



# COUNCIL MINUTES

November 2, 2017

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 November 2, 2017 at 7:33 a.m.

## COUNCIL PRESENT

John Giles  
David Luna  
Mark Freeman  
Christopher Glover  
Francisco Heredia  
Kevin Thompson  
Jeremy Whittaker

## COUNCIL ABSENT

None

## OFFICERS PRESENT

Christopher Brady  
Dee Ann Mickelsen  
Jim Smith

### 1. Review items on the agenda for the November 6, 2017 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.

Councilmember Thompson requested that the Police Department staff create a capital improvement plan specific to the replacement of the vehicles for Street Crimes.

### 2-a. Hear a presentation, discuss, and provide direction on a proposal for the use of previously allocated FY 2017/18 Human Services (ABC) funds in the amount of \$60,000 for a "Mesa K-Ready" pilot program.

Deputy City Manager Natalie Lewis introduced Dr. Dawn Foley Mesa Public School (MPS) Director of Teaching and Learning and Assistant Economic Development Director Jaye O'Donnell who displayed a PowerPoint presentation (**See Attachment 1**) related to a proposal for the use of previously allocated FY 2017/18 Human Services (ABC) funds in the amount of \$60,000 for a "Mesa K-Ready" pilot program.

Ms. Lewis noted that the full background of the pilot program is provided at the end of the presentation. (See Pages 15 through 30 of Attachment 1)

Ms. Lewis explained that a task force was appointed in 2015 to analyze data related to poverty and school information that determined 36% of the children in Mesa are enrolled in an Early

Learning curriculum versus the National average of 50%. She stated that the task force met with kindergarten and pre-school teachers, counselors, and non-profits and determined that families need support, including education for parents on kindergarten readiness. She noted that the task force wanted to ensure that the Mesa K-Ready program will ultimately be owned and supported by the community. (See Page 3 of Attachment 1)

Dr. Foley pointed out that kindergarten readiness is a multi-faceted complex issue. (See Page 4 of Attachment 1) She stated that for the academic piece, MPS would have staff reporting on the progress of the academic components as well as the assessment and data information.

Ms. Lewis added that the City will supplement the pilot program with existing programs through the Libraries, Parks and Recreation, Museums, and the Mesa Arts Center (MAC). She noted that Mesa United Way has offered additional administrative and professional support through their AmeriCorps and Vista Volunteers Programs and the Chamber of Commerce will represent the business community.

Dr. Foley stated that the Mesa K-Ready pilot program would run from January 2018 through May 2018 and include 50 families at or below the federal poverty level; would be issued a pre-loaded tablet with an early learning management system called Miss Humblebees Academy; be supported by teacher mentors, and provided with pre and post assessments. (See Page 5 of Attachment 1)

Ms. Lewis thanked T-Mobile for providing free tablets and low-cost Wi-Fi service for the pilot program. She pointed out that the program will include connections to social services for families that would include: health screenings, access to job readiness, and dental assistance. She stated that Mayor Giles and Dr. Michael Cowan, MPS Superintendent, and other members of the community will complete the program fundraising.

In response to a question posed by Councilmember Thompson, Dr. Foley replied that the pre and post assessments are standardized tests that assess literacy, numeracy, and fine and gross motor skills.

Ms. O'Donnell emphasized that economic development is critical since an educated workforce is the number one factor that companies consider when looking to expand or relocate. She noted that companies look at educational attainment in cities and pointed out that Mesa is behind compared to other East Valley Cities. She stated that by 2020 two-thirds of the jobs in Arizona will require some post-secondary education; that if Mesa has fewer students ready for kindergarten there will be fewer students graduating high school and pursuing post-secondary education; and that the result would be fewer Mesa residents participating in Arizona's workforce. She pointed out that the pilot program is a long-term workforce development strategy. (See Page 6 of Attachment 1)

Ms. O'Donnell explained that increased prosperity includes a community's per capita income and displayed a graph of East Valley communities which shows that Mesa is at the bottom compared to surrounding communities. She indicated that the goal is to help children escape the cycle of poverty, become members of the City's skilled workforce, and create a positive economic impact. (See Page 7 of Attachment 1)

Ms. Lewis stated that between June and August 2018 staff will re-evaluate the pilot program and update Council on a phased-in full scale program in Fall 2018. (See Page 11 of Attachment 1)

Ms. Lewis reported that the pilot program has raised \$130,000 for funding and has more opportunities on sponsorships and grants.

In response to a question posed by Councilmember Thompson, Ms. Lewis replied that staff has built a social services aspect into the pilot program, in order to fully engage the family in the early learning process.

Councilmember Thompson emphasized that he believes this type of project is better served by the educational community and the State Legislature.

Mayor Giles invited Mark Young, Mesa United Way President/CEO, Sally Harrison, Chamber of Commerce President/CEO, and Dr. Michael Cowan, MPS Superintendent to speak about their roles as partners in this pilot program.

Ms. Harrison stated that the Chamber of Commerce supports education and understands the importance of economic development, especially when businesses look at relocating to Mesa. She pointed out that the Chamber of Commerce will advocate for the pilot program to the members for financial support.

Mr. Young commented that Mesa United Way believes that education is the long-term fix for poverty and has supported early childhood programs in the past. He confirmed that they are committed to supporting the pilot program through AmeriCorps and the Vista Volunteers Program as well as finding other partners in the community. He confirmed that \$10,000 from individuals supporting the program has been allocated.

Dr. Cowan reported that children are entering kindergarten with minimal skills as well as deficit capacities, specifically children living in poverty. He noted that MPS does not receive funding for pre-kindergarten education and emphasized the importance of equipping children with basic educational skills and abilities. He added that national and state research indicates that children that are not provided the correct skills never catch up to their peers. He explained that educating parents on why their children should be in a Pre-Kindergarten program is essential for children to succeed.

In response to a question posed by Councilmember Thompson, Dr. Cowan replied that he has reached out to Legislators, Governor, State Superintendent, and the State Board of Education requesting funding for Pre-Kindergarten. He stated that they do not have the funding and pointed out that 80% of the educational funding has been cut across the State of Arizona.

