

iMesa

iMesa Steering Committee Status Report

January 9, 2012



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Overview

- iMesa is a grassroots citizen-driven effort to develop transformative community projects that will “Build a Better Mesa.”
- iMesa gives residents the opportunity to take the future into their hands and create the Mesa they want.



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- iMesa initiative launched in January 2011
- iMesa Resident Steering Committee engaged to collect “transformative” ideas:
 - Extensive marketing
 - iMesa crowdsourcing site
 - Social media and mobile apps
 - iMesa Village meetings
 - Meetings with businesses, civic groups, neighborhoods



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WHAT WE LEARNED

- Overarching themes, based on community feedback
- Example ideas that fit into those themes



**Committee
Workshop on
12/17/11**



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COMMUNITY PRIORITIES

1. Higher education
2. Vibrant downtown
3. Transportation networks
4. Arts/Cultural vibrancy
5. Sustainable economy
6. Livability
7. Recreational access



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Examples



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Higher Education

- Higher ed downtown
- Private education
- Power Knowledge Corridor
- Student housing
- Expand current education opportunities



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Vibrant Downtown

- Encourage new investment
- Residential mixed use development
- Urban plaza
- Microbrewery
- Expanded retail hours
- iMesa LINCS



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Transportation Networks

- Light rail to Gateway
- Develop trails along canals
- High speed (express) rail
- Smartphone apps
- Link educational institutions



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Arts/Cultural Vibrancy

- Buckhorn Baths renovation
- Community gardens
- More libraries
- Expand arts opportunities
- Express permitting
- Village festivals



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Sustainable Economy

- HEAT job creation
- Business-focused education
- Business incubators
- Small business development
- Green technology



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Livability

- Mixed-use village cores
- City/school/non-profit partnerships
- Encourage in-fill
- More/improved parks
- Increase volunteerism
- Interconnected paths/trails



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Recreational Access

- Expand regional pool program
- Bicycle “gold” city
- Expand Monterey Park
- Splash pads
- More sports fields
- Equestrian paths & center
- N/E trailhead



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Next Steps

- Let's keep the momentum going
- Further research
- Continued interaction with Council
- Specific recommendations



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Questions



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