

COMMUNITY & CULTURAL DEVELOPMENT COMMITTEE

October 30, 2012

The Community & Cultural Development Committee of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on October 30, 2012 at 7:31 a.m.

COMMITTEE PRESENT

Dave Richins, Chairman
Christopher Glover

COMMITTEE ABSENT

Scott Somers

STAFF PRESENT

Natalie Lewis
Alfred Smith

Chairman Richins excused Committee Member Somers from the entire meeting.

(Items on the agenda were discussed out of order, but for purposes of clarity will remain as listed on the agenda.)

1. Items from citizens present.

There were no items from citizens present.

2-a. Hear a presentation, discuss and provide direction on the Public Alley Gating options.

Real Estate Services Administrator Kim Fallbeck, introduced Deputy Transportation Director Lenny Hulme, Neighborhood Outreach Coordinator Cynthia Garza, and Neighborhood Outreach Coordinator Lindsey Balinkie who were prepared to address the Committee.

Ms. Fallbeck provided brief background information regarding the 96 miles of public alleys in Mesa that were originally designed to provide access for trash collection and public utilities. She advised that in 2002 the City switched to curbside trash collection and the alleys are now primarily used as utility easements for irrigation, sewer, electric, cable and telephone services. **(See Page 2 of Attachment 1)**

Ms. Fallbeck discussed the current neighborhood alley abandonment process that requires 100% of the adjacent property owners to demonstrate their support for the abandonment/property transfer by signing a petition. She said that the alley abandonment process must be approved by the City Council before the Transportation Department can install gates and locks. Ms. Fallbeck advised that the neighborhood is responsible for the long-term maintenance of the gates and locks. She noted, however, that the City is often called upon when gates are damaged or locks are missing. (See Page 3 of Attachment 1)

Ms. Fallbeck reported that since 1953 approximately 167 alley abandonments have been approved. She said that Real Estate Services receives 10 to 15 inquires related to alley abandonment each year, and of those inquires only 3 or 4 will actually meet the requirements. She pointed out that gating alleys can reduce illegal dumping, restrict unauthorized pedestrians and vehicle traffic and reduce crime. (See Page 4 of Attachment 1)

Ms. Fallbeck indicated that the petition process can be laborious and that obtaining signatures on rental/foreclosed properties can often delay or prevent the process altogether. She also said that some residents have concerns regarding the transfer of the property and the possibility that their taxes could be increased if their lot size is changed.

In response to a question from Chairperson Richins, Ms. Fallbeck explained that property owners are instructed not to move their fence to encompass the additional square footage since utility companies will still need access to the alley. In addition, she said that some homeowners have backyard gates that would still need to be accessible. She described an incident where a homeowner had removed their fence and in doing so created a hardship for the adjacent property owners, who were unable to maneuver their trailers out of their backyard gates.

Ms. Fallbeck advised that when neighborhoods have an issue regarding the private use of an abandoned alley the City is expected to intervene and resolve the issue, when in reality the City no longer owns the abandoned property. She said that staff recently received an updated legal opinion from the City Attorney's Office that indicates that the City Council can consider gating alleys without requiring a formal abandonment. She noted that based on this new legal opinion, the Council in 2012, took action and gated five public alleys on Mesa Drive. (See Page 5 and 6 of Attachment 1)

Ms. Fallbeck outlined the proposed changes to the public alley gating process as follows:

- Gate public alleys
- Public right-of-ways will no longer be deeded back to the homeowner
- Petition process will be eliminated
- Homeowners will be notified of the gating process and gate keys will be distributed
- City will maintain the right to enforce the maintenance and upkeep of the property through code enforcement

Ms. Fallbeck explained that the abandonment process will remain an option for special circumstances as deemed necessary by Real Estate Services. She stated that if in the future it is determined that there are significant problems associated with the gates the City can remove them at any time.

In response to a question from Chairperson Richins, Ms. Fallbeck explained that once an alley is gated, "No Trespassing" signs are placed on the gates and anyone who does not have permission to be in the alley could be cited by the Mesa Police Department.

Ms. Fallbeck indicated that some disputes between neighbors regarding the private use of an abandoned alley could be eliminated by gating the alleys. She also said that the Transportation Department would administer the gate installation contracts and that Neighborhood Outreach would facilitate and educate the residents throughout the alley access change process.

Ms. Fallbeck stated that staff is recommending the use of chain link gates since they are the most durable and cost efficient. She advised that staff is also considering green chain link which is more aesthetically pleasing and will match the standard green used throughout the City. She noted that wrought iron gates are considered to be high maintenance and cost prohibitive. (See Page 10 of Attachment 1)

Responding to a question from Chairperson Richins, Mr. Hulme explained that if a neighborhood preferred a wrought iron gate the residents would be required to cover the cost difference of the more expensive gate. He indicated that the chain link gates would be 6 feet high in order to match the existing block fences.

Ms. Fallbeck briefly reviewed the costs of the various types of gates as follows:

- (2) Chain link gates with locks and keys – \$2,250.00
- (2) PVC coated Chain link gates with locks and keys – \$2,650.00
- (2) Wrought iron gates with locks and keys – \$3,200.00

Ms. Fallbeck discussed alley access change Option 1 which would be to gate problematic alleys on a request basis. She said that the Transportation Department currently has \$20,000 budgeted for alley gating that would cover the cost of gating seven to nine alleys per year using green chain link gates, or ten to fifteen alleys using regular chain link gates.

Ms. Fallbeck advised that staff is recommending that the \$20,000 budget for this fiscal year be invested in the project and staff will reassess the ongoing costs during the 2013/14 budget reviews. She said that currently there are 47 alleys on the Neighborhood Outreach gating request list and that priority would be given to those alleys that have already been brought forward by complaints from residents. (See Page 13 and 14 of Attachment 1)

Ms. Fallbeck explained that Option 1 would allow the City to assist residents in a systematic manner without overburdening staff or requiring a significant amount of funding. She noted that an option to “abandon” the alleys will still be available in unique circumstances.

Discussion ensued relative to the alley gating waiting list and whether a neighborhood could advance the cost of the gate and be reimbursed by the City if they did not want to wait for their alley to be gated.

Mr. Hulme indicated that staff would research an option that would allow neighborhoods to be reimbursed for the cost of gating the alleys themselves.

Ms. Fallbeck indicated that Option 2 would consist of the following three phases:

- Phase 1: Gate the problematic alleys requested by residents in Option 1
- Phase 2: Gate all other problematic alleys identified by Transportation, Mesa Police Department, Code Compliance and Neighborhood Outreach
- Phase 3: Gate all remaining alleys throughout the City in a multi-year approach

Ms. Fallbeck explained that an opt-out option would exist for alleys that would not benefit from or qualify to be gated. She noted that Option 2 would also require that additional funding allocations be made to the Transportation Department and could take several years to complete. (See Page 15 of Attachment 1)

Ms. Fallbeck advised that the fiscal impact of the alley access change process will vary depending on the option selected. She said that it would be possible to make changes to the process without allocating new funds to the program, however, only a limited number of alleys could be gated utilizing the existing Transportation budget. She said that staff may recommend an increase in FY 2013/14 since the existing funds will not be sufficient in meeting the need to gate all alleys on a complaint or a Citywide basis. (See Page 16 of Attachment 1)

Committeemember Glover expressed his support for Option 1.

