



COUNCIL MINUTES

April 18, 2013

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on April 18, 2013 at 7:31 a.m.

COUNCIL PRESENT

Scott Smith
Alex Finter
Christopher Glover
Dina Higgins*
Dennis Kavanaugh
Dave Richins
Scott Somers

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Dee Ann Mickelsen

(*Councilwoman Higgins participated in the meeting through the use of telephonic equipment.)

1-a. Hear a presentation, discuss and provide direction on the following two proposed Major General Plan Amendments:

1. Amendment No. 1 – 8260 to 8350 East Baseline Road (District 6)
2. Amendment No. 2 – 3336 to 3540 East Thomas Road (District 1)

Planning Director John Wesley introduced Planner II Wahid Alam, who was prepared to assist with the presentation.

Mr. Wesley displayed a PowerPoint presentation (**See Attachment 1**) and reported that each year, the Council has the opportunity to consider Major Amendments to the City of Mesa's General Plan.

Mr. Wesley reviewed the current definitions of a Major Amendment to the General Plan as a proposal that meets any of the following criteria:

1. Any change in a residential land use classification of 40 or more contiguous acres to another land use classification.
2. Any change in a non-residential land use classification of 20 or more contiguous acres to a residential land use classification.

3. Any proposal that in the aggregate includes changes in land use classification of more than 320 acres described in the General Plan.
4. Any modification or elimination of a planned freeway, expressway, parkway or limited access arterial street shown in the General Plan.

Mr. Wesley explained that per State Statute, a Major Plan Amendment requires a 60-day review period in order to solicit input from the public and the surrounding jurisdictions regarding the proposal. He stated that such cases are heard by the Council in the same calendar year the applications are submitted and also noted that the Planning & Zoning Board (P&Z) is required to hold two public hearings. He added that staff anticipates that October 21, 2013 would be the earliest date they would bring back this item to the Council for their review and adoption.

Mr. Wesley further remarked that since changes cannot be made to the proposal after the 60-day review process, staff has worked to “front load” the process. He commented that this will provide citizens, the Council, and P&Z the opportunity to offer early feedback to the applicants before they make their final proposals.

Mr. Wesley highlighted Major Amendment 1, which is located at the intersection of the 202 and the US 60. He pointed out that the existing land use of the 54-acre site is 20 acres High Density Residential (HDR) 15+ and 34 acres Neighborhood Commercial (NC). He said that the proposed land use would consist of 31.5 acres Medium Density Residential (MDR) 6-10, 15.8 acres HDR 15+ and 5.1 acres NC. (See Page 5 of Attachment 1)

Mr. Wesley displayed a map illustrating the current zoning on the site as compared to the proposed zoning. (See Page 7 of Attachment 1) He pointed out that a few years ago, two separate parcels on the site were created as a result of a court action and noted that a small piece of land divides the two parcels which are under a single ownership. He also referenced a schematic drawing illustrating the possible development of the property if the General Plan modifications are successful. (See Page 8 of Attachment 1)

Mayor Smith recounted that several years ago when this case came forward, the City attempted to “cobble together” several different owners, which was one reason the plan was “a little bit strange.” He referred to Page 8 of Attachment 1 and commented that the 15.8 acre parcel on the northeast corner, which is already zoned HDR 15+, was owned by another individual and would not be included in the proposal.

Mr. Wesley confirmed Mayor Smith’s statement.

Mayor Smith commented that regardless of what development plan is brought forward for the parcels that the Council is considering at this time, the infrastructure and roadways would be designed and built, assuming there would be multi-family units in the northeast quadrant.

Mr. Wesley concurred with Mayor Smith’s statement, unless the property owner proposed some other use, which staff would take into consideration.

In response to a question from Mayor Smith, Mr. Wesley clarified that it was staff’s understanding that by the time the Council takes action on the Major Plan Amendment, a companion zoning case will accompany it similar to what is reflected on Page 8 of Attachment 1.

Councilmember Somers remarked that he had an opportunity to meet with the applicant and noted that the original application included office and retail uses. He stated that in working with staff, it was determined that it would be difficult to accomplish such uses at this site due, in part, to its poor visibility from the freeway and limited access.

Councilmember Somers further advised that in an effort to maintain the City's vision for jobs in this particular area, staff recommended transferring some of the job numbers that the City hoped to achieve on this property and provide a density bonus for job creation to another property in the immediate area, which has better access and visibility.

Councilmember Somers, in addition, stated that he will expect the applicant to provide a quality product for both multi-family and single-family development. He pointed out that the property is situated at a dead end with a freeway on both sides and stressed the importance of raising the standard of development at this site. He also suggested that it might be appropriate to utilize a portion of the commercial property to create a community gathering center that would raise the level of interaction among the area residents.

Councilmember Somers also commented that the neighborhood to the west, which was originally located in the County, has struggled in the past and made significant strides to improve its standard of development. He noted that this is one of the communities that staff has identified for the installation of City sewer lines and other services. He added that he wants to ensure that the proposed development enhances this neighborhood as opposed to creating additional challenges.

Mr. Wesley highlighted Major Amendment 2, which is a 13-acre site on the side south of the Loop 202, west of Val Vista Drive and north of Thomas Road. (See Page 10 of Attachment 1) He explained that the site is currently designated Mixed Use Residential (MUR) and is part of a larger MUR area, some of which was changed several years ago to make way for the Lehi Crossing development on the south side of Thomas Road. He added that the MUR designation is considered a non-residential classification since its primary emphasis is on employment and retail uses.

Mr. Wesley remarked that the proposal is to change the MUR designation to HDR 15+ for the development of an apartment complex. (See Pages 11 and 12 of Attachment 1) He stated that the site has a few challenges, including a cell tower located on the east side, a well site in the center and a lack of depth through the property. He noted that the property is currently zoned General Industrial (GI) and remarked that the intent would be to change it to the HDR designation. He added that the applicant has not yet submitted any specific plans for the development of the site.

In response to a question from Mayor Smith, Mr. Wesley clarified that this area has been annexed into the City of Mesa. He noted, however, that the area just to the south is not within Mesa's corporate limits.

Vice Mayor Finter commented that he can honestly say that he has never received feedback from anyone who wanted more apartment complexes in Mesa. He indicated that he would hope that the City would receive a quality development "in some way, shape or form," as illustrated in the maps and schematic drawings.

Mayor Smith concurred with Vice Mayor Finter's comments and noted that this area is "the gateway to Mesa" coming off of the Loop 202. He stated that he does not have a problem with a residential development at that site, but conveyed to the property owners that "it better be the most stellar multi-family project that we have." He noted that although he does not like to design people's projects, he does not want "junk built" and added that there was nothing wrong with the City setting minimum standards.

Mr. Wesley stated that staff would work with the applicant to ensure that design guidelines are established as part of the General Plan Amendment.

Mayor Smith thanked staff for the presentation.

1-b. Hear a presentation, discuss and provide direction on the following department budgets:

1. Police

Police Chief Frank Milstead introduced Assistant Police Chief Mario Lattanzio and Police Fiscal Manager Krisa York, who were prepared to assist with the presentation.

Chief Milstead displayed a PowerPoint presentation (**See Attachment 2**) and summarized the Mesa Police Department's (MPD) crimes and arrests statistics. (See Pages 2 through 4 of Attachment 2) He explained that over the past three years, Part 1 Crimes have decreased, while arrests have increased. He stated that the Patrol officers have focused their attention on street-level drug and gang activities, both of which continue to "drive crime in the community."

Chief Milstead also highlighted the MPD's "Innovations with Impact for 2012/13." (See Pages 5 through 8 of Attachment 2) He cited, for example, that the mission of the Offender Reintegration and Enforcement Squad is to make contact with violent and repeat offenders. He said that such efforts are conducted in collaboration with state, federal and local agencies, as well as community service groups.

Chief Lattanzio discussed "Innovations with Impact for 2013/14." (See Pages 9 through 13 of Attachment 2) He reported that the MPD is in the process of implementing a Policy Management system (PowerDMS), which will be capable of all aspects of document management, accreditation management, training distribution and tracking, and surveying. He indicated that PowerDMS creates an on-line document management environment and also electronically manages the MPD's Commission on Accreditation for Law Enforcement Agencies (CALEA) and the Forensics Laboratory's American Society of Crime Laboratory Directors (ASCLD)/Lab accreditation processes.

Chief Milstead further reviewed the MPD's participation in a pilot program to explore a geographically-based prosecution model, sponsored by the International Association of Chiefs of Police. He stated that the MPD, in conjunction with Maricopa County Attorney Bill Montgomery, state and local agencies, neighbors and faith groups, has worked to successfully respond to multiple calls related to crime and blight in a specially- targeted Mesa neighborhood.

Discussion ensued relative to Mesa's sharing of law enforcement information with agencies throughout the country via Coplink; the development of a device that would allow a detective to capture and process a large number of latent prints at a crime scene; and that the latent images

would be captured and submitted for search either locally or in the State Fingerprint Identification System.

Ms. York reported that the MPD has requested additional funding to reclassify five positions (i.e., 4 Police Sworn Hiring Coordinators and 1 Police Legal Advisor) currently held by sworn members to civilian positions. She explained that the sworn positions would be transferred to Patrol in order to achieve the MPD's management objectives and to provide efficient use of those individuals. She added that the Department would continue to fund the current positions, but at a reduced cost.

Responding to a question from Councilmember Somers, Chief Milstead clarified that the Police Sworn Hiring Coordinators generally perform administrative functions, such as conducting background investigations on the applicants and completing the associated paperwork. He assured the Council that sworn officers would continue to play an important role in the recruitment process.

Ms. York displayed a document titled "Financial Overview," which illustrates the FY 2012/13 adopted budget as compared to the FY 2013/14 proposed budget. (See Page 14 of Attachment 2) She noted that the FY 2013/14 proposed budget reflects an increase in Personal Services due to higher staff costs, increased pension costs and the inclusion of half-time pay.

Mayor Smith commented that the Personal Services costs for FY 2013/14, as compared to FY 2012/13, have increased more than 4% due to "non-controllable costs," such as pensions and health benefits. He expressed frustration that the City was not adding officers, but rather incurring existing labor pool costs.

City Manager Christopher Brady acknowledged that the City would like to hire more officers, but pointed out that the "cost per unit" has grown, even during the downturn in the economy when Mesa's revenues decreased.

Additional discussion ensued relative to the fact that the MPD continues to conduct lateral hires, which has saved the Department an estimated \$100,000 per person in training costs; that Operation Mainline, a community policing effort that has targeted an increase in criminal activity in an area bounded by Main Street between Higley and Power Roads and from University to Broadway, has proven to be a great success; and the importance of the Fusion Center in deterring crime not only in Mesa, but throughout the region.