Deanna Villanueva-Saucedo, a Mesa resident spoke in support of the pilot program and emphasized the need for this type of program. She stated that many families do not have the opportunity or access to send their children to high-quality early education programs and stated the opinion that all Mesa families want their children to be successful. She pointed out that other communities are stepping up and looking at this issue. She added that the City of Tempe has allocated \$3 million to early childhood education. She reported that her work has been about connecting communities to education and is proud that the City is starting to take a look at this same issue.

Vice Mayor Luna pointed out that MPS will be the lead on the pilot program and that the City is supporting the program through the libraries, local businesses, and social service agencies.

It was the consensus of the Council to move forward with the Mesa K-Ready pilot program.

Mayor Giles thanked staff for the presentation.

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

3-a. Public Safety Committee meeting held on October 12, 2017.

3-b. Human Relations Advisory Board meeting held on September 27, 2017.

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

Carried unanimously.

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

Vice Mayor Luna: Mesa Latino Town Hall and Dia de los Muertos Festival

Councilmember Thompson: District 6 Spooky Halloween Trunk or Treat and Trick or Treat on Main Street

Mayor Giles: Make a Difference Day

Councilmember Freeman: Lisc Phoenix

The following are upcoming events reported by Council:

Friday, November 3, 2017, 5:00 p.m. – Mesa Food Truck Fridays

Saturday, November 4, 2017, 8:00 a.m. – Meet Councilmember Francisco Heredia

Saturday, November 4, 2017, 10:00 a.m. – Downtown Mesa Festival of the Arts

Saturday, November 4, 2017, 4:00 p.m. – Getting Arizona Involved in Neighborhoods (G.A.I.N.)

Cardon Children's Medical Center Toy Drive through November 29, 2017

5. Scheduling of meetings and general information.

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

Saturday, November 4, 2017, 9:00 a.m. – Greenfield Park Grand Opening

Monday, November 6, 2017, 5:15 p.m. – Study Session

Monday, November 6, 2017, 5:45 p.m. – Regular Council Meeting

6. Adjournment.

Without objection, the Study Session adjourned at 8:31 a.m.

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JOHN GILES, 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 2<sup>nd</sup> day of November, 2017. 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

js  
(Attachments – 1)



# MESA K-READY PROPOSAL

CITY COUNCIL, NOVEMBER 2, 2017

## **Presenters:**

Natalie Lewis, Deputy City Manager

Jaye O'Donnell, Assistant Economic Development Director

Dr. Dawn Foley, MPS Director of Teaching & Learning

# PURPOSE

- This spring, Council appropriated \$60,000 of A Better Community (ABC) utility contributions that are part of the Human Services Funds.
- Previous Council direction: Come back to Council with a plan.
- **Today, we return with a plan for a path forward.**

# HISTORY AND BACKGROUND

**It's been an  
intentional  
journey to find  
the right  
solution for  
Mesa.**





# COMMUNITY-BASED TEAM

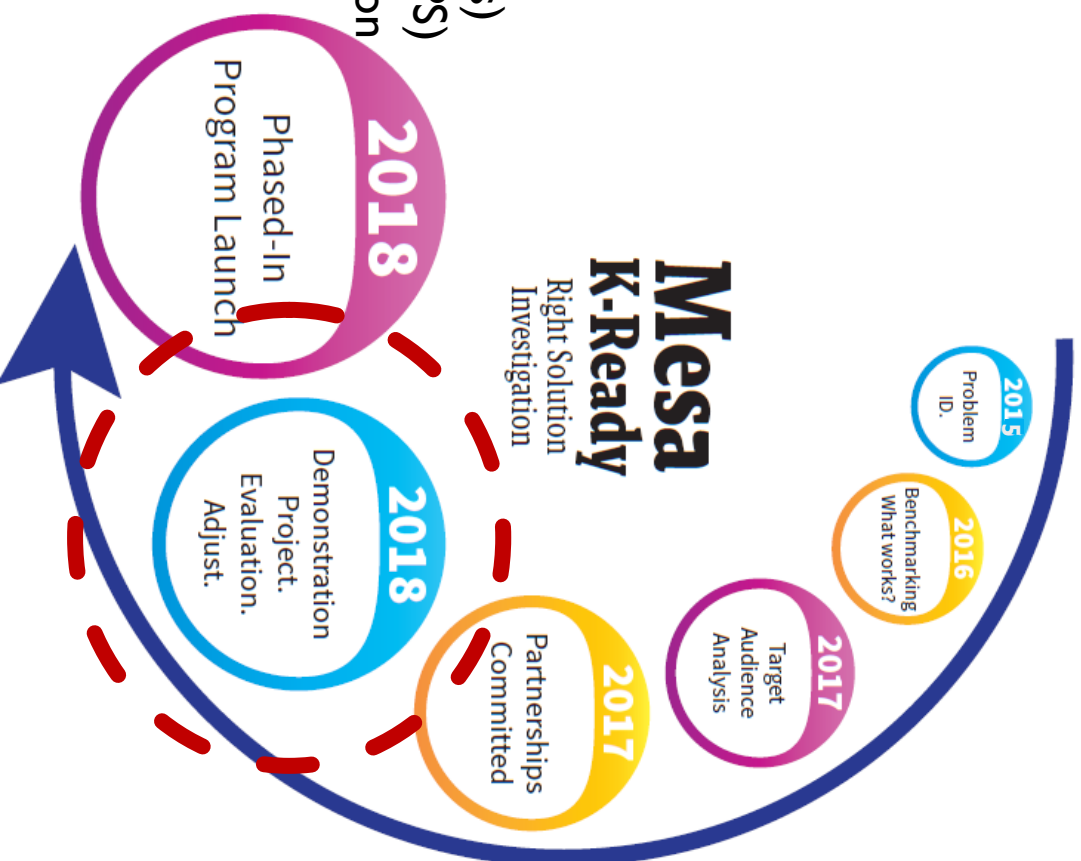
Finding the right expertise and ensuring long-term sustainability.