Chairperson Richins stated that it was the consensus of the Committee that Public Alley Gating Option 1 be forwarded to the Council for further discussion and action.

Assistant to the City Manager Natalie Lewis clarified that the direction of the Committee is for Public Alley Gating Option 1 (gating alleys on a request basis) to be forward on to the full Council for consideration and action. She noted that staff will also obtain additional information and/or options for neighborhoods that do not want to wait for the City to gate their alley.

Chairperson Richins thanked staff for their efforts.

2-b. Hear a presentation, discuss and provide direction on the FY2011/12 West Mesa Community Development Corporation's annual report.

Cynthia Dunham, Executive Director of the West Mesa Community Development Corporation (WMCDC) displayed a PowerPoint presentation (**See Attachment 3**) and explained that the WMCDC is a non-profit organization that focuses on the needs of the community, specifically the geographic area west of Gilbert Road. (See Page 2 of Attachment 3)

Ms. Dunham displayed a list of the WMCDC Board of Directors whose mission, is to positively impact the economic growth and commercial/residential revitalization and development of the community. (See Pages 3, 4 and 5 of Attachment 3) She said that with regards to economic development the WMCDC provides the following:

- Business façade/signage improvement grants
- Special events support
- New business support
- Business education
- Transportation planning

Ms. Dunham stated that the WMCDC along with the Local Initiatives Support Corporation (LISC) and State Farm, are the proud sponsors of 2nd Friday Night Out and Main Street Holiday Lights. She referred the Committee to the Community Development Block Grant (CDBG) Economic Development Scorecard which illustrates the number of jobs that have been created by the various projects that have been completed. She noted that one of the largest projects completed

was the Step Up School (formerly the Washington Activity Center) that opened in July 2012. (See Page 6 and 7 of Attachment 3)

Responding to a question from Chairperson Richins, Ms. Dunham estimated that a total of 20 people are currently employed at the Step Up School and that five or six low to moderate income jobs were created. She added that there is a waiting list to get into the school and, therefore, she anticipates that even more jobs will be created.

Chairperson Richins remarked on the dramatic transformation that has occurred at the school which he said was like upgrading from “macaroni and glue art projects” to iPads.

Ms. Dunham reported that Edu-prize has invested \$400,000 of their own funds into the school. She indicated that some residents who were once skeptical about the school coming into the neighborhood have commented on how happy and engaged the children are.

Ms. Dunham added that the WMCDC has provided Storefront and Backdoor Grants that have been used to improve the facades of the businesses along Main Street. She displayed a series of photographs of the businesses that were awarded grants in 2011/2012 and described the improvements that were made using those funds. She noted that the maximum grant awards are equal to or less than \$7,000. (See Pages 9 and 10 of Attachment 3)

Ms. Dunham stated that the WMCDC also assists in neighborhood revitalization activities such as:

- Neighborhood Strategic Planning
- Community Compliance
- Crime and Safety Education
- Neighborhood Events
- Transportation Planning

Ms. Dunham referred the Committee to the CDBG Community Compliance Scorecard and said the WMCDC handled the “soft side” of code compliance. She said that when problems are identified, residents are contacted, and if they are not capable of correcting the problems themselves, the WMCDC will create a service project to assist them.

Ms. Dunham advised that code compliance through the WMCDC is handled by one individual, however, this year funding will be requested for an additional compliance position. She noted that the cost for one WMCDC community compliance person is one-third of the cost of a regular full-time employee.

Ms. Dunham reported that the WMCDC works with the Mesa Police Department to organize Block Watch programs, community safety meetings, and provide education on the Tri-Star program. She also advised that in cooperation with the Building Strong Neighborhoods, the WMCDC has created a Neighborhood Academy. Ms. Dunham concluded her presentation by displaying a list of WMCDC supporters and thanked the City of Mesa. (See Pages 15, 16 and 17 of Attachment 3)

Committee Member Glover thanked Ms. Dunham and her staff for their efforts and said that it is great to see the transformation that is taking place in downtown Mesa.

Chairperson Richins expressed his appreciation for Ms. Dunham and the WMCDC partners who have contributed to the remarkable changes in downtown Mesa.

2-c. Hear a presentation, discuss and provide direction on an overview of the City of Phoenix Tree and Shade program.

Richard Atkins, Forestry Supervisor for the City of Phoenix, displayed a PowerPoint presentation (**See Attachment 2**) and provided brief background information regarding the Phoenix Tree and Shade Master Plan that was adopted by the Phoenix City Council in 2010. He explained that trees are a low risk, high-yield investment for the community and that for every medium-sized tree planted there is a \$2.23 return on investment.

Mr. Atkins briefly touched upon some of the benefits of trees such as:

- Improve air quality (carbon sequestration)
- Improve water quality (storm runoff)
- Improve energy costs
- Improve property values
- Increase business
- Improve community safety and livability standards

Mr. Atkins referred the Committee to a series of photographs that illustrated some of the problems that the City of Phoenix has experienced when trees were not planted correctly or were not a sustainable species. He stated that the Tree and Shade Program focuses on placing the right type of tree in the right location. (See Pages 10 through 14 of Attachment 2)

Mr. Atkins explained that poor planting choices can lead to costly problems in later years. He said that expenses associated with maintenance, removal and replacement can be avoided if the right species is planted.

In response to a question from Chairman Richins, Mr. Atkins explained that the City of Phoenix is currently in the process of changing their design standards. He said that a list of trees that meet the City's protocol and design practices is being utilized in the downtown area and along the light rail. He noted that the number and types of trees that will be planted will depend on the site usage.

Mr. Atkins discussed the Tree and Shade Program's vision to achieve an average of 25% canopy coverage in the City of Phoenix. He said that currently the City is at approximately 11% or 12% canopy coverage.