Mayor Smith thanked everyone for the presentation and recognized the Mesa Police Department for their hard work and professionalism.

2. Development and Sustainability

Development and Sustainability Department Director Christine Zielonka introduced Management Assistant Carol Haddad, who was prepared to assist with the presentation. She also recognized other staff members who were present in the audience and available to respond to any questions the Council might have.

Ms. Zielonka displayed a PowerPoint presentation (**See Attachment 3**) and reported that the goal of the Development and Sustainability Department is to improve the quality of the “build environment,” including existing development, redevelopment and new development.

Ms. Zielonka explained that staff was in the process of upgrading the outdated permitting application (Tidemark) with a new Development Information Management Enterprise System. She advised that this year, staff will issue a Request for Proposals (RFP) to seek out the latest technology with respect to electronic plan review. She stated that the local development community has made numerous requests that the City consider utilizing such technology, which would increase staff’s productivity and meet customer expectations in the development community.

In response to a question from Mayor Smith, City Manager Christopher Brady clarified that because the existing system is so “data intensive,” the challenge for staff will be to convert the current data so that the new system can access it.

Ms. Zielonka further remarked that staff would like to go to a web-based system and pointed out that one of the biggest issues is real time access. She cited, for instance, that when a City Plans Examiner is reviewing a set of plans, an engineer located across the country could receive the real time corrections. She said that staff hopes to acquire interactive monitors so that the corrections could be made in real time, turnaround time would decrease, and the need for customers to bring in rolls of paper plans to the Planning Department would be eliminated.

Mayor Smith stated that he would assume that such technology currently exists in the marketplace.

Ms. Zielonka confirmed Mayor Smith’s statement and pointed out that Peoria and Maricopa County have recently upgraded to web-based programs. She explained that the City’s Information Technology Department (ITD) staff has contacted those communities to assess the upgraded systems and determine what features will meet Mesa’s needs.

Ms. Zielonka further discussed staff’s ongoing efforts to scan thousands of Planning/Construction Plan documents. (See Pages 4 through 6 of Attachment 3) She commented that in the past year, 10,786 cases have been scanned and indicated that such efforts will reduce storage space for hard copy files and also provide electronic accessibility to staff and customers.

Discussion ensued relative to the General Plan update (See Page 7 of Attachment 3); that staff has created a website and hosted multiple community/interest group meetings to solicit the public’s feedback in this regard; that the Sign Code update is currently underway; and that sometime in the second quarter of FY 2013/14, staff anticipates making a presentation to the Council with respect to the update.

Ms. Zielonka, in addition, reviewed a series of Development Planning Innovations. (See Pages 9 and 10 of Attachment 3) She reported that an Over the Counter (OTC) Residential Plan Review pilot program was created, which is staffed by a temporary employee, and has been well received by the community. She explained that to date, 87 OTC permits have been issued, 182 owner consultations completed, and 199 other plans reviewed. She added that over the

next year, staff would like to expand the program to include simple sign reviews, small commercial reviews and minor corrections for second and third plan reviews.

Ms. Zielonka highlighted a graph titled "Building Permit Fee Revenue" (See Page 11 of Attachment 3), which provides a comparison of such revenues between FY 2007/08 and FY 2013/14 (forecasted). She also provided a short synopsis of the FY 2012/13 Budgeted Revenues and Year-End Projections for Development Services and Planning (See Page 12 of Attachment 3), as well as the FY 2013/14 Projected Revenues for Planning and Development Services. (See Page 13 of Attachment 3)

Ms. Zielonka recognized Planning Director John Wesley and his staff for their efforts and hard work in the development of the Central Main Street Plan. She stated that she was pleased to announce that the City of Mesa received Valley Forward's prestigious Crescordia Environmental Excellence Award for the project.

Ms. Zielonka remarked that with respect to Code Compliance, one of staff's major goals is for the residents to clean up the community through educational efforts, as opposed to a strong emphasis on enforcement. She stated, however, that such enforcement is implemented whenever necessary. She added that currently, there is 85% compliance in the community. She pointed out that an ongoing challenge in Code Compliance is the limited staffing, consisting of seven officers, who each average 171 open cases per month.

Vice Mayor Finter commented that one of the Council's goals is how to support neighborhoods. He explained that he has met with Code Compliance staff to explore funding ideas with respect to demolishing burned-out structures, which generate significant police calls. He added that he would hope that staff could place some emphasis on this issue.

Ms. Zielonka briefly reviewed various Code Compliance innovations. (See Page 18 of Attachment 3) She stated that a Temporary Code Officer is being utilized to focus on smaller and challenged neighborhoods and also assist residents who are interested in being proactive in their community.

Further discussion ensued relative to staff's efforts to address the issue of illegal signs and abandoned or burned-out buildings; Code Compliance's Funding Model (See Page 19 of Attachment 3); and various before and after photos illustrating the efforts of the City's Code Compliance Officers. (See Pages 20 through 23 of Attachment 3)

Ms. Zielonka provided a short synopsis of the efforts and hard work of the Environmental and Sustainability Department. (See Pages 24 through 27 of Attachment 3)

Ms. Zielonka concluded her presentation by highlighting the Development and Sustainability Department's financial breakdown of operating expenditures by category and funding source. (See Page 28 of Attachment 3)

Mayor Smith thanked staff for the presentation.

3. Public Information and Communications

Public Information and Communications Director Steve Wright introduced Mesa Channel 11 Program Director Glen Stephens, who was prepared to assist with the presentation.

Mr. Wright displayed a PowerPoint presentation (**See Attachment 4**) and briefly discussed various innovations that the Public Information and Communications (PIO) Department implemented in FY 2012/13 and hope to achieve in FY 2013/14. (See Page 2 of Attachment 4) He stated that staff created MesaNow.org, an electronic newsroom for the City of Mesa, which provides the media with press releases, a photo gallery, information related to initiatives, and links to the Council and City management's web pages. He added that in FY 2013/14, staff intends to expand the site and include raw video footage (i.e., moving fire trucks or police cars).

Mr. Stephens advised that currently, Mesa Channel 11 is available online and through mesachannel11.com. He stated that staff archives all of the Study Sessions and City Council meetings so that individuals can watch them live on the web. He explained that staff has begun to roll out some mobile integration so that people can watch those programs on their mobile devices. He noted, in addition, that staff is working to deliver Mesa Channel 11 not only on computers or through cable systems, but also through set top box streaming devices. He said that this would allow viewers to access the programming in a similar manner to using Hulu or Netflix, which would create more of an On-Demand Channel 11.

Discussion ensued relative to the fact that the PIO uses many paid and unpaid interns to perform various job functions; that the Department intends to utilize students at the downtown colleges in the same roles; and a chart illustrating the use of live streaming, video on demand and MesaNow.org. (See Page 5 of Attachment 4)

Mr. Wright, in addition, briefly discussed various statistics related to Mesa Channel 11 and mesachannel11.com. (See Pages 6 and 7 of Attachment 4) He stated that the primary purpose of those entities is to provide timely and accurate information to Mesa residents, businesses, visitors and the media with respect to the programs and services that the City of Mesa offers. He pointed out that Mesa Channel 11 and mesachannel11.com are key components of the City's transparency and added that the City Council meetings and Study Sessions are viewed by more than 25,000 individuals on an annual basis.

Mr. Wright further noted that the equipment in the Mesa Channel 11 main studio and the audio equipment in the Council Chambers is, on average, 15 to 20 years old. He pointed out that with the industry standard for life-cycle replacement of such equipment being five to seven years, Mesa Channel 11 is at a critical point with its analog equipment beginning to fail. He cited examples of recent equipment failures. (See Page 9 of Attachment 4)

Mr. Stephens displayed a chart titled "Mesa Channel 11 Delivery & Probable Points of Failure" (See Page 10 of Attachment 4) and reported that staff sends information from the Council Chambers to Master Control; from Master Control to Cox (and eventually Century Link) and mesachannel11.com. He noted that each one of those "legs" has potential points of failure, which would result in Mesa residents being unable to view the programming. He stated that staff is attempting to address issues at all stages of potential failure to ensure that does not occur.

Mr. Wright highlighted the FY 2012/13 adopted budget and the FY 2013/14 proposed budget. (See Page 11 of Attachment 4) He pointed out that the proposed budget does not include Mesa Channel 11's Five-Year Capital Investment Plan. (See Page 13 of Attachment 4)

In response to a question from Councilmember Kavanaugh, City Manager Christopher Brady clarified that staff "feels comfortable" that they have created a plan to make certain investments every year to upgrade equipment. He stressed the fact that this will be an ongoing program beyond the five years to upgrade equipment as needed.

Additional discussion ensued relative to the necessity for Mesa Channel 11 to convert its equipment from analog to digital technology.

Mayor Smith thanked staff for the presentation.

2. Hear reports on meetings and/or conferences attended.

There were no reports on meetings and/or conferences attended.

3. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the meeting schedule is as follows:

Saturday, April 20, 2013, 8:00 a.m. – Household Hazardous Waste Event

Saturday, April 20, 2013, 3:00 p.m. – Celebrate Mesa

4. Items from citizens present.

There were no items from citizens present.

5. Adjournment.

Without objection, the Study Session adjourned at 9:48 a.m.

