
iMesa Steering Committee

Project Planning on iMesa 2.0 Initiative

Advanced Strategy Lab Session Document

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AROUND THE TABLE: One Key Focus Area for You

Instructions: VERBAL CAPTURE: As we head into the iMesa Steering Committee Workshop, some of you have been part of the committee for a while and some are new to the committee. We have an opportunity to look forward and set the direction and strategy for iMesa for the future. What's ONE THING you hop to focus on or accomplish today as part of the workshop? (ASC will capture...)

Ideas Results

No. Idea

1. Ron - New to committee. Want to understand our focus and role as a committee.
2. Karen - Specific goals for the committee and iMesa overall.
3. John - Wants to know how to get greater community involvement.
4. Terri - See us set hard goals for community engagement. Hard numbers to measure.
5. Kathy MacDonald - Advisory role. Here to support the committee as city resource. Want to observe next steps and how to help.
6. Michelle - CVB staff. Happy to host. Please promote the CVB to your networks locally and nationally. I love the idea sharing, be a part of the exchange. Set goals.
7. Elizabeth - Blending the two groups on committee - new members and longer term. Like to see how we winnow ideas down to a focused few.
8. Shannon - Relatively new to committee. Like to get a clear understanding of what is in the pipeline, what needs to be prioritized. What is the scope of our work?
9. Kate - Our diversity is a strength in this committee. Great connections across non profit, corporate, etc. We can take ideas and champion them. Need to be more action oriented now and enable.
10. Stephen - We need to get to the point where we champion the next set of goals. Begin to grow momentum and take action steps. Next version.
11. Kay - I agree with everybody! We started with no guidelines. My goal now is to be an ongoing organization that residents know they can leverage. Today should be the first step post bond election to get into the community and let them know what we have done and plan to do.
12. Mark - We have a group committed to Mesa's future on this committee and in iMesa. Great brain power. I'd like to see us bring everyone up to speed with the history of iMesa to date, and to move forward as a cohesive group from here on in.

WARM-UP: What Makes Mesa Mesa

Instructions: As a warm-up for our session, we'd like you to reflect for a moment about Mesa today. What do you feel are the most positive and differentiating characteristics of Mesa as City and Community? What makes Mesa Mesa? (multiple responses)

Ideas Results

No. Idea

1. Its people
2. History
3. Its history
4. Family oriented
5. Mormon influence in government and politics
6. Family oriented
7. Cubs
8. Its diversity.
9. Mesa has a unique downtown area with a lot of opportunity for growth
10. Good schools
11. Spread out - freeways are easy and the city grid is easy to follow
12. Diversity in people
13. Innovation of its citizens.
14. Mesa Public schools
15. Diversity of landscape
16. Feels safe
17. Growing
18. Excellent schools
19. Community-oriented neighborhoods
20. The opportunity for expansion.
21. Core of committed community colleagues.
22. New and open to community engagement

23. Outdoor activity
24. The opportunity for new businesses to come to our great city.
25. Snowbirds
26. Religious undertones to the community.
27. Higher learning institutions
28. They value arts - just need to spread it out to the other half of the city
29. Affordable living
30. Mesa is unique as a place in the valley of the sun. People cognitively decide to live and engage in our community. It is not the community of choice for many, but smart, family oriented, civic oriented people decide to live in Mesa and are the people that will sustain our city.
31. Good cost of living
32. Friendly people.
33. Positive city staff, city council and volunteers.
34. Potential for growth
35. Opportunities for growth

iMesa Today--What's Working

Instructions: What are the most positive aspects or accomplishments of the iMesa initiative today? What's in our favor as we think about the initiative and its future? (multiple responses)

Ideas Results

No. Idea

1. Ideas are put into action
2. Still intact
3. Successful bond
4. Gathering of citizen ideas.
5. Focus on positive action to improve community
6. Still listening; staff responsive
7. Tangible accomplishments
8. Positive image in the community.
9. Desire to be effective
10. Continue support from the Mayor
11. Platform for idea sharing
12. Opportunity for real people to have impact
13. City council support
14. Parks bond issue passed easily because of iMesa.
15. Promoted nationally
16. Community garden (however, we should do not one, but many)
17. Have the ear of the city
18. Community engagement
19. Support of the mayor and city council.
20. The committee members commitment
21. Positive impact on parks
22. Avenue for action

23. Caring steering committee
24. We have just started bringing forward transformative ideas
25. Opportunity to get to know other steering committee members
26. Citizens are interested in making Mesa a better city.
27. Existing list of suggestions
28. Its an award winning program - that's in our favor; awareness needs to be reignited
29. Committed members.
30. Really dedicated
31. Encouragement of citizens to share their ideas
32. Community voice
33. Not leaving old ideas behind
34. Excellent city staff support.
35. Anyone can participate
36. New members with energy to serve
37. The ability to enter innovative ideas through the iMesa website.
38. Truly grass roots approach

(1) Categorization of What's Working

Instructions: The following is a summary of the responses. In a moment we'll assess the list...

Ideas Results

No. Idea

1. That we can put ideas into action
2. Successful bond effort in 2012
3. The responsiveness of city staff to our support
4. The role of the Mayor and his continued support
5. That iMesa is a fundamental platform for idea sharing
6. We're getting national recognition
7. The level of personal involvement of our committee members
8. It's all focused around promoting a positive image for Mesa
9. That it has proven to be sustainable over time (we're still here)
10. That we know we have just scratched the surface for transformative ideas
11. We have validated that our citizens genuinely care
12. That we're in tune with the fundamental theme of innovation

(1A) Prioritization of What's Working

Instructions: Now, please assess how important/influential this aspect will be for our FUTURE SUCCESS. Use a scale of 1-10 where a '1' means not at all important/influential and a '10' means extremely important/influential:

HIGH/LOW REPORT

11 Responses



Rating Criteria: Importance/Influence for Our Future Success

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	That iMesa is a fundamental platform for idea sharing	10	8	0.9	9.4	11/11
2.	That we can put ideas into action	10	7	1.2	9.2	11/11
3.	The role of the Mayor and his continued support	10	8	0.9	8.9	11/11
4.	The responsiveness of city staff to our support	10	6	1.4	8.4	11/11
5.	The level of personal involvement of our committee members	10	5	1.9	7.8	10/11
6.	Successful bond effort in 2012	10	1	3.3	7.6	10/11
7.	It's all focused around promoting a positive image for Mesa	10	3	2.3	7.4	11/11
8.	That we're in tune with the fundamental theme of innovation	10	5	1.7	7.2	11/11
9.	That we know we have just scratched the surface for transformative ideas	10	5	1.8	7.2	11/11
10.	That it has proven to be sustainable over time (we're still here)	10	5	1.7	6.9	11/11
11.	We're getting national recognition	10	4	1.9	6.9	10/11
12.	We have validated that our citizens genuinely care	10	1	2.8	5.6	11/11