Mr. Atkins briefly reviewed the main objectives of the Tree and Shade Program as follows:

- Raise awareness: citizen/homeowner workshops, in-house training for staff, volunteer partnership program, various planting programs
- Preserve, protect, increase: complete tree inventory
- Sustainable, maintainable, infrastructure

Mr. Atkins displayed an inventory of the top ten trees currently planted in Phoenix and said that a total of nearly 105,000 species of trees have been identified. He noted that “vacant space” represents spaces where at one time there had been a tree and for reasons such as storm damage, design, etc., it was removed and never replaced. (See Page 25 of Attachment 2)

Mr. Atkins said that the National Tree Benefit Calculator can attach a dollar value to all the benefits trees provide to the community. He indicated that a cost/benefit analysis will be conducted on the City’s streetscapes to determine the total annual benefits and costs of public trees. Mr. Atkins reported that the City of Phoenix has been a Tree City USA for 26 years (See Pages 27, 28 and 29 of Attachment 2) and he briefly outlined some tree valuation examples as follows:

- 10,000 trees in street landscapes/medians: appraised value of \$5.4 million
- 1,760 trees in Encanto Park: appraised value of \$6.1 million, \$75,700 annual benefit
- 71,750 trees in street landscape and parks: \$9.4 million annual benefit to the community

Mr. Atkins displayed a budget comparison that illustrated what some Arizona cities are spending per capita on urban forests and tree/park maintenance programs. He advised that the City’s ordinances are currently being reviewed and enhanced in order to make them more enforceable. (See Page 30 and 31 of Attachment 2)

Mr. Atkins also displayed a map that illustrated the federally funded “Reinvent Phoenix” project along the light rail. He said that the project will use the components of the Tree and Shade Master Plan to emphasize the importance of urban forests and neighborhood economic development along the light rail system. Mr. Atkins also recognized the partners that have worked together to obtain a more sustainable development in the Valley of the Sun. (See Pages 32 and 34 of Attachment 2)

Deputy Transportation Director Lenny Hulme stated that staff is reviewing the designs and developing a list of trees that do not require a lot of pruning. He added that staff recommends trees that provide the necessary shade and are easy to maintain. He noted that currently the City does not have a budget that covers the maintenance of trees.

Chairperson Richins thanked Mr. Atkins for the presentation and remarked that it is expensive to replace trees. He requested that staff review the City of Phoenix’s Tree and Shade Master Plan and compare it to Mesa’s practices.

Utility Conservation Specialist Donna DiFrancesco reported that 2012 would be Mesa’s third year to receive a Tree City USA designation. She indicated that the City is now removing more trees than it is planting and that it was time for the City to make trees a priority.

Chairperson Richins commented that when trees are planted as part of a project they sometimes end up being removed when they start to block signs. He said that it is important for the City to have a plan in place that addresses the replacement of trees.

Landscape Architect Steve Stettler expressed support for many of the ideas that were presented. He pointed out that many of the businesses on Main Street, such as Milano's, have had the trees removed from in front of their buildings. He expressed his support for the idea of planting the right tree in the right place and reducing the cost of maintenance.

Discussion ensued relative to the appropriate planting of trees and landscape maintenance.

Lead Contract Specialist Jonathan Arnold addressed the Committee and said that he had a specific budget for maintaining the Transportation Department's inventory of trees and that his inventory increases when new streetscapes or park-and-rides are installed. He indicated that his budget would not cover the expenses associated with the removal and replacement of trees.

Mr. Hulme commented that trees in many of the older neighborhoods had been planted incorrectly and it would be expensive to have them removed.

Chairman Richins remarked that the deterioration of neighborhoods begins when trees are not maintained and have to be removed. He added that the City should become more cognizant regarding the removal of trees.

Mr. Stettler reported that during last summer's microburst the City lost 80 trees. He said that before planting any trees the following objectives should be considered:

- Planting the right species
- Use of ground cover
- Number of trees that are planted in one area
- Passive solar design
- Utilizing trees to shade buildings

Chairman Richins thanked staff for their comments.

3. Adjournment.

Without objection, the Community & Cultural Development Committee meeting adjourned at 8:39 a.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Community & Cultural Development Committee meeting of the City of Mesa, Arizona, held on the 30th day of October, 2012. I further certify that the meeting was duly called and held and that a quorum was present.

LINDA CROCKER, CITY CLERK

bdw
(attachments – 3)



Community and Cultural Development Committee Report

Alley Gating



History

- Mesa has approximately 96 miles of alleys
- Alleys originally designed for installation of public utilities and trash pickup
- In 2002, trash services moved from alleys to curbside
- Remaining use for alleys is to provide utility easements such as irrigation, sewer, electric, cable and telephone



History

Current neighborhood alley abandonment process:

- Initiated by neighborhood
- 100% of adjacent owners must sign a petition agreeing to the abandonment/property transfer
- Requires formal Council approval by resolution
- When approved, the Transportation Department installs gates and locks
- Long-term gate and lock maintenance is the neighborhood's responsibility, however the city is often called on when gates are damaged or locks are missing



History

- Since 1953, approximately 167 alley abandonments requests have been approved
- There are approximately 10-15 alley abandonment inquiries annually
- An average of 3-4 of those inquiries are able to meet the current requirements and have their alley gated
- The majority of completed alley abandonments have been successful and without incident
- Gating alleys reduces illegal dumping, restricts unauthorized pedestrian and vehicle traffic, and reduces crime



History

- The current petition process is laborious
- Gathering required signatures from rental/foreclosed properties often delays the process by 12-24 months or prevents it all together
- Concerns voiced regarding transfer of property and possible property tax increases for homeowners
- Strain/issues in neighborhoods regarding the private use of an abandoned alley
- Residents expect the City to intervene and resolve the matter, when the City no longer owns the abandoned property



History

- Updated legal opinion is for the City Council to consider gating alleys without requiring a formal abandonment
- In 2012, Council took action to gate 5 public alleys based on the new legal opinion



Alley Access Change Proposal



Alley Access Change Process

- Gate public alleys
- Public rights-of-way remains and are no longer deeded back to homeowners
- Eliminate petition process
- Notify homeowners of the gating process and distribute keys to the gate
- Maintain the right to enforce the maintenance and upkeep of the property through code enforcement



Alley Access Change Process

- The abandonment process remains an option for special circumstances determined by Real Estate Services
- Alley Access Change would be presented to the public as the primary process to gate alleys
- If problems determined with installed gates on a public alley, the City may choose to remove gates at any time
- Eliminate past challenges with residents moving fence lines and disputes between neighbors regarding the private use of an abandoned alley



Alley Access Change Process

- Transportation Department will administer gate installation contracts
- Neighborhood Outreach will educate and facilitate residents through the Alley Access Change Process
- Chain link gates are recommended based on durability, cost effective, and low-maintenance
- Green chain link is being considered as an upgraded standard for new gates
- Green gates are more aesthetically pleasing and match the standard green used throughout City
- Wrought iron gates are cost prohibitive and high-maintenance
-



Alley Access Change Process

Type of Gate	Estimated Cost
Chain link gates (2), locks and keys	\$2,250.00
Chain link gates PVC coated green (2), locks & keys	\$2,650.00
Wrought iron gates (2), locks and keys	\$3,200.00



