated in the first two years of the new tax system will be approximately \$967,000 and the cost will be \$1.2 million leaving a \$234,438 deficit that would need to be covered by the General Fund. (See Page 12 of Attachment 4)

Mayor Smith commented on the potential savings on paper, postage and personnel by eliminating the notices that are mailed on a monthly basis.

Mr. Brady advised that the current system was built and maintained in-house and the exact costs to maintain the current system could be researched.

Discussion ensued regarding the five-year lifecycle costs of implementing, maintaining and running the new system as well as the potential need to replace or upgrade the system in six or seven years.

Mr. Meyer stated that the cost of the new tax system, which includes all hardware, software and service for the first two years, is \$2.3 million.

Further discussion ensued regarding the licensing costs of the new program.

Mayor Smith commented that to a business that is struggling, the increase in fees could be significant and without benefit. He said that the Council wants to make sure that the benefits that are derived from the new system flow down to the businesses. Mayor Smith requested that staff provide feedback from the Chamber or other sources regarding the increase in fees and that this matter be brought back to Council at a future date.

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:

Saturday, May 7, 2011, 10:00 a.m. “City Hall at the Mall”

5. Convene an Executive Session.

5-a. Discussion or consultation for legal advice with the City Attorney. (A.R.S. §38-431.03A (3)) 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)) Discussion or consultation with designated representatives of the City on 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))

1. Development Agreement with First Solar located at the southwest corner of Elliot and Signal Butte Roads.
2. Amendments to Mesa Proving Grounds Development Agreements for property generally bounded by Elliot Road on the north, Signal Butte on the east, Williams Field Road on the south and Ellsworth Road on the west.

(Executive Session was postponed to Thursday, May 5, 2011 preceding the Study Session.)

6. Adjournment.

Without objection, the Study Session adjourned at 5:46 p.m.

SCOTT SMITH, MAYOR

ATTEST:

LINDA CROCKER, 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 2nd day of May 2011. I further certify that the meeting was duly called and held and that a quorum was present.

LINDA CROCKER, CITY CLERK

bdw
(Attachments – 4)

The Downtown BUZZ

Mesa City Council

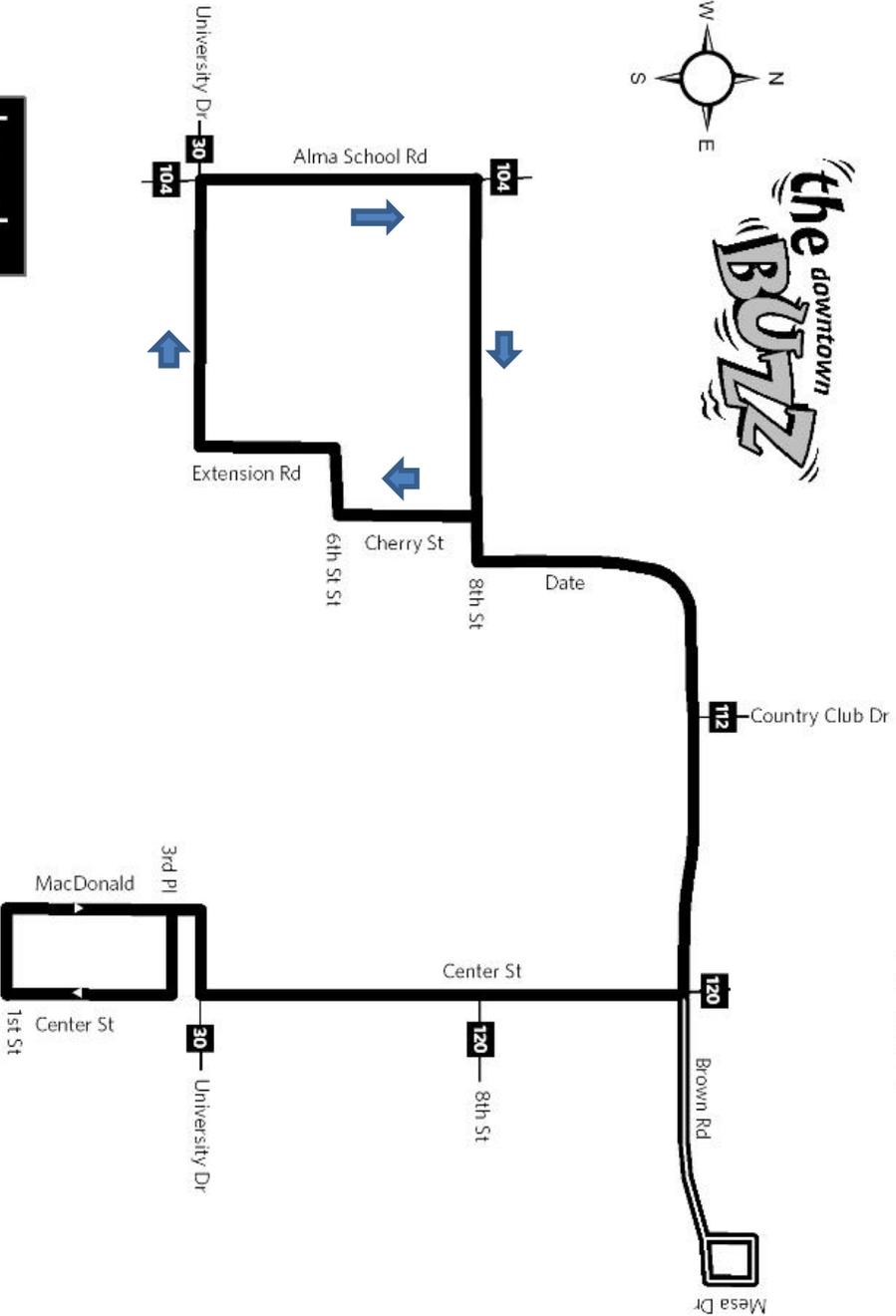
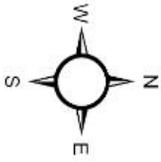
May 2, 2011

The Downtown BUZZ

- Transit Services was challenged to find efficiencies without eliminating service coverage during the budget process
- Portions of the BUZZ route offer duplicative service with existing fixed routes
- Staff developed a revised route that eliminates some duplicative service on Main St., Country Club and University.