# PROPOSAL

## Jan-May 2018 Pilot Program:

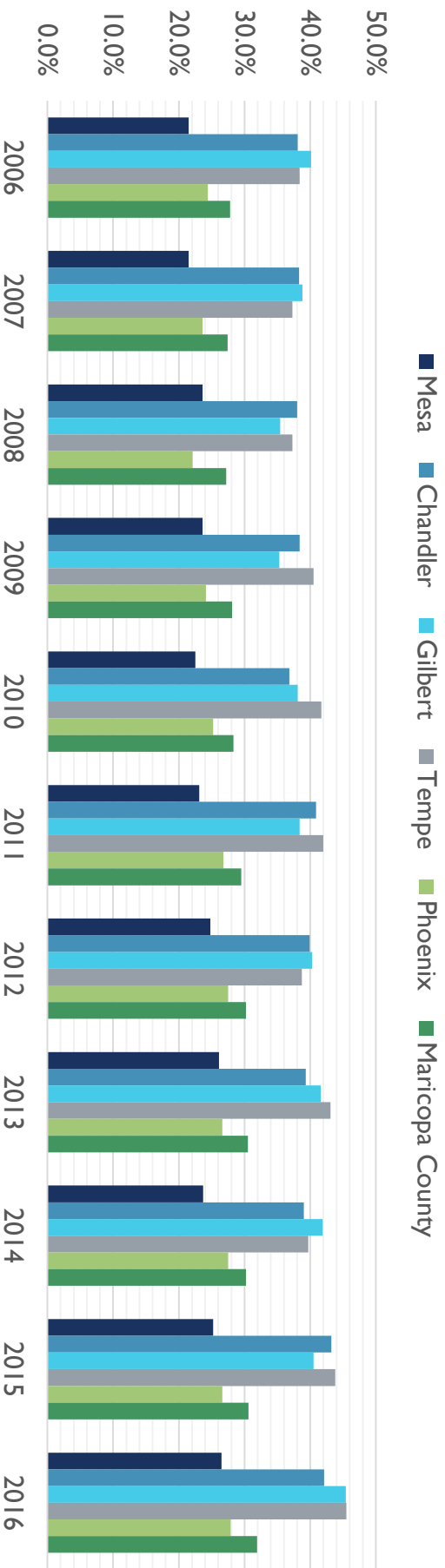
- 50 Families (at or below federal poverty)
- Recruited by MPS, other Team Members
- Pre-loaded devices. WIFI. (T-Mobile)
- Existing library software. (Miss Humblebees)
- Pre- and Post-Assessments (Created by MPS)
- Full-time professional to lead implementation
- Mentors (experienced teachers)
- 10 enrichment experiences (existing City programs)
- Nutritious food supplies (Food Banks)
- Full program fundraising (Leadership)





# WHERE WE ARE TODAY.

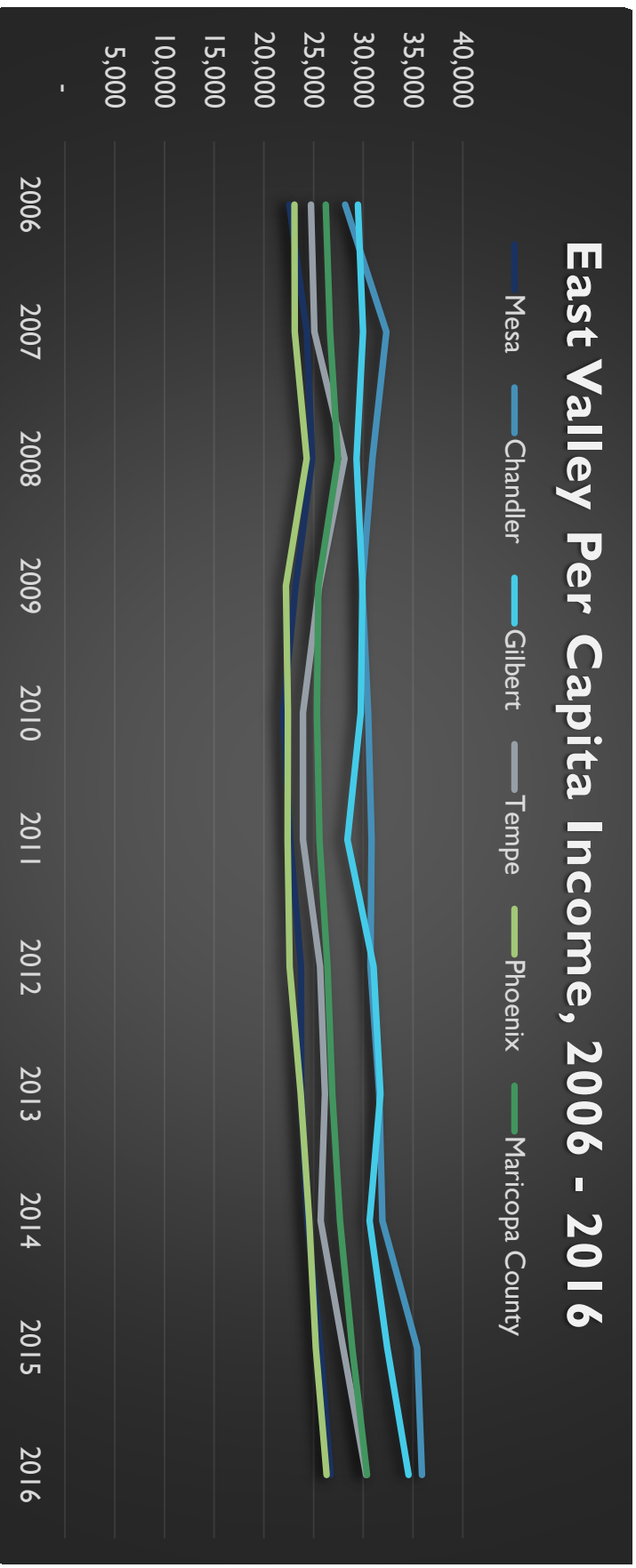
## Percentage of Population Over 25 with a Bachelor Degree or Higher, 2006-2016



