



IMAGINE MESA

IT ALL STARTS WITH A **SPARK** OF IMAGINATION.
YOUR IDEAS, OUR FUTURE.

Share your ideas for making Mesa amazing!

ImagineMesa.com

Polly Bonnett
Executive Manager

Imagine Mesa Strategies

Imagine Mesa aimed to engage Mesa residents, businesses and visitors to share their ideas for shaping Mesa's future by:

- Using digital strategies that compelled engagement
- Developing diverse communications and content that was appealing to multiple interests
- Utilizing data from social media and website interactions to ensure community-wide representation

Imagine Mesa Campaign Highlights

Total Visitors

67,111

Total number of users that visited the site

Total Contributors

10,113

Total number of visitors that have engaged with the site by either adding an idea, comment, or have showed support for an idea by clicking "Me Too".

Total Ideas

465

Total number of unique ideas

NOTE: Transportation-related ideas are indicated with **red** text

IMAGINE MESA



Play

Home

Green
Future

Work and
Innovation

Imagine Mesa at Play Recommendations

1. Sports Complex

- Multi-purpose, multi-field youth and amateur sports complex

2. Bike/Pedestrian trail program

- Expanded trail system
- Seek opportunities for economic development and amenities along trails and paths

3. Park features and 2012 park bond continuation



Imagine Mesa at Play Responses

1. Sports Complex

- Improve and expand sports fields, included in CIP discussions

2. Bike/Pedestrian trail program

- Look at expanding trail system, included CIP discussions
- Continue to examine complimentary trail usage
- Install wayfinding signage to point to areas of retail activity and encourage development opportunities along pathways

3. Park features and 2012 park bond continuation

- Identify park features and amenities, this will be included in CIP project discussions



Imagine Mesa at Home Recommendations



1. Code Enforcement

- Proactive Code Compliance Officers

2. Feral Cats

- Control of the feral cat population

3. Police Officers

- Increase numbers of Police Officers

Imagine Mesa at Home Responses

1. Code Enforcement

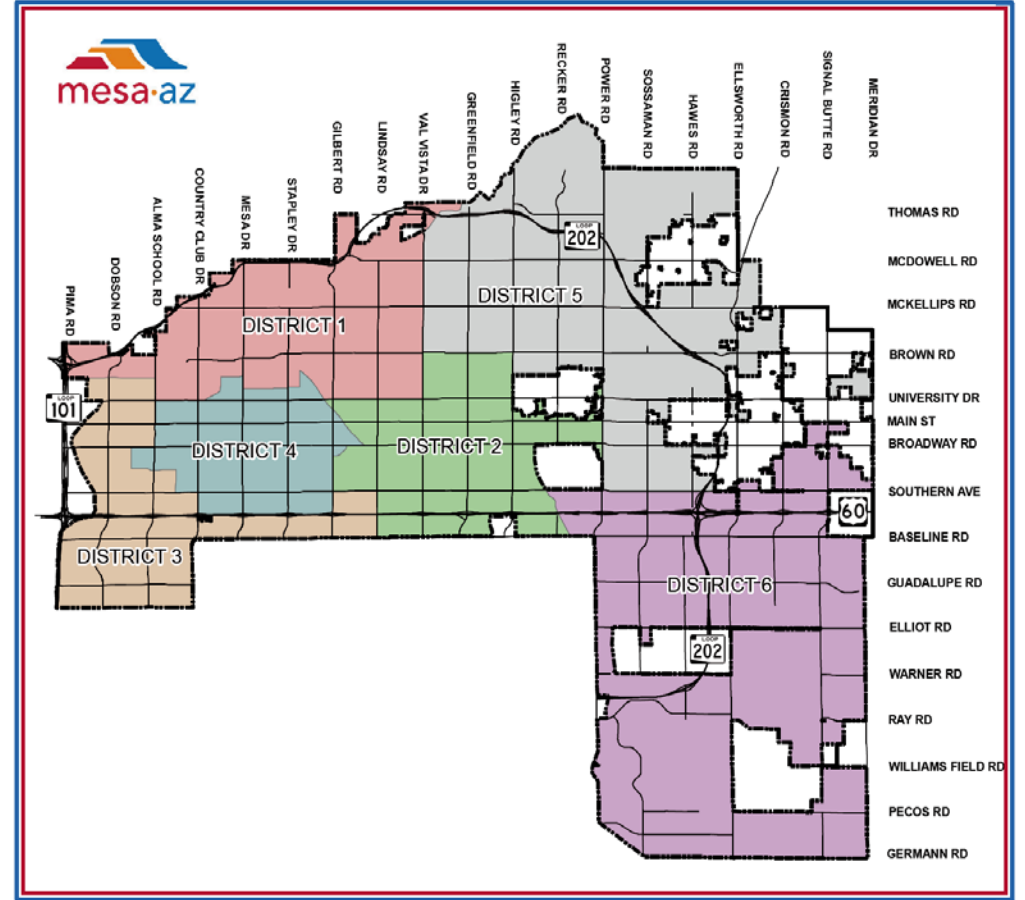
- Define and create proactive strategies for Code Enforcement

