



**Meeting Notice & Agenda
Downtown Vision Ad-Hoc Committee**

January 27, 2015

**Mesa City Council Lower Chambers, 57 E. First Street
3:00 p.m.**

**Jo Wilson, Chair
Debby Elliott, Member
Marco Meraz, Member
Lorenzo Perez, Member**

**Steve Chucri, Member
Charles Huellmantel, Member
Rich Marchant, Member**

1. Chair's call to order
2. Review and take action to approve Downtown Vision Committee minutes from the December 9, 2014 and December 16, 2014 meetings.
3. Hear a presentation by and discuss feedback from Cindy Ornstein, the Mesa Arts and Culture Director regarding arts, culture and innovation ideas in and for Downtown Mesa.
4. Hear a presentation by and discuss feedback from Jodi Sorrell, the City's Transit Director, regarding light rail ridership demographics, rider surveys, and community comments.
5. Hear a presentation and discuss feedback from Chair Jo Wilson related to outreach approach and recent meetings with local groups and agencies.
6. Hear a presentation from staff on the overall timeline of community and committee meetings January through May 2015.
 - a. Provide direction and feedback on any additional community meetings to schedule.
 - b. Identify committee member participation for the community meetings already confirmed.
 - c. Hear a presentation by staff and discuss planned approach/content for broad community-wide meetings or input.
7. If time allows, hear committee discussion and possible direction to staff or committee assignments relative to: 1) Parking and way finding; 2) Unique and creative development opportunities, particularly transit-oriented development for housing or mixed uses; 3) Restaurant/Bar opportunities; and 4) Committee discussion about adding other categories for later discussion and/or follow up by the Committee at future meetings.
8. Confirm next meeting date: February 24, 2015.
9. Discuss and provide direction on the primary agenda items next meeting:
 - a. Presentation and discussion by the Mesa Preservation Foundation
 - b. Review process and discuss March 10th facilitated 'electronic brainstorming session.'
10. Items from citizens present
11. Adjourn meeting

Committee members will attend either in person or by telephone conference call. City Council members may elect to attend the meeting for their own information, not for purposes of any legal action nor decision making by the Council. The City is committed to making its public meetings accessible to persons with disabilities. For special accommodations, please contact the City Manager's Office at 480-644-3333 at least two business days before the meeting.

Agenda Item 2

City of Mesa

Downtown Vision Ad-Hoc Committee

57 E. 1st Street
Visit Mesa Conference Room
120 N. Center Street
Tuesday, December 9, 2014
3:00 p.m.

MEMBERS PRESENT

Jo Wilson, Chair
Debby Elliott
Lorenzo Perez
Steve Chucri

STAFF PRESENT

Natalie Lewis
Jim Smith
Sara Sorensen
Jeff McVay
Gail Vangen

ABSENT

Charles Huellmantel
Rich Marchant
Marco Meraz

MEETING MINUTES

1. Call to Order

The Downtown Vision Ad-Hoc Committee meeting was called to order at 3:01 p.m. by Chair Jo Wilson.

2. Hear a presentation by and discuss feedback from the Neighborhood Economic Development Corporation (NEDCO)

Terry Benelli, Executive Director of NEDCO, and NEDCO staff provided a movie presentation regarding the history of downtown Mesa from the late 1800's to the present.

- a) Downtown Mesa grew and prospered up until about 1978 when the focus began to shift from downtown to the suburbs, driven primarily by the opening of Fiesta Mall and the Superstition Freeway (diverting traffic away from Main Street).
- b) The 1990's were tough and a Community Development Financial Institution (CDFI) was needed. NEDCO was formed in 1997.
 - NEDCO is a CDFI that is certified by the US Department of Treasury to provide alternative financing programs anywhere in the state of Arizona. A CDFI's purpose is to use this alternative financing to promote economic revitalization and community development.
 - The City of Mesa contracted with NEDCO to provide unique and tailored downtown business assistance during the Light Rail construction process.
 - In addition to funding, NEDCO provides development assistance: education, networking and support.
- c) NEDCO staff reviewed the 15 development plans that were developed over the years and stated that the Downtown Vision Committee is a part of this long-term process, and noted recent momentum and shared drive to bring more locals, students and visitors to the downtown area. Light rail will be another tool to add housing, jobs and new markets to downtown.
- d) NEDCO's resources have not been fully utilized. Where NEDCO has and can be helpful:
 - Leverage: NEDCO can exponentially leverage resources in a way that other organizations can't. NEDCO believes in leverage and since 2012 has leveraged 2.8 million invested in downtown.
 - Events: To respond and support City Council's 2008 economic development strategic initiative, NEDCO shifted its focus to creating more downtown events, restaurants and 1,500 new housing units.

- Business Retention: In 2011, NEDCO contracted with the City to develop a business retention program which included marketing/branding, business plans, and signage for both new and old businesses. As a result, downtown Mesa has the lowest failure of any town experiencing Light Rail construction.
 - Forward Progress: NEDCO has applied for CDBG funding to continue their work towards 1,500 new housing units, TOD and creative placemaking. “Creative placemaking is the act of people coming together to change overlooked and undervalued public and shared spaces into welcoming places where community gathers, supports one another, and thrives.”
- e) NEDCO staff discussed the first downtown Mesa Urban Development Summit. Key recommendations and/or insights from this summit included:
- Form Based Code should be mandatory instead of opt-in like it is now. Provides a designation of arts and culture, entertainment district – provides additional tools.
 - Adaptive Re-use – is difficult and can be daunting.
 - Suggested the City to fund a Building Code Analysis.
 - Adaptive use time-to-market adds business attraction appeal.
- f) In conclusion, NEDCO believes they can be a key factor in the success of revitalizing downtown Mesa. Light Rail through downtown is unique and should be taken advantage of. They requested that adaptive reuse of property be a priority, along with Code Analysis, mandatory Form Based Code and training for City departments that deal with TOD. Creating a vision statement similar to HEAT initiative, but unique and tailored for downtown, would be helpful to ensure all downtown partners are following the same blueprint for future of downtown.

3. Hear a presentation by and discuss feedback from RAILmesa (Retail, Arts, Innovation and Livability)

RAILmesa is a neighborhood group started in 2011 that advocates for increased citizen participation, responsible development of housing, transit options and the creation of quality jobs along Mesa’s Light Rail Corridor.