Alley Access Change Implementation Options



Option 1

Option 1: Gate problematic alleys on request basis

- Gate problematic alleys per neighborhood request and/or when it is determined to be problematic by City staff
- The Transportation Department currently has budgeted \$20,000 for alley gating
- This amount generally covers 7-9 alleys per year with green chain link gates, or 10-15 alleys with regular chain link gates
- Staff recommends investing existing \$20,000 budget for the remainder of this fiscal year and would reassess ongoing costs during the 2013/14 budget reviews
- Priority will be given to those alleys brought forward by resident complaints
- There are currently 47 alleys on the Neighborhood Outreach request list for alley gating



Option 1

Option 1: Gate problematic alleys by request basis

- Option 1 allows the City to assist residents in a systematic way without overloading the City staff, and without adding significant funding to the Transportation budget
- The option to “abandon” alleys will still remain for those unique circumstances in which Real Estate Services deems that as the most prudent approach to gating an alley



Option 2

Option 2: gate alleys citywide

- Phase one: gate problematic alleys mentioned in Option 1 requested by residents
- Phase two: gate all other problematic alleys identified by Transportation, PD, Code and Neighborhood Outreach
- Phase three: gate all remaining alleys throughout the city in a multi-year approach
- An opt-out option would exist for those alleys that would not benefit from, or qualify to be gated
- Option 2 would require additional funding allocations to the Transportation department and may take several years to complete

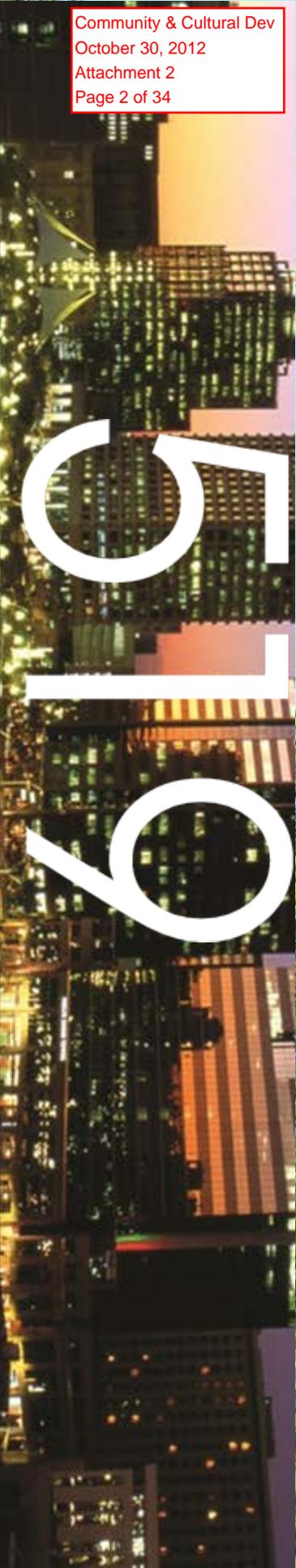


Fiscal Impact

- The fiscal impact of the Alley Access Change Process varies depending on the option chosen
- It is possible to make a change to the process without allocating new funds to the program and continue to gate a limited number of alleys with the existing Transportation budget
- Consideration for an increase in funding for 2013/14 is recommended for the Alley Access Change Process as the existing funding for gating alleys would not be sufficient in meeting the need to gate all alleys on a complaint or citywide basis

The Phoenix Tree and Shade Master Plan

A Program for the Sustainable Management
of the Urban Forest Resource
Presentation to Mesa Community & Cultural
Development Committee
October 30, 2012















Benefits of Trees: Solution Multipliers

low risk, high-yield investment for the community

- Air Quality, carbon sequestration
- Water quality, storm runoff
- Energy costs
- Property values
- Business
- Community safety and livability

Average ROI of \$2.23 in the Phoenix area

















Right Tree Right Place

- Poor planting choices lead to problems and expense years after installation (maintenance/removal/replacement)
- Poorly pruned trees to “fit” the location
- Select for establishment and natural growth and development
- Design with mature plant development in mind
- Remember root development, not just branches

Today

VISION

Tomorrow



2030

VISION

Achieve an average
25% canopy coverage
in Phoenix.

