

SUSTAINABILITY AND TRANSPORTATION COMMITTEE

April 7, 2022

The Sustainability and Transportation Committee of the City of Mesa met in the lower-level meeting room of the Council Chambers, 57 East 1st Street, on April 7, 2022, at 9:36 a.m.

COMMITTEE PRESENT

Kevin Thompson, Chairperson
Francisco Heredia
Julie Spilsbury

COMMITTEE ABSENT

None

STAFF PRESENT

Marc Heirshberg
Holly Moseley
Jim Smith

Chairperson Thompson conducted a roll call.

1. Items from citizens present.

There were no items from citizens present.

2-a. Hear a presentation, discuss, and provide direction on the Mesa Climate Action Plan, including the Community Action Study.

Environmental Management and Sustainability Director Scott Bouchie introduced Diversity and Special Projects Manager Andrea Alicoate, and Environmental Management and Sustainability Deputy Director Laura Hyneman, and displayed a PowerPoint presentation of Mesa's Climate Action Plan (MCAP). **(See Attachment 1)**

Ms. Alicoate emphasized the focus of the presentation would be on community engagement conducted over the past year. She introduced Teresa Jackson, a consultant employed by GreenPlay/BerryDunn, who will be giving most of the presentation.

Ms. Alicoate stated Council adopted the MCAP in June of 2021 as part of the strategic initiative for a healthy environment. She provided a brief overview of the six focus areas that are addressed in the MCAP initiatives and how the categories are used to promote the program and create community engagement strategies. (See Pages 1 through 3 of Attachment 1)

Ms. Alicoate pointed out the four aspirational goals and focused on Community Action. She stated the Community Action plan was developed last year and presented to the community for feedback, which will reflect ongoing community action. (See Page 4 of Attachment 1)

Ms. Jackson reviewed the strategies used to engage the community to gain a better understanding of possible community-based actions and shared the results. She described the

four engagement opportunities used to connect with the community. (See Pages 5 and 6 of Attachment 1)

Ms. Jackson stated Bang the Table was the platform used to engage the online community. She mentioned there are a variety of tools available for community members to use on the site which produced a high level of engagement. She described the in-person engagement, which was achieved through a series of six workshops in September where 127 members participated. She added there was collaboration on the comprehensive plan for Parks, Recreation, and Community Facilities to reach a broader audience. She indicated the purpose of the workshops was to understand what matters most to community members and to use that information for the prioritization survey. She remarked that the community had many questions and noted many people were interested in watching videos on demand later which were uploaded on the project website. (See Pages 7 and 8 of Attachment 1)

Ms. Jackson stated the prioritization survey was the most effective method of gaining understanding and most of the questions revolved around actions community members could take and tie back to those six focus areas. (See Page 9 of Attachment 1)

Ms. Jackson emphasized the importance of being inclusive of all members of the community throughout the process and added, when possible, demographic information was collected. She discussed the breakdown of the ethnicity of participants related to the survey and the virtual engagement provided by the polls. She mentioned in the Hispanic/Latino category, only 15 percent identified themselves as Hispanic or Latino and the objective was to reach 30 percent to align with community demographics. She indicated when the outcome was predicted to be at 7 percent, an intensive marketing campaign was established through paid Facebook ads in Spanish, as well as working directly with Latino groups within the community. She noted the numbers increased after the significant marketing push. She explained that all marketing materials were created and produced in both English and Spanish, and translators were available at the workshops and the project website is multi-lingual. (See Pages 10 and 11 of Attachment 1)

In response to an inquiry from Boardmember Spilsbury regarding the 7 percent reference, Ms. Jackson stated a weekly report was generated on the demographics of survey respondents and the category for Hispanics was significantly lower than expected.

Ms. Jackson discussed the age of participants and was surprised that the majority were over 45 years of age. She stated this indicates the need for improved outreach methods to reach the 18-34 age group, who will be carrying out the initiative in the future. (See Page 12 of Attachment 1)

Ms. Jackson stated in relation to the survey and the sources of participation, there was strong participation throughout the City of Mesa with slightly higher participation in the Southwest area. She mentioned the participation numbers in the Southwest are consistent with some of the target marketing that was conducted to increase the number of Hispanic respondents. She commented the overall assessment is that there was a positive outcome regarding the distribution of participation throughout the City. (See Page 13 of Attachment 1)

Ms. Jackson reviewed the best practices and implementation strategies and compared what other cities are doing across the country. She explained the report examined the impact of engaging communities effectively, implementing a Climate Action Plan (CAP), and reviewing various plans. She noted the results were a variety of creative ideas and a growing momentum

on various topics. She commented the department was provided with best practices to implement further components of the CAP in the future and the categories used to develop the recommendations are directly aligned with the voices of the community and research. (See Page 14 of Attachment 1)

In response to an inquiry from Boardmember Heredia regarding best practices, Ms. Jackson explained that there is a mix between community, partnerships, public, private, and non-profit organizations and said most of the best practices are external.