(1A) Prioritization of What's Working

Instructions: Now, please assess how important/influential this aspect will be for our FUTURE SUCCESS. Use a scale of 1-10 where a '1' means not at all important/influential and a '10' means extremely important/influential:

FREQUENCY DISTRIBUTION REPORT

11 Responses



Rating Criteria: Importance/Influence for Our Future Success

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	That iMesa is a fundamental platform for idea sharing	0	0	0	0	0	0	0	3	1	7
2.	That we can put ideas into action	0	0	0	0	0	0	2	0	3	6
3.	The role of the Mayor and his continued support	0	0	0	0	0	0	0	5	2	4
4.	The responsiveness of city staff to our support	0	0	0	0	0	1	2	3	2	3
5.	The level of personal involvement of our committee members	0	0	0	0	2	1	1	1	3	2
6.	Successful bond effort in 2012	1	0	0	1	1	1	0	0	0	6
7.	It's all focused around promoting a positive image for Mesa	0	0	1	0	1	2	2	1	1	3
8.	That we're in tune with the fundamental theme of innovation	0	0	0	0	2	3	1	2	2	1
9.	That we know we have just scratched the surface for transformative ideas	0	0	0	0	2	3	2	1	1	2
10.	That it has proven to be sustainable over time (we're still here)	0	0	0	0	3	2	2	2	1	1
11.	We're getting national recognition	0	0	0	1	2	1	1	4	0	1
12.	We have validated that our citizens genuinely care	1	0	2	1	2	1	0	2	1	1

iMesa Today--What's Not Working

Instructions: As you think about iMesa today, what's not working as well as it could be or needs to be addressed as we move forward? What's in our way? (multiple responses)

Ideas Results

No. Idea

1. The damn iMesa Chairman isn't working. (just kidding...)
2. Awareness
3. Not tapping committee member talent
4. Limited citizen involvement
5. Community not aware
6. Stopped communicating with the community.
7. Need to get more engagement - perhaps through new demographics (youth)
8. The focus of the committee.
9. The outreach for the community to use the online tool is weak.
10. Stable iMesa Committee
11. Technological setbacks - having limited votes and maybe discouraging active participants from continuing to stay engaged
12. Too many ideas, too little ability to process and act
13. Need to regain the high profile.
14. Lack of publicity
15. Citizens think iMesa no longer exists.
16. Changing committee membership
17. We are not telling an on-going story - do citizens know we still exist
18. PR for activities that are accomplished should be maintained
19. The process to address existing suggestions
20. Response to iMesa ideas is not fast enough
21. Not enough ACTION!
22. Has iMesa produced any successes except for the bond election.

23. Antiquated website
24. What is iMesa?
25. Support of ideas that were out into action needs to occur.
26. Need more citizens to participate in community meetings and submitting iMesa ideas.
27. Need SMART goals for steering committee
28. Velocity of the process from ideas to acceptance to implementation.
29. Need to let citizens know that their ideas are important and are being considered.
30. Need to go back to examining ideas from the community
31. Onboarding of new members
32. iMesa is being touted as something bigger than committee members understand
33. Ideas that were placed on the bond still need community engagement especially in the area of design. There is no "easy" way to provide this input with out being available for the public meetings.
34. Lots of talk within committee but difficulty getting focused on actual work in committee meetings
35. Another big win i.e. Buckhorn
36. Need a better path for the iMesa steering committee members to follow in achieving its goals.
37. Committee members aren't informed enough about activities pertaining to iMesa
38. Identify specific goals and how to reach them.
39. Need action plans
40. Difficult for committee to take action because of legal regulations
41. Need strategic vision with definable goals and milestones
42. Review all the other idea category ideas that weren't considered in the parks bond election.

(2) Categorization of What's Not Working

Instructions: The following is a summary of the responses. In a moment we'll assess the list...

Ideas Results

No. Idea

1. Lack of a full awareness by the community
2. Not fully engaging or leveraging the committee's skills/talent
3. Still a modest/limited amount of citizen involvement
4. Lack of an ongoing and high impact communication process to the community
5. A sense that we can be overwhelmed by the volume of ideas, limiting our ability to take action
6. A level of committee change that has been too high for our stability
7. The online website/tool is outdated
8. Lack of enough media support and PR for our successes
9. A need to accelerate the base process for implementing important ideas
10. Citizens may not understand overall implication and potential impact of iMesa
11. Not enough clear focus at committee level about what is most critical for future
12. Lack of a consistent definition of what iMesa really is

(2A) Prioritization of What's Not Working

Instructions: Now, please assess each of the following aspects or issues in terms of how important it is to address for the FUTURE SUCCESS of the iMesa initiative. Use a scale of 1-10 where a '1' means not at all important and a '10' means extremely important:

HIGH/LOW REPORT
11 Responses



Rating Criteria: Importance to Address for Future Success

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Lack of a full awareness by the community	10	6	1.4	9.0	11/11
2.	A need to accelerate the base process for implementing important ideas	10	6	1.6	8.6	11/11
3.	Lack of an ongoing and high impact communication process to the community	10	4	1.8	8.3	11/11
4.	Citizens may not understand overall implication and potential impact of iMesa	10	2	2.4	8.3	11/11
5.	Still a modest/limited amount of citizen involvement	10	5	1.6	8.1	11/11
6.	Not fully engaging or leveraging the committee's skills/talent	10	5	1.7	8.0	11/11
7.	Not enough clear focus at committee level about what is most critical for future	10	2	2.8	7.5	11/11
8.	Lack of a consistent definition of what iMesa really is	10	3	2.3	7.1	11/11
9.	A sense that we can be overwhelmed by the volume of ideas, limiting our ability to take action	10	1	3.1	6.8	11/11
10.	Lack of enough media support and PR for our successes	10	1	2.7	6.4	11/11
11.	The online website/tool is outdated	10	3	2.0	6.3	11/11
12.	A level of committee change that has been too high for our stability	9	1	2.1	4.7	11/11

(2A) Prioritization of What's Not Working

Instructions: Now, please assess each of the following aspects or issues in terms of how important it is to address for the FUTURE SUCCESS of the iMesa initiative. Use a scale of 1-10 where a '1' means not at all important and a '10' means extremely important:

FREQUENCY DISTRIBUTION REPORT

11 Responses



Rating Criteria: Importance to Address for Future Success

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Lack of a full awareness by the community	0	0	0	0	0	1	1	1	2	6
2.	A need to accelerate the base process for implementing important ideas	0	0	0	0	0	2	1	1	2	5
3.	Lack of an ongoing and high impact communication process to the community	0	0	0	1	0	0	2	2	3	3
4.	Citizens may not understand overall implication and potential impact of iMesa	0	1	0	0	0	0	2	2	1	5
5.	Still a modest/limited amount of citizen involvement	0	0	0	0	1	0	3	3	1	3
6.	Not fully engaging or leveraging the committee's skills/talent	0	0	0	0	1	1	3	1	2	3
7.	Not enough clear focus at committee level about what is most critical for future	0	1	0	1	1	0	2	1	1	4
8.	Lack of a consistent definition of what iMesa really is	0	0	1	1	1	1	1	3	1	2
9.	A sense that we can be overwhelmed by the volume of ideas, limiting our ability to take action	1	0	1	0	2	1	0	2	1	3
10.	Lack of enough media support and PR for our successes	1	0	0	1	3	1	0	2	2	1
11.	The online website/tool is outdated	0	0	1	1	2	1	4	1	0	1
12.	A level of committee change that has been too high for our stability	1	1	1	0	5	2	0	0	1	0

