



Focus on Mesa: Council Strategic Initiatives

January 2010



ECONOMIC DEVELOPMENT
that is innovative,
development and business-
friendly and that includes a
variety of strategic tools,
redevelopment of older and
vacant areas, and a focus on
high-value job creation and
employment.



QUALITY OF LIFE for citizens
of Mesa that includes safe and
clean neighborhoods and
parks, transportation options,
cultural and arts amenities, and
excellent educational
opportunities; all of which
should be sustainable and
environmentally responsible.



COMMUNITY ENGAGEMENT
to build pride in our City and
to encourage a wide range
of civic leadership. This
includes the involvement of
neighborhoods, non-profit
and faith-based
organizations and direct
communication with
citizens.



FINANCIAL STABILITY
that provides proactive
leadership and that
considers all financial
factors in order to achieve
stable revenues,
responsible budgeting and
organizational efficiencies.



REGIONAL LEADERSHIP to
address challenges that
require regional
cooperation and to ensure
the solutions are innovative,
sustainable and the process
inclusive.



**Economic Development
 Examples or Suggestions**

1. Zoning Code	7. Fiesta District
2. Chicago Cubs	8. Economic Opportunity Zones
3. Education	9. Business accelerator
4. Downtown	10. Econ.Dev. resources
5. Light Rail	11. Sporting events
6. Manufacturing jobs	12. High-value jobs



**Quality of Life
 Examples or Suggestions**

1. Parks and Recreation	6. Community Events
2. Education	7. 2008 Bond implementation
3. Library Service opportunities	8. "Green" initiatives
4. Public Safety	9. Broadband and Wi-Fi
5. Arts and Culture support	10. Justice Center



**Community Engagement
 Examples or Suggestions**

1. Village planning	6. Light rail committee
2. Channel 11	7. Website & social media
3. Community conversations	8. Accessible Council meetings
4. Neighborhood leadership & stabilization	9. Faith-based & non-profit support
5. Council PIO services	10. Volunteers
	11. Citizen surveys



**Financial Stability
 Examples & Suggestions**

1. CityEdge	8. Consistent budget message
2. Financing the Future	9. Employee efficiency awards
3. Expand 'Shop Mesa'	10. Property tax
4. Simplify doing business in mesa	11. Market/privatezation reviews
5. 2010 Home Rule	12. Additional revenue strategies
6. Capital bond election	
7. Section 6-13 consideration	



**Regional Leadership
 Examples or Suggestions**

1. Chicago Cubs	6. Collaboration vs. competition
2. Public Transit Plan	7. Regional Emergency Medical Service
3. Regional public safety collaboration	8. Mesa & Valley visibility
4. Mesa regional presence	9. Broadband and Wi-Fi
5. Regional transit authority	



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