SCOTT SMITH, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 18th day of April, 2013. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

pag
(attachments – 4)



2013 Major General Plan Amendments

City Council Study Session
April 18, 2013



What is a Major Amendment

- » Different standards for different areas
 - > Most of the City has to be over 320 acres
- » Superstition Freeway Corridor
 - > Change 20+ acres from non-residential to residential
- » Falcon Field Airport Area
 - > Any change from non-residential to residential



Process

- » All cases heard at same time in year submitted
- » 60-day review period
- » P & Z Board holds two public hearings
- » Council hearing and action
 - > Earliest, October 21, 2013

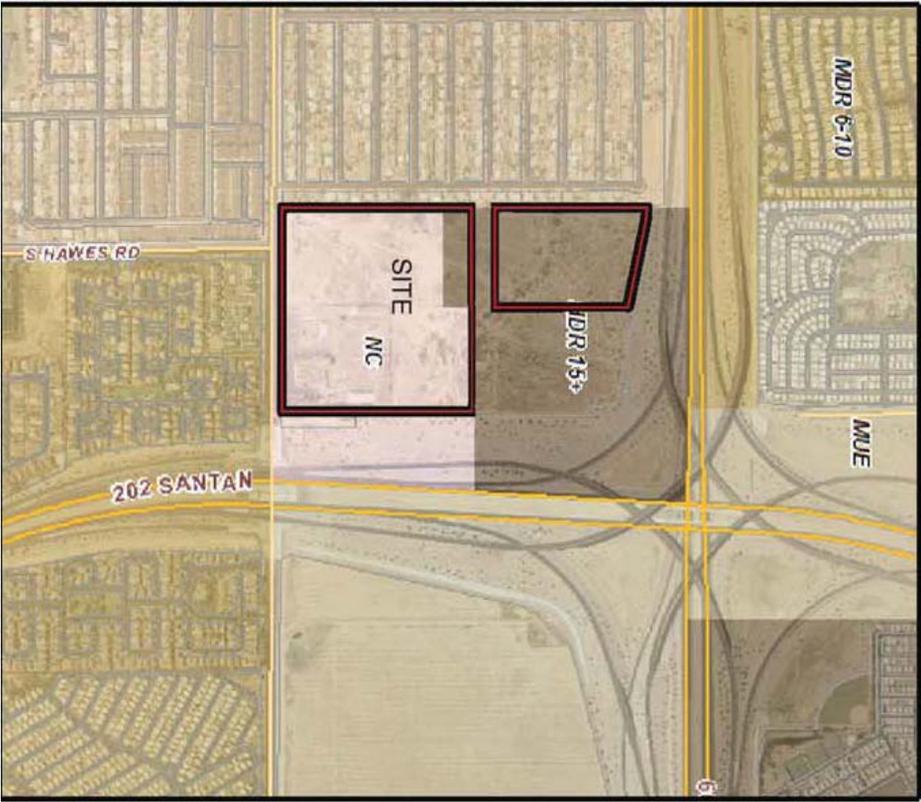


PROCESS

- » No changes after 60-day review
- » Front load opportunities for comment to address issues
- » Today reviewing and giving opportunity for comment on two cases



Major Amendment 1



EXISTING



PROPOSED



Major Amendment 1

» Total Site Area – 54 acres

» Existing Land Use

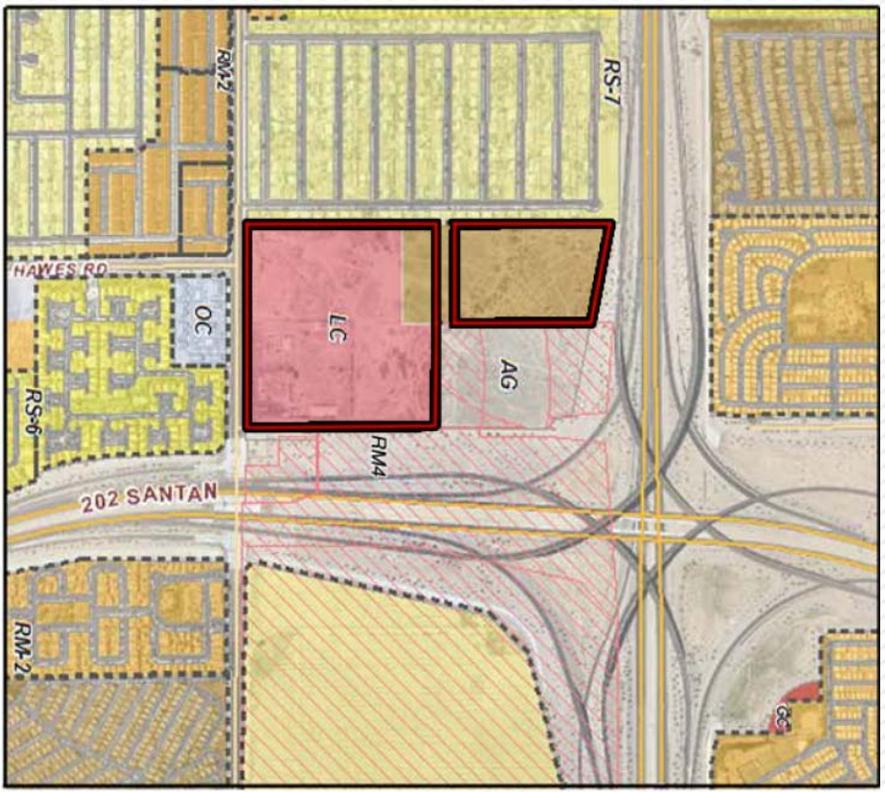
- > 20 acres HDR 15+
- > 34 acres NC

» Proposed Land Use

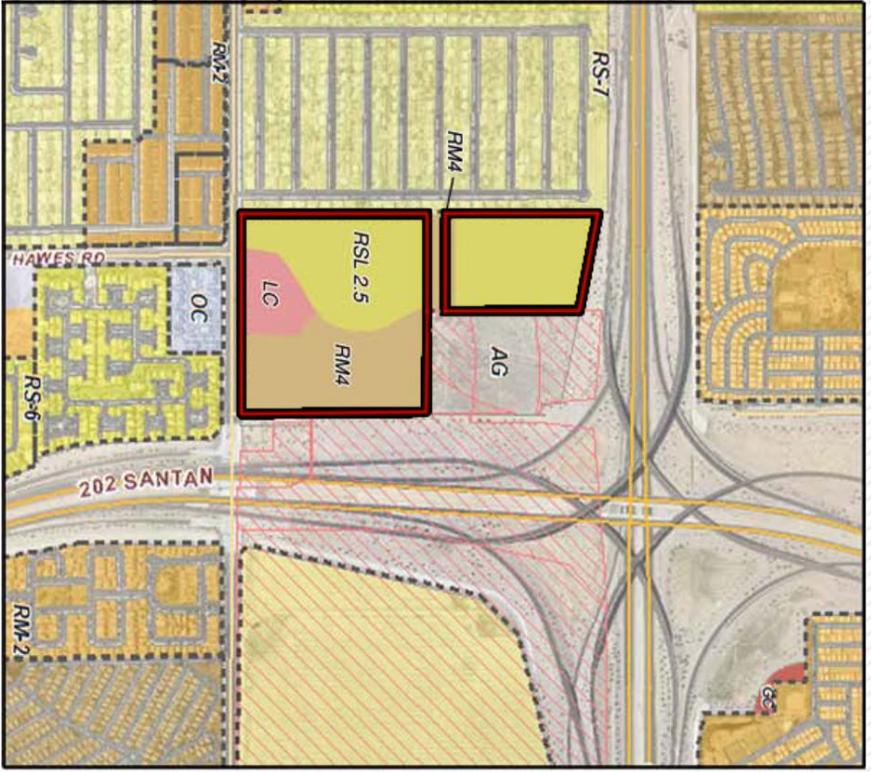
- > 31.5 acres MDR 6 – 10
- > 15.8 acres HDR 15+
- > 5.1 acres NC



Major Amendment 1



EXISTING



PROPOSED



Major Amendment 1





mesa·az

Major Amendment 1

» Feedback for the applicant?



mesa·az

Major Amendment 2





Major Amendment 2



Existing

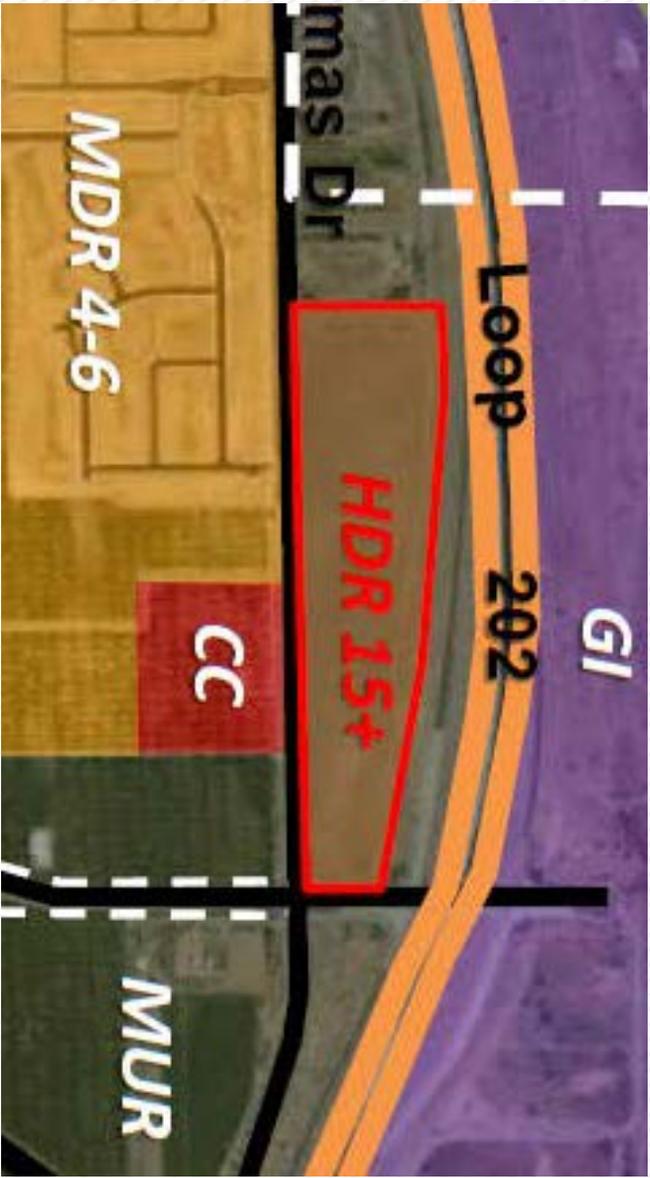


Proposed



mesa·az

Major Amendment 2





mesa·az

Major Amendment 2

- » Intent to rezone from General Industrial (GI) to high density residential
- » No specific plan submitted at this time



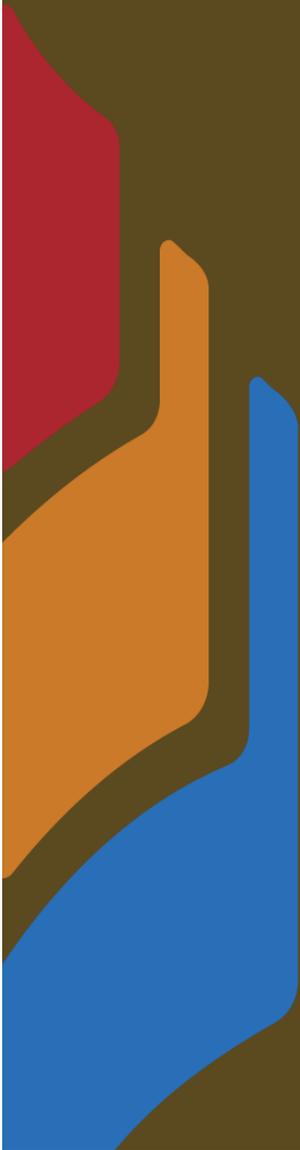
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Major Amendment 2