S1 Survey: The Most Important Area to Address

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
11 Responses

The One Area

1. Thinking about iMesa today, both what's working and what's not, what do you feel is the ONE MOST IMPORTANT AREA OR ISSUE that it needs to address in order to move to the 'next level of impact for the City and community? Why is that so important and influential? What will it allow iMesa to do as a result? Please be as specific and persuasive as you can:

No. Idea

1. Because iMesa is a web based tool our outreach through social media is essential in moving forward with engagement of the community that this tool targets. Our web presence needs to have a professional feel and be easily accessible to those that use technology as a matter of fact.
2. Understand the Mission and Goals of iMesa and then structure the "business plan", processes and procedures for the committee to implement to reach the Goals and fulfill the Mission of iMesa.
3. Establish community priorities and articulate a specific plan for how we will strategically address them to move toward implementation.
4. As the iMesa committee, we need to have a strong, concrete vision of what our scope of work is over the next year and five years so that we can drill down to the objectives and tangible work we can accomplish to take iMesa to the next level. If we do this, it will allow us to address the highest priority ideas, streamline our process to meet our objectives, and build the citizens' confidence in our ability to lead this effort.
5. Additional and measurable involvement by a significant cross section of Mesa residents so they may express what is really important to them to take Mesa to the highest level of wanting to live here and prosper here.
6. Most important: awareness of what iMesa is and what iMesa can do (focus on "steering", not implementation). Next level of impact: is the idea sharing stalled? Are we only hear from the same citizens over and over? If so, we need to have some awareness campaign with the citizens to engage them and encourage a constant flow of idea sharing; a hotline to receive text messages? A sign-up for citizens to text their ideas? Why is it important: allows voices to be heard; tells the citizens we (COM) is actively listening.
7. The iMesa committee needs to define/refine the process for vetting community ideas and putting those ideas into action. We need to understand as a committee the potential and limitations we have to help bring ideas to reality.
8. It is important to communicate to Mesa citizens what successes have been achieved through the iMesa process based on the submitted ideas. That iMesa exists now and will exist in the future. It is a dynamic tool that is on-going to every Mesa citizen to submit ideas to transform

our city positively.

9. Community involvement is crucial to the success of iMesa. There needs to be more community awareness in order to get citizens involved and they need to see that their voice can make a difference.
10. We must celebrate past accomplishments Now we have to establish a committee "built to last". We have to get the policy and procedures in place including clear purpose, membership, onboarding, solicitations and processing of ideas, communication strategy, and community engagement.
11. Need to get community leaders involved in helping to streamline the process of bringing proposals for business, recreation, development, etc. forward as community leaders comprise the multi-disciplinary knowledge to expedite community-wide results

The Components of iMesa 2.0

Instructions: The focus of our session today is to now look forward and move iMesa to the next level--let's call it 'iMesa 2.0'. It is intended to build on past successes and also be aware of what has challenged/constrained the initiative. As you think about the concept of iMesa 2.0, what do you see as the components of the initiative and its impact at this new level? What needs to be part of it? (Think about support, technology, participation, process, awareness, media involvement, etc.--multiple responses)

Ideas Results

22/23 fully contributed

No. Idea

1. New crowdsourcing site
2. We need to be sure we are going to the people NOT making the people come to us.
3. Rethink website and other mechanisms for soliciting community participating
4. Process defining--this is how we work, who we target, etc.
5. Update the web page- landing site
6. New sources of idea-collecting (not just online, but through text, social media)
7. Recreate voting web tool so people can stay engaged
8. Determine how to vet ideas presented--old and new
9. Have an iMesa App
10. New pr plan
11. Identify iMesa 's mission.
12. Think about targeted focus groups designed to discuss specific issues with community members interested in that issue
13. Every iMesa member needs to be able to answer questions about the program in a similar way (i.e., this is what we do with your idea)
14. Evaluation and processing ideas
15. Multiple ways of communicating ideas and also engaging in implementation
16. Develop goals and objectives.
17. Check back on ideas that are moving forward to be sure community is still at the table- figure out a way to communicate with residents that the opportunity exists
18. Provide multiple technological avenues for citizens to provide ideas and track the progress of their ideas.

19. Tracking ideas
20. Need to request community-based proposals and review them
21. Formal vision, mission, objectives and annual goals with deadlines
22. Do a biz/pr plan with key Mesa businesses to encourage idea sharing from employees
23. Quarterly community report
24. Ask not only for ideas but solutions
25. Use subgroups of iMesa steering committee to tackle specific kinds of issues rather than trying to do everything at the full committee level
26. Review old ideas
27. City Staff on the same page as the committee
28. Become more involved with grass roots organizations who can change ideas into action and at the same time have the buy in to make the ideas sustainable.
29. Define iMesa process of collecting citizen ideas, analyzing them, processing them and making them happen.
30. Better way of distinguishing "transformative" ideas that board deals with vs. tactical ideas that the city can deal with directly
31. Define the processes and procedures for ideas to go through the iMesa system, be vetted, and directed to the appropriate group and then champion those ideas that we feel strongly about.
32. Ask for ideas and how to implement them (provide template for citizens to use in submitting ideas that help address need, target, costs, etc.)
33. Break up the iMesa steering committee into sub-committees on developing iMesa processes.
34. Assist in gathering geographic centric ideas and transforming them into an area plan where residents of the area have the ability to weigh in and assist with implementing changes
35. Understand the city department business plans so ideas can be assigned and tracked
36. Have the committee ask the question to citizens - what needs do you see in Mesa? Change terminology: idea=need
37. Put updates on Channel 11
38. Be able to have multiple ideas being worked on congruently.
39. Make the iMesa web site more user friendly.
40. Assemble group to review ideas that come in based on wide-spanning community knowledge and access to people with appropriate backgrounds to streamline review process
41. Use the utility inserts to keep the community informed
42. Have a timeline for addressing ideas in the pipeline - it's hard to re-engage interested citizens

43. Find more informal collaborative ways to get people (citizens, committee members) talking to think creatively about the future of Mesa
44. Establish milestones and goals
45. Set a term limit for committee members
46. Communicate to the citizens through all media avenues on how to participate in submitting ideas.
47. Understand the financing strategies so we can think outside of bonds on how to get things done - understand the city's resources to help us
48. IMesa liaison to Chamber of Commerce
49. Start quarterly iMesa talks - like the TED talks - and offer them on podcasts
50. Reach out to the community through the Chamber, social clubs, HOA's, schools, neighborhoods on forming action committees to make transformational ideas happen.
51. Go to school events (PTO- Site based councils, community events at schools) as an outreach tool. If people are supportive enough to have their children in a Mesa Public/Charter school, there certainly is some sense that Mesa is a place that would want to invest and give back.
52. Use iMesa to help people network to achieve community needs/wants
53. Find creative ways to engage at the "village" level - maybe piggy-backing on local events to move ideas forward with citizen help
54. Be sure to involve corporate citizens in implementing ideas. We need to promote corporate responsibility. Citizens have stepped up- time for business to give back to the community that supports them (as employees or customers)
55. Have Mayor and Council Member discuss iMesa at their Town Hall Meetings

(3) Categorization of Components of iMesa 2.0

Instructions: The following is a summary of the responses. In a moment we'll assess the list..