The Tree and Shade Master Plan

Portal Document <http://www.phoenix.gov/parks/shade.html>

- E-Document
- Hyperlinks

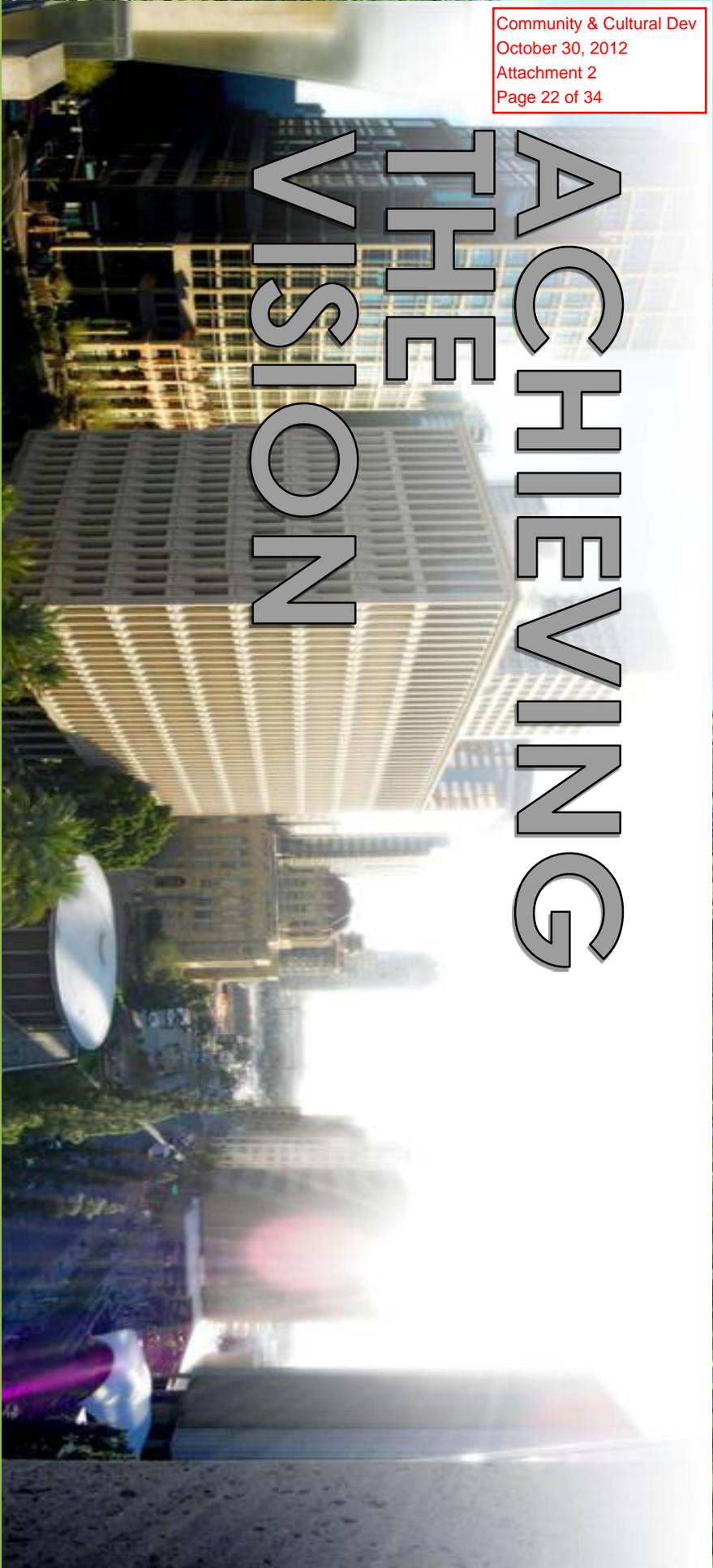


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ACHIEVING THE VISION



section
1
Raise
Awareness
(Educate)

section
2
Preserve
Protect
Increase

section
3
Sustainable
Maintainable
Infrastructure





Tree Inventory

Top Ten Species in City of Phoenix (104,860)

Vacant space	11.5%
<i>Prosopis velutina</i> Mesquite	8.8%
<i>Parkinsonia florida</i> Blue Palo verde	6.8%
<i>Pinus halepensis</i> Aleppo pine	5.8%
<i>Parkinsonia praecox</i> Palo brea	5.3%
<i>Ulmus parvifolia</i> Evergreen elm	4.3%
<i>Dalbergia sissoo</i> Indian rosewood	4.1%
<i>Washingtonia filifera</i> California fan palm	3.8%
<i>Acacia stenophylla</i> Shoestring acacia	3.1%
<i>Washingtonia robusta</i> Mexican fan palm	3.1%
<i>Fraxinus velutina</i> Arizona ash	3.0%

National Tree Benefit Calculator

Beta

Overall Benefits

Stormwater

Property Value

Energy

Air Quality

CO2

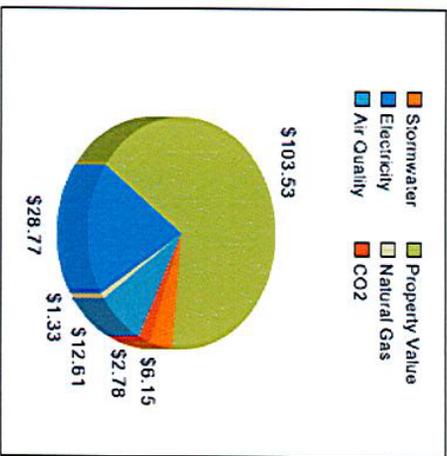
About the model

This 14 inch Blue paloverde provides overall benefits of: **\$155 every year.**

While some functional benefits of trees are well documented, others are difficult to quantify (e.g., human social and communal health). Trees' specific geography, climate, and interactions with humans and infrastructure is highly variable and makes precise calculations that much more difficult. Given these complexities, the results presented here should be considered initial approximations—a general accounting of the benefits produced by urban street-side plantings.

Benefits of trees do not account for the costs associated with trees' long-term care and maintenance.

If this tree is cared for and grows to 19 inches, it will provide **\$217** in annual benefits.



Click on one of the tabs above for more detail



Blue paloverde
Parkinsonia florida



The National Tree Benefit Calculator was conceived and developed by Casey Trees and Davey Tree Expert Co.



www.treebenefits.com/calculator/

Cost/Benefit Analysis

Murphy Bridle Trail - North Central

Total Annual Benefits, Net Benefits, and Costs for Public Trees

4/7/2009

Benefits	Total (\$)	Standard Error	\$/tree	Standard Error	\$/capita	Standard Error
Energy	3,171	(N/A)	13.79	(N/A)	0.00	(N/A)
CO2	360	(N/A)	1.57	(N/A)	0.00	(N/A)
Air Quality	1,182	(N/A)	5.14	(N/A)	0.00	(N/A)
Stormwater	587	(N/A)	2.55	(N/A)	0.00	(N/A)
Aesthetic/Other	11,616	(N/A)	50.50	(N/A)	0.01	(N/A)
Total Benefits	16,916	(#0)	73.55	(#0)	0.01	(#0)
Costs						
Planting	1,000		4.35		0.00	
Contract Pruning	5,000		21.74		0.00	
Pest Management	0		0.00		0.00	
Irrigation	3,500		15.22		0.00	
Removal	500		2.17		0.00	
Administration	0		0.00		0.00	
Inspection/Service	500		2.17		0.00	
Infrastructure	0		0.00		0.00	
Litter Clean-up	1,500		6.52		0.00	
Liability/Claims	0		0.00		0.00	
Other Costs	0		0.00		0.00	
Total Costs	12,000		52.17		0.01	
Net Benefits	4,916	(#0)	21.37	(#0)	0.00	(#0)
Benefit-cost ratio	1.41	(#0)				

Valuation examples

Street Landscape medians:

- 10,600 trees, palms, tall cacti
- Appraised replacement value @ \$5.4 M

Encanto Park:

- 1760 trees and palms
- Appraised replacement value @ \$6.1 M
- Annual benefit value @ \$75.7 K

Trees in street landscape and parks:

- 71,750 trees
- \$9.4 M annual benefit to the community.



Tree City USA

Budget Comparisons

Phoenix	\$3.69
Tucson	\$5.28
Mesa	\$2.26
Glendale	\$2.06
Scottsdale	\$3.93
Gilbert	\$8.56
Peoria	\$2.46
Lake Havasu City	\$6.86
Casa Grande	\$19.81
Prescott Valley	\$3.07
Albuquerque	\$4.89
Las Vegas	\$2.74