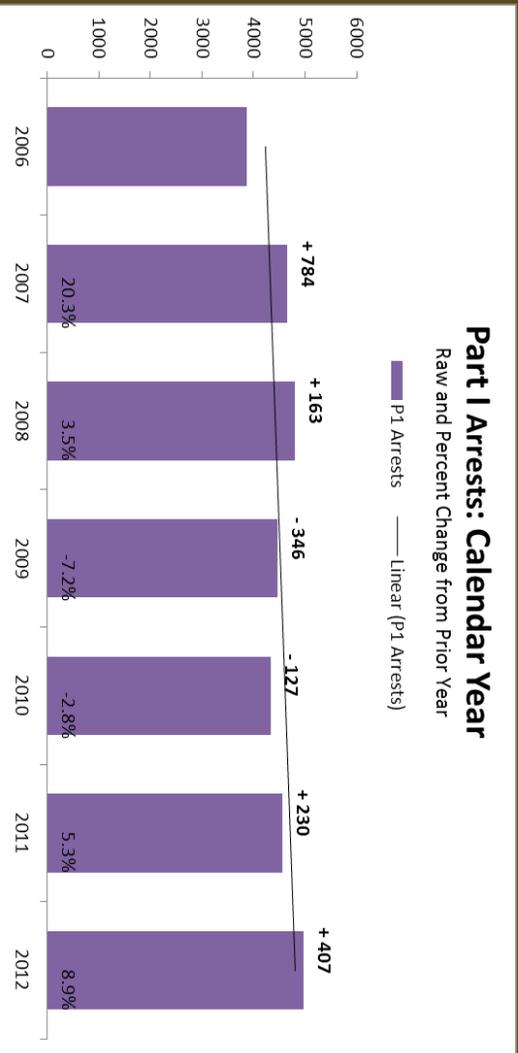
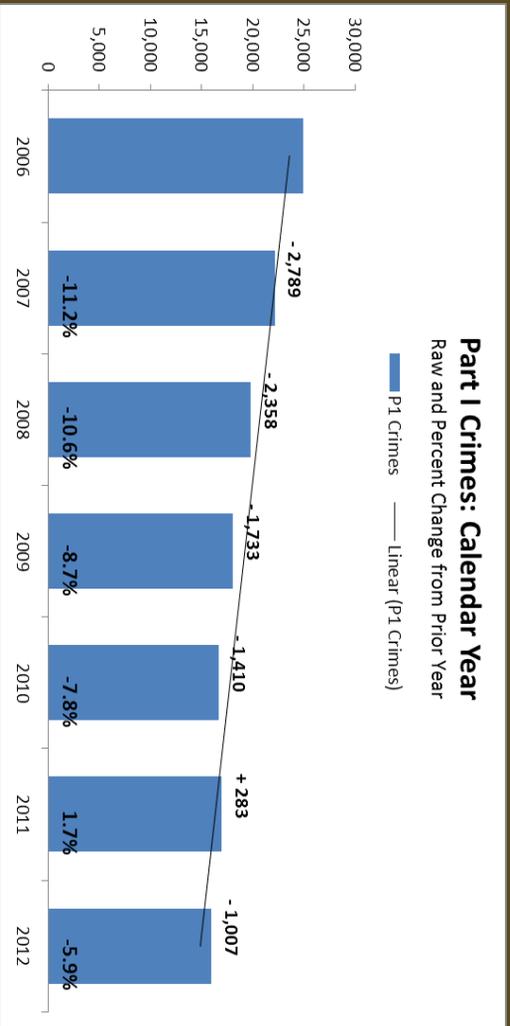
» Feedback for the applicant?

City of Mesa Police Department

Fiscal Year 2013/14 Budget Presentation
April 18, 2013

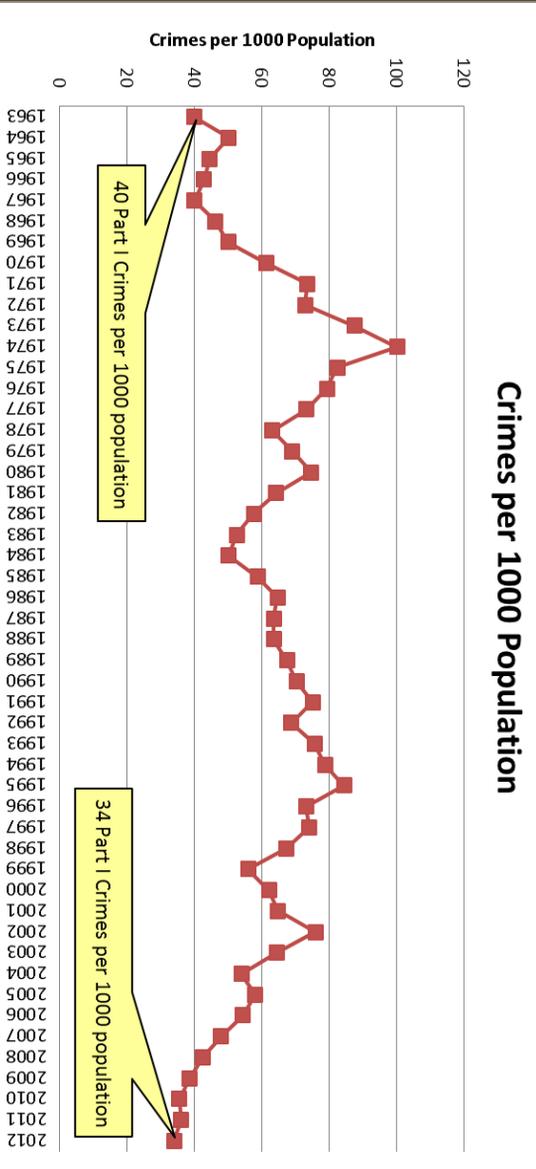
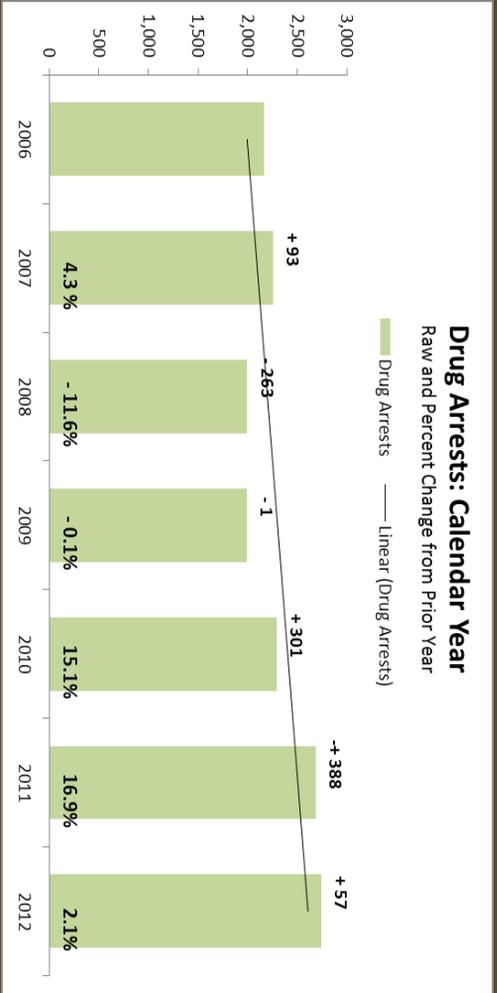


Crimes and Arrests



Data is preliminary and subject to revision as cases are investigated and reclassified.
 P1 data does not include Arson.

Crimes and Arrests



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 P1 data does not include Arson.

Crimes and Arrests

Category	2011	2012	RAW CHG 11/12	11/12 % CHG	JAN - FEB 2012	JAN - FEB 2013	RAW CHG 12/13	12/13 % CHG
P1 Crimes	16952	15945	-1007	-5.9%	2504	2424	-80	-3.2%
P1 Violent Crimes	1835	1805	-30	-1.6%	268	254	-14	-5.2%
P1 Property Crimes	15117	14140	-977	-6.5%	2236	2170	-66	-3.0%
P1 Arrests	4565	4972	407	8.9%	769	728	-41	-5.3%
Drug Arrests	2683	2740	57	2.1%	466	425	-41	-8.8%

Data is preliminary and subject to revision as cases are investigated and reclassified.
 P1 data does not include Arson.

Innovations with Impact for 2012/13

- Career Criminal/Apprehension (Offender Reintegration and Enforcement)
- Seized Vehicle Pilot Project
- Additional Deployments of eCitation Units



Innovations with Impact for 2012/13

Career Criminal/Apprehension (Offender Reintegration and Enforcement)

- Staffed by a Sergeant and 6 SWAT officers
- Mission includes contact with violent and repeat offenders. Mission is accomplished through collaboration with Adult Probation, federal agencies, community service groups, and other Mesa PD Units.



Innovations with Impact for 2012/13

Career Criminal/Apprehension 2013 stats
(as of April 1, 2013)

- 79 arrests (17 were proactive, not targeted arrests)
- Individuals were arrested for a variety of new charges including: Homicide, robbery, murder for hire/ conspiracy, aggravated assault, child pornography, burglary, witness tampering, firearms trafficking, and drugs.



Innovations with Impact for 2012/13

Seized Vehicle Program

- \$62,785.37 has been earmarked for this purpose from the RICO account.
- These vehicles are not part of the regular fleet inventory. All repairs, maintenance, and associated costs will be funded through asset forfeiture funds.
- Three vehicles are in various stages of the process. One vehicle will be in service next week. Purchasing process for one new car has begun.



Innovations with Impact for 2013/14

The Mesa Police Department is implementing a Policy Management system called PowerDMS.