Ms. Jackson reviewed the key findings and efforts made to examine the underlying issues. She explained that each recommended category has a specific goal, followed by actionable items. She added each of the categories is strongly related to the needs of the community and the best practices. (See Pages 15 and 16 of Attachment 1)

Ms. Jackson highlighted the goals for each of the recommendations. She commented education refers to outreach to schools and youth education. She stated the survey findings relating to inclusive communication showed 18 percent would act if the COM was taking action. She emphasized the importance of celebrating achievements and ensuring that the community is aware of those efforts. She declared the COM cannot solely reduce greenhouse gas (GHG) emissions and will require the assistance of community members and various partners. She added COM staff is already working with some of the larger corporations in the City to facilitate a letter indicating their commitment to assist in reducing GHG emissions. She shared that some of the actions that revolve around funding and incentives include creative thinking and funding is available through the federal government for responses to emergencies or housing, which can be used in climate action. (See Page 17 of Attachment 1)

Ms. Alicoate pointed out there is a complete report that includes all data and statistical findings from various efforts and indicated the report will be available on the website and promoted to the public. She commented the next step is to bring the information to the subcommittee today to provide an overview and ensure the information is accurate, followed by the City team using the information to update the MCAP, which will be referred to as version 2.0. She stated with Council recommendation, the plan can move forward. She added the plan will go to City Council in June for an amendment to the resolution that was previously adopted last year. She added a community collaboration campaign will be launched this Summer with the 2.0 version. (See Page 18 of Attachment 1)

In response to a question posed by Boardmember Thompson regarding zip code requirements of survey respondents, Ms. Alicoate stated on the Footprint for the Future site there was not a requirement to provide zip codes for specific comments, or on some of the quick poll features. She mentioned the recommendations that are being pulled were primarily derived from a survey from over 2,000 respondents that captured zip codes and non-Mesa voices were filtered out. She noted the virtual participants tended to be representatives of organizations or groups rather than individual voices, which would then contribute to a more regional effort.

In response to a question from Boardmember Thompson regarding monitoring air quality, Mr. Bouchie stated Maricopa County has a robust network of air quality stations throughout the valley, including Mesa, that sample for both particulate matter and volatile organic compound (VOC) depending on the sampling station. He noted the COM has access to the data and can monitor the data. He added, as far as air quality is concerned, Arizona's Department of Environmental Quality (ADEQ) has control over the entire state; and the COM works with them.

He commented, while Mesa does not have an air quality station where samples of ambient air quality are taken on a regular basis, the COM leverages the network that Maricopa County and the ADEQ have, which includes stations that have been in Mesa for a long time.

In response to a question from Boardmember Thompson regarding reducing Mesa's carbon footprint, Mr. Bouchie stated that Mesa was involved in regional discussions regarding air pollution, climate change, carbon emissions, and rising temperatures. He remarked the COM has a good baseline and was involved in the selection of the locations for the new stations installed. He mentioned some of the locations are at Falcon Field, where the County has utilized City property to locate their monitoring stations. He commented the two big issues are particulate matter and ozones in the valley. He added from an overall carbon standpoint this is a global issue, not only Mesa's.

In response to multiple questions from Boardmember Spilsbury regarding the effects of fireworks on air quality, Mr. Bouchie stated there are some spikes in particulate matter on holidays when fireworks are widely used. He mentioned Maricopa County requests residents to refrain from lighting outdoor fires from Christmas through New Years' due to the accumulation of particulate levels. He commented there can be an argument to limit fireworks, as those are the days when there are additional additive effects, especially during the holiday season.