Proposed BUZZ Route



Legend

BUZZ Route

BUZZ Additional Round Trips

Transfer Point

BUZZ Outreach

- April 2
 - Legal Notice printed in Arizona Republic
- April 2 - 30
 - Notice on BUZZ Vehicles
 - Information on Mesaaz.gov and ValleyMetro.org
 - Transportation Advisory Board (April 19)
 - In-Person Outreach (April 26 & 27)

May 2

- Public Hearing/Direction
- July 25
 - Implement route changes



TAB Comments

- Concerned about loss of service on University for low income riders
- Concerned about safety and use by school children
- Suggested an option to keep service on University
 - Addresses school use near Westwood
 - Reduced cost savings (\$100,000)
 - Cost savings does not meet budget target



Public Outreach Summary

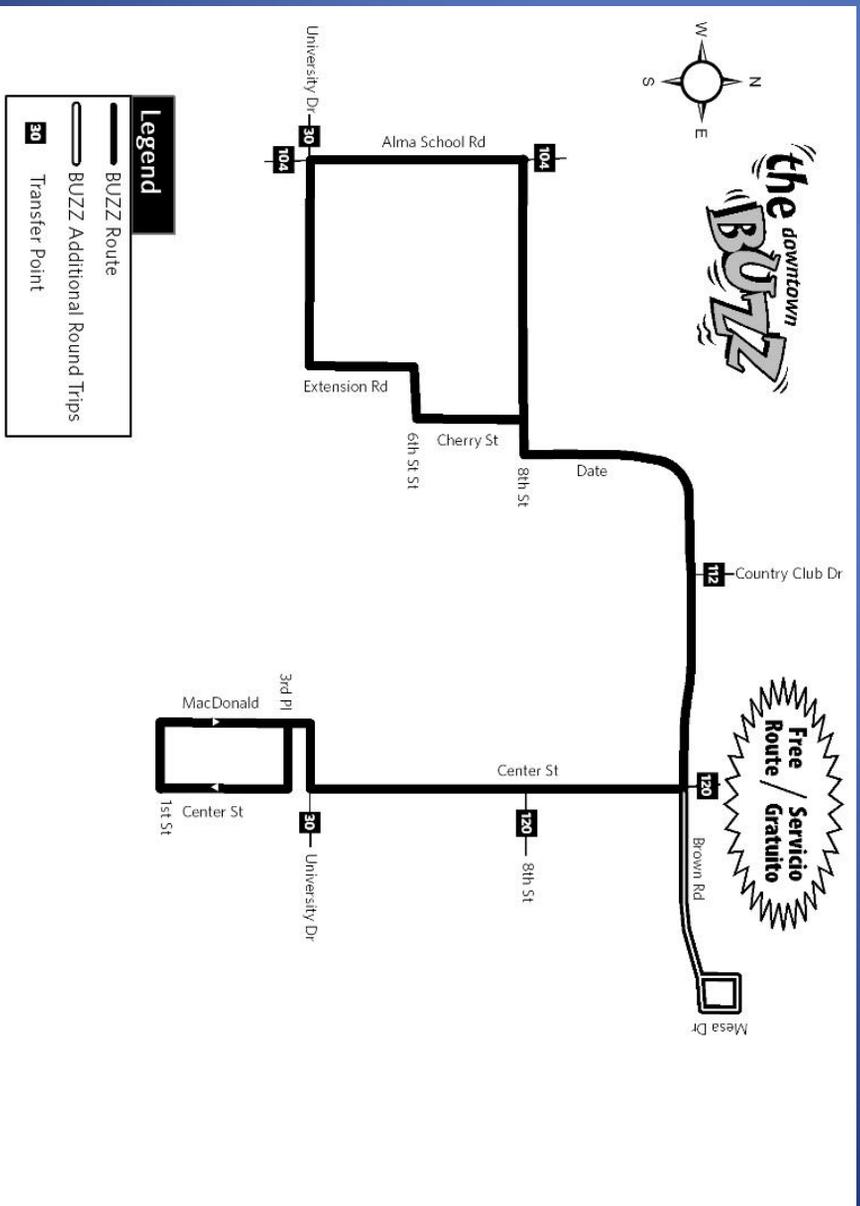
- April 26 & 27th at Mesa Active Adult Center
 - Talked with 35 BUZZ riders
 - Nine (9) surveys were submitted
 - Five (5) liked the new route
 - One (1) disliked the new route*
 - Three (3) neither liked or disliked the new route

*The one person who disliked the route incorrectly thought that it would no longer connect to the Alma School bus.



Recommendation

- Implement the proposed route on July 25, 2011.



Redistricting

City Council Study Session

May 2, 2011

Background

- Initiative approved in 1998
 - Mayor elected at large
 - Six Councilmembers –Geographical Districts
 - Districts should be equalized by geography and population according to decennial census

Background

- District boundaries established by five (5) person nonpartisan Commission appointed by City Council
- Section 201(A)(3) of the Charter:
 - The City Council shall approve the Commission’s recommendations or if disapproved, send recommendations back to the Commission for reconsideration; the second recommendation from the Commission shall then be deemed final.