Source: U.S. Census Bureau, 2006-2016 American Community Survey



# WHERE WE ARE TODAY.



Source: U.S. Census Bureau, 2006-2016 American Community Survey

# MEASURING SUCCESS- EVIDENCE & GOALS

## SHORT-TERM (YEARS 0-5)

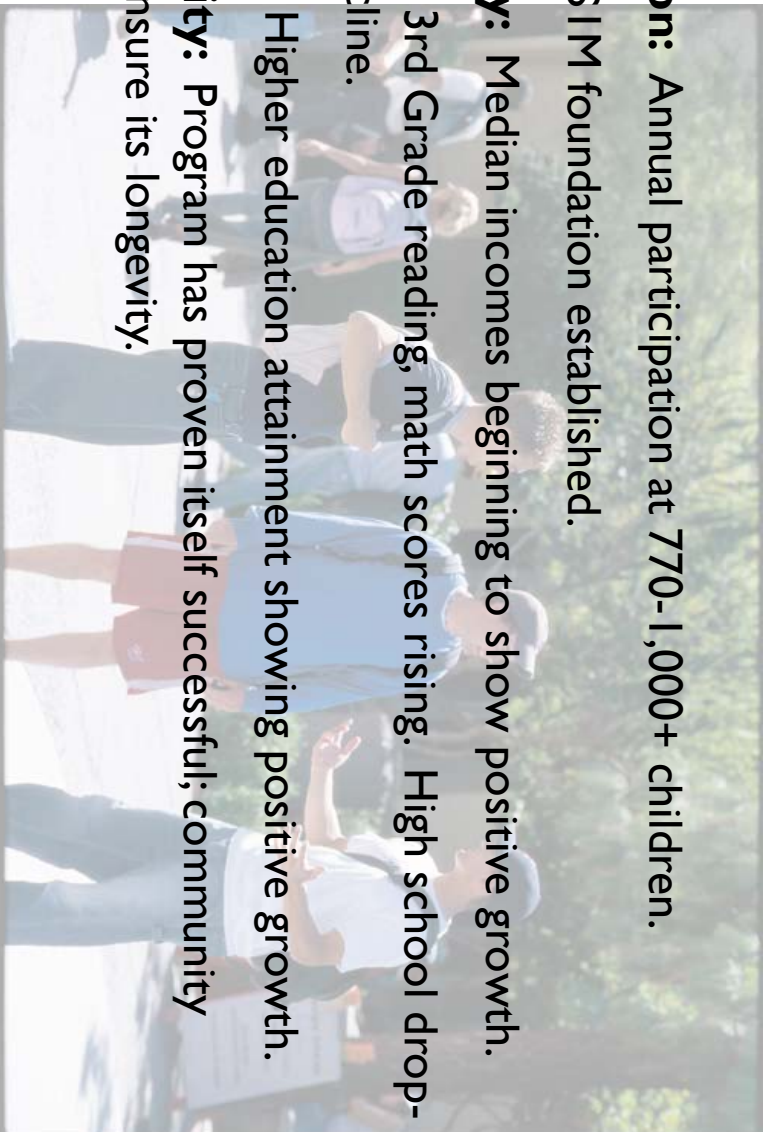
- ❑ **Assessments:** Pre- and Post-Assessment Scores for students and parents.
- ❑ **Readiness:** Annual DIBELS percentage improvements; and by end of Year 5, 50%+ of Mesa's Kindergarteners score above DIBELS benchmark.
- ❑ **Overall participation:** 36% to 50% Mesa's children with early childhood education/enrichment.
- ❑ **Downloads:** Number of Households downloading Miss Humblebees grows annually.
- ❑ **Exposure:** Existing programs see participation increases.



# MEASURING SUCCESS - EVIDENCE & GOALS

## LONG-TERM (YEARS 5+)

- ❑ **Participation:** Annual participation at 770-1,000+ children.
- ❑ **Financial:** \$1M foundation established.
- ❑ **Community:** Median incomes beginning to show positive growth.
- ❑ **Education:** 3rd Grade reading, math scores rising. High school drop-out rates decline.
- ❑ **Higher Ed:** Higher education attainment showing positive growth.
- ❑ **Sustainability:** Program has proven itself successful; community support to ensure its longevity.



# PATH FORWARD

- Mesa K-Ready— a strong start concept
- Financially scalable approach to early learning and enrichment
- Community-owned and managed
- High-tech and high-touch components
- **Focus on helping families to help their children escape the cycle of poverty through an early learning strong start.**

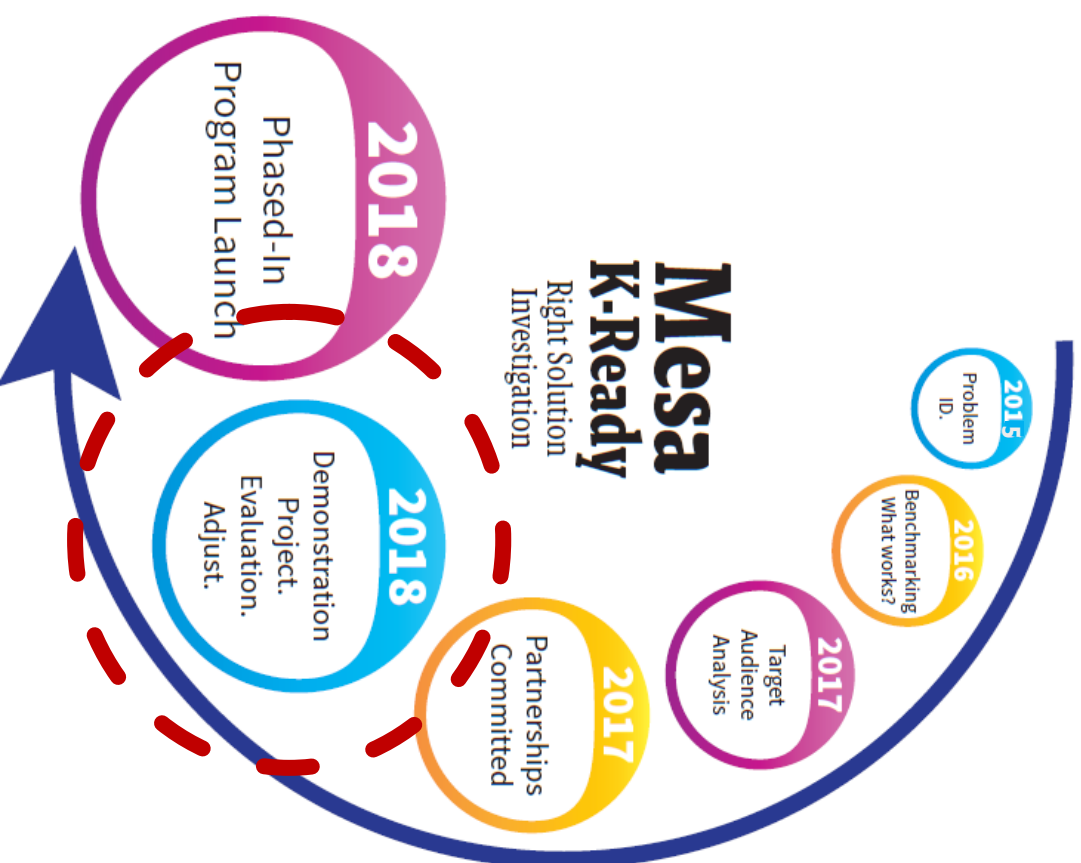
# PATH FORWARD

## June-August 2018:

- Program Re-Evaluation & Council update
- Fine tuning program with a plan to scale the program.
- How to scale
- Phased-in full scale program: Fall 2018