No. Idea

1. Extend the web based platform into mobile and social media support
2. Formalize the overall iMesa work in process in terms of moving ideas into action
3. As part of the extension of the website, review and update the iMesa app and track the download volume and usage level
4. Develop a strategic PR/communications plan for next 18 months
5. Align an ongoing set of community forums and in person focus groups to help support the base iMesa ideas and generate higher visibility
6. Create a quarterly community report reflecting progress/plans of iMesa
7. Develop a sub group structure of involved citizens that can extend the iMesa steering committee's formal work
8. Develop an initiative with Mesa businesses to engage employees as part of iMesa
9. Develop a better process of distinguishing "transformative ideas" from general/tactical ideas being submitted
10. A more formal alignment with the City of Mesa business plan and resource strategy
11. Utilize the iMesa platform as a vehicle for two way communications, where our committee can pose key questions to the citizenry on key issues
12. Partner with more "grass roots" community organizations that have common interests around specific community ideas
13. Clear metrics and milestones to guide committee over next 18 months
14. Identify and create liaisons to key Mesa organizations like the Chamber
15. More creative ways to engage our community at the "village" level, selecting key community events and organizations
16. Raise the bar on our financial acumen and understanding of resource opportunities to implement iMesa ideas
17. Have a more consistent engagement and support level from Mayor and City Council members
18. Create a more compelling communication piece about what iMesa is and its implication for the future
19. Better understanding of the issues facing city of Mesa, their resources and their issues, so we can align and be more informed

(3A) Prioritization of Components of iMesa 2.0

Instructions: Now, please assess each of the following in terms of how important/essential you feel it is as a part of iMesa 2.0. Use a scale of 1-10 where a '1' means not at all important/essential and a '10' means extremely important/essential:

HIGH/LOW REPORT
11 Responses



Rating Criteria: Importance as a Part of iMesa 2.0

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Formalize the overall iMesa work in process in terms of moving ideas into action	10	5	1.7	9.0	11/11
2.	Clear metrics and milestones to guide committee over next 18 months	10	5	1.8	8.5	11/11
3.	Better understanding of the issues facing city of Mesa, their resources and their issues, so we can align and be more informed	10	5	1.9	8.5	11/11
4.	Utilize the iMesa platform as a vehicle for two way communications, where our committee can pose key questions to the citizenry on key issues	10	7	1.0	8.4	11/11
5.	Create a more compelling communication piece about what iMesa is and its implication for the future	10	3	2.2	8.4	11/11
6.	Partner with more "grass roots" community organizations that have common interests around specific community ideas	10	6	1.5	8.3	11/11
7.	Develop a strategic PR/communications plan for next 18 months	10	5	1.9	8.3	11/11
8.	Extend the web based platform into mobile and social media support	10	5	1.8	8.0	11/11
9.	More creative ways to engage our community at the "village" level, selecting key community events and organizations	10	4	2.0	7.9	11/11
10.	Develop a sub group structure of involved citizens that can extend the iMesa steering committee's	10	5	1.8	7.8	11/11

	formal work					
11.	Raise the bar on our financial acumen and understanding of resource opportunities to implement iMesa ideas	10	3	2.0	7.4	11/11
12.	As part of the extension of the website, review and update the iMesa app and track the download volume and usage level	10	4	1.8	7.2	11/11
13.	A more formal alignment with the City of Mesa business plan and resource strategy	10	3	2.3	7.1	11/11
14.	Identify and create liaisons to key Mesa organizations like the Chamber	9	5	1.5	7.0	11/11
15.	Have a more consistent engagement and support level from Mayor and City Council members	10	3	2.4	7.0	11/11
16.	Develop an initiative with Mesa businesses to engage employees as part of iMesa	10	4	2.0	6.9	11/11
17.	Align an ongoing set of community forums and in person focus groups to help support the base iMesa ideas and generate higher visibility	10	1	2.8	6.7	11/11
18.	Develop a better process of distinguishing "transformative ideas" from general/tactical ideas being submitted	10	4	2.1	6.6	11/11
19.	Create a quarterly community report reflecting progress/plans of iMesa	10	2	2.3	6.6	11/11

(3A) Prioritization of Components of iMesa 2.0

Instructions: Now, please assess each of the following in terms of how important/essential you feel it is as a part of iMesa 2.0. Use a scale of 1-10 where a '1' means not at all important/essential and a '10' means extremely important/essential:

FREQUENCY DISTRIBUTION REPORT

11 Responses



Rating Criteria: Importance as a Part of iMesa 2.0

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Formalize the overall iMesa work in process in terms of moving ideas into action	0	0	0	0	1	0	1	1	1	7
2.	Clear metrics and milestones to guide committee over next 18 months	0	0	0	0	1	1	0	3	1	5
3.	Better understanding of the issues facing city of Mesa, their resources and their issues, so we can align and be more informed	0	0	0	0	1	1	2	0	2	5
4.	Utilize the iMesa platform as a vehicle for two way communications, where our committee can pose key questions to the citizenry on key issues	0	0	0	0	0	0	2	5	2	2
5.	Create a more compelling communication piece about what iMesa is and its implication for the future	0	0	1	0	0	1	0	3	1	5
6.	Partner with more "grass roots" community organizations that have common interests around specific community ideas	0	0	0	0	0	1	3	3	0	4
7.	Develop a strategic PR/communications plan for next 18 months	0	0	0	0	2	0	1	2	2	4
8.	Extend the web based platform into mobile and social media support	0	0	0	0	1	1	3	2	0	4
9.	More creative ways to engage our community at the "village" level, selecting key community events and organizations	0	0	0	1	1	0	2	2	2	3
10.	Develop a sub group structure of involved	0	0	0	0	1	3	0	2	3	2