In response to an inquiry from Boardmember Spilsbury regarding the order of the aspirational goals, Ms. Alicoate stated the aspirational goals are worked on simultaneously. She mentioned on April 18, Mr. Bouchie will present to Council a detailed description of how the City is achieving all the aspirational goals within operations. She commented the Healthy Environment Strategic initiative is linked to a data dashboard, which tracks progress towards the aspirational goals, and on the climate action webpage there is a breakdown of performance measures on what the City controls. She pointed out that the City represents only a small part of the community's efforts to reduce greenhouse gas emissions, and that the City needs assistance; therefore, reaching out to the community is necessary. She explained the engagement process did not capture enough businesses, so she partnered with Economic Development and has already targeted the top 25 businesses to engage. She discussed many of the businesses are well ahead of where the City is on their efforts in terms of planning and measuring and hopes to capture the City community-wide data, which is a lot more reflective on what is happening.

In response to a question from Boardmember Spilsbury regarding low attendance for in-person meetings, Ms. Alicoate stated one of the challenges has been determining the communication style of the community at large. She commented there was a lot of effort made to encourage residents to attend meetings and participate in surveys, but the demographic results showed that these methods only captured the segment of the public that participates in those means. She mentioned the goal is to continue the same effort in educating, communicating, and connecting with communities in their preferred communication format. She added the meeting with the Arizona Youth Coalition demonstrated the need to redirect more targeting messages to the youth demographic, which is unlikely to lead to in-person meetings in the future.

Deputy City Manager Marc Heirshberg stated that COVID influenced in-person meetings, and staff must adjust to the changing ways in which the community communicates.

Discussions ensued relative to meeting community needs through different communication formats.

In response to a question posed by Boardmember Spilsbury regarding City of Phoenix's efforts to reduce heat on the streets, Ms. Hyneman stated the COM Transportation Department has performed a study and she will follow up on the results.

In response to an inquiry from Boardmember Spilsbury regarding what materials can be recycled, Mr. Bouchie listed beverage bottles, jugs and cans, anything that contained a beverage, which includes glass, aluminum, plastic, and tin food cans, can be recycled. He added paper and corrugated cardboard can also be recycled, but glass cannot.

In response to a question from Boardmember Spilsbury regarding partnership collaborations in the Summer of 2022, Ms. Alicoate stated the focus will be more on social media, education, and general information to motivate engagement. She commented that to build a network, she would review the various programs and initiatives mentioned by Ms. Jackson to examine what has been successful for schools and nonprofit partnerships.

In response to a question posed by Boardmember Heredia, Ms. Alicoate stated once there is approval to move forward, the next steps are to develop the MCAP 2.0 and provide a document of highlights for the public to view.

Boardmember Heredia commented that the City plays an important role in communicating information to the public to create community interest. He remarked that the City has completed numerous great projects, which should be communicated to the public such as the creation of a grid of electric vehicle (EV) charging stations and the recent changes to the recycling program.

Boardmember Thompson commented he would love to see more renewable energy infrastructure, however, also realizes that gas utility does well for the enterprise fund which helps to pay for a lot of the bonds that utilize the City for infrastructure. He advised caution in deciding whether to eliminate the gas utility in favor of renewable projects and infrastructure.

Ms. Alicoate stated she will return to Council in mid-June with the revised MCAP 2.0 based on the information and comments shared by Boardmembers.

Boardmember Thompson thanked staff for the presentation.

3. Adjournment.

Without objection, the Sustainability and Transportation Committee meeting adjourned at 10:26 a.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Sustainability and Transportation Committee meeting of Mesa, Arizona, held on the 7th day of April 2022. I further certify that the meeting was duly called and held and that a quorum was present.

HOLLY MOSELEY, CITY CLERK



FOOTPRINT FOR THE FUTURE



Mesa Climate Action Plan:
Community Action Study

Sustainability and Transportation
Committee Meeting
April 7, 2022



Mesa's Climate Action Plan (MCAP)

- Lead by Council's Strategic Initiative: Healthy Environment

"We proactively and responsibly protect and conserve Mesa's environment and natural resources to reduce urban heat, carbon and waste for a healthy community for all."

- MCAP approved by Council in June 2021, leading with City operations

CITY OF MESA CLIMATE ACTION PLAN: FOR A SUSTAINABLE COMMUNITY

MESA.AZ.GOV/CLIMATEACTION



FOCUS AREAS



CITY OF MESA CLIMATE ACTION PLAN: FOR A SUSTAINABLE COMMUNITY

MESA.AZ.GOV/CLIMATEACTION



ASPIRATIONAL GOALS



ASPIRATIONAL GOAL #1: **Carbon Neutrality**

- Achieve carbon neutrality by 2050 by reducing greenhouse gas emissions and enhancing carbon sinks
- Strive to reduce the carbon footprint of City Operations by 50% by 2030