Consultant

- Consultant Selected
 - National Demographics Corporation
- Assisted the City with its redistricting efforts in 1999 and 2001.

Redistricting Commission

- Appointed by Council in April
 - Brian Allen
 - Nancy Aposhian
 - Terry Hines
 - Scott Higginson
 - Deanna Villanueva-Saucedo
- First Meeting – May 12th – 6 p.m. – Lower Level Council Chambers

Timeline

- May – June, 2011: District Commission Meetings
- June, 2011: Council review Preliminary Report and Draft Plans for Redistricting
- August, 2011: Public Hearings (One in each district)
- August, 2011: District Commission: Recommendation and Alternative Plans

Timeline

- August, 2011: Update Council on Redistricting Efforts
- September, 2011: Commission Final Recommendation
- September, 2011: Council Review and Approve Commission Recommendations

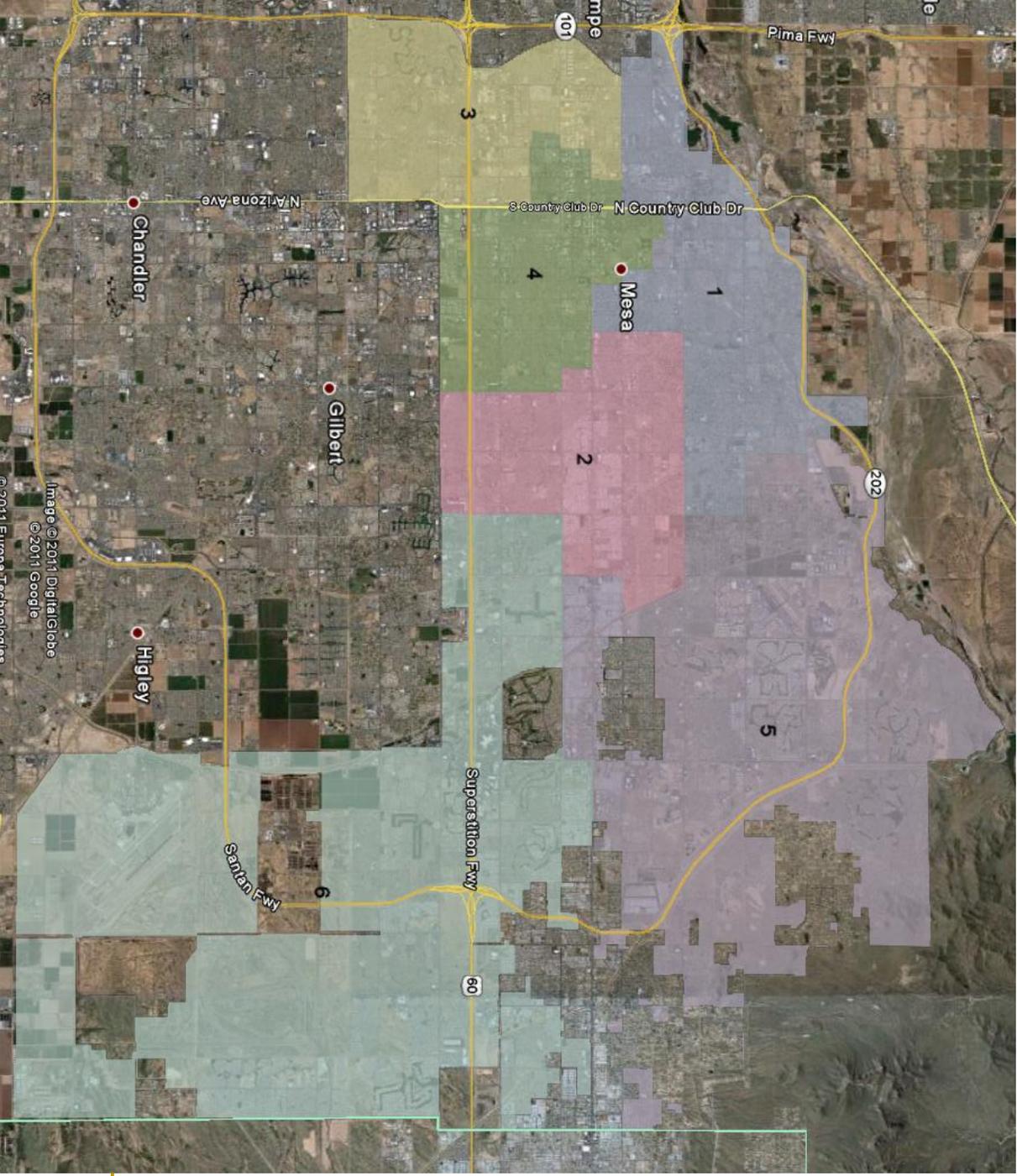
Timeline

- November, 2011 – Submittal to Department of Justice
 - The Department of Justice has 60 days to review plan and may request an additional 60 days

	2000 Census (After Redistricting)	2010 Census
Total Population	397,760	439,041
Ideal Population per District	66,293	73,174
District 1	67,605	64,638
District 2	68,991	67,650
District 3	67,631	63,303
District 4	63,162	58,817
District 5	66,027	78,566
District 6	64,344	106,067

Questions?

Mesa 2011 Redistricting



National Demographics Corporation

Douglas Johnson,
President

May 2, 2011

Current Demographics

Based on Census data from the 2010 Decennial Census and the American Community Survey.