- Capable of all aspects of document management, accreditation management, training distribution and tracking, and surveying
- Creates an on-line document management environment
- Manages the Police Department CALEA and the Forensics Laboratory ASCLAD/Lab accreditation processes electronically
- Automatic system updates and replacement of hardcopy processes reduce operating cost and increase staff productivity

Innovations with Impact for 2013/14

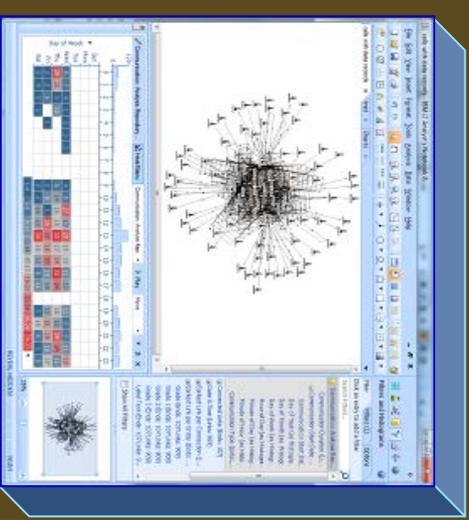
Intelligence Information Sharing

Today

- Manual
- Individual Analyst
- Limited to Analyst's Information

2013

- Standard Intelligence Tools
- Mesa PD, Tucson PD, MCSO shared information (all Coplink systems included)



2014

- Cross Jurisdictional System & Case Management
- Secured Intelligence Analysis

Innovations with Impact 2013/14

Law Enforcement Information Sharing

Mesa Police Department Coplink 2012/2013 Connections

Las Vegas Metropolitan
Police Department
1 Agency



L.A. County Sheriff's Dept.
2 Agency (IRIS)
110 Million Records

Regional Terrorism Integrated
Information System (RTIIS)
45 Municipal Agencies

Southern California
52 Agencies
75 Million Records

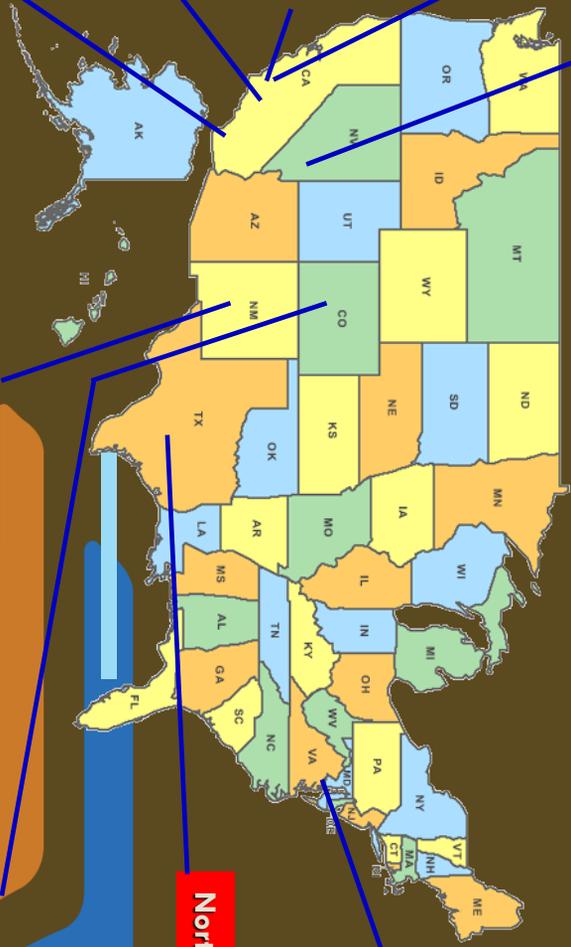
San Diego ARJIS
11 Agencies
10.5 Million Records

Rio Grande
40 Agencies
30.5 Million Records

Colorado Information Sharing Consortium (CISC)
80 Agencies
36.4 Million Records

North Texas Fusion Center

National Capital Region
124 Agencies
170 Million Records



Innovations with Impact for 2013/14

Latent Print Identification at the Scene

Justice Web Interface (JWI) – 2013/2014

Mesa Police Department is on the cutting edge on developing the functional capability.



- Device allows the crime scene detective to efficiently capture large number of latent prints and process them at the scene of crime.
- Latent images are captured and submitted for search either locally or in the State Fingerprint Identification System.

Innovations with Impact for 2013/14

- The Department has requested additional funding to reclassify five positions currently held by sworn members to civilian positions.
 - Four Police Sworn Hiring Coordinators
 - One Police Legal Advisor
- Reclassifying these positions will move five sworn positions to patrol to achieve Department management objectives and provide efficient use of sworn personnel.



Financial Overview

Operating Expenditures By Category	2012/13 Adopted Budget	2012/13 Actual Year End Estimate	2013/14 Proposed Budget
Personal Services	\$124,129,447	\$124,200,000	\$128,418,751
Other Services	\$21,719,592	\$18,831,510	\$20,172,724
Commodities	\$5,122,502	\$4,277,289	\$4,271,322
Purchased Capital	\$5,168,338	\$2,519,830	\$1,422,000
Total	\$156,139,879	\$149,828,629	\$154,284,797
Operating Expenditures By Funding Source	2012/13 Adopted Budget	2012/13 Actual Year End Estimate	2013/14 Proposed Budget
General Fund	\$131,328,581	\$128,472,593	\$135,030,000
Quality of Life	\$12,335,806	\$12,212,448	\$12,716,740
Transportation Restricted	\$106,813	\$104,304	\$115,166
Enterprise	\$918,626	\$836,292	\$921,431
Grant	\$9,652,874	\$6,693,362	\$4,101,295
Other	\$1,797,179	\$1,509,630	\$1,400,165
Total	\$156,139,879	\$149,828,629	\$154,284,797



Questions?

Development & Sustainability Department

City Council Budget Presentation FY 13/14

Mission

In support of the City's General Plan; assisting in developing a “Complete Community” by providing professional planning, plan review, permitting, inspections and code compliance services to guide the orderly development of an attractive, healthy, livable city and promote a high quality, dynamic, diverse and sustainable environment.



Technology Innovations

- Utilize technology to meet customer expectations and improve staff efficiencies
 - Upgrade the outdated permitting application (Tidemark) – funded primarily by Tech. Fee
 - provide the ability to conduct electronic plan (E-Plan)
 - Enhanced customer service to information via Web access
 - Greater integration with numerous applications in other City Departments
 - Benefits to the development community and City Departments (over 200 users in the City)

Technology Innovations

- Continue Planning and Construction Plan
 - Document Scanning
 - Reduce storage space for hard copy files
 - Provide electronic accessibility to our customers and staff eliminating need to come to City offices

The Challenge...



Innovations



...Scanning Project

Innovations

- Scanning Project
 - **Long term project** with tangible benefits
 - Total Planning cases scanned to date: **10,786**
 - Estimating approximately 24 months to complete Planning phase of the project
 - Phase II: Building Permit Construction Plans
 - Phase III: Planning and Building Microfilm (1.3 million microfilm images to be reviewed)
 - Project will prevent problem from reoccurring

Planning Innovations

- General Plan Update
 - This is My Mesa
 - Use of website: www.thisismymesa.org
 - iMesa Village meetings
 - Coordination with Transportation and Transit
 - Community meetings (pancake breakfasts, BSN, Celebrate Mesa, etc.)
 - Interest group meetings (Chamber, WMCDC, Council Advisory Boards, etc.)
 - FY13/14: \$148,090

Planning Innovations

- Sign Code Update
 - Sign code review committee
 - Stakeholder involvement
 - Using in-house staff and interns
 - Projected presentation to Council, 2Q FY 13/14
- Use of Volunteers, Interns, & Temps
 - Managing workloads
 - Mentoring future professionals



Development Planning Innovations

Do-It-Yourself (DIY)

Homeowner-Builder Assistance Program

- Over the Counter (OTC) Residential Plan Review Pilot Program using Temp Staffing
 - Fully implemented November 2012
 - 87 OTC permits issued
 - 182 owner consultations completed
 - 199 other plan reviews completed

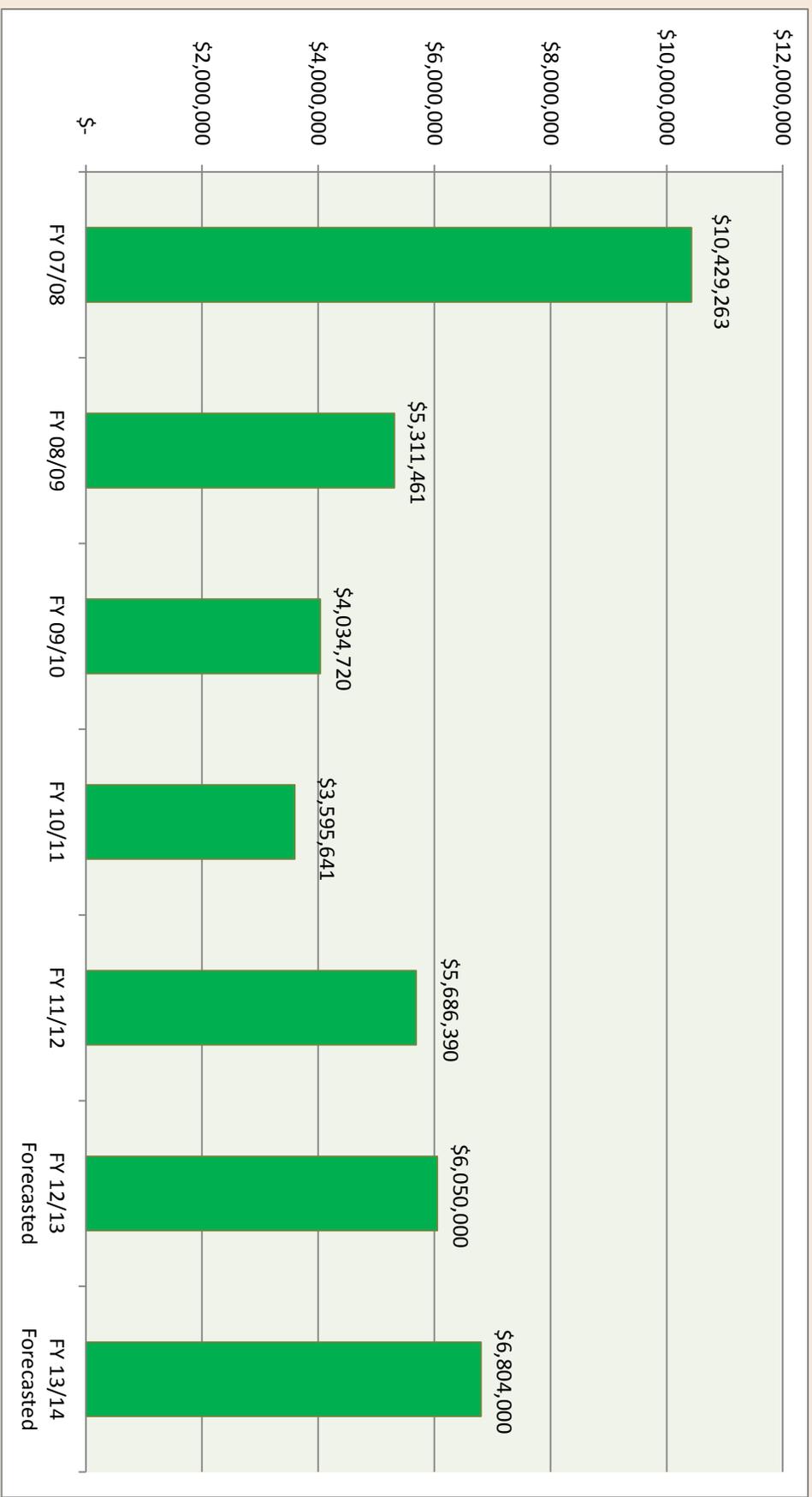


Development Planning Innovations

- Proposing to expand Over The Counter program:
 - Simple sign reviews
 - Small commercial reviews
 - Mechanical
 - Plumbing
 - Electrical
 - Minor corrections for 2nd and 3rd review
 - Program will be based on actual customer demand and revenues