- a) Discussed Mesa’s Urban Garden, located in the heart of downtown, adjacent to Benedictine University, Mesa Integrated Health Center and the City of Mesa Municipal Court at 1st Avenue and Hibbert. Mesa Urban Garden is a community organization that provides fresh produce directly to the community and local food banks.
- b) Believe community outreach is a key component to celebrate the vision and opening of the Light Rail.
- c) Discussed the perception by people who live here; the downtown area isn’t good. There are not enough good restaurants and the ones that are here aren’t always open. A walking-audit indicated inadvertent negative messages are conveyed by downtown signs. Suggested changing the language to be more pedestrian friendly.
- d) Realized Mesa didn’t have a downtown advertising campaign – so they started one: “Downtown Mesa – if you knew it, you’d do it.” No funding for this campaign.
- e) Requests that marketing, advertising and promotion be a key component of the DVC ‘s vision and that the creation and execution of a comprehensive advertising campaign be a priority. Stated the “time is now” not when Light Rail is operating through downtown.
- f) Make it a priority to develop a strategy similar to the HEAT Initiative.
- g) Make the addition of 1,500 housing units the highest priority.

In conclusion, Diane Warner, NEDCO Board President, informed the Committee that Terri Benelli was stepping down as Executive Director and has accepted a new position as Executive Director at Local Initiatives Support Corporation (LISC) in Phoenix. She thanked Ms. Benelli for her leadership and said NEDCO will continue what she started. She added that it is critical the City continue its funding. Folders containing documents from the presentation and flash drives with all the plans and studies that have been done were provided to members of the Committee.

Discussion took place regarding the presentations so far. Augie Gastelum commented that Mesa has the opportunity of a lifetime with Light Rail and would like to see the committee establish a plan on how to take advantage of it once the current extension is complete.

4. Hear a presentation by the Consolari team and discuss feedback on the Consolari project and proposal for downtown Mesa.

Senator Bob Worsley and Ms. Christi Worsley provided a presentation and discussion on a project named Consolari. In Latin, it means to allay or assuage grief, to console, soothe or comfort. The project is fueled by partnerships with New York City's Lincoln Center, the Mesa Arts Center, Mesa Public Schools and other entities and would transform a ten-acre auto dealership, located just east of the MAC in order to expand on the one of the nation's premier performing arts destinations. Consolari proposed discussion highlights included:

- a) World-class, 42,500-square foot concert hall to compliment the MAC in order to accommodate hundreds of instruments and singers at a time.
- b) 500 seat-recital hall, 10,000 sq. ft.
- c) 150 seat recital hall, 4,000 sq. ft.
- d) 900-student music campus for Mesa Public Schools
- e) Cutting-edge research on the ability of music to help people suffering from autism and dementia
- f) Gardens and lawns totaling more than 200,000 sq. ft.
- g) An area fronting Main Street that would host crowds watching the concerts on a 7,000 sq. ft. digital screen
- h) 30,000 sq. ft. of retail and restaurant space
- i) Cost to locate in Mesa is \$250,000 as compared with \$500,000-\$650,000 in Scottsdale or Phoenix
- j) Also talked about moving kids from ASU to downtown Mesa for architecture, CAD, and engineering.
- k) Talking with Steve Tether from Vanderbilt about building a new dream campus in downtown Mesa.
- l) 5013c has been formed to raise funds. ASU will help lease the spaces, Lincoln center will pay to use it, the City will own the land.
- m) Not something they will take to the City to build and bond. Trying to get wealthy groups to invest.
- n) Timeline – Open for students in 2016, K-12, Mesa Public Schools. If the site drags out it'll be 2017. With adequate fundraising, concert hall projected to be completed in 2019.
- o) Restaurants and hotels will be needed, but you can't ask them come now – they will need added market demand, which the Consolari will provide.
- p) P&L is projected, as well as jobs, operating budget and estimated people that will come. Help is needed to take that information and figure the ramifications regarding hotels and restaurants.

In conclusion, Ms. Worsley stated that the biggest concern is what is planned to be put around Consolari.

Discussion continued regarding the church and what they are doing around the Temple and that it would be helpful if they would come to the table and be more transparent.

5. Committee discussion and possible direction to staff or committee assignments relative to: 1) Parking and way finding; 2) Unique and creative development opportunities, particularly transit-oriented development for housing or mixed uses; 3) Restaurant/Bar opportunities; and 4) Committee discussion about adding other categories for later discussion and/or follow up by the Committee at future meetings.

Chair Wilson discussed possibly putting an agenda item on each meeting for discussion about things not on the agenda, but substantive items that need discussion. This can include conversation about previous presentations. Some of you have certain expertise that we would like you to bring to the table during these discussions. A "dashboard" of speakers and presentations and key points would be helpful. Chair Wilson stated that it is apparent that the groups that have done presentations to date have patterns and commonalities. The Committee's goal is to bring those together to form a common vision.

6. Confirm next meeting date: December 16, 3p.m., Visit Mesa Conference Room

Confirmed

7. Discuss and provide direction on the primary agenda items next meeting:

- a) **Presentation and discussion by the City's Economic Development Director**
- b) **Presentation and discussion by Transit Director related to an update on light rail. (Note: cont. to 1/27/15 at the 12/16/14 meeting)**
- c) **Presentation and discussion relative to community outreach plan and timeline.**

In addition to the above presentations, there will be an Arts presentation (Note: continued at the 12/16/14 meeting to Jan. 27, 2015 meeting). Next meeting the meeting/goal timeline will be revisited and ideas for community

outreach in January and February will be discussed and what is needed to make a recommendation. Will have a list in January. Committee Member Marchant requested statistical information regarding the Light Rail – what it really means for downtown – stops, passenger numbers and demographics of riders. Chair Wilson stated that perhaps Metro Light Rail should be brought in to do a presentation and that Jody Sorrel, City of Mesa Transit Services Director, would be there next week to start the conversation.

8. Chair Wilson asks for any items from citizens present.

Nancy Thompson stated that she lives in the Washington and Center neighborhood and they have a “quality of life plan” for the neighborhood. She commented that the Consolari plan is a very good idea because it benefits kids in school, aids in healing, and comforts veterans and displaced families. “I think the benefit of healing is priceless.”

9. Adjourn

The meeting adjourned at 5:02 p.m.

MEETING MINUTES

City of Mesa
Downtown Vision Committee
Visit Mesa Conference Room
102 N. Center Street
Mesa, AZ 85201

Date: December 16, 2014 **Time:** 3:17 P.M.