■ Population

- 2010 Census total: 439,041
 - 26.4 % Hispanic
 - 64.3 % Non-Hispanic White
 - 9.3 % Other
 - 42,666 growth from 2000 (10.8 %)

■ Other Data

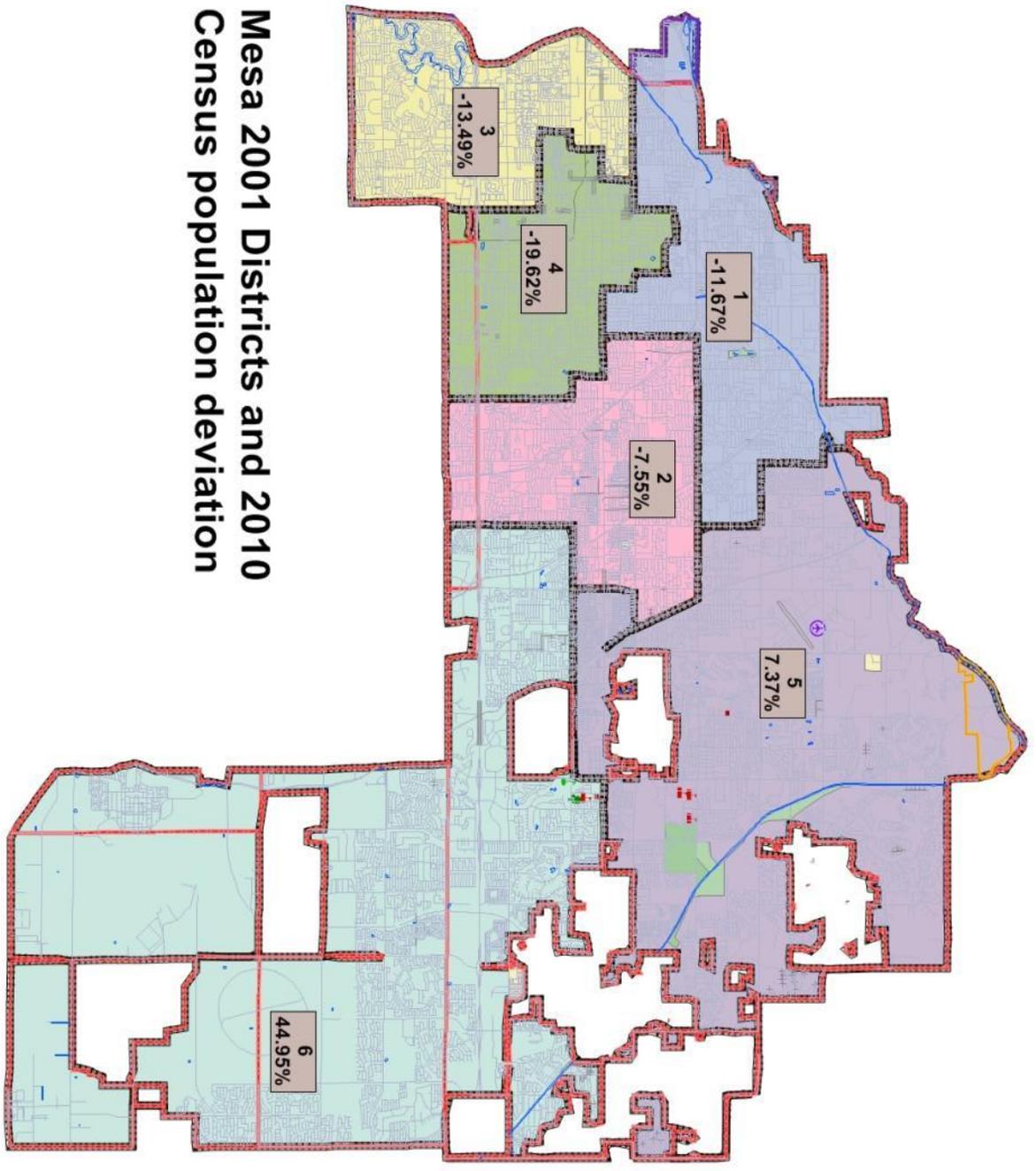
- Citizen Voting Age Population
 - From ACS: 12.4% Hispanic
 - From Census Special Tabulation: 12.4% Hispanic
- (If the state provides it)
Hispanic-surname registration
- 2000 Census Voting Age Population
 - 21.8 % Hispanic
 - 69.7 % Non-Hispanic White
 - 8.5 % Other

Current District Total Population

District	Tot. Pop.	Deviation	Pct. Dev.
1	64,638	-8,536	-11.66%
2	67,650	-5,524	-7.55%
3	63,303	-9,871	-13.49%
4	58,817	-14,357	-19.62%
5	78,566	5,393	7.37%
6	106,067	32,894	44.95%
Total	439,041	47,250	64.57%
Ideal	73,174		

Ideal population = total population / number of districts

Population Deviation by District



**Mesa 2001 Districts and 2010
Census population deviation**

Current District Counts

District	Tot. Pop.	Dev.	% Dev.	Hispanic	NH White	NH Black	NH Ind	NH Hwn	NH MR	NH DOJ	NH Oth	NH DOJ	NH OthMR
1	64,638	-8,536	-11.66%	16,931	40,689	2,582	2,549	1,287	188	155	257		
2	67,650	-5,524	-7.55%	17,852	44,493	2,467	1,151	1,017	287	137	246		
3	63,303	-9,871	-13.49%	18,829	34,384	4,134	2,866	2,252	365	116	357		
4	58,817	-14,357	-19.62%	35,867	18,394	1,926	1,349	506	518	101	156		
5	78,566	5,393	7.37%	9,185	64,674	1,708	824	1,704	151	100	220		
6	106,067	32,894	44.95%	17,089	79,871	3,658	1,242	3,328	391	132	356		
Total	439,041	47,250	64.57%	115,753	282,505	16,475	9,981	10,094	1,900	741	1,592		
Ideal	73,174												

