INITIATIVE	ACCOMPLISHMENTS	PLANNED PROJECTS	CHALLENGES
E-Infrastructure To promote business recruitment and retention and an enhanced quality of life for our residents through the installation of additional broadband infrastructure (wireless and conduit/fiber optic cable), creating a more connected community. This includes items related to cost recovery and aesthetics.	• **Construct "for sale" broadband infrastructure** in anticipation of future private sector need (only in designated employment centers – **see attached map #1**) where the City is currently installing utility lines, such as the East Mesa conduit loop (**see attached conduit loop map #2**). - During the past year, 12.5 miles of the 36-mile East Mesa Conduit Loop have been constructed. - Despite a very poor economy, $124,000 of infrastructure has been sold to the cable companies. • **Offer joint trenching opportunities** to private sector service providers on a cost recovery basis when we do construction projects. - The cable companies have used 2+ miles of City trench for placement of their conduit. • **Lease existing City infrastructure** to the private sector at attractive rates. - The City leases 45,000+ feet of conduit and 2000+ poles to the cable/ telephone companies in downtown Mesa. • **Sponsor forums/seminars** to increase awareness of the need to broadband connect Mesa's neighborhoods and businesses. - City staff and private sector service providers hosted a "Wired Real Estate Seminar" and booth at the azcentral.com IT Business Expo in July 2002. • **Document Mesa as a place where broadband services are available** to businesses and professionals seeking to relocate. - Map and publish on the City's Web site private sector broadband infrastructure.	• **Initiate a Smart Building Program** - Establish criteria for smart wired buildings and developments with the goal of having at least 50 percent of all new buildings and developments "wired" by 2005. - Inventory commercial buildings as to connectivity and assess industry plans for "wiring" new buildings. - Establish and promote a building/ development certification program. • **"Wire" downtown Mesa** - Broadband wiring downtown Mesa would attract business locations to downtown, foster increased choice among communication service providers and seek an enhanced return on the City's conduit system investment. • **"Fiber-Optic Wire" Williams Gateway Airport** - The Airport Authority is wiring airport properties using conduit installed previously by the Air Force and new conduit with the intent to support Airport operations and offer commercial broadband service to tenants.	• Budget constraints have delayed initiation of the Smart Building Program and doing a business case assessment of the "wiring" downtown Mesa initiative. • Budget constraints have impacted the Airport Authority's "wiring" project.

ATTACHMENT

INITIATIVE	ACCOMPLISHMENTS	PLANNED PROJECTS	CHALLENGES
E-Infrastructure ***(Continued)*** ***Cost Recovery and Aesthetics***	• **Cost recovery/aesthetics:** Plan Review, Permits and Field Inspections - A Phase One Report and Action Plan has been established that recommends a cost recovery fee schedule directly associated with the plan review, permitting and field inspection services provided by Mesa to facilitate installation, maintenance and operations of facilities located with right-of-way. Street Pavement Degradation - A Phase One Report and Action Plan has been established that recommends methods to recover costs associated with the accelerated degradation caused to Mesa's streets by telecommunication and public/private utility providers when new asphalt pavements are open-cut. Design Guidelines for Above Ground Equipment Shelters (AGES) - A Phase One Report and Action Plan has been established to recommend formal design criteria and standards for all above ground equipment shelters (AGES) located in Mesa's public rights-of-way and easements. The guidelines address the time, place and manner of AGES located on both commercial and residential properties.	Ian Review, Permits and Field Inspections • **Conduct a study** to determine actual time spent by City staff in dealing with plan review, permitting and field inspection services. • Based on the findings of this study, **charge all users of Mesa's right-of-way and public utility and facility easements fair and uniform plan review, permit issuance and field inspection fees.** Street Pavement Degradation • **Create an ordinance similar to what is currently used by the City of Phoenix to limit open-cuts and impose an open-cut fee to recover costs associated with damage repair on new streets.** In addition, conduct a long-range study to determine the financial impact that open-cuts have on City of Mesa streets. Design Guidelines for AGES • **Finalize formal design criteria and guidelines** for all AGES located on commercial, industrial or multiple residence property and arterial street public easements. Additionally, create general guidelines for AGES located on single residence property.	• Limited financial staff resources have delayed moving forward with the cost recovery and aesthetics action plan. • During its 2000 session, the Arizona State Legislature passed telecommunication legislation that allows municipalities only to charge cost recovery fees to those entities that use the right-of-way for telecommunication purposes. Municipalities are to provide a description and explanation of their cost recovery programs to the Arizona Legislature prior to its next session. At this time, action has been stalled at the State Legislature.