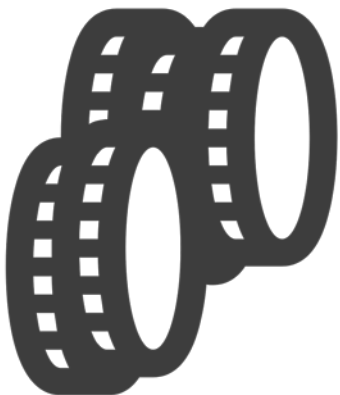
## Benefits for all Mesa families:

- Library software Miss Humblebee's Academy – available NOW to all Mesa residents with a library card.

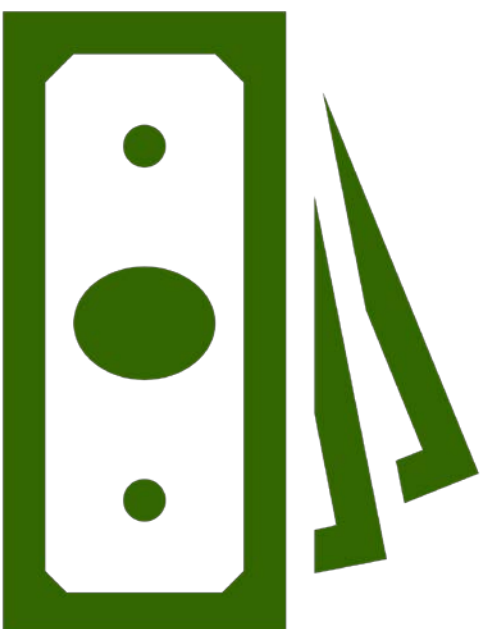




# PATH FORWARD - FUNDING



**Was \$60k**



**Now \$130k**

# DIRECTION NEEDED

- **Seeking Council concurrence to move forward with the Mesa K-Ready Pilot Program.**





# MESA K-READY PROPOSAL

CITY COUNCIL, NOVEMBER 2, 2017

# QUESTIONS. DIRECTION.



# MESA K-READY PROPOSAL

CITY COUNCIL, NOVEMBER 2, 2017

# BACKGROUND

# HISTORY. BACKGROUND. NATIONWIDE BEST PRACTICES.

- **Boston Thrive in 5:** Public/Private partnership. Early learning. Screening. Quality/prepared educators.
- **Denver Pre-School:** \$.12 sales tax; improving pre-school program quality; tuition assistance.
- **First 5 San Francisco:** Statewide program, administered by County. \$.50 tobacco tax. Provides pre-school for all via scholarships and teacher professional training, family resource centers.
- **Hartford Blueprint:** 0 to 5. Newborn screenings; neighborhood-based supports; childcare and early ED; transition preschool to Kindergarten; Educational excellence; Universal access to primary healthcare.

# HISTORY. BACKGROUND. NATIONWIDE BEST PRACTICES.

- **Smart Start San Jose:** Provides funds for capital improvements & ED equipment. Providers must meet quality standards. CDBG and philanthropic organizations.
- **Seattle Pre-School:** Funded by property tax levy. Pre-k to 3- and 4-year-olds, with costs scaled based on household income. Providers required to adopt an approved curriculum and receive professional development.
- **Educare Tulsa:** Public-private funding from federal, state and philanthropic. 0-5 focus. Provides funding to local agencies who provide early childhood education, parent-child interactions for families not enrolled in pre-k.
- **Pre-K 4 SA:** 1/8 cent sales tax. 2000 seats pre-k each year, including parent engagement classes. \$30m annual cost. State pays \$3800 per child for half-day pre-k.

# HISTORY. BACKGROUND. NATIONWIDE BEST PRACTICES.

- **Tempe PRE:** 15 classrooms in 2017 expanding to 20 in 2018. At or below 200 percent poverty level. Use existing Tempe Public School buildings. \$3M/year
- **Upstart Utah:** Funded by the State. K-readiness program using technology and mentors. 20% of Utah's 4-year-olds participate. 30% seats available to low-income families.

# WHERE WE ARE TODAY.

**More than  
1 in 4  
(26.5%)** Of Mesa's children under 5 living at or below federal poverty levels.

Child poverty increases the risk of unemployment and adult poverty



By age 4 poor children have heard 30 million fewer words than well-off children



Poor children are more likely to be hungry and less likely to have affordable quality health coverage