Abbreviations:
 Dev. = Deviation
 Hisp = Hispanic
 NH = "Non-Hispanic"
 White = White
 Blk = Black / African American
 Ind = Native American
 Asn = Asian American
 Haw or Hwn = Hawaiian and Pacific Islander
 Oth = Other
 OthMR or MR = Multi-Race
 Fil = Filipino
 "DOJ" = Aggregated according to U.S. Department of Justice guidance
 CVAP = Citizen Voting Age Population

District	18+ Pop	H18+ Pop	NH18+ Wht	NH18+ DOJ Blk	NH18+ DOJ Ind	NH18+ DOJ Asn	NH18+ DOJ Hwn	NH18+ DOJ Oth	NH18+ DOJ OthMR
1	46,572	10,164	31,783	1,698	1,622	946	119	102	138
2	49,821	10,771	35,510	1,590	766	783	187	71	143
3	48,318	12,198	28,764	2,994	2,003	1,827	235	74	223
4	39,396	21,433	14,912	1,271	911	402	325	58	84
5	60,910	5,632	52,114	1,090	573	1,216	106	71	108
6	78,709	10,332	62,458	2,333	816	2,276	226	85	183
Total	323,726	70,530	225,541	10,976	6,691	7,450	1,198	461	879

Special Tabulation												American Community Survey (ACS)											
District	Total CVAP	Hispanic CVAP	NH White CVAP	NH Black CVAP	NH Asn CVAP	NH Ind CVAP	NH Hwn CVAP	NH MR CVAP	Total CVAP	Hispanic CVAP	NH White CVAP	NH Black CVAP	NH Asn CVAP	NH Ind CVAP	NH Hwn CVAP	NH MR CVAP	NH Oth CVAP						
1	41,205	4,918	33,143	879	492	1,322	0	459	40,896	4,855	32,843	898	463	1,329	0	581	1,650						
2	46,013	5,074	38,673	666	480	564	10	501	45,949	5,136	38,507	714	488	543	40	964	1,968						
3	41,086	7,001	28,764	2,126	890	1,884	55	309	41,060	7,153	28,637	2,100	938	2,000	67	564	1,828						
4	26,219	6,661	17,048	1,027	214	987	13	228	26,328	6,376	17,347	1,075	219	1,141	63	715	2,249						
5	59,553	4,834	51,894	951	781	251	31	785	58,387	4,901	50,493	1,017	812	268	56	949	2,051						
6	74,506	7,252	62,505	1,623	1,308	778	52	855	74,056	7,192	62,314	1,528	1,148	871	215	1,151	3,132						
Total	288,582	35,739	232,027	7,272	4,165	5,785	161	3,137	286,676	35,613	230,142	7,333	4,068	6,153	441	4,924	12,878						

Current District Percentages

Dist	% Hisp.	% NH		% NH		% NH		% NH		% NH	
		Whit	Blk	DOJ	Ind	Asn	Hwn	DOJ	Oth	DOJ	OthMR
1	26.2%	62.9%	4.0%	3.9%	2.0%	0.3%	0.2%	0.2%	0.4%	0.4%	0.4%
2	26.4%	65.8%	3.6%	1.7%	1.5%	0.4%	0.2%	0.2%	0.4%	0.4%	0.4%
3	29.7%	54.3%	6.5%	4.5%	3.6%	0.6%	0.2%	0.2%	0.6%	0.6%	0.6%
4	61.0%	31.3%	3.3%	2.3%	0.9%	0.9%	0.2%	0.2%	0.3%	0.3%	0.3%
5	11.7%	82.3%	2.2%	1.0%	2.2%	0.2%	0.1%	0.1%	0.3%	0.3%	0.3%
6	16.1%	75.3%	3.4%	1.2%	3.1%	0.4%	0.1%	0.1%	0.3%	0.3%	0.3%
Total	26.4%	64.3%	3.8%	2.3%	2.3%	0.4%	0.2%	0.2%	0.4%	0.4%	0.4%

Abbreviations:
 Dev. = Deviation
 Hisp = Hispanic
 NH = "Non-Hispanic"
 Whit = White
 Blk = Black / African American
 Ind = Native American
 Asn = Asian American
 Haw or Hwn = Hawaiian and Pacific Islander
 Oth = Other
 OthMR or MR = Multi-Race
 Fil = Filipino
 "DOJ" = Aggregated according to U.S. Department of Justice guidance
 CVAP = Citizen Voting Age Population

Dist	% H18+ Pop	% NH18+		% NH18+		% NH18+ DOJ		% NH18+ DOJ		% NH18+ DOJ	
		Whit	Blk	DOJ	Ind	Asn	Hwn	DOJ	Oth	DOJ	OthMR
1	21.8%	68.2%	3.6%	3.5%	2.0%	0.3%	0.2%	0.2%	0.3%	0.3%	0.3%
2	21.6%	71.3%	3.2%	1.5%	1.6%	0.4%	0.1%	0.1%	0.3%	0.3%	0.3%
3	25.2%	59.5%	6.2%	4.1%	3.8%	0.5%	0.2%	0.2%	0.5%	0.5%	0.5%
4	54.4%	37.9%	3.2%	2.3%	1.0%	0.8%	0.1%	0.1%	0.2%	0.2%	0.2%
5	9.2%	85.6%	1.8%	0.9%	2.0%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%
6	13.1%	79.4%	3.0%	1.0%	2.9%	0.3%	0.1%	0.1%	0.2%	0.2%	0.2%
Total	21.8%	69.7%	3.4%	2.1%	2.3%	0.4%	0.1%	0.1%	0.3%	0.3%	0.3%