citizens that can extend the iMesa steering committee's formal work											
11.	Raise the bar on our financial acumen and understanding of resource opportunities to implement iMesa ideas	0	0	1	0	1	1	0	6	1	1
12.	As part of the extension of the website, review and update the iMesa app and track the download volume and usage level	0	0	0	1	0	4	1	3	0	2
13.	A more formal alignment with the City of Mesa business plan and resource strategy	0	0	1	1	0	2	2	2	1	2
14.	Identify and create liaisons to key Mesa organizations like the Chamber	0	0	0	0	3	1	2	3	2	0
15.	Have a more consistent engagement and support level from Mayor and City Council members	0	0	1	1	1	2	1	2	0	3
16.	Develop an initiative with Mesa businesses to engage employees as part of iMesa	0	0	0	2	1	2	0	4	1	1
17.	Align an ongoing set of community forums and in person focus groups to help support the base iMesa ideas and generate higher visibility	1	0	1	0	1	2	0	2	3	1
18.	Develop a better process of distinguishing "transformative ideas" from general/tactical ideas being submitted	0	0	0	3	0	3	0	3	1	1
19.	Create a quarterly community report reflecting progress/plans of iMesa	0	1	0	0	3	0	4	1	0	2

S2 Survey: Your Vision of iMesa 2.0

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
11 Responses

Articulating Your Vision of iMesa 2.0

1. Imagine you were addressing a key group in Mesa and representing the Steering Committee-- this could be the City Council, a community forum, a business leaders group, a school, a specific business, even a media event. How would you articulate your vision of iMesa 2.0? When iMesa 2.0 is in place, what does it look like and how do feel talk about it? How is it different from what our current iMesa has been? Please be as specific and persuasive as you can:

No. Idea

1. More responsive, action-oriented, proactive, and reliant upon institutional knowledge and network usage
2. iMesa 2.0 is a community project designed to solicit ideas from citizens for ways to improve and transform the city so that it is a livable, exciting place to live and work. The goal is to take those ideas, discuss and debate their merits, determine which ones have the most important and transformative impact on life in Mesa, and find ways to move them toward implementation.
3. The iMesa 2.0 version will extend the idea forming platform the existed before and bring it to the next level. Citizens will have the opportunity to submit an idea, vote on other ideas and have the opportunity to get involved with the implementation of ideas as they move through the process. There are many modes of communication you can use to get involved - the iMesa website, the iMesa app, social networking and blogging about the initiatives and ideas that are important to you. The iMesa steering committee will communicate regularly on the status of projects, what's new, and what initiatives have come to fruition.
4. The iMesa process is now able to handle the development of multiple citizen ideas congruently. The process is designed to receive citizen ideas from a broad base of new technologies, quickly vett those ideas, direct them to the appropriate venue for implementation, then work with that venue to support and champion the ideas to completion.
5. iMesa2 is an innovative community involvement committee designed to build a better community by engaging all citizens and soliciting, processing, prioritizing, and implementing your suggestions and ideas.
6. iMesa 2.0 is the next phase of citizen involvement. We want the community leaders in the room to tell us what they need to help the residents in their villages live a better life in Mesa. We have the full backing of the City Council to advance the 2011/2012 phase of iMesa to your needs.
7. Articulate a clear message that conveys community participation with an understanding of how the committee reaches goals and objectives. Currently iMesa committee is confused on their role.
8. iMesa is no longer the secret way to communicate your ideas for our great City. It is now a way for each and everyone of the residents of Mesa to put their fingerprint on it's future. It is a way

for you to not only tell other residents your awesome ideas but it is THE way to become involved in making your ideas a reality. Every resident young or old, and every business will play a part in making Mesa a unique asset in the Valley of the Sun The place where everyone knows that their ideas are valued and you are welcomed to be a part of a phenomenal community.

9. The Mayor and City Council don't know everything and commissioned iMesa to be a source for innovative ideas that will make Mesa a better place to live. You know what the community you live in needs. Tell us and we will take those ideas and move them forward through the appropriate city process. We will keep you informed as your ideas take shape and become reality or communicate why the idea was not able to be implemented. We want you to feel a sense of ownership and feel your ideas are valued. iMesa is committed to on going communication with you and working collectively to bring transformative ideas to reality.
10. iMesa ideas can now be communicated through all social medias, etc. - not just the web site. We are partnering with communities, businesses, clubs, schools, etc. to take iMesa innovative ideas to the next level - making them happen. iMesa is now much more citizen driven - both from the initial idea submittal, determining how to process the idea and final implementation.
11. iMesa is recharged and creating new channels of communication for citizens to share their praises and concerns - is there a need you see in our city? is there a want? what are we doing right? When you share your idea with the iMesa 2.0 committee we will ensure that your submission is considered on a variety of levels and we'll review the impact of your idea, it's benefits, it's costs, and the feasibility within the City of Mesa structure to see it actually implemented. We, the iMesa 2.0 committee, will ensure every idea presented is considered. Also, we have new channels for you to regularly communicate your messages - go online to our community board, text us, snap a photo and share on Instagram for the iMesa committee to see, or mail a letter. Better yet - talk to us on our 24-hour voicemail hotline.

(5) Summary of Focus Areas for Committee

Instructions: For the remainder of our time today we'd like focus on the following areas that will be key factors in the implementation of iMesa 2.0:

Ideas Results

No. Idea

1. The role and structure of the iMesa Steering Committee
2. The support and resources needed from the City of Mesa
3. The iMesa interactive platform for community access (web/mobile)
4. The role of the media as a partner in supporting iMesa
5. A new round of community engagement forums in the Fall 2013
6. Revisit the key community categories (downtown, transportation, parks, etc.)
7. Guiding principles for our success with iMesa 2.0 (envision 12/2014)

S3A Survey: Role and Structure of the Steering Committee

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
11 Responses

iMesa Steering Committee

1. What's the role of the iMesa Steering Committee in guiding and supporting the implementation of iMesa 2.0 in the future?

No. Idea

1. Just do it!
2. iMesa must take the lead role.
3. Promotion of idea generation Vetting of ideas with suggestions for implementation team outside of the this committee
4. The committee connects the community to their ideas becoming a reality.
5. Organize village leaders in focus groups
6. Solicit, review, prioritize, implement and report back to the community
7. 1.to articulate a plan for soliciting citizen input 2.to solicit that 3.to discuss and prioritize 4.to move priorities to appropriate city office or other entity (business, non-profit, community organization)
8. Our role is to track, evaluate and prioritize the ideas from iMesa and then facilitate implementation by assessing resources available to create action and employer citizens to work directly with those organizations/resources that can help them with implementation.
9. Being the vehicle to communicate iMesa's mission to the community. Determining how to communicate the mission and developing better processes to making the mission happen.
10. The role of the committee is to seek ideas and create a vetting process to guide the process for ideas to move forward
11. Role is to be ambassadors for the process; serve the community through speaking engagements and participating in public forums to tell our story/mission