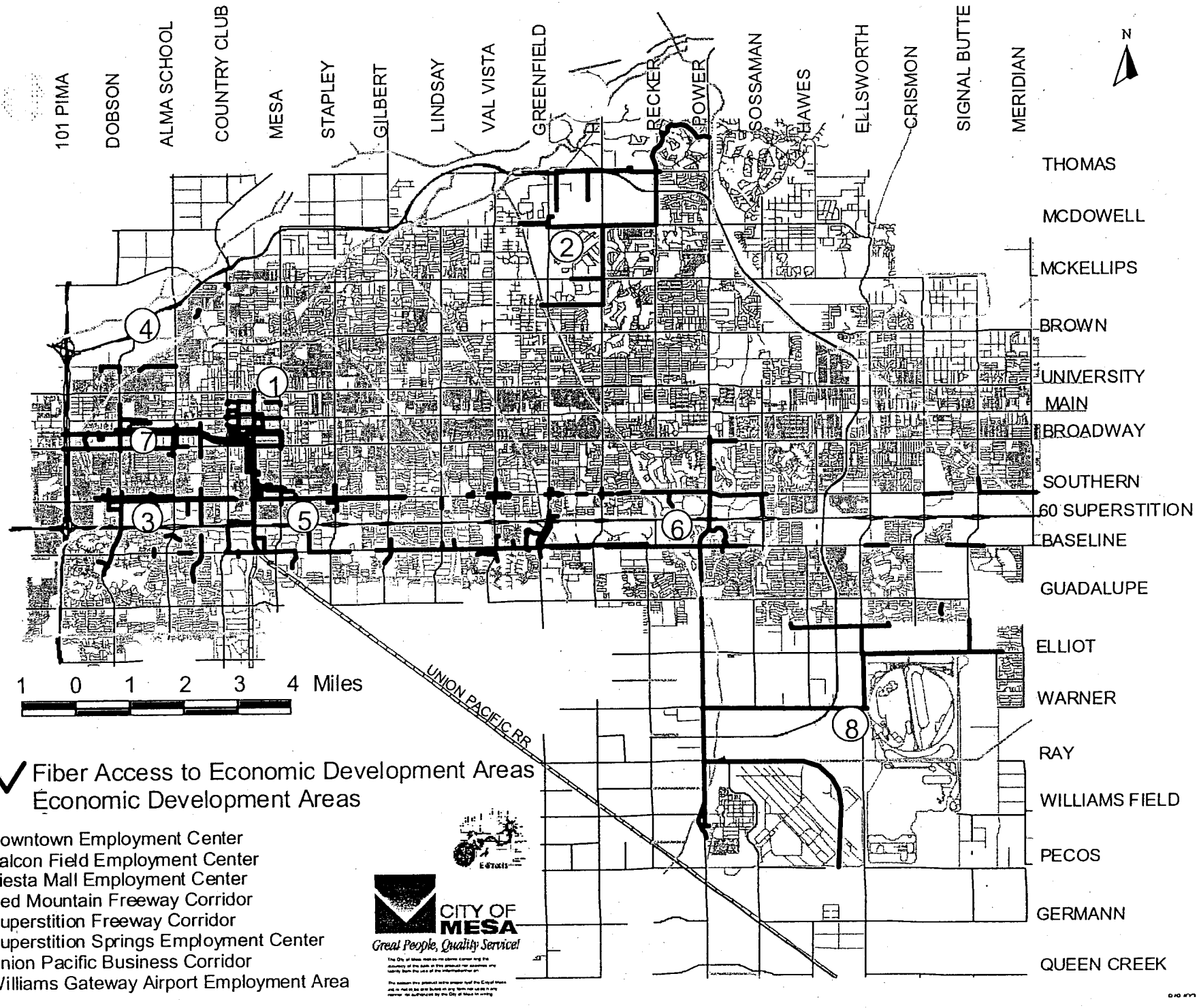
INITIATIVE	ACCOMPLISHMENTS	PLANNED PROJECTS	CHALLENGES
E-Government Delivering services and information, electronically, to businesses, residents and employees – 24 hours a day, seven days a week.	• **Launched cityofmesa.org in November 2002.** New e-services launched in the past year include: a combined community events calendar, Web cam and e-mail subscriptions services for 20 different categories. - The City's implementation of a content management system means increased access to information for citizens and streamlined processes for employees in providing that information via the Web. The first use of this was the Council and Boards Minutes/Agendas, news information and CIP Book. - Feedback on the new site is extremely positive. Suggested improvements to the site represent approximately 15 percent of the feedback compared to last year's 70 percent feedback rate. - Improved compliance to the American's with Disabilities Act to accommodate disabled individuals' use of the site. • **Increased use by customers of Parks and Recreation, and Arts and Cultural's telephone registration system (TeleTrac).** - TeleTrac processed 10 percent of the registrations when first introduced in 1999. By the fall of 2002, the system handled 34 percent of all registrations in the first weekend alone. • **Launched the InsideMesa Intranet for employees in April 2002.** - The Phone Directory, news system, employee benefits and training information are the top uses of InsideMesa. • **Employees can now access their health claim information online** through the new Mesa Claims and Health Information Portal (MesaCHIP).	• The ability to **see inspection status online and then request and pay for simple building permits** this year. • The ability to **view utility account information online and pay for utility bills**. This will be available this year with the new CIS system. • **Expand the registration services** currently offered via telephone to include registration and payment over the Web. • **Increased ability to handle forms online** to provide quicker and more efficient processing of forms that route to appropriate departments. • **Provide the ability to apply for a job online**. This is consistently one of the top five requests from the public. • **Working now to build a Kids/Teens site and will work later this year on more Spanish information and the launch of www.ciudaddemesa.org.** • **Enhance the content management system** to be able to publish and search for ordinances and resolutions, manage the City Code book and search the City's Budget book.	• People resources – both technical and department resources. Currently, there are a limited number of skilled IT resources available to apply to new efforts, especially given the need to keep operations going and the increased demand on current services. Departments are struggling to provide people and time to Web efforts. As the impact of a long-term hiring freeze and unfilled vacancies continues, the pace of new efforts and initiatives will continue to be impacted.