Building Permit Fee Revenue



2012/13 Revenues

- Budgeted Revenues
 - Development Services: \$4,114,000
 - Planning: \$507,000
- Year End Projections (based on Feb 2013 actuals)
 - Development Services: \$6,050,000
 - Planning: \$903,000



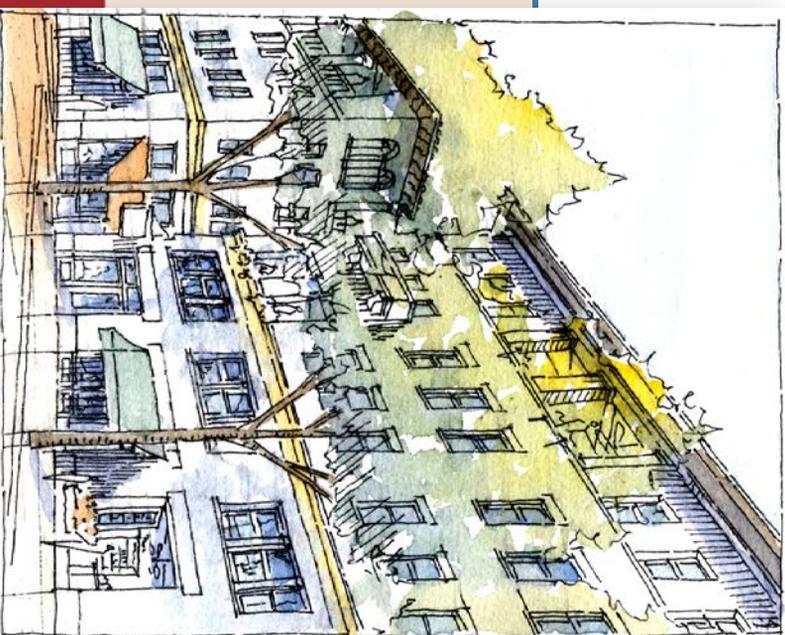
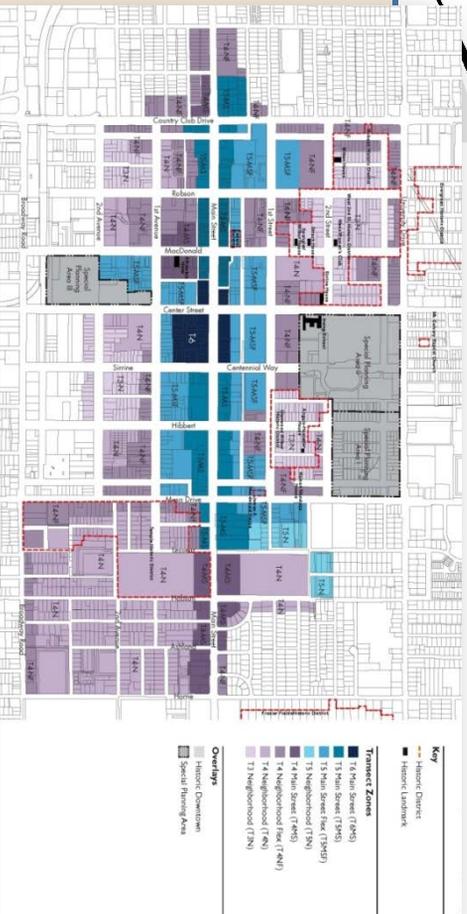
FY13/14 Projected Revenues

- Planning: \$1,007,000
- Development Services : \$6,804,000

Central Main Plan



central main plan

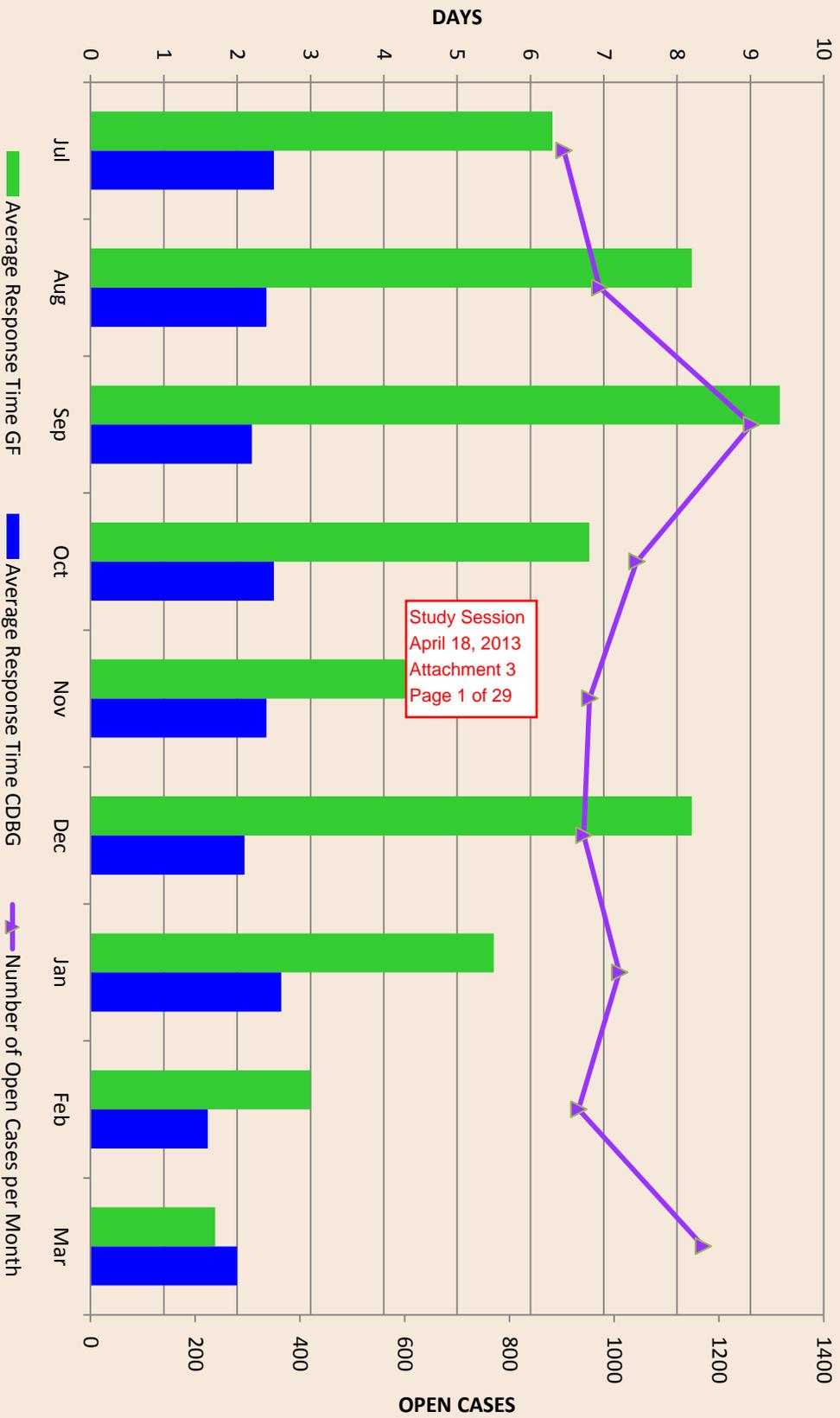




Code Compliance

85% Voluntary Compliance

Code Compliance Average Response Time Complaints Received to Initial Inspection



Innovations

Code Compliance

- On-line Complaint Form
- My Mesa App - Code Compliance
- Gentle Reminder Calling Pilot Project
- Temp Code Officer – Focused in smaller, challenged neighborhoods



Code Compliance Funding Model

- 3 Code Officers funded by the General Fund
- 4 Code Officers funded by a Community Development Block Grant (CDBG)
- Temporary Code Officer funded by CDBG focusing on special projects, such as working with Community Leaders and residents on education and compliance

A Community Project



Before ... After



A Yard



Before ... After

Burned and Abandoned



Cleaned Up



Innovations

Environmental and Sustainability

Continue The Energy Efficiency Program

- Savings from Stimulus Projects
 - 4.8 Million Kilowatt hours (kwh) Energy Savings
 - 185,000 kwh Renewable Energy Production
 - ~\$400,000
 - \$248,479 Rebates
- Energy Efficiency Fund
 - Developed plan to fund program with energy savings
 - FY12/13 Convention Center - \$630,000
 - FY13/14 Main Library - \$521,000

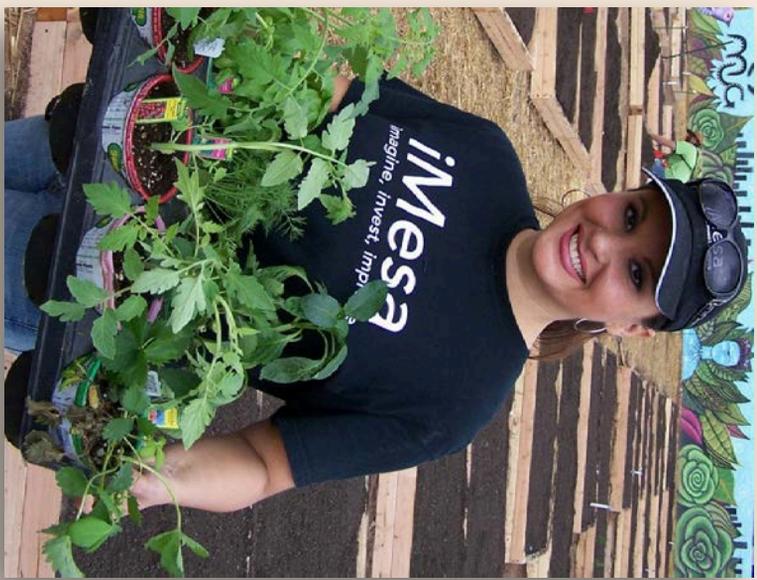
Environmental and Sustainability

- Grants for FY12/13 and FY13/14
 - Arizona Department of Environmental Quality
 - \$400K Light Rail Environmental Site Assessments
 - \$50K Buckhorn Bath Environmental Site Assessments
 - Bureau of Reclamation
 - \$50K Grass to Xeriscape
 - \$50K Municipal Plumbing Retrofit