2. What changes would you suggest to the structure and operations of the Committee to best support this role?

No. Idea

1. Action-focused

2. Need to set up the processes and procedures for idea gathering, vetting, implementation/support/championing.
3. Marketing plan education around who potential implementation teams could be
4. Set in place a clear process for the committee.
5. Additional members Committees
6. Establish subcommittees to ensure the above is addressed in the idea lifecycle.
7. Better articulation of agendas for each meeting use of subcommittees to focus on specific topics, communities
8. We need to each have individual responsibilities to act on specific ideas (tracking, evaluating, prioritizing) and timelines so we do not fall behind and get stuck talking about what we do in general at each board meeting.
9. Formalize an iMesa mission statement. Develop objectives, goals and actions for the next 18 months.
10. Create a matrix for or set of qualifiers to best vet ideas in relation to city priorities and resources.
11. Have the committee break into areas of expertise (Marketing/PR); (Technology); (Community Outreach)...etc. Also - have these sub-committees be assigned a COM employee that will help with execution from the inside/within the City, and help (ex: member of PIO team assigned to help iMesa with media relations; member of IT dept assigned to Tech committee)

S3B Survey: The Support and Resources Needed From the City

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
11 Responses

The Support and Structure needed from the City

1. What do we need from the CITY STAFF for the ongoing support of iMesa 2.0 and our steering committee work?

No. Idea

1. Realization that the iMesa ideas/projects are important to support
2. Same level as in iMesa 1.0
3. Update of web site to make it a bit more user friendly. Ability to use more social medias to input iMesa ideas, get feedback on ideas, etc. Otherwise doing a terrific job.
4. Presentations about functions/what is in the works; communication with relevant working groups; research and information as needed/requested on specific topics of community interest
5. Communication on what the city is working towards, development.
6. Facilitate the development of the 18 month business plan
7. A budget to tied to our goals so that we can leverage the use of the \$150,000.
8. Tech and Media Outreach assistance; tap into COM volunteer database if we are hosting public gatherings or attending public events as the iMesa committee
9. Prompt response to iMesa ideas so we can move forward with addressing the ones pertinent to the steering committee, understanding of financial vehicles and organizations that could take ideas to implementation, consistent communication with city council and other stakeholders to bring ideas to fruition
10. more information about what the city is looking for to enhance the "vision" of leadership...as well as what resources exist for citizens and business to tap in bringing projects to fruition (what land is available, what incentives, etc.)
11. We need the city staff with the authority and knowledge to help vet ideas and create or advise pathways for implementation.

2. What do we need from the CITY COUNCIL MEMBERS for the ongoing support of iMesa 2.0 and our steering committee work?

No. Idea

1. Connections to their constituents
2. Same level as iMesa 1.0
3. Same.
4. communication; listening to our ideas and sharing their concerns/perspectives with us
5. promotion of iMesa
6. visibility and local support
7. Ongoing exposure (meetings) to/with the city council members.
8. Just open ears, open eyes - and to have them also reach out to us regularly and open our eyes about needs/desires in their districts
9. Prioritization of iMesa ideas so we can continue to move forward and meet the demand of our citizens in a timely manner, buy-in that our recommendations are viable and will improve the vitality of the city
10. Occasional participation in the process
11. Champion iMesa - be ready to support ideas that may be out of the box.

3. What do we need from the MAYOR for the ongoing support of iMesa 2.0 and our steering committee work?

No. Idea

1. PR
2. Mayor Smith has been the Champion of iMesa and I expect this will continue
3. Same.
4. continuing support/providing direction to our work
5. visibility
6. Keep the jet-setter informed on our progress by having Kathy, Mark, and other members have lunch or meet with him once a quarter.
7. To let us keep at it..
8. Buy-in from the mayor and confidence in the steering committee to make good decisions
9. What does he want for Mesa and how can we help him attain it as partners in the process
10. Public visibility
11. Continue championing iMesa.

S3C Survey: The iMesa Interactive Platform

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
11 Responses

The iMesa Interactive Platform

1. What changes/new functionality do we want to see in the iMesa web access platform? If I am accessing it on the internet via a the internet on a standard PC/laptop, what should I be able to do, access, understand?

No. Idea

1. Ease of use. Tracking of the status of one's idea.
2. I have NO idea! Seems to be adequate to me.
3. Maybe just a button on the Cities home page that takes people directly to the iMesa tool. Could be a button on facebook sites as well not only the Cities but communities groups/entity pages.
4. Would like to see ideas broken out by category: parks, downtown, etc. in addition to being broken out by districts.
5. I think the system works well as it is.
6. The process...how does iMesa truly work
7. The app should be easy to navigate
8. N/A - need to play on the site; I agree its awareness - honest, how do we get to the site? Can it live on its own away from the COM site for access?
9. I have no issues with the current platform
10. Have a system that manages the complete idea lifecycle
11. Users need to understand the "voting" process and know that they only have a certain amount of votes and also know when they get more votes after an idea has been implemented/moved forward, also it would be great to see a map of those ideas that are location-specific that could be viewed by village - Mesa is a big place!

2. Imagine the iMesa App that could reflect our 2.0 implementation and be fully available on a smartphone device (iPhone, Android, etc). What would that App look like? What would it allow me to do as a citizen or stakeholder who wants to support iMesa?

No. Idea

1. See #1.

2. Should allow citizens to enter ideas, share perspectives on ideas already posted
3. Sounds like we have one but not able to connect so its difficult to comment
4. I have no idea.
5. Can I load a picture into an idea as an example of the idea?
6. Perhaps allow for committee members, rather than city staff, to respond to inquiries...just as you'd reach out to a councilmember, not staff, about their thoughts re: an innovative idea or potential for action
7. Easy to navigate
8. Don't just have an app - only a select few trust downloaded materials on their devices (and we are the govt - another host of perception issues); instead set up a text # and have them "push" their messages to us
9. Easy to navigate. Actionable. Up to date.
10. Provide access anytime for participating in the idea lifecycle
11. It would be cool if we could advertise codes (in locations that make sense) that you could scan with you phone and learn more about a specific project so you can comment or vote directly - example: near where the light rail is being built, the code would link to ideas concerning the light rail

3. The platform (web/mobile) will take resources and innovation. What is your recommendation on how we should approach the development and support of the platform in the future? Please be as specific and persuasive as you can:

No. Idea

1. Find a resource that can develop the system, assist in its design, then have a HUGE marketing launch.
2. I don't know that any changes are needed; current platform can be tweaked to meet changing needs/desires for soliciting citizen input.
3. I believe it is the web page that needs to be simplified not the plat form. Again a marketing issue rather then platform issue
4. I have no idea.
5. Get the platform in the hands of as many residents as possible. It should be on the home screen of the computers at the library.
6. Review to see if serves the purpose of iMesa
7. Reboot the hashtag - part of the Mktg/PR committees re-launch 2.0 campaign; imagine a weekly pic from the community garden on Instagram; or a Flickr stream of iMesa affected projects - use photos (not words) to tell the success stories
8. Use the current legacy web developer. Do not spend the entire budget.