Poor children are less likely to graduate from high school

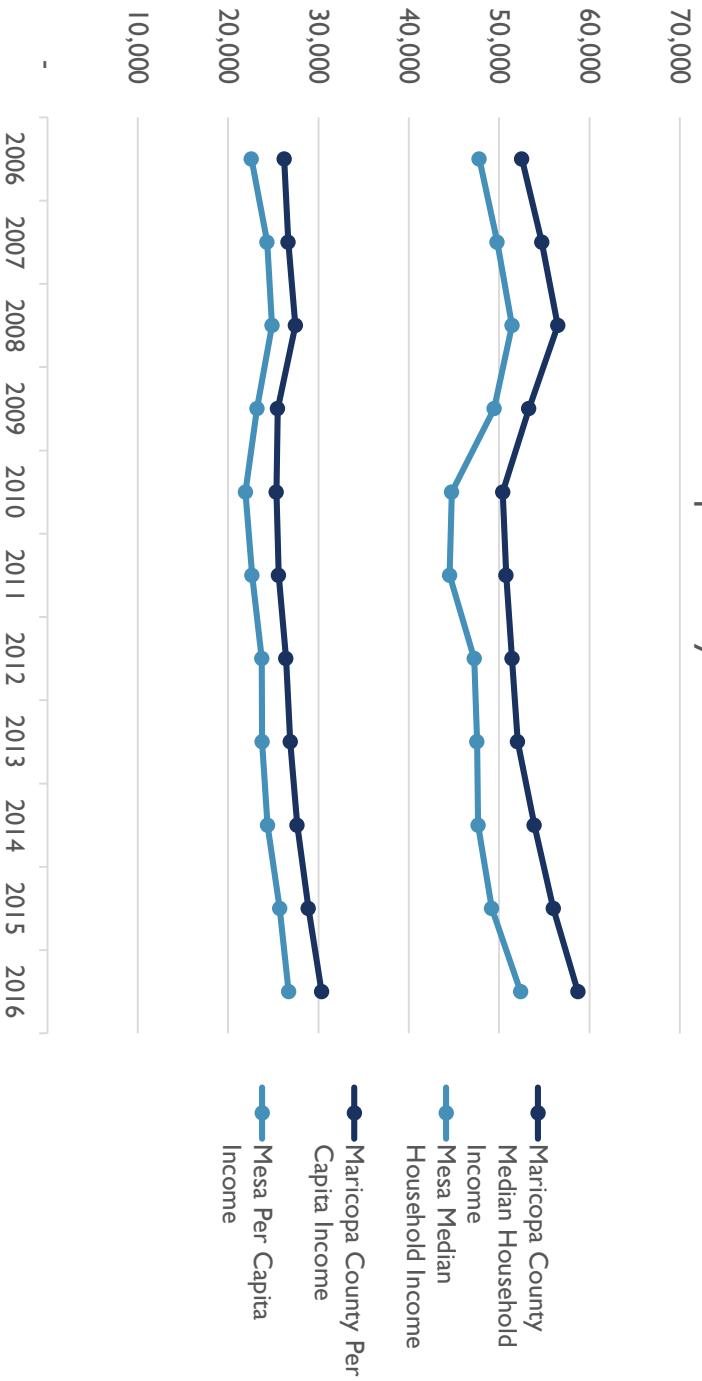






# WHERE WE ARE TODAY.

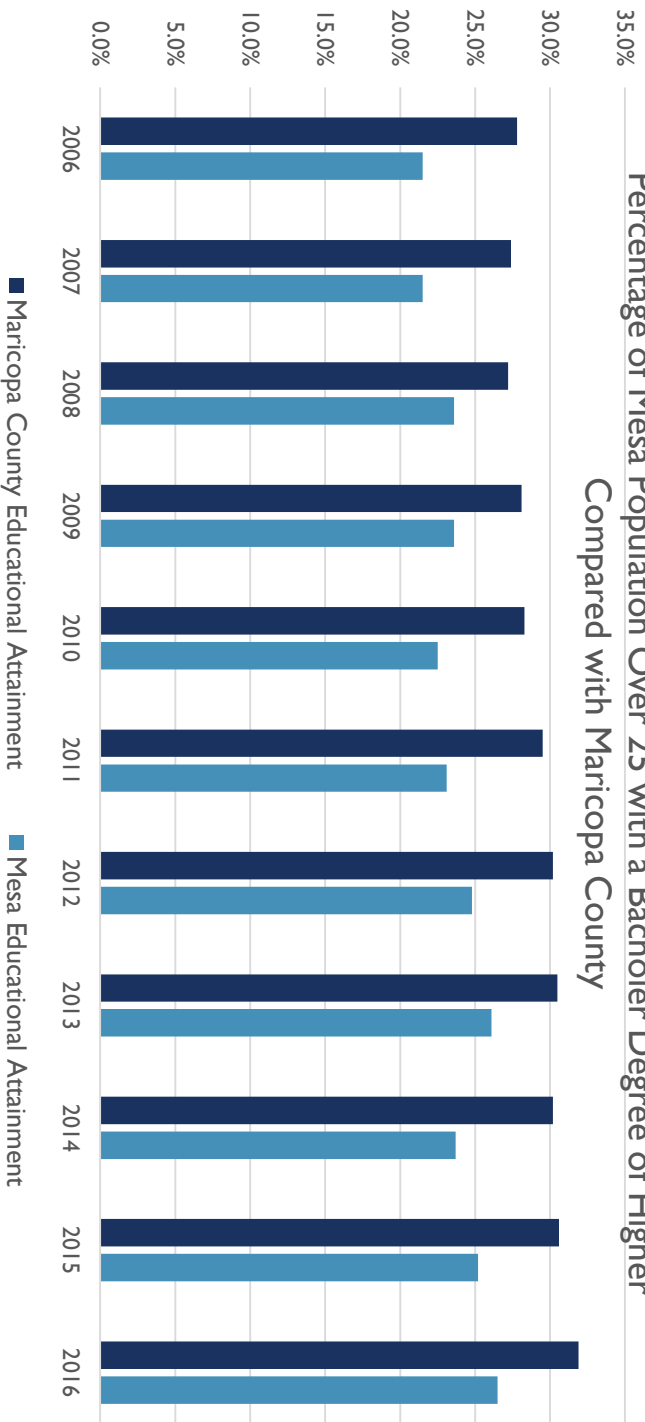