MEMBERS PRESENT

Jo Wilson, Chair
Marco Meraz
Charles Huellmantel
Steve Chucri
Debby Elliott

MEMBERS ABSENT

Lorenzo Perez
Rich Marchant

STAFF PRESENT

Natalie Lewis
Bill Jabjiniak
Sara Sorensen

- **Chair's Call To Order**

Chair Wilson called the December 16, 2014 meeting of the Downtown Vision Committee to order at 3:17 P.M. at the Visit Mesa Conference Room, 120 N. Center Street, Mesa, AZ 85201.

- **Approval of Minutes from the December 3, 2014 Committee Meeting Minutes**

Chair Wilson called for a motion to approve the minutes from the meeting held on December 3, 2014.

MOTION: Steve Chucri made a motion to approve the minutes.
SECOND: Debby Elliott
DECISION: Passed unanimously

- **City's Transit Director Presentation - Light Rail Update**

This agenda item tabled to the January 27, 2015 meeting.

- **City's Arts and Cultural Director Presentation - Arts and Cultural Programs**

This agenda item tabled to the January 27, 2015 meeting.

- **City's Economic Development Department Presentation**

Bill Jabjiniak and Sara Sorensen provided a PowerPoint presentation – Vision for the Future of Downtown Mesa.

The focus of the presentation is to share current and future efforts, potential and opportunities to activate, revitalize and transform the appearance of the traditional downtown square mile between Country Club Drive, University Drive, Mesa Drive and Broadway Road.

Population statistics show an estimated 2,540 residents in downtown by 2019, fairly flat growth rate. Downtown Mesa has a diverse group of race and ethnicity and a fairly equal mix of age groups, the largest age group presented are 65 and older. In order to increase the nightlife and entertainment younger age groups need to be attracted who will activate downtown and become involved in the community.

Statistics were shared on the population's educational attainment and average income. Out of 1,771 residents of 25 years and older, the education attainment resulted in 50.8% having some college to graduate degrees. The average household income in 2014 is \$30,186; 69.9% is \$15,000 - \$34,999. Higher education affects and fuels the economic growth due to increased income resulting in increased entertainment and dining spending.

Destination restaurants that are unique and will pull patrons into the downtown from the surrounding valley are needed. Retail, dining developers and restaurants base their decisions largely on demographics. Although downtown demographics are lacking in the short-term, a much larger demographic with a higher household income can be reached from 5 to 15 minutes surrounding downtown. More than 685,000 with an average household income of \$62,500 can be reached within 15 minutes of the downtown area.

Educational institutions in downtown Mesa have increased after the City launched a higher education recruitment effort. Presently four higher education institutions reside in downtown Mesa totaling more than 2,400 students. Benedictine University with a projected 1,000 by 2018, Wilkes University projects 425 students by 2018, NAU Downtown Campus is at 1,680 plus students and MCC Downtown Campus has a student total of 470 plus. New interest and leads from other schools including two international schools are actively being pursued.

Two new companies have been attracted to downtown Mesa. In the first quarter of 2015 these two companies, Epic Premier Insurance employing up to 60 software developers and the Department of Child Safety with more than 140 employees will occupy three floors of the Old Macdonald Building. This will bring the occupancy of the Old Macdonald Building to 90%.

There are several opportunities for potential customers to be driven into downtown Mesa. Research shows that an estimated 2.5 million visitors come to downtown Mesa to attend events annually. In-depth metrics on the visitors will help analyze who they are, where they come from, what they like and how more people with similar interests can be attracted to downtown. In addition to the annual visitors there are approximately 16,400 weekday workers, a potential 10,000 light rail riders, approximately 2,400 students and 2,400 permanent residents.

The two Cactus League Spring Training facilities for the Chicago Cubs and Oakland Athletics are both in close proximity of downtown Mesa and provide potential for more visitors to downtown.

With the preparation of the new 3.1 mile light rail extension from Sycamore to Mesa Drive along Main Street this is an opportunity to draw attention to downtown. It is important to develop and establish the downtown attractions and activities before the light rail opens.

Parking is ample in downtown Mesa. There are approximately 5,000 off street parking spaces. Free parking is available after 5:00 P.M. and all weekend. A map displaying the parking lots and facilities was included in the presentation.

Strengths for the downtown Mesa area include the 2015 light rail, vacant land available for development in downtown, passion to develop downtown, support from City leadership for "Transformative Projects" and ease of navigation in and through downtown Mesa.

One of the biggest challenges expressed in the presentation is, "Downtown Mesa currently functions more like a 'Commuter Town Center,' rather than a bustling, traditional downtown." Challenges to overcome include small old buildings that may not be up to code, poor storefront visibility, no image, marketing or strong brand. There is a lack of market rate and high-end housing, lack of density, and knowledge of the entrance to downtown. Facilities are under-utilized and not being used for the highest and best use.

Suggestions and programs to overcome these challenges include:

- Encouraging more private owners to take advantage of the City's special programs to bring existing properties to code.
- Discussions regarding the colonnades remaining or being removed to improve visibility.
- Surveys from people in other parts of the valley on how they perceive the image of downtown Mesa.
- Improve the streetscapes with nicer looking buildings, lighting, trees or music to be more inviting and aesthetically pleasing.
- There is a need to bring more people living in downtown to create the live/work environment.

- There is a need to Increase the multifunctional vertical development, and utilize the unused sites, properties and facilities for the highest and best use.

How do we envision the future of Downtown Mesa? To build the vibrancy, character, look, flavor and heritage and a place where people want to go and stay in downtown there are several elements that can help accomplish these goals.

Elements to create a distinctive place include some of the following:

- Quality multifunctional verticality mixed-use redevelopment which yield both economic and fiscal benefits. Mixed-use development examples include ground level retail – dining – or small scale groceries – marketplaces, middle level office and upper levels as condos or apartments.
- Market rate housing and student housing are priorities to help breathe life and create live/work opportunities into the downtown. There are developers beginning to take action.
- The City is currently creating a restaurant program to attract and incentivize downtown locations to create destination restaurants that are diverse, high-quality and mid-priced. Examples were presented of destination restaurants that would include unique dining options with outdoor seating and activities for all seasons, day and night experiences.
- Increasing the look and uniformity of downtown aesthetically will create a place where people will want to live and visit. Suggestions to accomplish this include opening up sidewalks, increasing the walkability, add unique lighting, add music to the streets, add outdoor restaurant dining patios with misters or heaters and enhancing the landscape. These items can be actionable within one year.
- Incorporate a marketing strategy with public relations and paid advertising to draw people and increase knowledge of downtown Mesa.

The Committee was updated on City programs and ways in which the Economic Development Department has strived to help improve downtown.