ASPIRATIONAL GOAL #2: **Renewable Energy**

- Prioritize the use of renewable, resilient energy to achieve 100% renewable energy by 2050



ASPIRATIONAL GOAL #3: **Materials Management**

- Manage material responsibly and divert 90% waste from the landfill by 2050



ASPIRATIONAL GOAL #4: **Community Action**

- Develop community-based action items to be incorporated into the Plan

CITY OF MESA CLIMATE ACTION PLAN: FOR A SUSTAINABLE COMMUNITY



Engagement Opportunities

Who We Reached

Implementation Strategies

Key Findings

Recommendations



CLIMATE ACTION PLAN COMMUNITY ACTION STUDY





Engagement Opportunities

Community Action



Develop community-based action items to be incorporated into the Plan



Community Workshops



Virtual Public Meetings

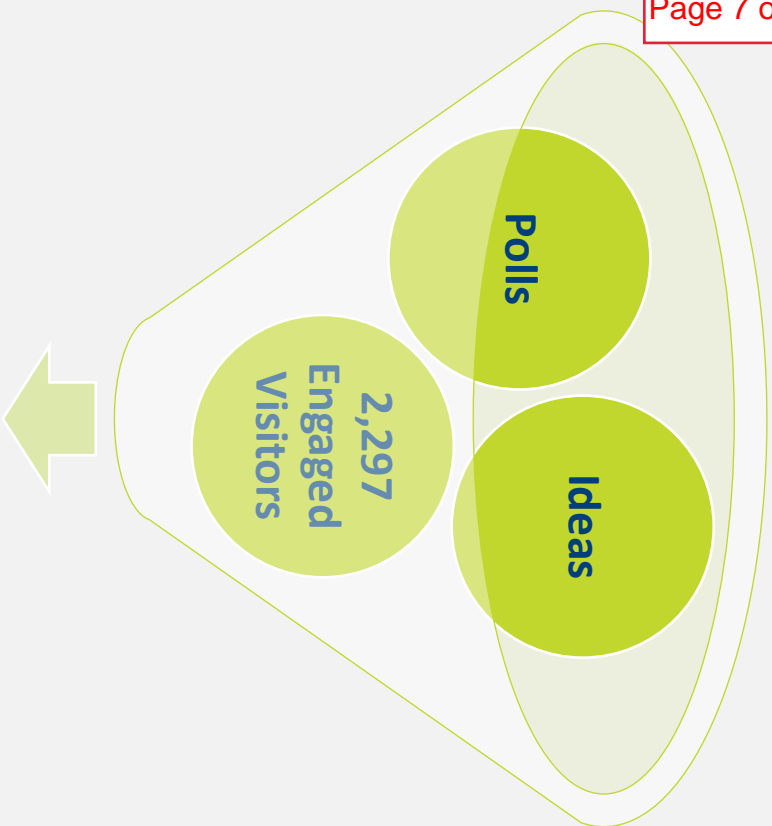


On-line Engagement



Climate Action Prioritization Survey

Online Engagement



6,233 Total Visits

IDEAS

POLL

about 1 month ago

Energy

Share your ideas on Energy conservation here.

<p> BigDogMG 7 months ago</p> <p>Promote teleworking</p> <p>If local governments and local companies offered more days of teleworking there would be less automotive travel on a daily basis</p> <p>8 </p>	<p> Add your idea</p>
<p> JGA 3 months ago</p> <p>Add electric vehicle charging stations.</p> <p>Electric Vehicles</p> <p>0 Comment </p>	<p> Laurence 5 months ago</p> <p>Personal fireworks should be banned except for holidays and enforce no burn days. People near downtown shoot fireworks every late at night</p> <p>0 Comment </p>
<p> Mesa res 3 months ago</p> <p>We have to plan for less water. Lawns everywhere, except parks, need to go, and houses should be using recycled water.</p> <p>0 Comment </p>	<p> Sandy Whitley 6 months ago</p> <p>Wire New Construction to be EV Ready</p> <p>All new construction in Mesa (houses and multi-family dwellings with garages) should include appropriate wiring to</p> <p>0 Comment </p>

In recent years I have thought more about what I and my family might do to reduce our carbon footprint.