9. Technology is changing so rapidly that should have an annual technology review based on the long range goals of the committee
10. We need to take it one step at a time. Since we've invested so much in the initial platform, we should work on improving that rather than trying to rework it entirely. Other "platforms" should be add ons or complementary to the main web platform.

S3D Survey: The Role of the Media

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
11/23 contributed

The Role of the Media

1. What role and support do you want the MEDIA to play for iMesa 2.0? How can they best be an advocate and accelerator for what iMesa can do?

No. Idea

1. Assist us with getting people engaged in submitting ideas through stories about the successful projects and the community groups who participated/participate in the projects.
2. Blitz more. Channel 11. Interviews with the Mayor by local media.
3. Marketing Plan that includes a specific role to work closely with the media in informing of committee progress and successes. Continue to build a strong relationship with the media.
4. Not just report our successes; we can use the News By You offerings; we can encourage an opinions column; I would also like to see a media sponsorship of an iMesa event/gathering or public forum discussion. Media can also work against us if we are inactive, not really having an impact - best to recharge and have a platform now so we can answer "what have we done lately?" if they come asking...
5. A collaboration with various media outlets. articles, TV and radio
6. We need to be sure to communicate our activities to the media; perhaps do some short video spots on You Tube? Tweets?
7. Community email lists such as the neighborhood reach by Cynthia Garza should emphasize iMesa as well as utility bill inclusions, art center promos, chamber events, downtown festivals, etc...in addition to traditional media reliance
8. the quarterly report presented to the media
9. The media can use our successes as a way to engage citizens. It can also market the innovative process and specific projects people can get involved in.
10. Strong role and support in communicating all aspects of iMesa news. Keep iMesa's name in everyone's mind.
11. The media can help celebrate successes, promote the website and concept of citizen driving governance. PR task force could write editorials for the paper to provide updates on projects and successes.

2. What are your suggestions on the specific media that we should engage in 2013/2014? Who will be most influential?

No. Idea

1. We should use not only the traditional publications but blogs and facebook posts that reach deeper then the generation of people who get their news from traditional sources.
2. HOA newsletters. Community newspapers.
3. Better web site, app, twitter (?), or other media that allows immediate feedback/input by the citizens.
4. I think we need to look beyond our traditional media channels (print/TV) and look at social media - who are the influencers? what are their blogs/sites? Lets tell them our story, too.
5. No idea
6. Older citizens: newspaper, public radio; Middle-aged: Facebood; Younger: tweets and ????
7. Everything from community bulletin boards to business listings and park/rec announcements
8. create an imesa2 and utilize social media going directly to the citizens
9. We should start targetting media to specific interests such as culture/arts, sports, entrepreneurship so we can align ideas to organizations/individuals that can carry them out.
10. Continue newspaper articles but on a more frequent basis as news occurs. Use Mesa's Channel 11 to communicate positive iMesa news updates. Have the city send out news of iMesa in their weekly, monthly, newsletters.
11. We should engage all media platforms

S3E Survey: Community Engagement Forums

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
11 Responses

Community Engagement Forums for Fall 2013

1. What would the structure of an 'Ideal Community Forum' be for the Fall of 2013? This is the ideal agenda, format, impact, etc:

No. Idea

1. Community leaders by village with 10 people max.
2. Forum would take place at an event that people are already attending. We would not hold an event specifically for iMesa input. Have a presence at many community events where people can be introduced to the concept and shown how easy it is to add an idea.
3. Forum should include successes of past ideas
4. A town hall meeting involving held in each council district include the mayor and council member presenting the annual report and next steps.
5. A way for all stakeholders to get involved, citizens and businesses, with an organized facilitator who has time management skills to get everyone's ideas and feedback within a short period of time. It would be best for there to be tangible items on an agenda that people can react to or expand on rather than just general brainstorming.
6. The forum would focus on generating new ideas and celebrating successes. We should target HOAs and other existing groups to present iMesa.
7. Agenda: Intro, Overview of iMesa Mission, Open Discussion, Computer time to log-in ideas. Bring in more people by working with the Chamber of Commerce to have local restaurants with free(?) food at booths at the back of the room.
8. Topic-based focus group discussions (e.g. transportation, downtown Mesa) to look at ideas already made and solicit feedback/additional ideas.
9. Something on a large scale - getting into each district might create too much work to be effective.
10. Revisit previous community forum locations and present iMesa success stories. Have a list of ideas presented from the forum location that are still not finalized. Get feedback on these ideas and possible future actions from the attendees.
11. Committee members and council, along with the use of videos, such as those shown at Mesa on Stage (showed the legacies of those contributing to Mesa and how they turned ideas, large and small, into areas of improvement and transformation for our city. Promoting a conversation.

2. What's the SCOPE of the Forum effort in the Fall? How many? Where? When? What's realistic in terms of what we can do:

No. Idea

1. One for residents by village and one for leaders by village.
2. Opening night of the Mesa Arts Center 10,000 attendees Second Friday Nights in Downtown Mesa 4,000 attendees each month Veterans Day Parade Dia de Los Muertes event Fiesta District meetings Downtown Business meetings Chamber's regional business meetings ETC
3. The village concept should continue and held at least twice for each village
4. Each council district
5. It's hard to have a forum of more than 15-20 people, because not everyone's voice will be heard if there are too many people, we should be the facilitators and should get out of the way so the participants are the ones driving the content, we should have it somewhere easy to get to
6. The scope should be about reengagement. here is what has been accomplished now what ideas to want to see become reality.
7. In each of the villages this fall and also have a booth at the Mayor's Town Halls in the fall.
8. Once we have compiled some grouping of ideas, set up about 8-10 topic-oriented forums in different locations around town. Make sure to target specific people/groups to invite. Have city staff along with committee members to provide information and gather ideas.
9. To launch the 2.0 campaign, can we use a portion of our funds to sponsor an iMesa TED talk and bring them in to kick off our engagement (mobile platform, etc). We could also kick in company sponsorships to match funds to make this happen (Boeing, Banner, etc.). Hold in a large venue, make access first come/first served; free but ticketed (creates demand).
10. Expand previous locations visited to include new ones.

3. What OTHER ideas or ways can we generate community engagement in 2013/2014?

No. Idea

1. Involve the Mayor and give up front notice he will attend.
2. Go to community meetings- RAIL group, HOA annual meetings, Neighborhood events- like GAIN or other community events that are planned through the neighborhoods. Having a continual presence at the museums- might be a easy as a banner. For sure a presence at the Three for Free Sundays where the museums are at capacity.
3. Reach out to other community organizations
4. Engage the snowbirds and students?
5. We should tag onto other organizations that have goals that align to specific ideas on iMesa and get citizen engagement through piggybacking on other events/initiatives.