- Investments from the City and Capital Improvement Programs have helped to grow the arts and education and attractiveness of downtown.
- In 2012 the Central Main Plan was adopted by the Council to create a more active and viable downtown.
- The Sprinkler Program provides grant dollars to small businesses who upgrade older buildings and creating jobs.
- The Economic Development Department efforts to bring new companies and jobs to downtown was successful with the addition of the Department of Child Safety and Epic Premier Insurance moving to downtown in the first quarter of 2015, adding 220 new jobs.
- In an effort to make it easier for businesses such as retail and dining to locate downtown, the Planning, Zoning and Building Department has established form-based code and zoning overlays and entertainment district designation.

Areas in which the City can continue to help were also shared. These include utility credits, fast-tracking permits, GPLETS (Government Property Lase Excise Tax), attractive lease terms on City-controlled property, new market tax credits, and CDBG (Community Development Block Grant) Program Funds for loans, grants, interest reduction

The presentation included an update on the 20 plus acres within the square mile of downtown, located at the SEC of Mesa Drive and University Drive, also known as Site 17. This site is being preserved for quality - high end employment and mixed-use development. Examples were shared of possible options for vertically integrated mixed-use developments.

In addition, a data center opportunity that would be a major downtown asset on the 7.4 acres on the South Center Campus was shared. This property lies within city-owned electric, gas, water, sewer and

chilled water utility service areas. It would increase connectivity to downtown and help attract new tech businesses and high wage jobs. This is a turnkey opportunity with finance and a construction company in place.

To summarize the presentation Mr. Jabjiniak shared the following takeaways:

- Property owners need to invest/reinvest
- Density and diversity; mixed-use developments such as market rate housing, office space for high-quality jobs and destination restaurants
- Identify the long-term vision, but don't forget about the low-hanging fruit
- Increased marketing/promotion
- The vision for downtown Mesa in five years is energized, eclectic, thriving, fun, dynamic, colorful, busy, lively, nightlife, booming and active!

The presentation was opened for questions and discussion. Two points discussed were the importance of the location of the mixed-use developments and how to increase the year round activity.

- **Review overall Committee timeline and provide direction to staff related to a proposed community outreach and involvement approach and timeline for January/February 2015.**

Chair Wilson provided the Committee members with a draft of the overall goals for the Committee, general agenda format for each meeting and meetings to be scheduled in January – May.

Important meeting dates were highlighted:

- January 27, 3:00 P.M., Committee Meeting, City Council Lower Chambers: Arts and Culture, Light Rail Update and Ridership Stats, Review of February Timeline.
- March 10, 3:00 P.M., at Visit Mesa. Facilitated Committee workshop. Draft report.
- March 24, 3:00 P.M., City Council Lower Chambers. Fine-tune report.
- April—final community outreach of report and recommendations.
- April/early May—recommendations to council.

- **Committee discussion and possible direction to staff or committee assignments.**

Tabled to future committee meeting.

- **Confirm next meeting date** – Tuesday, January 27, 3:00 P.M., City Council Lower Chambers, 57 E. First Street.

- **Discuss and provide direction on the primary agenda items next meeting.**

Tabled to future committee meeting.

- **Items from citizens present**

No items presented from citizens present.

- **Adjournment**

Chair Wilson called for a motion to adjourn the board meeting at 4:28 P.M.

MOTION: Charles Huellmantel made to adjourn meeting.

SECOND: Steve Chucri

Submitted By:

Jo Wilson, Chair
(Prepared by Beth Ann Moore)

Agenda Item 3

mesa arts
& culture

Inspiring Creativity & Discovery

Downtown Mesa

Envision

Department Vision

Mesa will be a nationally acclaimed destination, known for its innovations and quality in arts and culture, and for a community deeply engaged and committed to cultural programs and participation.



Department Mission

To strengthen the creative, social and economic fabric of our community and region through inspiring, relevant, fun and transformational cultural experiences.