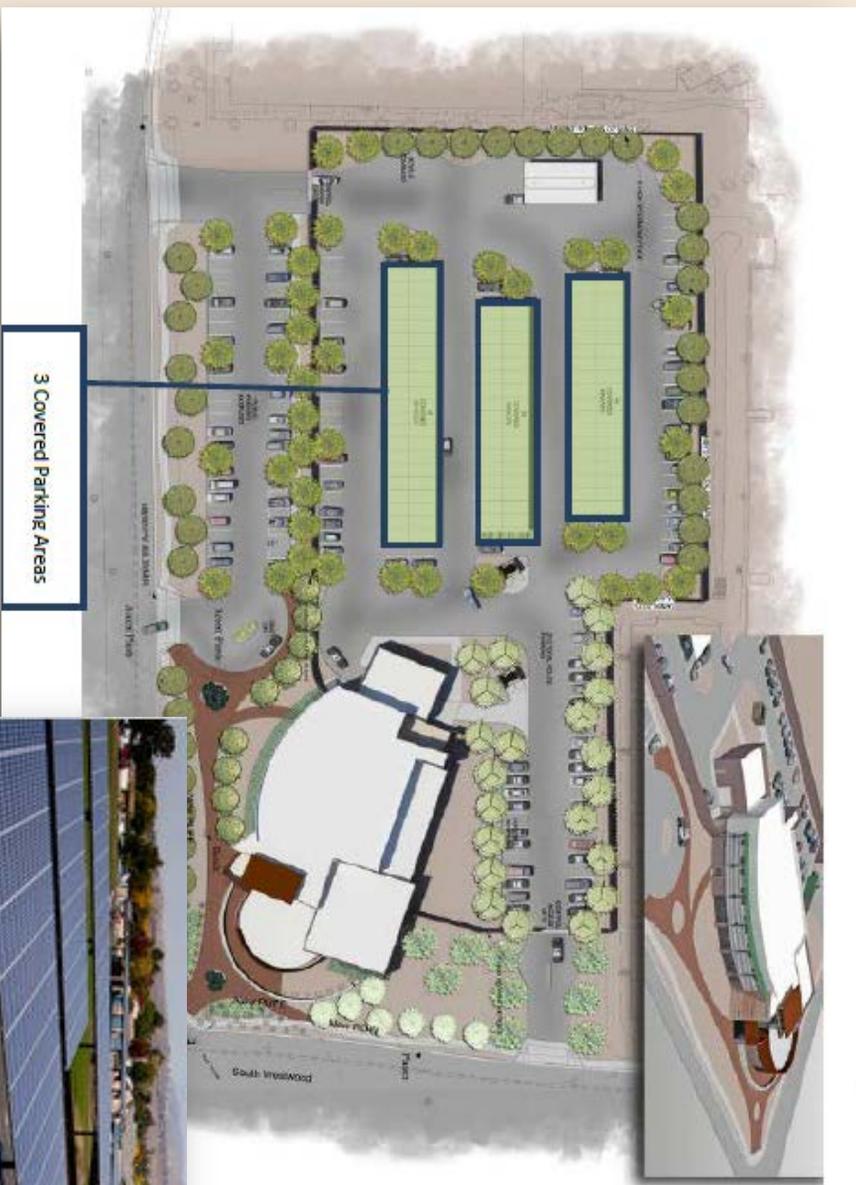


mesa

mesa urban garden
www.mesaurban garden.com



Fiesta Police Department Solar Services Agreement



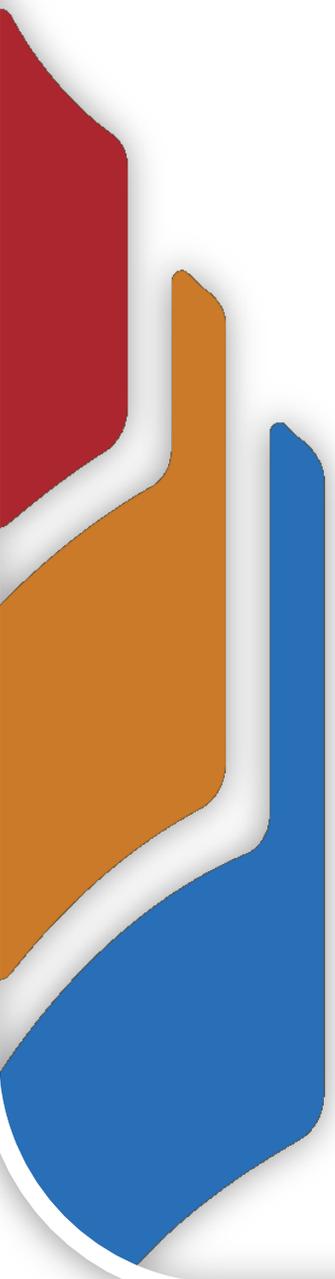


Development & Sustainability Financial

OPERATING EXPENDITURES BY CATEGORY				
	FY 12/13 ADOPTED BUDGET	FY 12/13 YEAR-END ESTIMATE	FY 13/14 PROPOSED BUDGET	
PERSONAL SERVICES	\$5,262,239	\$5,243,296	\$5,305,119	
OTHER SERVICES	\$2,882,055	\$3,296,921	\$2,192,355	
COMMODITIES	\$137,277	\$154,429	\$115,031	
PURCHASED CAPITAL	\$421,429	\$0	\$633,627	
TOTAL	\$8,703,000	\$8,694,646	\$8,246,133	
OPERATING EXPENDITURES BY FUNDING SOURCE				
	FY 12/13 ADOPTED BUDGET	FY12/13 YEAR-END ESTIMATE	FY13/14 PROPOSED BUDGET	
GENERAL FUND	\$4,509,639	\$4,705,512	\$4,205,715	
TRANSPORTATION RESTRICTED	203,039	\$203,039	\$198,547	
ENTERPRISE	\$754,235	\$727,611	\$752,719	
GRANT				
Environmental	\$450,000	\$450,000	\$600,000	
CDBG	\$296,303	\$296,303	\$363,194	
OTHER				
Environmental Compliance Fee	\$2,043,356	\$1,865,752	\$1,502,406	
Capital General Fund	\$421,429	\$421,429	\$623,552	
Special Programs Fund	\$25,000	\$25,000	\$0	
TOTAL	\$8,703,000	\$8,694,646	\$8,246,133	

Questions?

Public Information & Communications





mesa·az

FY 2012/13 Innovations

- MesaNow.org – eNewsroom
- Continued Success with Sponsorship & Underwriting Programs
- Media Room – Suite 700 small studio

FY 2013/14 Innovations

- 5-year capital improvement program for Mesa Channel 11 equipment
- MesaNow.org – Continued enhancement of eNewsroom
- Mobile Streaming of Mesa Channel 11

INNOVATIONS



City-County Communications and Marketing Association Awards

- President's Award: Outstanding Marketing Program
- SAVVY Award: Outstanding Recurring Event
- Award of Excellence: Twitter Town Hall

2012 AWARDS



Events

- Planning
 - Management & Coordination
 - Staging/Build
 - Website/Social Media
 - Talking Points
 - Run-of-show
 - Media
 - Audio/Video
 - Channel 11 coverage
 - Photos
 - Celebrities
 - Signage
 - Permitting
 - Promotions
 - Sponsorship
 - Audio recordings for media
 - Graphic design (i.e. invitations)
- Mesa Channel 11**
- Live Meetings
 - Mayor's Media Briefing
 - What's on Fire
 - Mesa Now
 - Covering Mesa
 - Major events coverage (Broadcast, A/V Support)
 - PSAs
 - Mayor's Breakfast
 - Media Events
 - Promotions
 - Bulletin Board
 - Get to Know Mesa
 - Web streaming
 - Mesa Talking
 - Dine Mesa
 - LJW Production Coordination
 - Mesa Morning Live
 - Twitter Town Hall
 - MesaNow.org - eNewsroom

Web/Social Media

- Social Media
- Web/Social Media training
- Web Editor Assistance
- Website Maintenance
- Website development
- Podcasts
- MesaNow.org - eNewsroom
- PowerPoint Presentations
- New Employee Orientation
- Presentations

Graphic Design

- Citywide Graphic Design
- Invitations
- Evites
- Posters/Flyers
- Brochures
- Web Graphics
- Logos
- Banners/Signs
- Ads
- Stock Photo Searches
- Brand Standards Manual
- City Logo Standards

Collaboration on

Programs/Special

Projects

- Mayor/Council Support
- Groundbreakings & Ribbon
- Cuttings
- Sponsorships
- Celebrate Mesa
- Light Rail
- El Tour de Mesa
- Arizona Celebration of Freedom
- Make a Difference Day
- Chicago Cubs
- Oakland A's
- iMesa
- Film Mesa
- Utility Bill Insert Program
- Media Open House
- Mesa Counts on College
- Veterans Day Parade
- Wingstock

WHAT WE DO



Use of Live Streaming, Video on Demand and MesaNow.org

JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB
1,220	1,077	1,070	2,179	2,162	2,223	2,878	2,598

Channel 11 Data



- Mesa Channel 11 and mesachannel11.com are key components of the City's transparency
- More than 25,000 views annually on mesachannel11.com streaming of Council meetings and study sessions
- Approximately 90,000 households have access to the same information through Cox Communications cable channel 11
- These mediums are the City's primary source of transparency along with the mesaaz.gov, the City's website.

Channel 11 Summary



- Mesa 11 also manages www.mesanow.org, the City's e-newsroom which was developed after meetings with news outlets.
- This is the City's official source of information for all media, public opinion leaders and the general public.
- The newsroom is cutting-edge with the ability to provide media outlets access to downloadable digital audio clips, photos and high-definition video
- Launched during the 2012 GOP Presidential Debate with more than 500 hits.

Channel 11 Summary



- The average age of equipment in the Mesa 11 main studio and the audio equipment in the Council chambers is 15-20 years old
- The industry standard for life-cycle replacement of this type of equipment is five to seven years.
- Mesa Channel 11 is at a critical point with analog equipment beginning to fail.
- As this equipment fails, manufacturers no longer provide parts or support for such antiquated components.