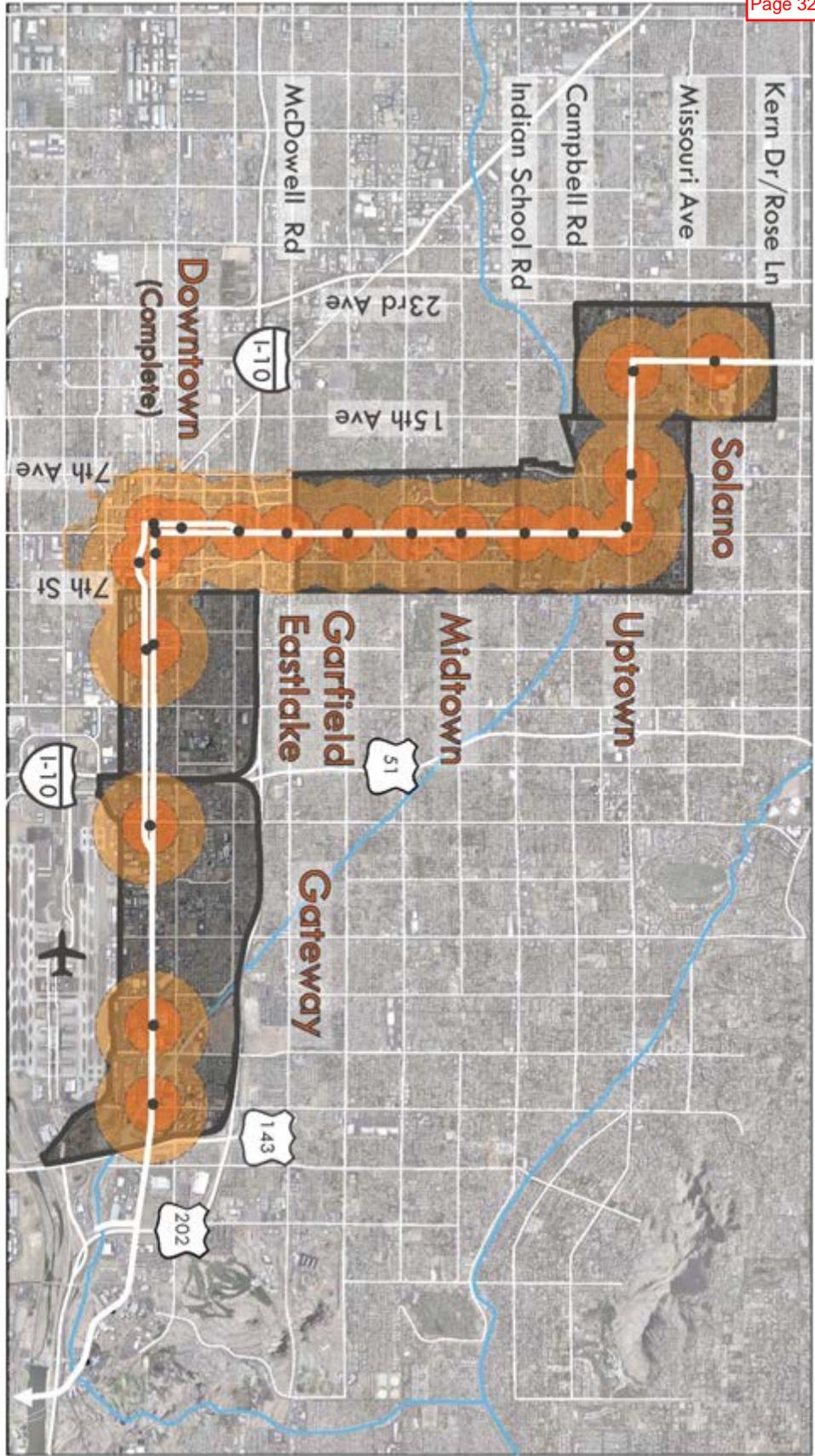
Per Capita expenditure
Tree City USA data for
2011 from the National
Arbor Day Foundation

Ordinance Review

Departments involved:

- Neighborhood Services, Street Transportation, Parks and Recreation, Public Works, Planning, Zoning and Historic Preservation

- 23-32 Encroachment of trees, shrubs or bushes prohibited
- 27-13 Unobstructed passage in streets and alleys
- 31-10 Removal of debris, rubbish, weeds, overgrown or dead vegetation and other unhealthy or unsafe conditions on streets, alleys and sidewalks.
- 31-13 Obstructing visibility at intersections
- 39-7 Exterior premises and vacant land
- 34 Trees and vegetation



Reinvent PHX
Project Map

Partnerships

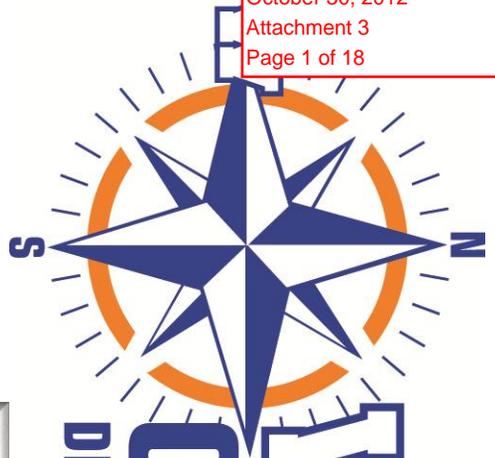


Arizona Community Tree
Arizona Public Service
Arizona Landscare Contractors Association
ASU/GIOS Sustainable Cities Network
Audubon Society
Hands-On Garden Center: Phoenix
International Society of Arboriculture Western Chapter
Neighborhood Associations
Phoenix Clean and Beautiful
Salt River Project
US Forest Service, Urban and Community Forestry
Valley Forward
Valley Permaculture Alliance
Watershed Management Group
And numerous private businesses and individuals



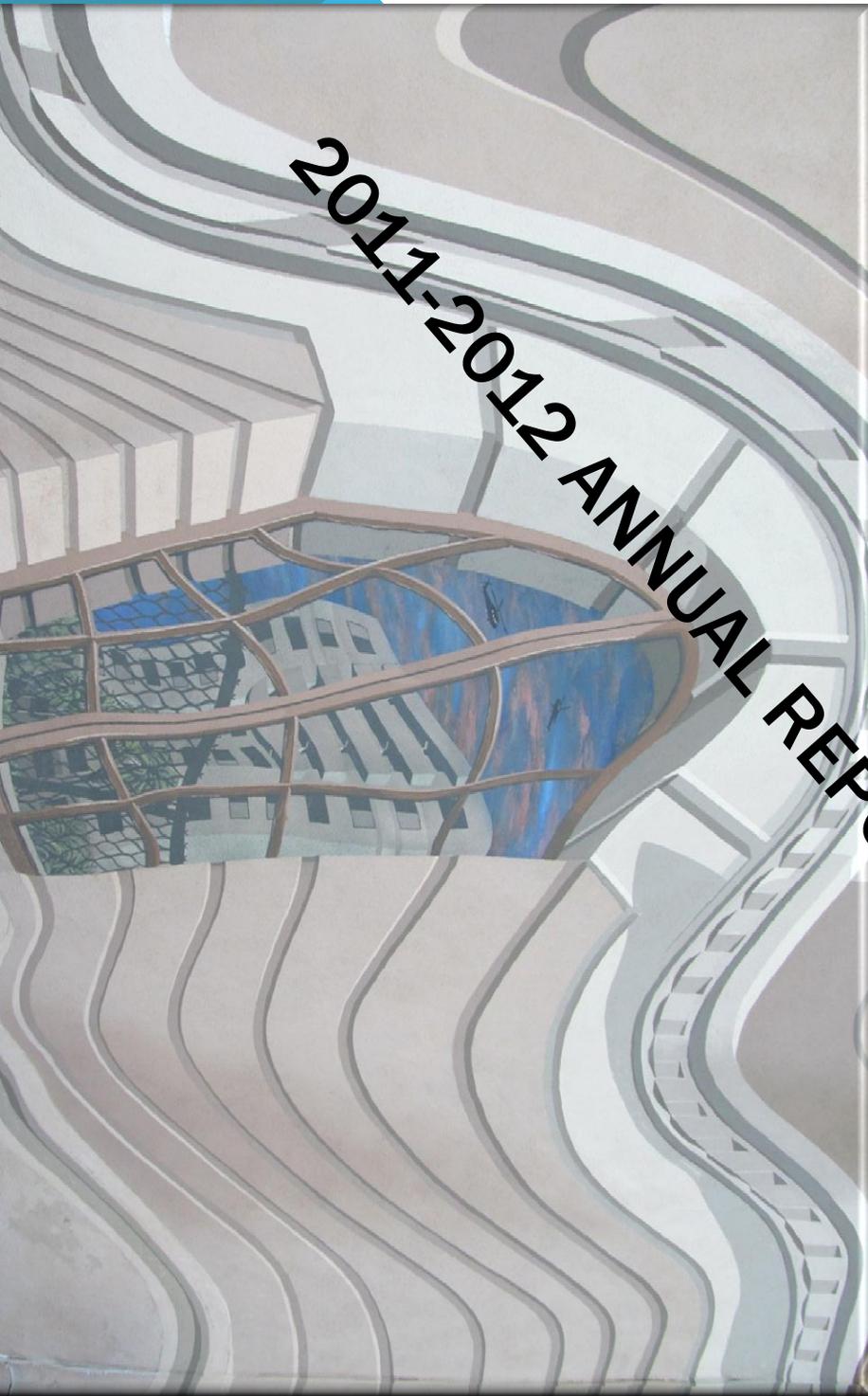
- <http://www.phoenix.gov/parks/shade.html>