Responding to Needs & Opportunities

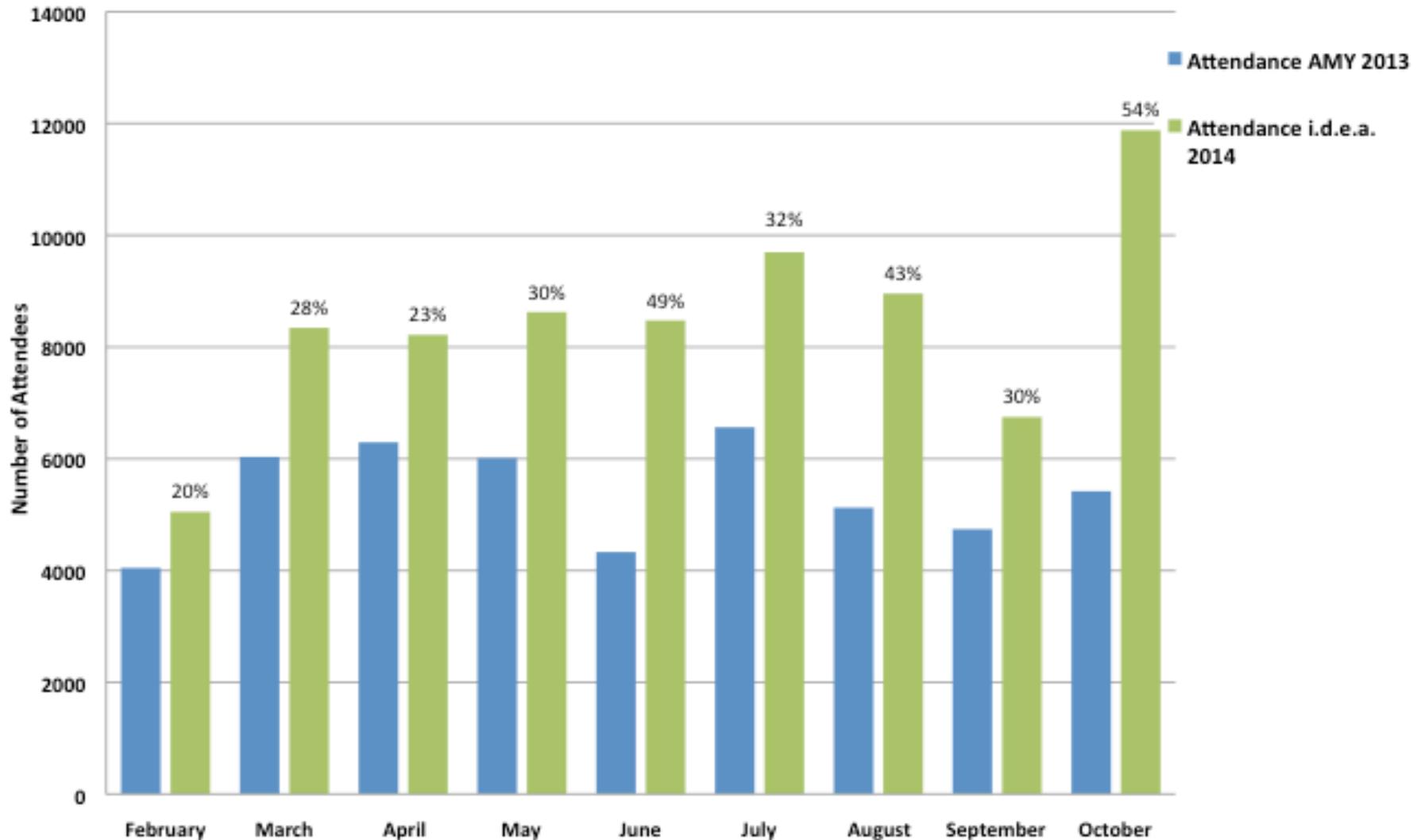
i.d.e.a. Museum
rebranding & makeover



photography by
MARIA FOSSER

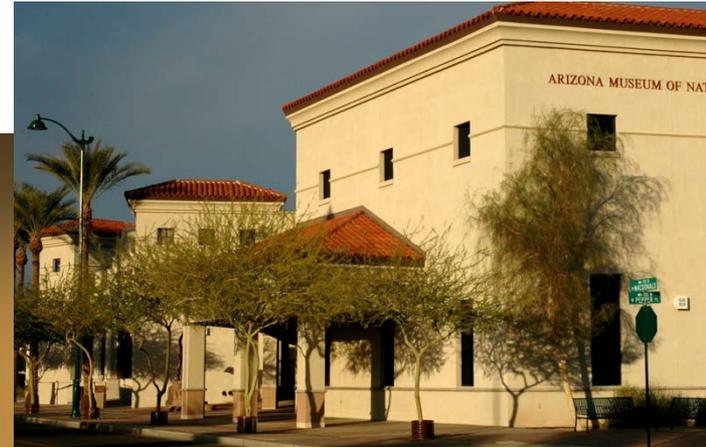
i.d.e.a. Museum Participation vs. Prior Year

Attendees comparison for AMY vs i.d.e.a.



Arizona Museum of Natural History

Major gifts of art of the early Americas



Exhibition recently opened:
Cultures of the Ancient Americas

Mesa Arts Center



Jazz from A to Z



Studio Classes



Performing Live



Mesa Contemporary Arts Museum



Creative Aging



Literacy through the Arts

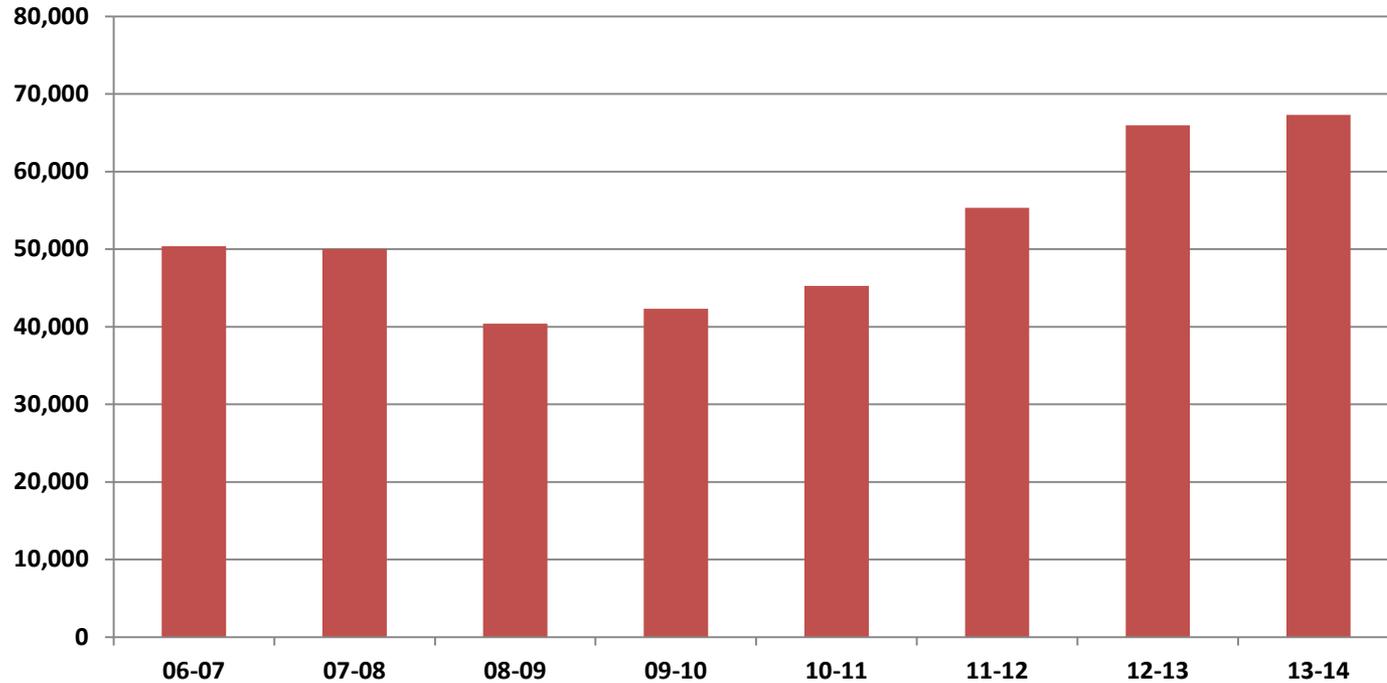


Classical Music Inside Out



MCA Education

PERFORMING LIVE PARTICIPATION 06-07 to 13-14



**Total Arts & Culture Department Participation
2013-14: 603,261**

Strengthening the Urban Center

Ready for Light Rail





2014 **Dia de Los Muertos** Largest Ever

Attendance: 16,000

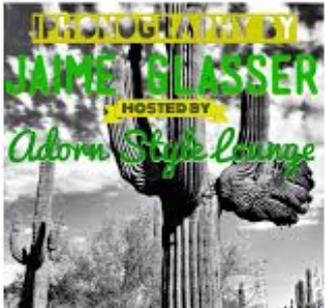
Great partnerships:

- MAHC-Latino Town Hall
- Mexican Consulate



FreeFall Fridays (9/19-11/21): A Strong Pilot





Collaborations to Activate Downtown

- Mesa Up @ Nite
- Holiday Event Promo



Collaborative Rail Wrap!