Maricopa County VS Mesa Income Levels

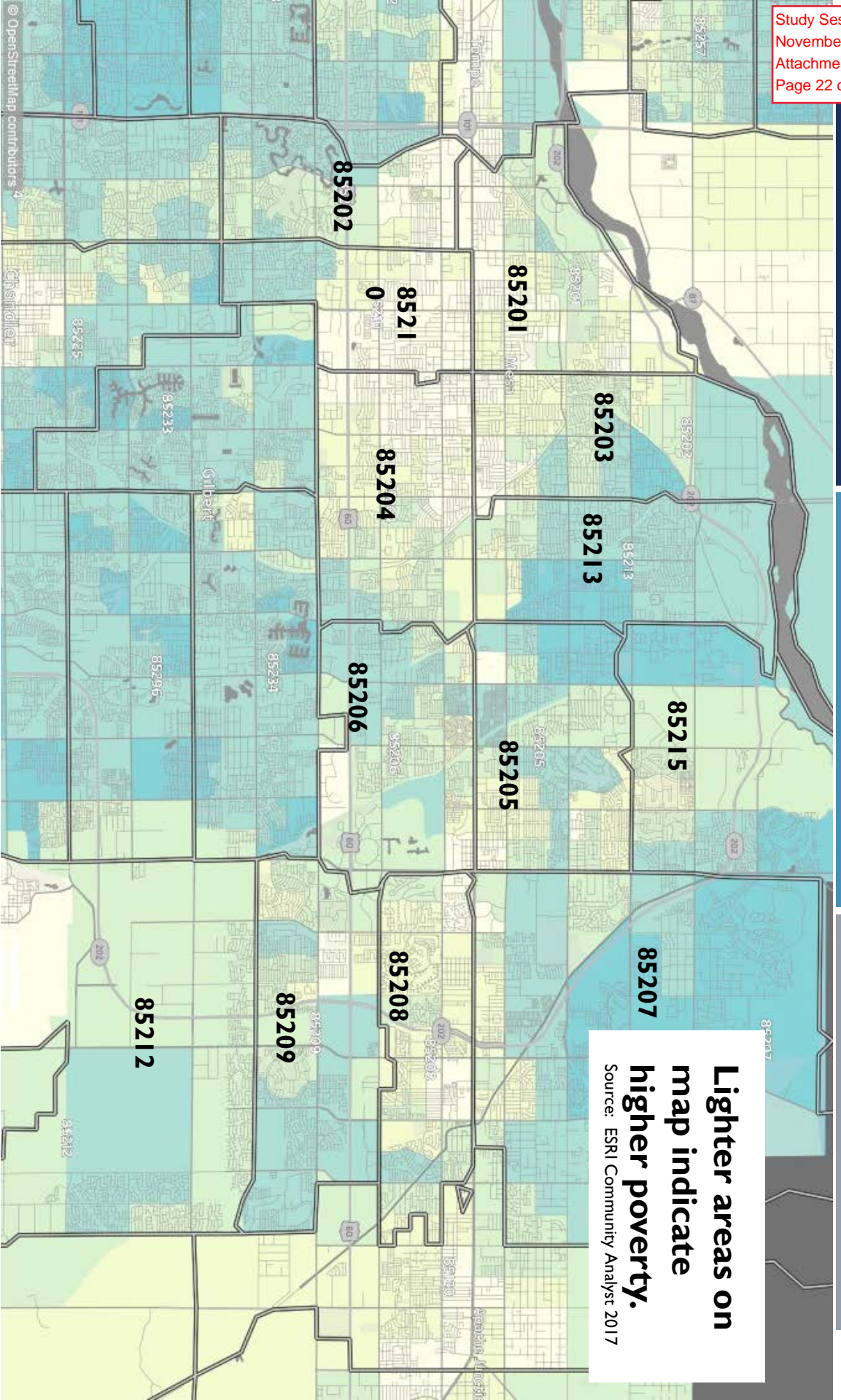




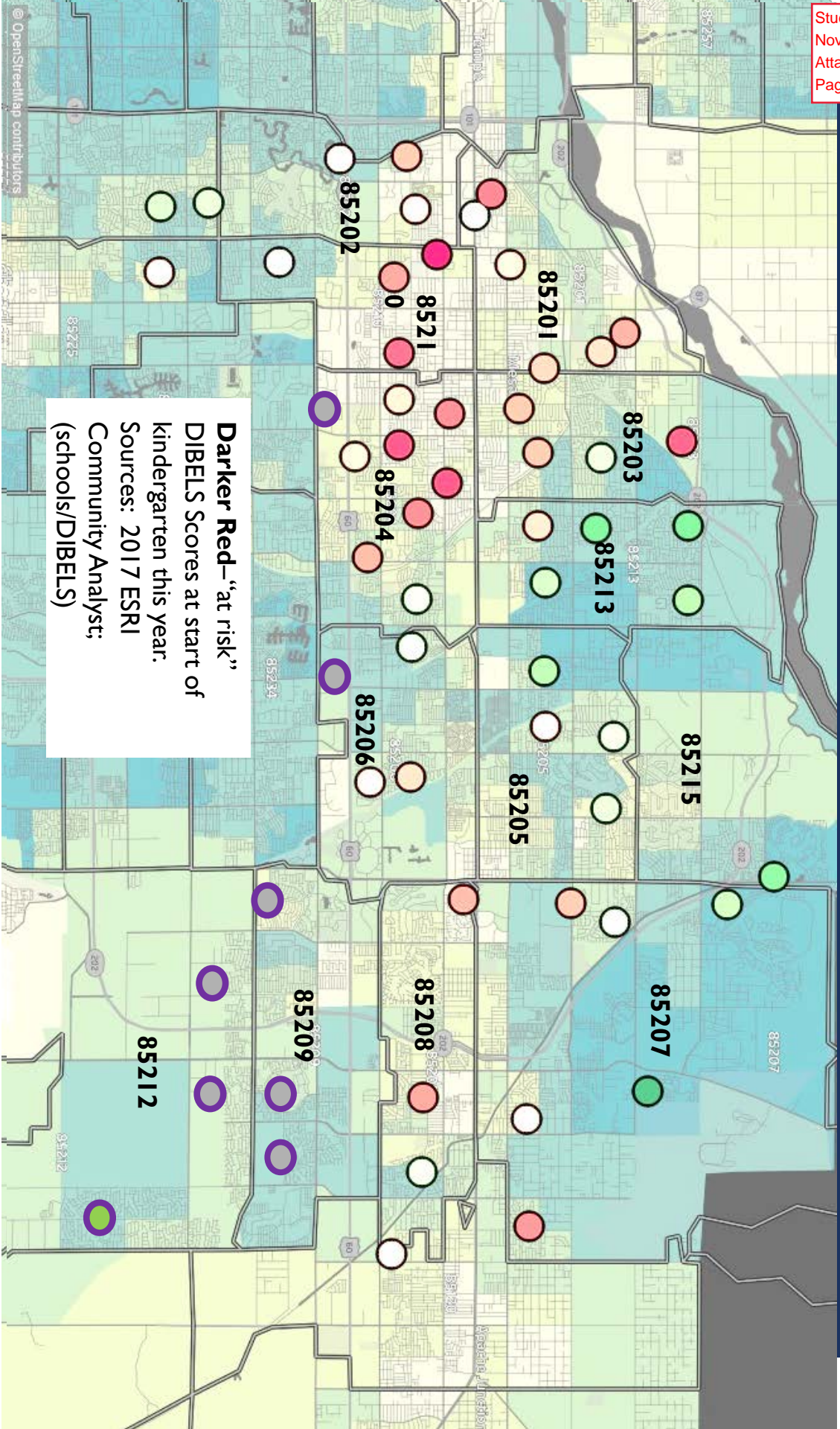
# WHERE WE ARE TODAY.