richard.adkins@phoenix.gov



WEST MESA
COMMUNITY
DEVELOPMENT CORPORATION

2011-2012 ANNUAL REPORT



WHAT IS A CDC?

Community Development Corporations are non profit organizations that are, mostly, geographically based and focus on the needs of a specific community. The West Mesa Community Development Corporation serves the geographic area of West Mesa—all that is west of Gilbert Rd.



BOARD OF DIRECTORS

Daren Coleman, President

Susan Schuller, Vice President

Robin Harris, Past President

Jake Brown

David Crumme

Agustin Gastelum

Scott Morris

Joe Shipley

David Shuff

Dan Stoecklin

Stephanie Wright

Ex-Officio Councilmember

Dennis Kavanaugh

Ex-Officio Councilmember

Dave Richins

Executive Director Cynthia Dunham



What does *WMCDC* do?

The Mission of the West Mesa Community Development Corporation is to:

To positively impact the economic growth, commercial and residential revitalization and development of our community



What does *WMCD* do?

Economic Development

- Business Façade/Signage Improvement Grants
- Special Events Support
- New Business Support
- Business Education
- Transportation Planning



CDBG SCORECARD: ECONOMIC DEVELOPMENT

Description	Goals	Delivered
Fagade Improvements		
Main Street Business Improvements	3 Projects	8 Completed Projects
Created/Retained Jobs	4 Jobs	Jobs will be reported in 12-13
Provide Technical Assistance to Micro Enterprises	12 Businesses	32 Businesses
Create/Retain LMI Jobs	8 Jobs	28 Jobs
Community Economic Development Technical Assistance	8 Businesses	3 Business (1 business opened in July 2012)
Create/Retain LMI Jobs	12 Jobs	Jobs will be reported in 12-13



GRANTS

Storefront & Back Door Improvement Grants

Grants awarded were equal or less than
\$7,000



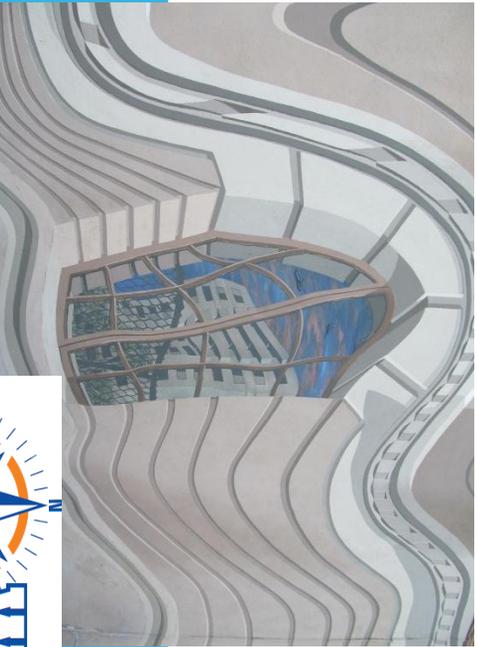
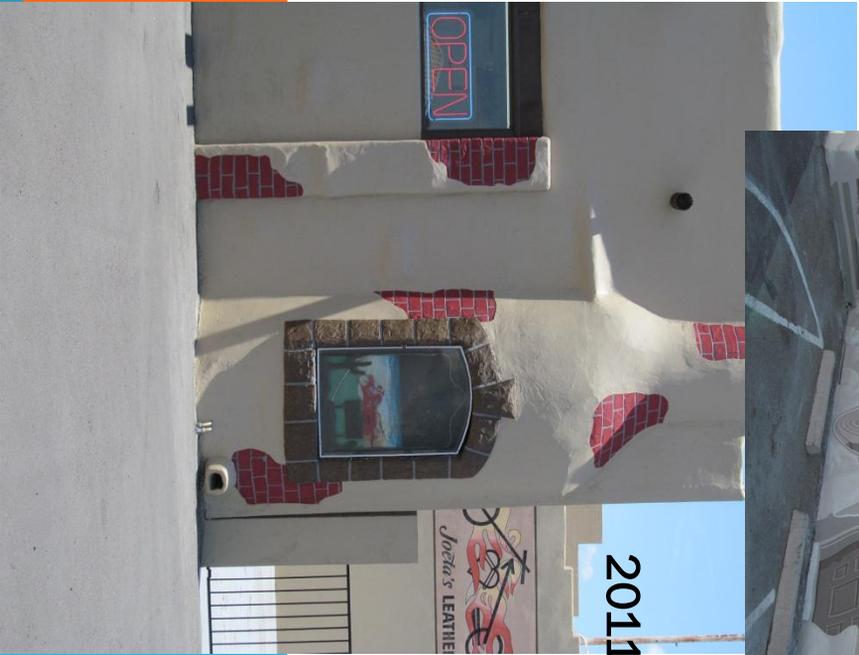


2011-2012
Grants awarded





2011-2012 Grants awarded



What does **WMCD** do?