FESTIVAL SEASON!

TEMPE
FESTIVAL of the ARTS

December
5th-7th

MESA
ARTS
FESTIVAL

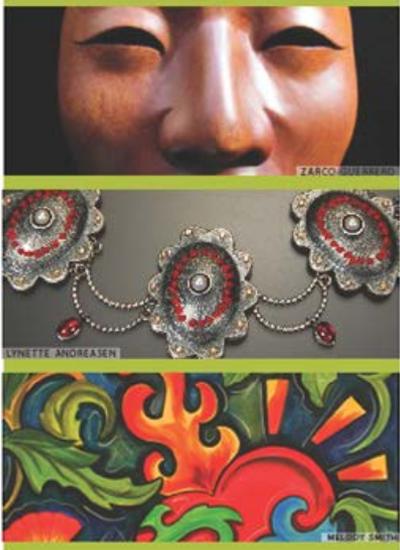
December
13th-14th

PHOENIX CENTER FOR THE ARTS
PHOENIX
FESTIVAL
OF THE
arts

December
12th-14th

FREE EVENTS

More Collaborators



Downtown Mesa
Association





Southwest maker fest

SouthWestMakerFest.com



ArtPlace Creative Placemaking Project Update:

Coming soon: next iteration of **Shade Sculpture** by Cecil Balmond; project will include North Plaza redesign/expansion



ArtPlace Update: Daily Tous les Jours

Artists visited 12/17 to share **Concepts for Interactive Artwork** for North Plaza, developed based on community input/workshops



Growing **Under 40 (U40) Audiences**



© Jaime Glasser 2014



Listen
Engage
Share

Assess

Repeat



Creative Catalysts

\$100K awarded by Flinn Foundation; Additional grant proposals pending

Core Team of Under 40s (U40s) will seek to understand:
What will enhance Mesa as a Creative Community?

They will help
generate programs
to respond to
community desires

They will create &
package programs
to engage U40s



LOOKING AHEAD

MAC Strategic Planning

involve all key stakeholders:

- MACF, MCAB, Council
- Input from members/public

MAC 10th Anniversary Fall 2015 Celebration

- Multiple activities/events—artist residencies, community projects
- Collaborations with many partners, including ASU, Jazz at Lincoln Center, Lincoln Center for the Performing Arts
- Opportunity to unveil new Strategic Plan



Install Interactive Artwork & Build Shade Sculpture and Plaza

LOOKING AHEAD

Artspace Development



AZ Museum of Natural History

- Dinosaur Façade
- Early Americas Galleries

i.d.e.a. Museum

- Continued brand growth
- Phased facility plan

**More outreach,
more participation,
more activation**



MY VISION FOR DOWNTOWN MESA

- People perceive downtown Mesa as having a welcoming and authentic sense of place where fun, unusual experiences are plentiful.
- The environment is vibrant, with an inviting and distinctive visual aesthetic.
- Community members of all ages regularly enjoy the multiple community gathering places, including public spaces, cultural venues and restaurants/bars.
- Creativity and art infuse the environment and the program/event calendars.
- The vibe and activities form a place where innovation is attracted and flourishes.
- Opportunities for involvement and active engagement are valued and integrated into the community's ethos, increasing civic and volunteer engagement.
- Strong partnerships create linkages and opportunities with people/organizations, especially those connected by the Light Rail.

Agenda Item 4



MEMO

Date: January 22, 2015
To: Downtown Visioning Committee
From: Jodi Sorrell, Transit Services Director
Re: Agenda Item 4

Attached are a few handouts focusing on transit demographic and community issues for discussion on Tuesday.

- Handout 1: 2010-11 Valley Metro On-Board Survey - Executive Summary

It is a standard practice in the transit industry to conduct a comprehensive survey approximately every three years to gather trip and demographic data on riders. Attached is the Executive Summary for the 2010-11 Valley Metro On-Board Survey. The final survey report can be found at http://www.valleymetro.org/publications_reports/origin_destination Valley Metro is in the process of conducting a new On-Board Survey. The results will be available in mid-2015.

- Handout 2: 2010-11 Valley Metro On-Board Survey - Selected Findings

I have pulled some selected trip and demographic data from the On-Board Survey for discussion.

- Handout 3: Light Rail Stakeholder Advisory Committee Community Input – Exercise 1

During the planning phase of the Central Mesa Light Rail Extension, a committee of 43 community representative was assembled to provide input on the street configuration downtown and station locations. One of the first exercises the group participated in was to give feedback on how they perceive the city of Mesa. The group provided responses about what makes Mesa special by finishing the phrases “I wish...”, “I remember...” or “I love...” Their responses can be found in Handout 3.

- Handout 4: Light Rail Stakeholder Advisory Committee Community Input – Exercise 2

The Light Rail Stakeholder Advisory Committee was also asked to participate in an exercise to help determine what they hope light rail will do for the city of Mesa and what concerns they have about light rail being extended on Main Street. Their responses to the questions below can be found in Handout 4.

- * What do you want light rail to do for your community?
- * What are the stumbling blocks to make this happen?



2010-11 TRANSIT ON-BOARD SURVEY FINAL REPORT

Developed by:



December 2011

EXECUTIVE SUMMARY

Valley Metro conducted a transit on-board survey between October 2010 and February 2011. The purpose of the survey was to better understand the travel pattern of transit users in the metropolitan Phoenix area, particularly the impact that light rail has had on regional travel patterns. The primary objectives for the survey were to:

1. Collect data on transit ridership as part of the “Before and After Assessment of Light Rail” as required by the Federal Transit Administration (FTA) Final Rule on Major Capital Investment Projects. The “Before Survey” was conducted in 2007. This survey provided the “After” data.
2. Update travel pattern data for the region’s travel demand computer model to reflect current transit system ridership.

The survey, which included nearly 100 bus routes and all light rail stations, was the largest and most comprehensive origin and destination survey ever conducted by Valley Metro. The goal was to obtain useable surveys from approximately 13,750 passengers. The actual number of usable surveys was 14,665. Of the useable surveys, 4,213 were completed with light rail passengers and 10,442 were completed with bus passengers.