6. PR, celebrate successes, make citizens feel valued through ongoing communication
7. Booth at the Cubs games next Spring Baseball season.
8. Use existing groups such as HOAs, PTO, Rotary, business groups, etc. to discuss ideas.
9. I'd like to incorporate the East side of Mesa into what we are doing - new public areas at Eastmark could be utilized.
10. Making better use of other social medias.

S3F Survey: Revisiting the Community Focus Areas

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
11 Responses

The following were the general category areas that we reviewed in the February 2012 Workshop. Please indicate how important you feel each area of focus should be for the iMesa Steering Committee and the overall iMesa 2.0 effort between now and 12/2014. Use a scale of 1-10 where a '1' means not at all important and a '10' means extremely important:

1. Higher Education

HIGH/LOW REPORT

Rank	Idea	High	Low	Std. Dev.	Avg.
1.	Higher Education	10	1	2.8	6.9

2. Vibrant downtown

HIGH/LOW REPORT

Rank	Idea	High	Low	Std. Dev.	Avg.
1.	Vibrant downtown	10	6	1.3	9.5

3. Transportation networks

HIGH/LOW REPORT

Rank	Idea	High	Low	Std. Dev.	Avg.
1.	Transportation networks	10	3	2.8	8.2

4. Arts/Cultural vibrancy

HIGH/LOW REPORT

Rank	Idea	High	Low	Std. Dev.	Avg.
1.	Arts/Cultural vibrancy	10	3	2.4	7.6

5. Sustainable economy

HIGH/LOW REPORT

Rank	Idea	High	Low	Std. Dev.	Avg.
1.	Sustainable economy	10	7	1.1	9.2

6. Livability

HIGH/LOW REPORT

Rank	Idea	High	Low	Std. Dev.	Avg.
1.	Livability	10	7	1.0	9.4

7. Recreational access

HIGH/LOW REPORT

Rank	Idea	High	Low	Std. Dev.	Avg.
1.	Recreational access	10	5	1.8	7.0

8. Is there another specific focus area that you feel needs to be part of our effort that is not covered by any of the other topic areas? What is it and why do you feel it should be established as a specific focus area? Please be as specific and persuasive as you can:

No. Idea

1. Can't articulate this well but a category for ideas about ways for residents to connect with each other. Community events and gathering places where people are comfortable interacting with each other.
2. Healthcare
3. Supporting what's here...new universities, projects, business, etc.
4. Other innovations - we need a category that catches and pushes forward ideas that do not fit in the established categories.
5. We should focus on creating vibrancy in all areas, not just downtown. We should work on increasing activity by bringing people into the community, the street, getting them involved to create a sense of place and deter crime. This could be part of the other 7 areas, but we haven't talked about this specifically.

Task Force/Working Group Areas (Guiding Next Steps)

Instructions: As part of our discussion of Committee Structure and next steps, we identified 5 potential subcommittee/focus areas that should be established. Each should have a clear leader from the Steering Committee, likely have 2-4 members from the Committee and can have non-Committee members as well. They should need have the feel of ongoing sub-committees, but rather be very focused on task/timeframe.

Ideas Results

No. Idea

1. Technology
2. Marketing/PR
3. Community Outreach
4. 18 Month operating plan (goals, metric, etc.)
5. Ideas to action process

Session Feedback Survey

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
11 Responses

Your Key Take-Away

1. What's your key 'take-away' from today's workshop and the future of iMesa? What really resonated with you? Why?

No. Idea

1. That we are all on the same page regarding the need for more resident participation
2. Appreciated the opportunity to share past vision with new committee members and feel that we are all now more in concert with one another on directions and priorities.
3. Great participation. Wish all members were here. New ideas.
4. We need a shot in the arm; we are all equally passionate about the 2.0 plan and ready to work. I think we agree the iMesa platform can be effective, does create engagement - and now we need to not just stick to what's being requested but we should always solicit more ideas; more ideas doesn't equal more work - it just creates more perspectives and ways to look at things.
5. Having a work groups established and that we all seemed to a general consensus of what our role is as committee members.
6. Even though we talk back in forth about issues within the steering committee, it seems like are intentions and what we hope to accomplish is pretty similar. I now have an idea of the scope of our work - to vet and prioritize ideas and connect citizens to resources to help them implement their ideas.
7. The need to develop a comprehensive business plan
8. I had the feeling when I came in today that we were an unfocused and disconnected group. I now feel like we have a better since of direction and purpose and that we all share a similar view of how to move forward.
9. This exercise allowed us to focus on what tasks need to be performed to enhance the effectiveness of the iMesa Steering Committee.
10. Need to define our processes and take action
11. Gained that initial iMesa excitement that has been missing since the bond election. Great ideas on how we can move iMesa toward the future. Terrific enthusiasm from the committee members. Looking forward to our future endeavors.

Session Feedback

2. What did you enjoy most about the session today? What did you find to be most positive?

No. Idea

1. Agreeing to move on
2. Generation of ideas and ability to see other's input/perspectives. We talked some; sometimes we need more of that to clarify and elaborate, but coming back to the computer and questions helps to refocus the group.
3. Moved very fast and accomplished many goals.
4. Shocked by how in agreement we all are; lots of similarities and shared goals.
5. Questions and rating system. it gives the committee a starting point.
6. I enjoyed the electronic format. We would never have been able to all share our ideas in the time allotted to the extent that we did if we were talking the whole time.
7. The commitment and shared vision of the members
8. I really enjoyed seeing our ideas merge together and validate common priorities. This process really helped us get to a more focused and clear direction for the future of the iMesa committee
9. Great breakfast! Ohhhh, you meant the exercise! The entire process today was helpful on allowing the members to gain a greater insight to what we need to accomplish, thus bring a higher sense of cohesion to the team.
10. Discussion that gets us to action
11. The workshop process opened our minds, thoughts and eyes on where iMesa has been and where we can proceed in the future.

3. What was the value of the Advanced Strategy Lab system in supporting today's session? (1-10 scale, 1 being of no value, 10 being of significant value)

HIGH/LOW REPORT

Rank	Idea	High	Low	Std. Dev.	Avg.
1.	What was the value of the Advanced Strategy Lab system in supporting today's session? (1-10 scale, 1 being of no value, 10 being of significant value)	10	8	1.0	9.2

4. Do you have any additional comments or observations about today's session or any aspect of the future of iMesa and the role of the iMesa Steering Committee?

No. Idea

1. I hope that we learn from this experience that everyone on the committee has valued input and that conversations during our regular meeting do not need to be dictated.
2. We just need to get to work now.

3. Great facilitation!
4. Great group of people
5. It would be great to use a web tool/format like this one used today to work on our business plan and process for moving forward.
6. In developing the plan we need the notes from the session in an organized summary report.
7. Would have liked to have reviewed some of the past ideas that we received from the citizens, that we distilled, vetted, and categorized.
8. We need to have our next iMesa meeting as soon as we get our copies of the workshop findings. Then continue working as a team to make iMesa 2.0 happen successfully.