INITIATIVE	ACCOMPLISHMENTS	PLANNED PROJECTS	CHALLENGES
E-Partnerships Partnerships between the City, community, educational institutions and business sector are utilized to help ensure a more connected and informed community. This includes programs through Library services and the Neighborhood Outreach and Economic Development offices.	*Library Services* • **135 computers are available to the general publi** and provide such services as the library catalog, Intern and electronic databases. - 98,000 patrons used the Library catalog in the last six months. • **Free training classes** are provided for the community in both English and Spanish. Providing access to computers does little for the community if those needing them do not know how to use them. Classes are extremely popular and attendance continues to increase. In FY 1999-2000, more than 2,700 patrons were trained. From July 2002 until the present, 5,248 patrons attended a training course. • **Computer clubs** serve as a way to provide ongoing support and interaction with different populations in our community, including young adults and seniors, and are forming the community partnerships necessary to bridge the digital divide. • **Online Library services**. The Library uses e-mail to deliver overdue or hold notices to the more than 32,400 patrons who have provided their e-mail address. • **Issuing e-Library cards**, which allow patrons to access and use databases from their home. There have been 574 cards issued to date. *Neighborhood Web Site Initiative* • **Launched in October 2002, this pilot project helps registered neighborhood groups create free interactive Web sites**. These sites are hosted and supported by Neighborhood Link. Prior to implementation of the initiative, only 48 registered neighborhood groups within Mesa had created Web sites using the services provided by Neighborhood Link. Of these sites, only three groups were active and there was no connectivity between any of the neighborhood Web sites that would allow enhanced communication between groups. - **The City provided a workshop** on how to create a neighborhood Web site using Neighborhood Link. - **A resident team was formed** in November 2002 and meets monthly to discuss ways to improve the ability for	*Library Services* • **Additional computer training programs** to better serve the middle-aged and youth populations in our community. • **Offer information/literacy instruction** for community college and university students to help them learn how to use the library and its resources to conduct research and evaluate information sources. • **Increase the number of classes offered at the Red Mountain Branch**. • **Visit local schools** to teach students how to use the Library's Web site, catalog and online databases. *Neighborhood Web Site Initiative* • The resident team will design a plan to **market the concept of neighborhood Web sites** to all of Mesa's registered neighborhoods. • **Identify common neighborhood issues that affect linked neighborhoods**, and determine how those can be addressed through online neighborhood networking/e-mail/Web site use. • The goal is to have 50 percent of the registered neighborhoods that are	*Library Services* • Due to budget constraints, Library staff has developed a plan for service reductions if they become necessary. The essential "core" services will not be reduced. However, the "value added" services could be reduced or temporarily eliminated. Basic classes such as "How to use the Library Catalog" would continue, but classes for more advanced users would be suspended. Basic classes make the patrons more self-sufficient, thus reducing the amount of help they may need from staff.