The magnitude of the survey will allow regional planners to better understand the needs and travel patterns of many specialized populations. For example, the final database contains responses from:

- more than 6,200 people who do not have cars
- more than 1,500 people under age 18
- more than 800 people age 60 or older
- nearly 6,000 students, including more than 3,900 college/university students
- nearly 1,800 students in grades K-12
- more than 3,100 people living in households with incomes of less than \$10,000 per year
- more than 8,600 people who were employed full or part time
- nearly 2,800 people who were not employed but were seeking work

Major Findings

Ridership reports show that there are approximately 250,000 transit boardings per day or 1.25 million boardings during a typical 5-day work week. By providing residents with a reliable mode of transportation, the region’s transit system is having a positive impact on traffic flow and air quality by reducing the number of trips that would have otherwise been completed by car. Some of the major findings from the survey are described below:

- **Transit Users Are Using Public Transit More Often.** Among those who had been using public transit in the metropolitan Phoenix area at least two years, sixty-one percent (61%) reported that they were using public transportation more often than they did two years ago. Among light rail users, 80% reported that they were using public transit more often than they were two years ago before light rail began operations. The high percentage of light rail users who reported using public transit more often suggests that light rail has significantly enhanced the attractiveness of public transportation in the region.
- **Public Transit Is Important to the Region's Economy.** More than one-third (35%) of all transit trips represented in the survey either began or ended at work. When asked to report their employment status, more than three-fourths (79%) of those surveyed indicated that they were currently employed or seeking work. Among those seeking work, one-third (33%) indicated that they could not have completed their trip if public transportation were not available. Another 11% indicated that they did not know how they would have completed their trip if public transit had not been available.
- **Public Transit Is Important to Education in the Region.** Thirty-eight percent (38%) of those surveyed identified themselves as students, which explains the reason that twenty-nine percent (29%) of all transit trips represented in the survey either began or ended at a college/university or a grade school. On a typical weekday, more than 70,000 school-related trips are completed on public transportation in the metropolitan Phoenix area. If public transportation were not available, 23% of the students surveyed indicated that they would not have been able to get to school. Another 10% did not know how they would have gotten to school if public transit had not been available.
- **The Demographic Profile of Public Transit Riders Has Changed Since the Introduction of Light Rail.**
 - Transit users are more likely to live in households earning \$50,000 or more per year. Before light rail service began, one in seven transit users (14%) had an annual household income of \$50,000 or more. After light rail service began, nearly one in five (19%) transit users had an annual household income of \$50,000 or more.
 - Transit users are more likely to own a vehicle. Before light rail service began, 49% of transit users had at least one vehicle in their household. After light rail service began, 53% had at least one vehicle.
 - Transit users are more likely to be students. Before light rail service began, 27% of the region's transit users were students. After light rail service began, 38% of the region's transit users were students.

Valley Metro 2010-11 On-Board Survey – Selected Findings

Gender

Gender	Bus Only	Lt. Rail Only	Bus/Lt. Rail	Total
Male	51%	51%	55%	52%
Female	49%	49%	45%	48%

Source: 2010-11 Valley Metro On-Board Survey

Age of Transit Users

Age Range	Bus Only	Lt. Rail Only	Bus/Lt. Rail	Total
Under 18	12%	7%	9%	11%
18-24	28%	41%	25%	29%
25-34	20%	26%	21%	21%
35-44	15%	11%	18%	15%
45-54	15%	7%	17%	14%
55-64	7%	6%	8%	7%
65 or older	3%	2%	2%	2%

Source: 2010-11 Valley Metro On-Board Survey

Race/Ethnicity of Transit Users

Race/Ethnicity	Bus Only	Lt. Rail Only	Bus/Lt. Rail	Total
White	44%	49%	40%	44%
Hispanic/Latino	31%	22%	28%	29%
Black/African American	18%	15%	22%	18%
American Indian	4%	5%	7%	4%
Asian	2%	6%	2%	3%
Other	2%	3%	2%	2%

Source: 2010-11 Valley Metro On-Board Survey

Employment Status

Employment Status	Bus Only	Lt. Rail Only	Bus/Lt. Rail	Total
Employed full-time	38%	34%	41%	38%
Employed part-time	20%	25%	17%	20%
Not currently employed but seeking work	22%	21%	22%	21%
Not currently employed and NOT seeking work	17%	26%	18%	18%
Not employed – retired	3%	3%	3%	3%
Not provided	0%	0%	0%	0%

Source: 2010-11 Valley Metro On-Board Survey

Attachment 2

Annual Household Income

Income Range	Bus Only	Lt. Rail Only	Bus/Lt. Rail	Total
Below \$5,000	16%	9%	15%	15%
\$5,000-\$9,999	9%	7%	9%	9%
\$10,000-\$14,999	10%	8%	9%	9%
\$15,000-\$19,999	8%	6%	8%	8%
\$20,000-\$24,999	10%	7%	9%	10%
\$25,000-\$29,999	9%	8%	10%	9%
\$30,000-\$34,999	7%	9%	9%	8%
\$35,000-\$39,999	6%	10%	5%	6%
\$40,000-\$49,999	7%	9%	8%	7%
\$50,000-\$59,999	5%	7%	6%	6%
\$60,000-\$69,999	4%	5%	4%	4%
\$70,000-\$79,999	2%	4%	2%	2%
\$80,000-\$84,999	2%	3%	2%	2%
\$90,000-\$99,000	1%	3%	1%	1%
\$100,000-\$119,000	1%	3%	2%	2%
\$120,000 or more	2%	3%	2%	2%
Don't Know	05	1%	0%	0%

Source: 2010-11 Valley Metro On-Board Survey

Student Status

Student Status	Bus Only	Lt. Rail Only	Bus/Lt. Rail	Total
Not a student	63%	45%	66%	62%
Student – thru 12 th grade	14%	7%	10%	13%
College/University	21%	48%	22%	24%
Other	1%	0%	2%	1%

Source: 2010-11 Valley Metro On-Board Survey

Vehicle Availability

Vehicles	Bus Only	Lt. Rail Only	Bus/Lt. Rail	Total
Zero	48%	30%	52%	47%
One	29%	33%	27%	29%
Two	16%	21%	13%	16%
Three	5%	11%	6%	6%
Four or more	2%	5%	2%	2%