Neighborhood Revitalization

- Neighborhood Strategic Planning
- Community Compliance
- Crime & Safety Education
- Neighborhood Events
- Transportation Planning



Local Initiatives Support Corporation
Helping neighbors build communities

CDBG SCORECARD: COMMUNITY COMPLIANCE

Description	Goals	Delivered
Resident Assistance Meetings	400	400
Mailings/Hand Deliveries	960	1992
Initial Evaluations	1,200	3960
Projects	8	9
Issues resolved following inspections		131



CDBG SCORECARD: SAFETY EDUCATION & CRIME PREVENTION

Description	Goals	Delivered
New Block Watch Group Meetings	3 Meetings	4 Meetings
Block Watch Networking Event	1 Event	2 Events
Resident Issue Meetings	3 Meetings	20 Meetings
Business/Multi-Family Meetings	1 Meeting	1 Meeting
Tri-Star Multi-Family Development Safety Program Education	Work with 8 developments	8 developments
Community Safety Meetings	8 Meetings	10 Meetings
Total Residents Served		6,090 Residents



FREE CLASSES FOR REED PARK NEIGHBORS!

**Mesa Neighborhood Academy 2012
at Reed Park Neighborhood**

April 19, 2012: Creating a Gorgeous Neighborhood

Residents will learn how to identify neighborhood opportunities for beautification and resources to be used in creating gorgeous community spaces.

April 26, 2012: Creating the win-win in the Neighborhood

Residents will learn specific skills to resolve community disputes.

May 3, 2012: Creating Community Communication links

From newsletters to Facebook—residents will learn how to share information that keeps the neighborhood in the loop.

May 10: Creating a Safe Neighborhood

From Black Watch to CPTEd—how to create the relationships that will keep your neighborhood safe.

May 17, 2012: Let's Party!—Creating a Successful Neighborhood Event

From meetings to parties—learn the basic steps to bringing neighbors together.

May 24, 2012: Creating the Team—Engaging Volunteers

How to recruit who you need to get it done.

Classes are 6:00-7:30PM at Longfellow Elementary School

Call WMCD/C 954-3751 or email Sean.wmcdc@gmail.com to register



The Leadership Centre and West Mesa Community Development Corporation are equal opportunity, affirmative action institutions. The Leadership Centre and West Mesa Community Development Corporation do not discriminate on the basis of race, color, religion, sex, national origin, age, disability, veteran status, or sexual orientation in their programs and activities.



Funding provided by the City of Mesa through Community Development Block Grants in partnership with West Mesa Community Development Corporation and The Leadership Centre

**CDBG SCORECARD:
MESA
NEIGHBORHOOD
ACADEMY PILOT
PROGRAM:
CONDUCTED SURVEY & CREATED
CURRICULUM WHICH WILL BE
IMPLEMENTED IN FUTURE YEARS WITH
CITY OF MESA BUILDING STRONG
NEIGHBORHOODS PROGRAM**



What does *WMCDC* do?



Neighborhood
Revitalization &
Economic
Development



STEP UP Schools
opened July 24 at
capacity with
neighborhood kids

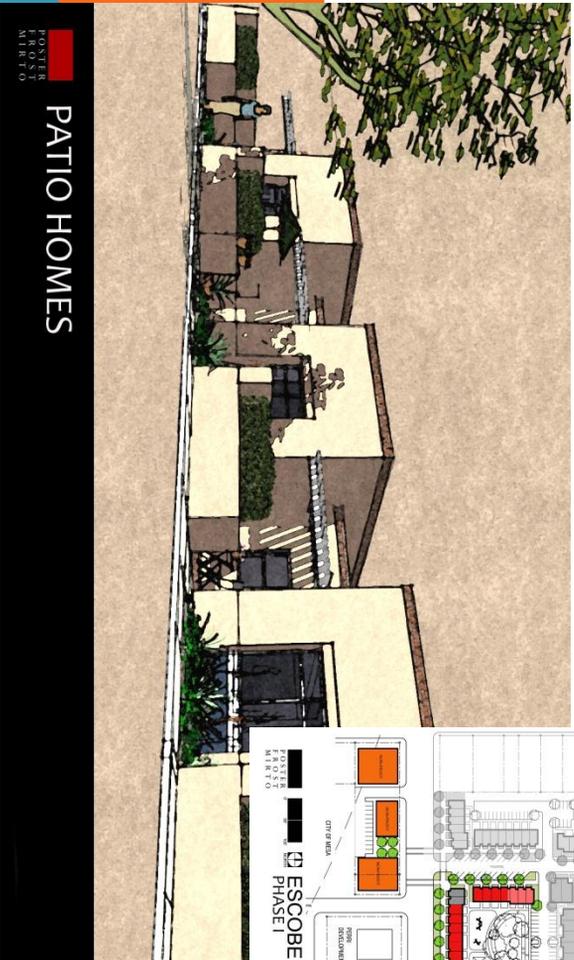
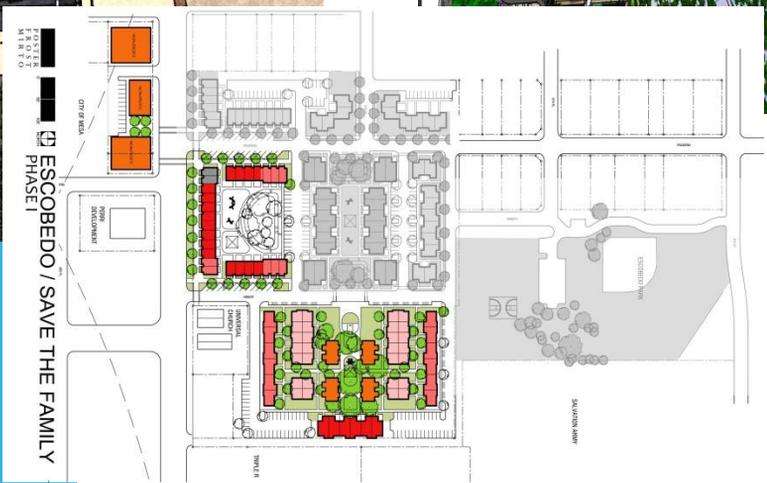
STEP UP SCHOOLS

School Hours 8am - 3:45pm
After School Program 4 - 6pm

Science Technology
Engineering Philosophy
University Prep



What does *WMCD* do?



PATIO HOMES

POSTER
PROJECT
MIRRO

Neighborhood Revitalization & Economic Development

In partnership with
Gorman & Co. & Save
the Family—New
Housing & Corporate
Offices for Save the
Family: Escobedo at
Verde Vista—breaking
ground November 1,
2012





THANKS TO OUR FUNDERS!

City of Mesa

Local Initiatives Support Corporation (LISC)

State Farm

Leveraging local resources





480-964-3751

567 West 10th Street

Mesa, AZ 85201

www.wmcdc.org