Special Tabulation												American Community Survey (ACS)																							
Dist	% Total CVAP		% Hisp CVAP		% NH Whit CVAP		% NH Blk CVAP		% NH Asn CVAP		% NH Ind CVAP		% NH Hwn CVAP		% NH Oth CVAP		% Total CVAP		% Hisp CVAP		% NH Whit CVAP		% NH Blk CVAP		% NH Asn CVAP		% NH Ind CVAP		% NH Hwn CVAP		% NH Oth CVAP				
	1	88.5%	11.9%	80.4%	2.1%	1.2%	3.2%	0.0%	1.1%	87.8%	11.9%	80.3%	2.2%	1.1%	3.2%	0.0%	1.4%	4.0%	92.2%	11.2%	83.8%	1.6%	1.1%	1.2%	0.1%	2.1%	4.3%	85.0%	17.4%	69.7%	5.1%	2.3%	4.9%	0.2%	1.4%
2	92.4%	11.0%	84.0%	1.4%	1.0%	1.2%	0.0%	1.1%	92.2%	11.2%	83.8%	1.6%	1.1%	1.2%	0.1%	2.1%	4.3%	85.0%	17.4%	69.7%	5.1%	2.3%	4.9%	0.2%	1.4%	4.5%	66.8%	24.2%	65.9%	4.1%	0.8%	4.3%	0.2%	2.7%	8.5%
3	85.0%	17.0%	70.0%	5.2%	2.2%	4.6%	0.1%	0.8%	95.9%	8.4%	86.5%	1.7%	1.4%	0.5%	0.1%	1.6%	3.5%	94.1%	9.7%	84.1%	2.1%	1.6%	1.2%	0.3%	1.6%	4.2%	94.1%	9.7%	84.1%	2.1%	1.6%	1.2%	0.3%	1.6%	4.2%
4	66.6%	25.4%	65.0%	3.9%	0.8%	3.8%	0.0%	0.9%	95.9%	8.4%	86.5%	1.7%	1.4%	0.5%	0.1%	1.6%	3.5%	94.1%	9.7%	84.1%	2.1%	1.6%	1.2%	0.3%	1.6%	4.2%	94.1%	9.7%	84.1%	2.1%	1.6%	1.2%	0.3%	1.6%	4.2%
5	97.8%	8.1%	87.1%	1.6%	1.3%	0.4%	0.1%	1.3%	94.1%	9.7%	84.1%	2.1%	1.6%	1.2%	0.3%	1.6%	4.2%	94.1%	9.7%	84.1%	2.1%	1.6%	1.2%	0.3%	1.6%	4.2%	94.1%	9.7%	84.1%	2.1%	1.6%	1.2%	0.3%	1.6%	4.2%
6	94.7%	9.7%	83.9%	2.2%	1.8%	1.0%	0.1%	1.1%	88.6%	12.4%	80.3%	2.6%	1.4%	2.1%	0.2%	1.7%	4.5%	88.6%	12.4%	80.3%	2.6%	1.4%	2.1%	0.2%	1.7%	4.5%	88.6%	12.4%	80.3%	2.6%	1.4%	2.1%	0.2%	1.7%	4.5%
Total	89.1%	12.4%	80.4%	2.5%	1.4%	2.0%	0.1%	1.1%	88.6%	12.4%	80.3%	2.6%	1.4%	2.1%	0.2%	1.7%	4.5%	88.6%	12.4%	80.3%	2.6%	1.4%	2.1%	0.2%	1.7%	4.5%	88.6%	12.4%	80.3%	2.6%	1.4%	2.1%	0.2%	1.7%	4.5%

Rules: Traditional Criteria

- **Communities of interest**
- **Visible (Natural & man-made) boundaries**
- **Compactness & contiguity**
- **Continuity in office**
- **Population growth**
- **Preserve Core of existing districts**



Rules: Pre-2001 Laws

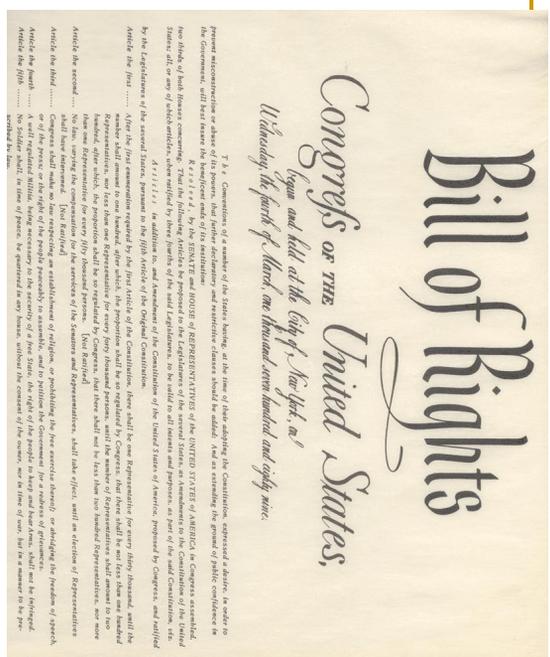
- Equal Population among districts
 - Total population: not voting age population, citizens, or voters

- Federal Voting Rights Act

- Section 2 – Ensure equal power to elect candidates of choice
- Section 5 – Avoid retrogression
- No racial gerrymandering

- AZ Statute 9-473.B. (Cities and Towns only)

- “Each district shall contain a nearly equal number of inhabitants at the time of the redistricting and shall consist of contiguous territory in as compact form as possible.”