Channel 11 Needs



In the last 12 months, the following equipment or system failures have impacted the quality or actual broadcasting of key Mesa Channel 11 programming:

Issue/Problem

Mayor's Twitter Town Hall audio goes in and out during live broadcast

Unable to broadcast study session live over Mesa Channel 11

Audio fluctuations and feedback during study sessions and council meetings

Sporadic video streaming of Study Sessions and Council Meetings

Equipment Failure

Audio Distribution Amplifier – 24 yrs. old

Digital to analog converter – 10 yrs. old

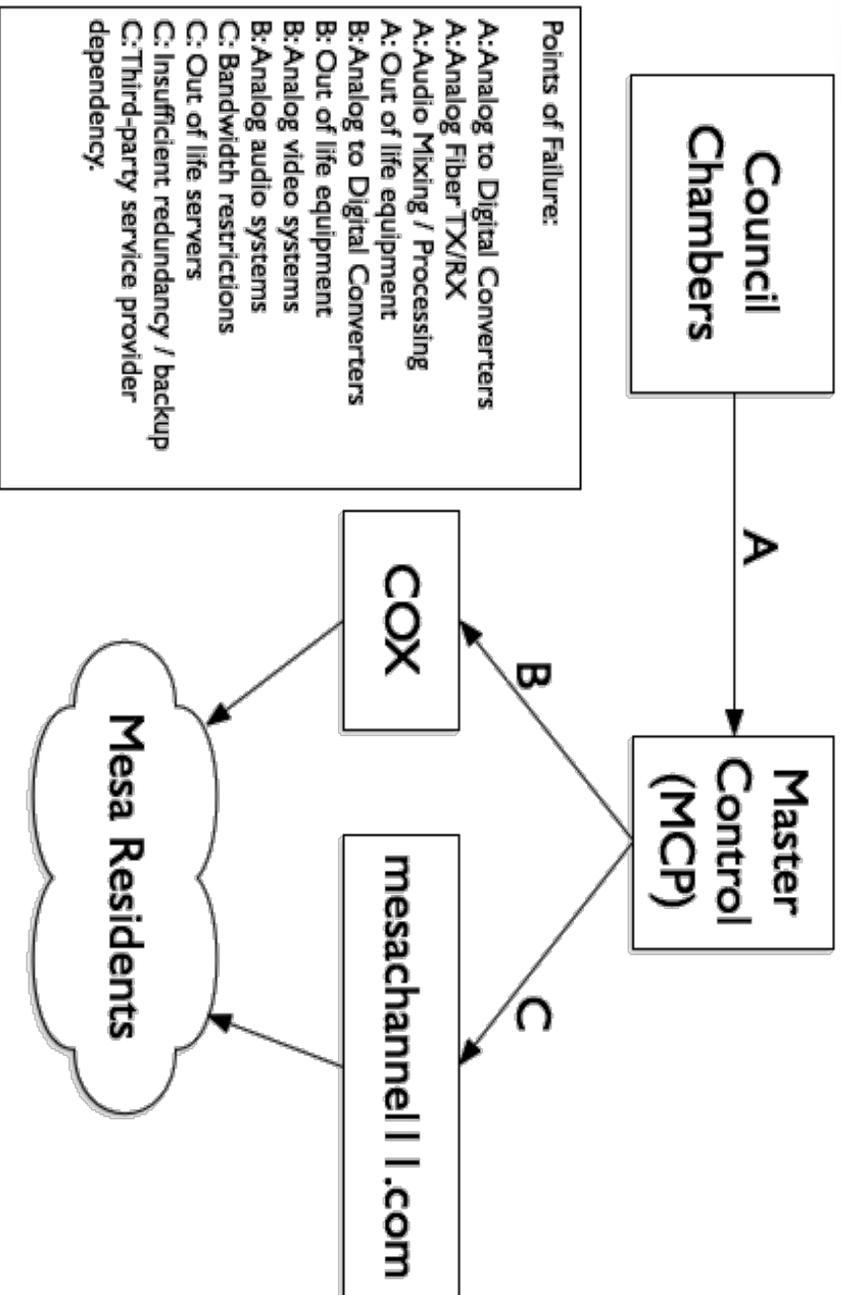
Council Chamber & Control Room Audio equipment (upper & lower) – 20 yrs. Old

Granicus server and equipment failure – 3rd party dependence

Channel 11 Needs



Mesa Channel 11 Delivery & Probable Points of Failure



Channel 11 Needs

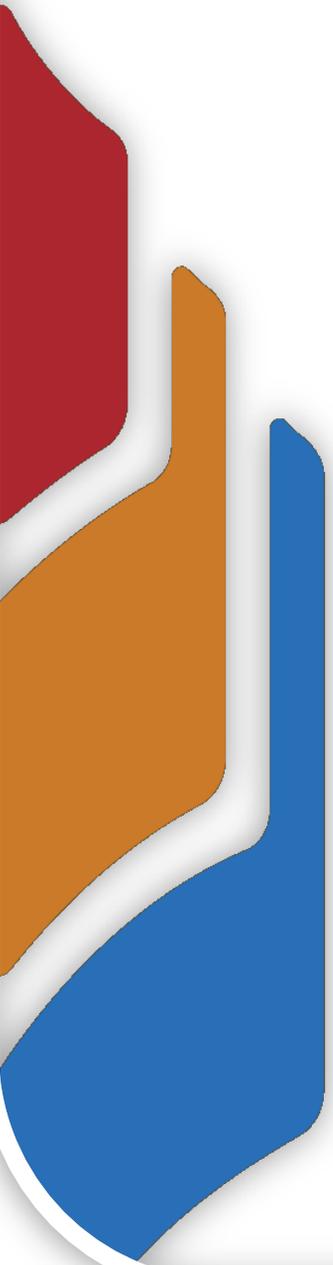


**Budget without Channel 11 Needs
 (Proposed equipment strategic investment
 attached as separate spreadsheet)**

OPERATING EXPENDITURES BY CATEGORY	2012-13 ADOPTED	2013-14 PROPOSED
	BUDGET	BUDGET
PERSONAL SERVICES	\$728,028	\$746,363
OTHER SERVICES	\$229,937	\$208,767
COMMODITIES	\$14,029	\$37,935
PURCHASED CAPITAL	\$15,006	\$11,500
TOTAL	\$987,000	\$1,004,565
OPERATING EXPENDITURES BY FUNDING SOURCE		
	2012-13 ADOPTED	2013-14 PROPOSED
	BUDGET	BUDGET
GENERAL FUND	\$987,000	\$1,004,565
TOTAL	\$987,000	\$1,004,565

BUDGET

QUESTIONS?



Mesa Channel 11 - Strategic Capital Investment Plan Summary by Program and Fiscal Year

Program Area	Type of Project	FY 2013-14	FY2014-15	FY2015-16	FY 2016-17	FY 2017-18
1. Council Chambers	Final equipment purchase to complete upper and lower chambers upgrade					
1a. Pan Tilt Heads	Cycle replacement	\$ 60,000				
1b. Digital Audio Processing equipment	Digital Conversion		\$ 40,000			
1c. On-Air Graphics System - Council	Cycle replacement				\$ 35,000	
1d. Digital Video Switcher	Digital Conversion					\$ 25,000
1e. Control Room Monitors	Digital Conversion					\$ 10,000
1f. Digital fiber transmission equipment	Cycle replacement					\$ 10,000
PROJECT SUBTOTAL	\$ 180,000					
2. Field Production	Equipment upgrade for field production of Mesa Now, news conferences, special events, Mayor's Breakfast, townhall meetings, Building Strong Neighborhoods, Covering Mesa					
2a. Wireless Field Microphones	Cycle Replacement	\$ 15,000				
2b. Field Tripods	Cycle Replacement	\$ 17,000				
2c. Remote Digital Recorder	Digital Conversion			\$ 10,000		
2d. Teradek	Enhancement			\$ 8,000		
2e. P2 Storage Cards	Cycle Replacement					\$ 10,000
PROJECT SUBTOTAL	\$ 60,000					
3. Storage and Backup	With the increasing demand for, and storage/archiving of, content above and beyond traditional broadcast such as webpages, websites and social media, there is an increasing need for larger capacity editing storage and archiving as well as the back-up power supplies to ensure system operability					
3a. Editing Storage	Digital Conversion	\$ 30,000				
3b. Archive Storage	Cycle Replacement & Enhancement		\$ 10,000			
3c. Back-up Power Supplies	Cycle Replacement		\$ 10,000			
3d. Media Cataloging	Digital Conversion			\$ 15,000		
3e. Edit System Replacement	Cycle Replacement					\$ 20,000
PROJECT SUBTOTAL	\$ 85,000					
4. Mesa Court TV Project	This is a project to bring municipal traffic court proceedings to the public on Mesa Channel 11 as an educational tool. While it is anticipated that grants and sponsorship/underwriting will pay for this equipment, it is being programmed into the plan as a stopgap measure.					
4a. Vdesk Remote Switcher	Enhancement			\$ 30,000		
4b. Remote cameras	Enhancement			\$ 25,000		
PROJECT SUBTOTAL	\$ 55,000					
5. Control Room Digital Conversion	The control room is the electronic brain of the entire broadcast system. The programming from the upper and lower Council chambers is transmitted to the control room for broadcasting through Cox Communications' network. All studio production and other programming is broadcast from the Mesa Channel 11 control room. This conversion is critical as existing equipment is on "borrowed time" and a single failure could result in even more costly emergency conversion steps.					
5a. Studio Switcher	Digital Conversion		\$ 25,000			
5b. Studio Digital Digital to Analog Converters	Digital Conversion		\$ 8,500			
5c. Monitors	Digital Conversion		\$ 10,000			
5d. Studio Configuration for Existing Cameras	Digital Conversion		\$ 50,000			
5e. On-Air Graphics System - Studio	Enhancement				\$ 35,000	
5f. Cable/Connectors	Digital Conversion		\$ 5,000			
5g. Digital Converters	Digital Conversion		\$ 2,500			
5h. Patchbays	Digital Conversion		\$ 1,500			
5i. Audio/Video Router	Digital Conversion				\$ 10,000	
PROJECT SUBTOTAL	\$ 147,500					
6. On-Air Master Control	This is the equipment that actually puts Mesa Channel 11 programming on the air. While the studio control room equipment facilitates the production of and routing of programming, the equipment in this project area allows for playback of produced programming as well as the ongoing display of City and community information through Mesa Channel 11's bulletin board					
6a. Bulletin Board	Digital Conversion			\$ 10,000		
6b. Playback Server	Digital Conversion					\$ 15,000
6c. Master Control Switcher	Digital Conversion				\$ 12,000	
6d. Transport Stream Encoder	Enhancement				\$ 10,000	
PROJECT SUBTOTAL	\$ 47,000					
7. Mesachannel.com	Mesa Channel 11's website is the primary portal for access to streaming content and video archiving of all City Council meetings and study sessions, Planning and Zoning meetings and all other programming on Mesa Channel 11. All content provided to the City's e-newsroom, Mesanow.org originates from the Mesachannel11.com servers.					
7a. Desktop Workstation Replacement	Cycle Replacement		\$ 10,000			
7b. File/webserver	Cycle Replacement		\$ 7,000			
7c. Streaming Encoder	Enhancement		\$ 7,500			
PROJECT SUBTOTAL	\$ 24,500					
	FISCAL YEAR TOTALS	\$ 122,000	\$ 187,000	\$ 98,000	\$ 102,000	\$ 90,000