Percentage of Mesa Population Over 25 with a Bachelor Degree of Higher  
Compared with Maricopa County





**Lighter areas on  
map indicate  
higher poverty.**  
Source: ESRI Community Analyst 2017

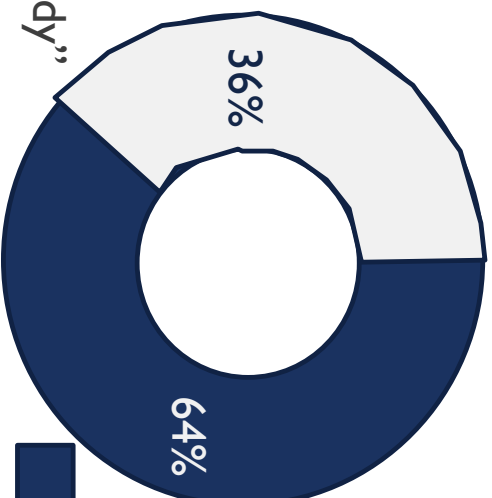


**Darker Red - "at risk"**  
DIBELS Scores at start of  
kindergarten this year.  
Sources: 2017 ESRI  
Community Analyst;  
(schools/DIBELS)



# WHERE WE ARE TODAY.

“An increasing number of Mesa’s children are arriving to Kindergarten unprepared and behind their peers,” MPS Superintendent Mike Cowan.



Above Benchmark “ready”



Below Benchmark “at risk”

Source: Mesa Public Schools District, Fall 2017 Kindergarten, Average of All District DIBELS Composite Scores

# WHERE WE ARE TODAY.

**90** Of child's brain develops  
before age 5.

**48,525** children are under 3 years old and

**10,923** are 3 and 4 years old in Mesa



Source: U.S. Census Bureau, 2015 American Community Survey 1-Year Estimates

# WHERE WE ARE TODAY.

Census estimate of three- and four-year-olds in Mesa.

**11,000 (2015 census est.)**

Assume 50% are 4

**5,500**

50% of 5,500

**2,750**

Assume 36% of 4-yr-olds already have access to early learning.

**1,980**

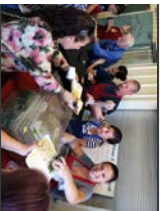
Gap to achieve 50% participation

**770 (Approx. Goal = 1,000)**

# WHERE WE WANT TO GO.

## INCREASED:

Kindergarten readiness  
Third grade reading scores; Eighth grade math scores.  
High school graduation rates, higher education attainment and median incomes.



## REDUCED:

Early education intervention resources  
Social service needs  
Poverty rates  
Crime



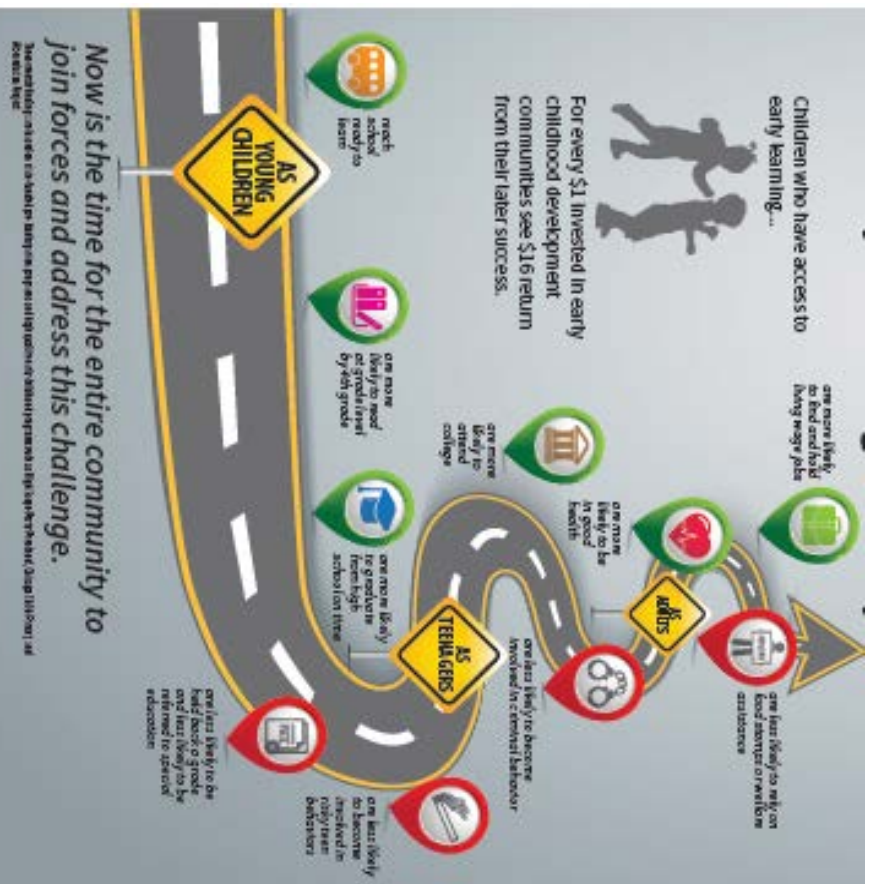
# WHERE WE WANT TO GO.

- ❑ By 2020, two-thirds of AZ jobs will require some post-secondary education or specialized training.
- ❑ How will Mesa compete now and in the future in attracting companies, in attracting high paying jobs?
- ❑ Early Childhood Education and Enrichment is an important component to a comprehensive workforce development strategy.



# WHERE WE WANT TO GO.

**90%**  
Of child's  
brain  
develops  
before age  
**5.**



**Quality Early Learning Leads to a Successful Community and a Strong Economy.**

# PATH FORWARD- CITY'S FOCUS

**Quality Early Learning Leads to a Successful Community and a Strong Economy.**



**By 2020, two-thirds of jobs will require degree or specialized training.**

**Mesa K-Ready**

**Mesa Counts on College**