City Charter

Article II, Section 201 (A) 3 – 5:

- Council can send plans back to the Commission once, but the Commission has final control.
- Districts shall be numbered 1 through 6.
- Redistricting shall not remove the residence of an incumbent Councilmember from his/her district.

Rules: New Laws I



- **Larios v. Cox** (Georgia)
 - Population balance “safe harbor” is gone
- **League of United Latin American Citizens v. Perry** (Texas)
 - Limits on “community of interest” definitions
- **Bartlett v. Strickland** (Georgia)
 - “Protected Class” must be 50% of VAP to qualify for Section 2 status
- **NAMUNDO v Holder** (Texas)
 - Allows any local jurisdiction to “bail out” of Section 5 coverage after meeting certain criteria

Rules: New Laws II



■ Congressional Reauthorization

- H.R. 9: Fannie Lou Hamer, Rosa Parks, and Coretta Scott King Voting Rights Act Reauthorization and Amendments Act:
 - Extends Section 5 through 2032
 - Overturns Georgia v. Ashcroft, which opened the door for “influence” districts

■ New Draft DoJ Regulations

- Aggressive review.
- Shifts some powers from Chief of the Voting Rights Section at DoJ to the individual attorney reviewing a given request.

Federal Voting Rights Act: Section 2

- Requires “Protected Class” populations have an “equal opportunity to elect the candidates of their choice”
- No “packing”
- No “cracking”
- **Challenge: what is an “effective” district?**
 - Avoid splitting neighborhoods (except to avoid regression)
 - Specific figures require expensive, time-consuming analysis
 - Past elections and community input provide guidance
 - Population must be able to constitute a majority of a district
- **No racial gerrymandering allowed**

Federal Voting Rights Act: Section 5

- **Bans retrogression in the ability to elect of protected class populations**
 - Protected class status results from past discrimination due to race or language
 - In Mesa, this covers Latinos
 - Uneven growth may make it difficult to avoid retrogression
 - In such cases, Department of Justice asks jurisdictions to do everything possible to avoid or, if not possible, minimize retrogression

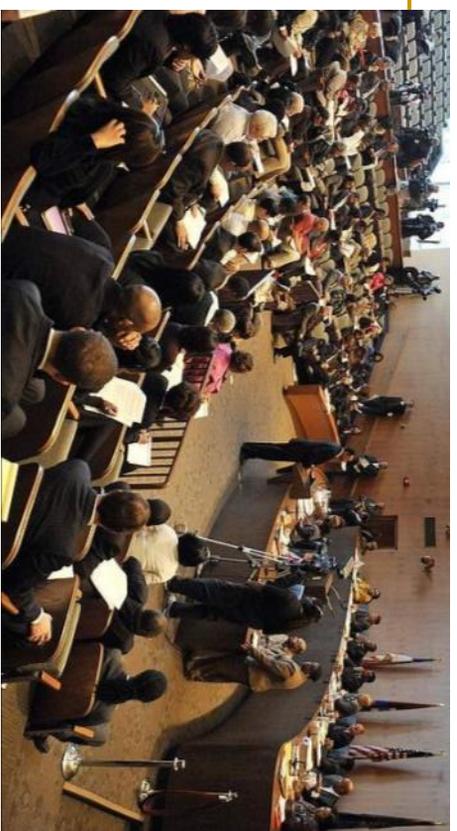
Process (I of III)



1. Prepare

- ❑ Conduct initial demographic analysis
- ❑ Adopt schedule
- ❑ Launch project website
- ❑ Create public participation kit (paper, excel and/or online)
- ❑ Adopt criteria
- ❑ Develop initial draft plans to jump-start discussion

Process (II of III)



2. Outreach

- ❑ Educate, engage and empower the public, including:
 - ❑ Individuals
 - ❑ Community Groups, including “protected class”-focused organizations
 - ❑ The media
- ❑ What are your community’s “communities of interest”?
 - Which want to be united? Which want to be divided?
- ❑ How well do the current and draft plans meet those goals?
- ❑ Participation kits take the public input beyond just “yes” and “no”

Process (III of III)

3. **Decide**
 - Plan debate and adoption

4. **Implement**
 - U.S. Department of Justice review
 - Initial 60-day review period
 - DoJ can extend for an additional 60 days at its discretion
 - Plan implementation
 - Coordinated with the County Registrar



Tools (I of II)

Traditional Redistricting Tools

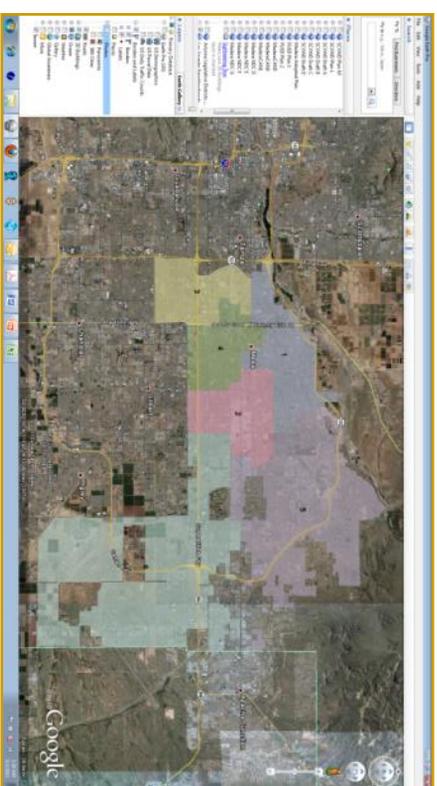
1. 2010 Census data
2. Project website
3. Media & community education
4. GIS software
5. Information on redistricting, the Voting Rights Act, and how the public can participate
6. Provide paper & Excel public participation kits
7. Email address for public questions and public comment