Strongly Agree **44%**

Agree **33%**

Neither Agree nor Disagree **5%**

Disagree **9%**

Strongly Disagree **10%**

Total Votes : 80

Change Vote

Total Votes : 95

Next »

Agree **29%**

Neither Agree or Disagree **11%**

Disagree **5%**

Strongly Disagree **8%**



In-Person & Virtual Public Meetings

127

Workshop One: District 2

Workshop Two: District 5

Workshop Three: District 1

Workshop Four: District 6

Workshop Five: District 4

Workshop Six: District 3

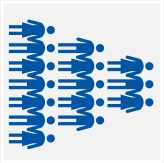
Virtual Meeting Topic	Registered	Attended	Percent Attended	YouTube Views
Energy	69	28	41%	30
Heat Mitigation	74	30	41%	21
Air Quality	80	28	35%	18
Water Stewardship	83	24	29%	16
Materials Management	90	23	26%	8
Food Systems	88	25	28%	21
Totals:	484	158	33%	114



Prioritization Survey

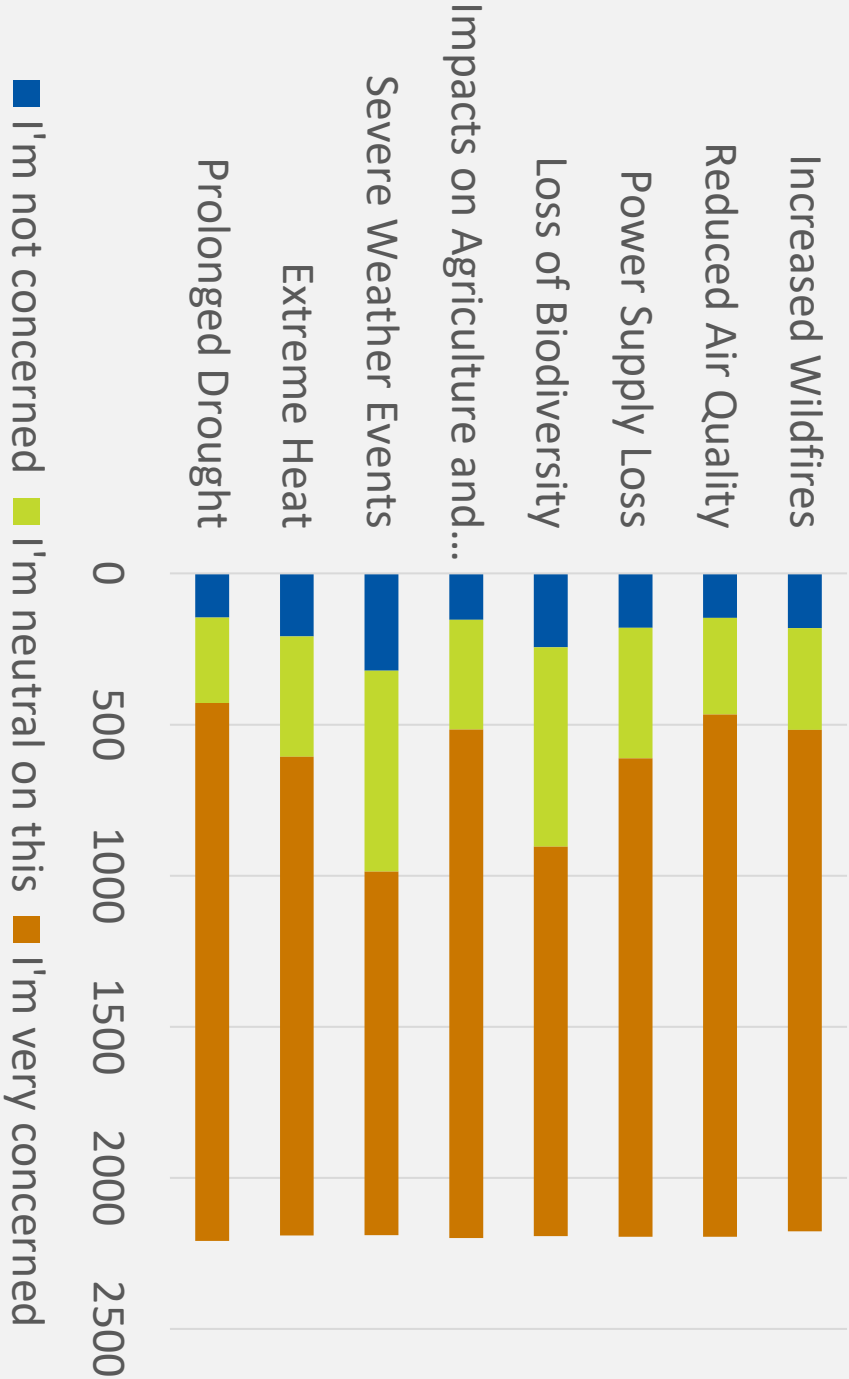


13 Questions



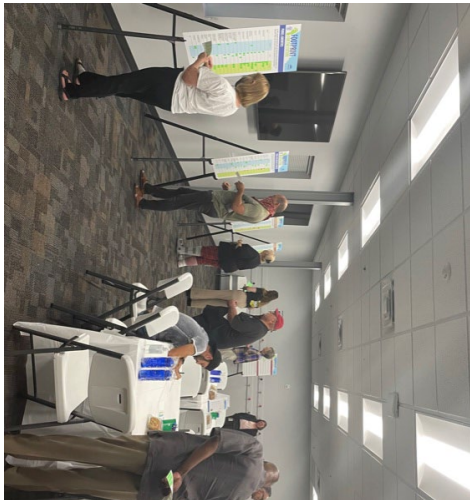
2,221

Respondents



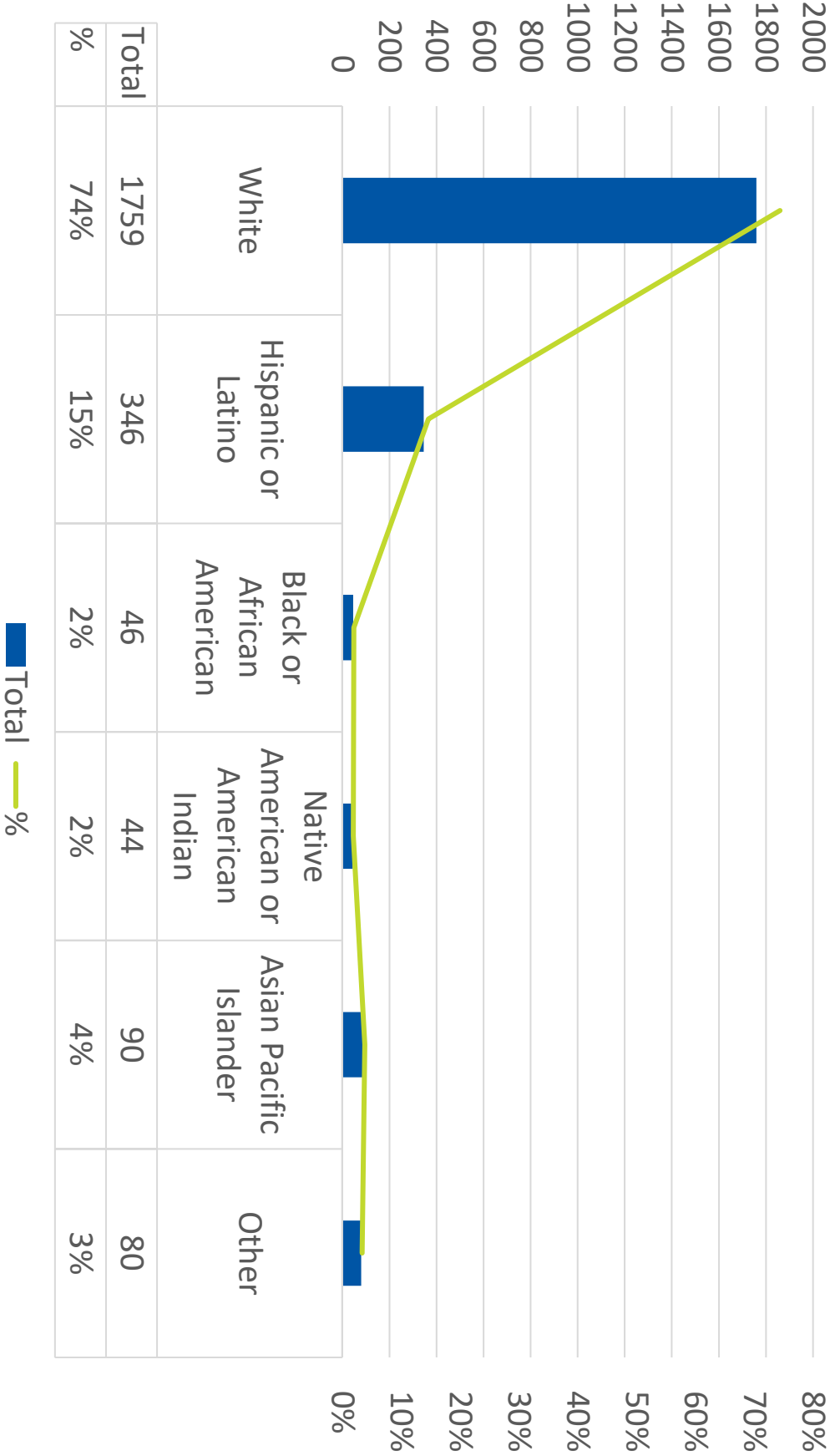


Who we Reached





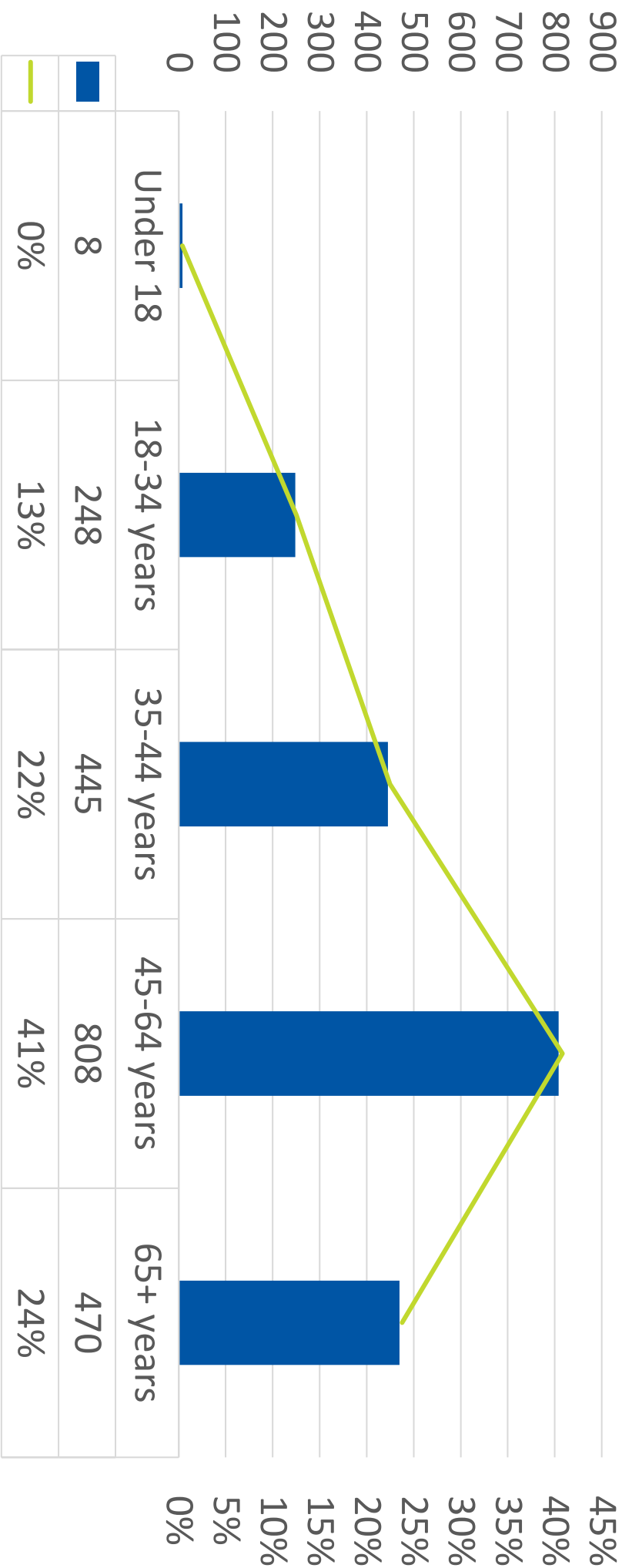
Ethnicity of Participants



*Combined results for Virtual Public Meeting Series and MCAP Survey

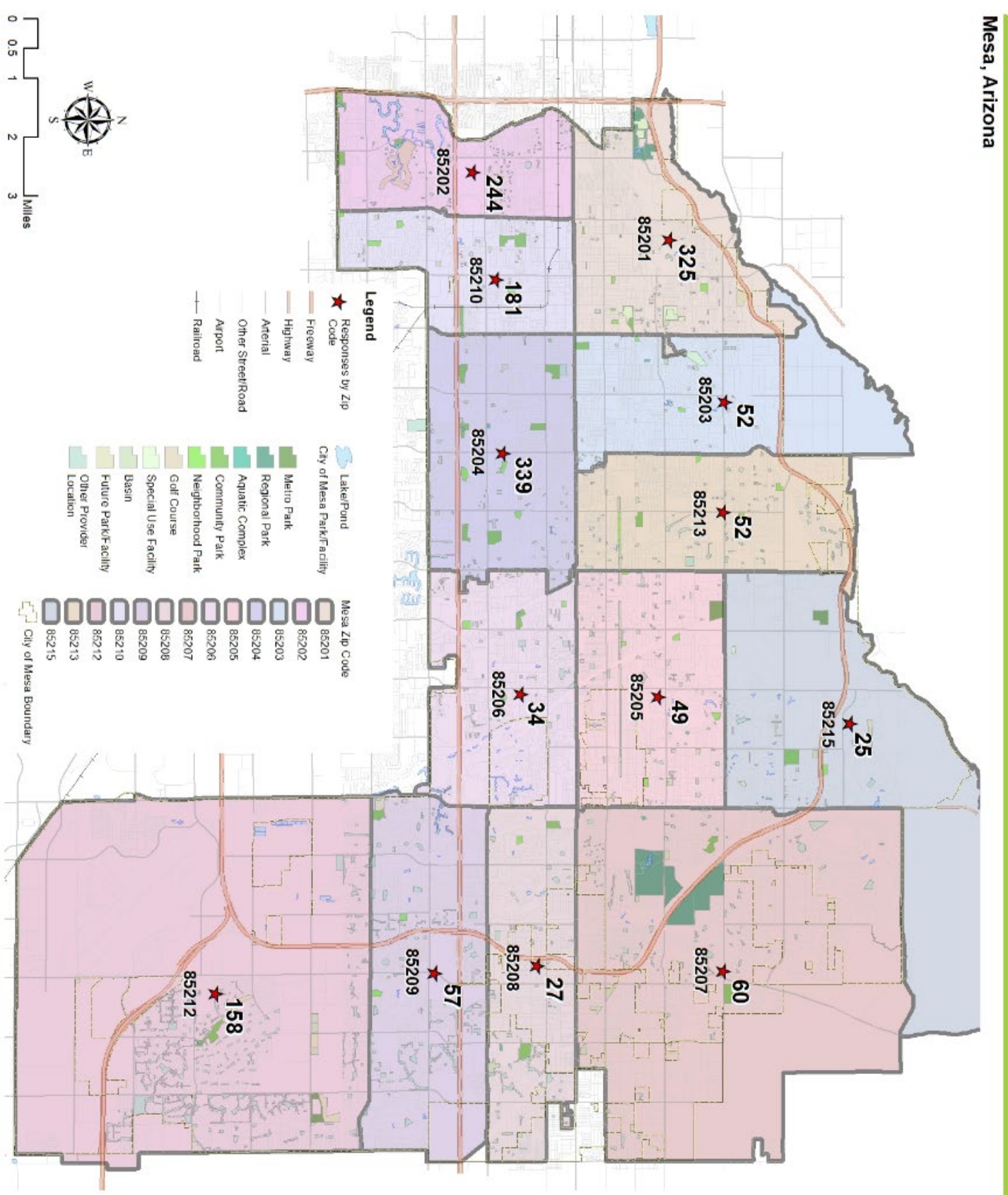


Age of Participants



*Results from MCAP Survey

Survey Responses by Zip Code



Best Practices and Implementation Strategies



Partnerships



Education and Outreach



Tracking and Ongoing
Communication

Key Findings

Priorities

Responsible Water Management

Improve Air Quality

Transition to Renewable Energy

City initiatives viewed as providing the most benefit to mitigating the effects of climate change

Resilient water supply

Tree and shade plan

Increase renewable energy infrastructure





Recommendations

Education

Inclusive Communication

Strategic Partnerships

Funding and Incentives

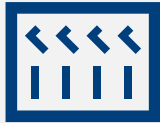



FOOTPRINT
FOR THE FUTURE



Education	<ul style="list-style-type: none">• Identify opportunities to educate the Mesa community on green living, cost savings, and climate education.
Inclusive Communication	<ul style="list-style-type: none">• Provide ongoing communications to keep the community informed about the progress toward climate goals.
Strategic Partnerships	<ul style="list-style-type: none">• Build community partnerships with thought leaders, technical experts, youth, and other community leaders for climate action outreach and education.
Funding and Incentives	<ul style="list-style-type: none">• Identify and/or develop funding, incentives, and resources that support climate action.

Next Steps



Continue City operations
implementation



Update MCAP 2.0 with
community action



Community collaboration
campaign Summer 2022

QUESTIONS?



research.az