E-Partnerships (Continued)	neighborhoods to communicate via the Internet. - **Since November, 204 additional neighborhood Web sites have been created** through Neighborhood Link. There are currently 252 Web sites representing each of Mesa's registered neighborhoods. - **Every neighborhood Web site is linked to the City's homepage** and each site has a direct link to the neighborhood's respective councilmember's Web page. *Community and Business Partnerships* • **The Student Designed Small Business Web Site Initiative** was launched in the summer of 2002 in partnership with the East Valley Institute of Technology (EVIT). The goal was to get small businesses online while providing high school students with "real world" experience. - Since its inception, 32 Web sites have been designed and more than 80 students have participated. Currently, seven of those sites are "live" with several more scheduled. - Recent media exposure has generated responses from 41 interested businesses. • **The Workforce Portal Initiative** was designed to promote a Web portal for workforce development in Mesa. Currently, there is no single resource to help match local employers, job seekers and workforce development institutions. Using the ERISS-USWorks.com jobs and training Web site, this initiative encourages Mesa businesses and educational institutions to join the USWorks.com portal and maintain their information on local jobs and training opportunities. - A link to USWorks.com has been established on the Office of Economic Development Web pages to allow business owners to view job market information and post job openings; students and job seekers to access information about those jobs; and site selection consultants to view region-specific labor information. • The Office of Economic Development worked closely with **Denali National Trust** to focus on telecommunications infrastructure and ensure that broadband was a significant feature for the office buildings constructed at Stapley and US 60. They wound up being selected as NAIOP's Development of the Year for buildings 200,000+ sq. ft.	participating in the Initiative, establish Web sites within the first year. Additionally, 50 percent of these Web sites will be connected in some way and share information with each other in the first year. *Community and Business Partnerships* • Mesa Public Schools will begin to accept "clients" for their Web design students in the Fall 2003 semester. • By May 2004, the goal is to have 100 total sites designed and at least 50 percent of those will be live. • An additional goal is for the students to design some Web sites to give businesses the capability to conduct e-commerce rather than developing sites solely dedicated to providing information. • The Office of Economic Development plans to **market the USWorks.com Web site as part of the Business Expansion/Retention program** with a goal of increasing Mesa businesses that input job information onto the site. • Explore **training opportunities for employers and school guidance counselors**.	

E-Partn('ps (Conti.. .)	• The Office of Economic Development is an active member of the **Arizona Technology Council** and rece- co-sponsored the Governor's Technology Summit. • Made a major presentation about Mesa's E-Community initiatives at the **International Economic Development Council (IEDC) 2002 Annual Conference** held in Oakland, California.		