Tools (II of II)

New Tools for 2011

1. American Community Survey data
2. Local GIS data
 - Zoning, homeowner associations, housing developments, neighborhood associations, key facilities, future development areas, school attendance areas, aerial imagery, etc.
3. Live, interactive maps of plans
4. Google Maps and Google Earth plan files
5. Online redistricting



City of Mesa

Council Presentation

Tax System Recommendations

FY 2011/2012

May 2, 2011

Current Tax System

- City of Mesa Tax System (COMET)
 - System is approximately 18 years old
 - Database for approximately 24,000 Privilege Tax Licenses
 - Collect \$120 - \$155 million in Privilege Taxes
 - And approximately 1,200 Specialty Licenses
- Risk
 - Platform no longer supported by the two manufacturers
- Lacks Modern Functionality
 - No enhancements available.
 - No web functionality such as online registration, tax collection, refunds, status, etc. for the taxpayer
- Identified need for replacement prior to CityEdge process
 - Held project waiting to see if CityEdge solution would provide tax & licensing functionality- **does NOT**

Update Tax System

- Benefits to Tax Payer / Business
 - Simplify and make the process easier
 - **Web Enabled – Application, e-Filing, Payment**
 - Significant Manual Data Entry Reduction
 - Capture Data in Greater Detail
- Benefits to City
 - Audit/Enforcement/Collections Case Management
 - Enhanced Reporting
 - Reduce monthly manual processes



Update Tax System

- Supports Initiatives to Streamline the Public's Interaction with the City
- Part of the Council's Strategic Initiatives for Financial Stability
 - **Simplify Doing Business with Mesa**—include on-line applications and streamline the license, tax and permit application processes.
- Submitted to iMesa
 - 16 Votes

One Stop Shop

- **Can the updated tax system provide a one stop shop for new businesses in Mesa?**
 - License input and issuance is possible

One Stop Shop

- **Considerations:**
 - Fire software (Firehouse) and PD (ALARM) software interface with the CAD system - would still need to be maintained
 - More research is needed:
 - » Capability/options to share data
 - » Possibility for Licensing Office to issue FSOP/Alarm permits
 - 8,392 FSOP permits
 - 17,671 residential alarm permits
 - 6,587 commercial alarm permits

Tax System

- **Current tax system is antiquated and has reached the end of its useful life**
- **Explored different ways to fund an updated tax system**
 - **General Fund**
 - **Propose adjusting TPT fees to equalize license fees to be comparable with other valley cities**



TPT Fee Increase Proposal

- Mesa's TPT Fees Are Lower Than Our Benchmark Valley Cities

Current Fees

Fee	Mesa	Chandler	Glendale	Phoenix	Scottsdale	Tempe	Tucson
Application	\$30	\$15	\$0	\$20	\$12	\$20	\$25
		\$50	\$50	\$50	\$50	\$50	\$45
License		\$50	\$50	\$50	\$50	\$50	\$45
Renewal	\$20	\$50	\$50	\$50	\$50	\$50	\$45
Late License	\$15	\$25	\$25	\$25	\$25	\$15	\$22.50
Late Renewal	\$10	\$25	\$25	\$45	\$37	\$15	\$22.50



TPT Fee Increase Proposal

- Proposal Raises our Fees to be Comparable to Our Benchmark Valley Cities

Proposed Fees

Fee	Mesa	Chandler	Glendale	Phoenix	Scottsdale	Tempe	Tucson
Application	\$20	\$15	\$0	\$20	\$12	\$20	\$25
License	\$50	\$50	\$50	\$50	\$50	\$50	\$45
Renewal	\$50	\$50	\$50	\$50	\$50	\$50	\$45
Late License	\$25	\$25	\$25	\$25	\$25	\$15	\$22.50
Late Renewal	\$25	\$25	\$25	\$45	\$37	\$15	\$22.50



TPT Fee Increase Proposal

- Annual Revenue Projections

Comparison					
Fee	Current	Revenue	Proposed	Revenue	
Application	\$30	\$120,990	\$20	\$80,660	
License	\$20	\$491,460	\$50	\$201,650	
Renewal	\$15	\$14,730	\$25	\$24,550	
Late License	\$10	<u>\$39,200</u>	\$25	<u>\$98,000</u>	
Totals		\$666,380		\$1,633,510	

TPT Fee Increase Proposal

- Revenue Increase of approximately \$967,130 Annually
- Tax System
 - \$2.3 Million implementation Cost
 - Annual maintenance and upgrades (hardware and software)
 - » Costs estimated to be \$400,000



TPT Fee Increase Proposal

Cash Flow

Year	System Costs	Revenue	Current Year Deficit	Cumulative Cash Flow +/-
1	\$1,201,438	\$967,000	(\$234,438)	(\$234,438)
2	\$1,071,870	\$967,000	(\$104,870)	(\$339,308)
3	\$400,000	\$967,000	\$567,000	\$227,692
4	\$400,000	\$967,000	\$567,000	\$794,692
5	\$400,000	\$967,000	\$567,000	\$1,361,692

QUESTIONS?