2. Feral Cats

- Expand and strengthen current program and partnerships, specifically related to Trap Neuter and Release

3. Police Officers

- Evaluate service demand model for current and future staffing for Police and Fire



Imagine Mesa Green Future Recommendations

1. Transit in East Mesa

- Light rail to extend to Superstition Springs Mall and more bus routes on north/south roads between Gilbert and Power in East Mesa

2. Composting Facility

- Food waste composting facility/anaerobic digestion

3. Expanded Bulk Pick-Up

- Expand bulk pick-up days and large metal City clean-up bins available to neighborhoods four times per year



Imagine Mesa Green Future Responses



1. Transit in East Mesa

- Develop strategy for additional N/S bus route east of Gilbert Road

2. Composting Facility

- Pilot anaerobic digestion program

3. Expanded Bulk Pick-Up

- Increase Bulk Item pick-up and rebrand Clean Sweep/Green Sweep

Imagine Mesa Work and Innovation: Recommendations

- 1. Innovation District and Technology Committee**
- 2. Build a STEAM center on Las Sendas Mountain**
 - Include an observatory at the highest and darkest point in Mesa and code academy
- 3. Create a restaurant innovation district**



Imagine Mesa Work and Innovation Responses



- 1. Innovation District and Technology Committee**
 - Work with public and private partners to continue growing Mesa's Innovation District and attract top-tier university
- 2. Build a STEAM center on Las Sendas Mountain**
 - Brand and expand Mesa Public Library's code class programs
- 3. Create a restaurant innovation district**
 - Create an environment that supports new restaurants and look for opportunities to create a restaurant incubator

Support Existing Projects

Idea	Staff Responses
1. Library in Eastmark or SE Mesa	The Library is currently undergoing a needs analysis for this project, and will be included as part of CIP discussions
2. For Mesa address the homeless situation	Task Force will be presenting to Council on February 15 th
3. For the Broadway Rd corridor to look nice and attract more businesses	The Broadway Corridor Project will be included in CIP discussions, in the meantime landscaping improvements are proceeding until future funding is identified for the project
4. Honor military, police, and fire with banners displayed downtown	The banner program allows option for first responders to participate
5. A new fire station in Eastmark	This will be included as part of upcoming CIP discussions
6. Early education opportunities for young learners in Mesa	Mesa K-Ready kicked off on January 25 th

Honorable Mentions

Idea	Staff Responses
1. Little free library in neighborhoods	Community Services is currently developing a Little Free Library pilot program
2. Entry / monument signs into Mesa	Transportation will provide options for marking entry ways into the City similar to the street sign branding that is currently in downtown Mesa
3. Downtown to be serviced by expanded City chilling system	Adding non-city customers will require additional capacity which will need to be evaluated
4. The Landing at Lehi Falls	Discussions are underway to consider options for this project
5. Food Forest, community garden, nursery, community education center and farmers market	Staff have Farm to Table concept that incorporates garden, nursery and education center

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MESA