Map #1


101 PIMA
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STAPLEY
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VAL VISTA
GREENFIELD
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SOSSAMAN
HAWES
ELLSWORTH
CRISMON
SIGNAL BUTTE
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MCKELLIPS
BROWN
UNIVERSITY
MAIN
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1 2 3 4
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UNION PACIFIC RR
Fiber Access to Economic Development Areas
Economic Development Areas
1-Downtown Employment Center
2-Falcon Field Employment Center
3-Fiesta Mall Employment Center
4-Red Mountain Freeway Corridor
5-Superstition Freeway Corridor
6-Superstition Springs Employment Center
7-Union Pacific Business Corridor
8-Williams Gateway Airport Employment Area
CITY OF MESA
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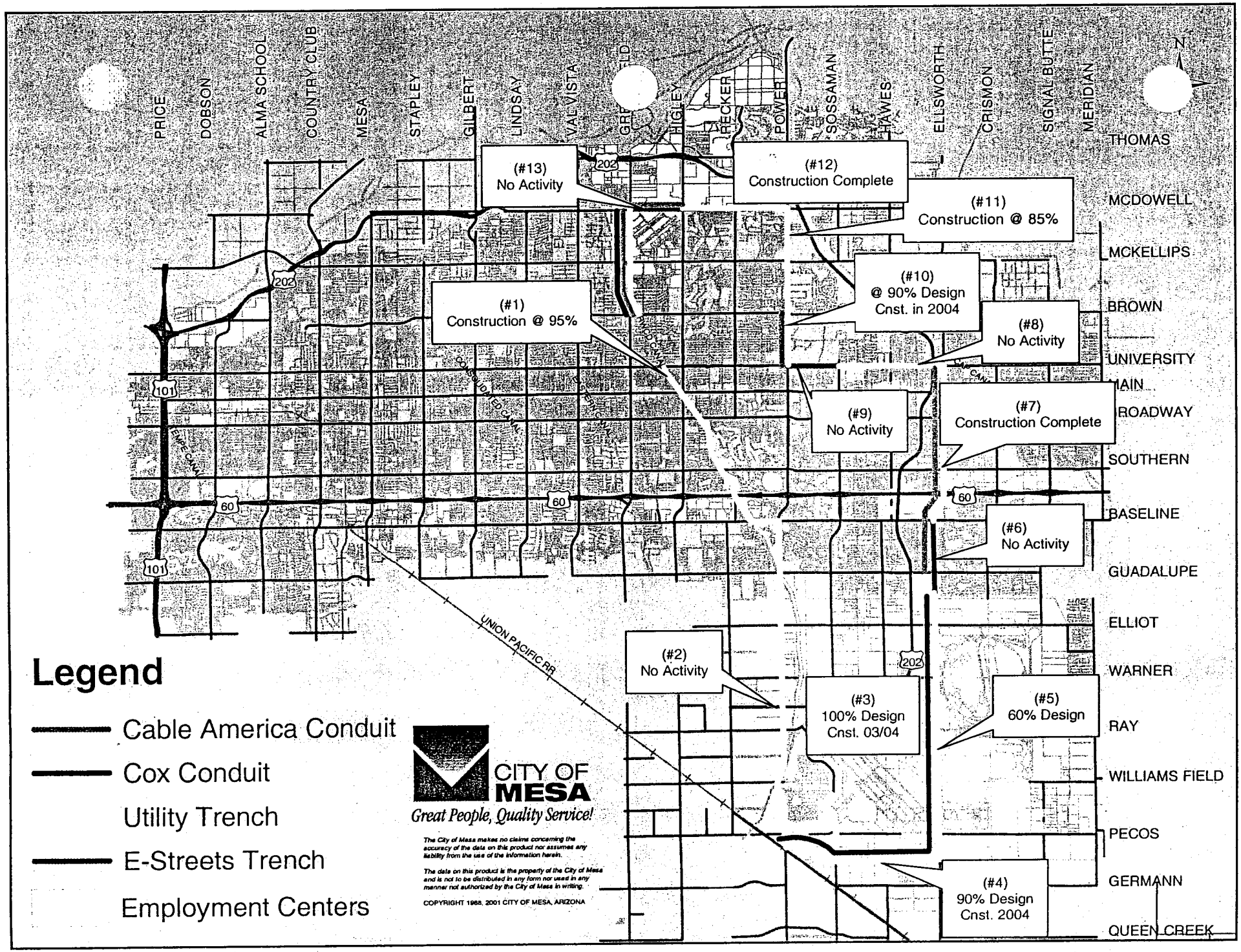
Map #2



PRICE
DOBSON
ALMA SCHOOL
COUNTRY CLUB
MESA
STAPLEY
GILBERT
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ELLSWORTH
CRISMON
SIGNAL BUTTE
MERIDIAN
THOMAS
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BROWN
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BASELINE
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RAY
WILLIAMS FIELD
PECOS
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(#13) No Activity
(#12) Construction Complete
(#11) Construction @ 85%
(#10) @ 90% Design Cnst. in 2004
(#1) Construction @ 95%
(#8) No Activity
(#9) No Activity
(#7) Construction Complete
(#6) No Activity
(#2) No Activity
(#3) 100% Design Cnst. 03/04
(#5) 60% Design
(#4) 90% Design Cnst. 2004
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60
UNION PACIFIC RR
Legend
Cable America Conduit
Cox Conduit
Utility Trench
E-Streets Trench
Employment Centers
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