Source: 2010-11 Valley Metro On-Board Survey

Light Rail Community Working Group Input Exercise #2

Hopes associated with extending light rail on Main Street

Group 1	Group 2	Group 3	Group 4
<ul style="list-style-type: none"> • Upturn in economic vitality at completion(business and property values) • Bring more people into downtown • Spur more night life • Property owners use light rail as incentive to invest in property • Station design focus on development • Higher density residential/commercial development • Incorporate Arts Center architecture into station design • Façade improvement program 	<ul style="list-style-type: none"> • Clean up trailer parks • Create a 24/7 city • Special concessions by city to minimize red tape for developers along corridor • Keep DDC to deal with unique environment • Keep businesses informed as we start different process • Maintain signage and access to all businesses – keep visible • Retain community as it is – keep mom and pop stores. No big box stores • Attracts upwardly mobile people to downtown • Strong economic engine • Upgrade and clean old buildings – create some standards for the buildings • Attract high wage jobs • Public restrooms • Drive property values up • Attract people to downtown 	<ul style="list-style-type: none"> • Continue and reinforce art that is currently downtown • Create identity for Mesa • Variety of art (rotation) at stations • Focus vehicle traffic on First Ave and First Street and pedestrian traffic on Main Street. • Reduce Main Street to one lane in each direction • Availability of park and rides off of alignment • Golf cart accessible • Draw people from other communities – economic engine • Create Walkable downtown • Create vibrancy – activities • Bring attention to downtown Mesa • Promote downtown to employers to attract business and jobs • Encourage high density development – residential or business 	<ul style="list-style-type: none"> • Help the economy • More opportunities for development • Create positive image for downtown and change the overall identity • Preserve and emphasize historical significance • Bring new people to downtown • Bring more residences. Create live/work/play environment • Relieve congestion • Keep city government downtown • Assist with current parking challenges downtown • Light rail will bring more diversity downtown • Bring more opportunity and create a more stable downtown community • Downtown needs to be multi-modal and take into consideration all forms of transportation

Light Rail Community Working Group Input Exercise #2

Concerns associated with extending light rail on Main Street

Group 1	Group 2	Group 3	Group 4
<ul style="list-style-type: none"> • Project may put businesses out of business (preservation of existing businesses) • Architectural uniqueness of project • Train not segment downtown • Limit ___ to existing business • Station design/placement as it relates to development opportunities • Design of station must fit downtown • Property ownership is “monopolized” – limits number of owners? • Left turns from Main Street to businesses • Construction period marketing efforts • On-street parking: prioritize whether it is necessary 	<ul style="list-style-type: none"> • Having adequate money to maintain and operate the system • Maintain structural integrity of older buildings during construction • Impact of 2 lanes or four lanes of traffic to businesses • Parking for all stations • Form-based code must happen • Signage and wayfinding • Disruption to business during construction 	<ul style="list-style-type: none"> • Businesses will struggle during construction • Signage must be good – direct people to back door • Compressed construction schedule • Not enough parking opportunities during construction • Concerned with crime once light rail is operating • Funding concerns • Historical impact and image – light rail is modern looking • Preserve downtown aesthetics 	<ul style="list-style-type: none"> • Construction impacts to businesses <ul style="list-style-type: none"> - Access down Main St. - Need to create business assistance plans - Pedestrian access - Signage to help find business • Need to educate the public • Create TOD zoning for flexibility • Need more people to live closer to downtown • Concern about the flow of light rail downtown • Learn lessons from 20-mile starter line • Business preservation • Engage entire alignment • Make sure we are not forgetting about the population who does not use transit

Light Rail Community Working Group Input Exercise #2

<ul style="list-style-type: none">• Taking away on-street parking• What's the demand for the bike lanes• Future of colonnade and façade improvements• Bike lanes			
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Agenda Item 5



Downtown Vision Committee Community Outreach Meetings

Timeline: February- early March 2015

Purpose and Setting: We are planning two types of meetings:

- 1) (4-6) Less formal meetings with smaller groups and/or non-traditional audiences. At these meetings we need 1-2 members to attend, along with at least one staff member to support and take notes and photographs. We also have small chalk boards for participants to be able to record short answers to some of the questions being posed.
- 2) (1-2) Broad open house/public meetings. At these meetings, we'd like to have as many of the committee members as possible. We'll have several stations set up to help with small-table discussions with attendees. Example stations:
 - a. **Background/Data.** We'd have city staff members at this station. Central Main Plan documents. Light rail information. Form-based codes. Demographics and stats for downtown.
 - b. **Envision the Possibilities.** Visuals from across the country showing possibilities for downtown Mesa. Large white board "My vision for Downtown is...." And let them write.
 - c. **Initiatives Underway.** Historic Preservation. DT Restaurants. City Center Design. Holiday 2015. Mesa Arts Center 10-Year Anniversary.
 - d. **Brainstorming.** Small groups of citizens partnered with a Committee member/staff member to present and record responses to questions.

Driving Questions: Whether the smaller/informal meetings or the larger ones, we are trying to ask similar questions to gain feedback. Here are those questions:

- 1) What are some things you believe are going well for downtown? Things we should continue or grow?
- 2) Likewise, what aren't we doing so well? What should we be working on? Is there something or some element missing? What should we be focusing on as a priority to help downtown grow and thrive?
- 3) We want this to be YOUR downtown and for you to feel welcome and comfortable here. What is needed downtown to get you to come here more often? Another way to frame... if you were king/queen for the day, what would you bring to downtown that would make it a place you want to be often?
- 4) Do you have any questions/suggestions for the Committee? Other groups we should be meeting with or reaching out to?

Opening Talking Points:

- Downtown is a fundamental component to Mesa's overall economic vitality.
- Downtown is full of change and opportunity as well. We have huge infrastructure investment in light rail and multiple agencies (govt., non-profit, private) working toward creating a 24-7, activated downtown in Mesa.
- As such, Mesa's Mayor and City Council convened the DT Vision Committee. These backgrounds or perspectives included:
 - Benedictine University
 - AZ Restaurants Association
 - DT Residential Developer
 - Historic preservation/rehab design architect
 - Arts and culture
 - Existing restaurant/next gen perspective
 - Commercial/Industry
- Committee's charge is **to LISTEN** to existing partners and the community at large, **to CONSIDER** existing plans and efforts that we can build on and from; and **to CREATE** a Downtown vision statement that can easily be memorized/repeated ...and that represents the community's intention for the future of Downtown Mesa.
- Committee spent first few months learning from staff, hearing presentations from local agencies.
- Today we are here to listen and learn from you. We have a series of questions that we'd like to pose and would appreciate your feedback.
- All of this feedback will be collected, used as part of our report and also will be insights for the Committee to consider as we CREATE a downtown vision and intention for its future.
- Committee expects to share through social media our draft vision/intention by the end of April, with a final recommendation going to Mayor and Council in early May.