

COUNCIL REDISTRICTING COMMISSION MINUTES

June 16, 2021

The Council Redistricting Commission of the City of Mesa met in the lower-level meeting room of the Council Chambers, 57 East 1st Street, on June 16, 2021, at 1:01 p.m.

COMMISSION PRESENT

Deanna Villanueva-Saucedo,
Chairperson
Elaine Miner, Vice Chair
Catherine Jiang
Greg Marek
Jo Martin

COMMISSION ABSENT

None

STAFF PRESENT

Dee Ann Mickelsen
Jeffrey Robbins
Sarah Staudinger

(Items were discussed out of order, but for purposes of clarity will remain as listed on the agenda.)

1. Call meeting to order.

Chairperson Villanueva-Saucedo conducted a roll call.

2. Hear a presentation and discuss redistricting principles.

Paul Mitchell, Redistricting Partners Owner, presented information on Redistricting 101, the Voting Rights Act (VRA), and the laws that govern the process. **(See Attachment 1)**

Mr. Mitchell explained that redistricting is the rebalancing of population to provide fair election processes and representation. He remarked when districts get out of balance, the relationships can change between people and elected officials. (See Page 4 of Attachment 1)

Mr. Mitchell highlighted changes in federal law, including eliminating or invalidating parts of the VRA at the court level, proposed legislation by congress to require all states to have independent commissions, and the John Lewis Act which would reinstate portions of the VRA that were struck down by the court. (See Page 5 of Attachment 1)

Mr. Mitchell provided an overview of public opinion and stated recent surveys indicate 97% of voters agree that local governments should be required to have transparent and open

redistricting. He commented this has been a significant shift; that 20 years ago ballot measures to create commissions were failing around the country and now they almost always pass. He stated there has also been a big shift in media attention since the process has been brought out of back rooms, the ability to watch presentations and see documentation makes the process more appealing to write about; and the media is savvier at discussing the data and utilizing mapping. He commented the media around the country are drafting plans and maps for publication, which is unprecedented. He said the increased media attention will strengthen the public's resolve towards a more public forum. (See Page 6 of Attachment 1)

Mr. Mitchell highlighted two main sections of the VRA that affect redistricting: Section 2, which speaks to majority/minority districts; and Section 5 covering preclearance, which was eliminated in a lawsuit where the courts said congress did not update the rules about which states were or were not required to preclear. (See Page 8 of Attachment 1)

Mr. Mitchell advised Section 2 should only be invoked at the direction of legal counsel, which would be done if it is determined a minority population that is subject to the VRA is sufficiently large and is geographically located in a way that the minority group would become a majority of the district population. He stressed the Commission should not discuss minority/majority districts unless advised by legal counsel and should not refer to districts as Latino or Native American, because that might imply to a court that the race of the population was a predominant factor in the redistricting process. (See Pages 9 and 10 of Attachment 1)

Mr. Mitchell described gerrymandering, which is a perversion of the redistricting process and abuse of the tools with some ill-intent to try to benefit a community, or that is being done to achieve some political gain or to harm a community. He explained the two most common types of gerrymandering that appear in court are partisan and racial. He described aspects of partisan gerrymandering such as packing districts which takes dense concentrations of a party or group and being discrete about drawing that party or group in one district; and cracking districts which is taking the same dense area and drawing a district by cutting it up into multiple districts to weaken a candidate or provide partisan power. He remarked that courts have said they cannot adjudicate these cases. He commented racial gerrymandering is doing those same things but taking a minority population and slicing it into multiple seats where the minority group cannot elect anyone of choice or taking a minority community and putting it in an 80% minority district and leaving all the areas that have heavy concentrations of the minority group in the surrounding areas so weakened, they cannot elect candidates of choice. He said this type of gerrymandering is something the courts are very willing to hear. (See Pages 12 through 17 of Attachment 1)

Mr. Mitchell highlighted traditional redistricting principles, which is creating districts based on people, not on citizens or voters. He identified the "that's good enough" principle, which is a deviation of how close a district is to another of equal size. He stated local jurisdictions have a 10% deviation and the total deviation is the largest district compared to the smallest district. He explained a 10% deviation is important in this phase of the process because one of the criteria may be hard to achieve unless the plan provides for a 9% deviation. (See Pages 19 through 22 of Attachment 1)

Mr. Mitchell described contiguous areas, stating districts must be whole and continuous units. He provided the example in Mesa with county islands which are pockets of incorporated city

separated by areas of unincorporated city; and while they are not contiguous, they are functionally contiguous. (See Pages 24 through 26 of Attachment 1)

Mr. Mitchell provided information on communities of interest (COI) and stated these are important because, where possible, districts should be drawn so that COI are not cracked or split into multiple districts when they should be in one or two to effectively empower them. He provided examples of COI, such as LGBTQ, senior citizens, downtown versus urban, students, and agricultural. He added COI have a shared culture or characteristic that identifies them, a footprint in a geographic area, and a relationship to the city. (See Pages 27 through 29 of Attachment 1)

Mr. Mitchell discussed keeping districts compact, which is a spatial idea and does not necessarily relate to size. He stated one criterion is measuring the number of dodges and dives in a district line and comparing that to other plans. (See Pages 30 through 32 of Attachment 1)

Mr. Mitchell commented on additional districting rules and stated the Mesa City Charter requires districting lines shall not remove the residence of an incumbent councilmember from the district he was elected to represent during the term of office. (See Page 33 of Attachment 1)

Mr. Mitchell discussed census data, which includes multiple datasets. He stated one set is geography, which includes the shapes of a census block and is a data point of information provided by the census department. He stated there are two types of data: one is a fixed number of people that lived at a certain address on April 1, 2020, and the second is the citizen voting age population that lives in that census block. (See Pages 34 and 35 of Attachment 1)

Mr. Mitchell provided an overview of the mechanics of redistricting and the concept of the TIGER files. He explained TIGER geography creates blocks, block groups and tracts as nested areas, and through this process the census tract is created. He displayed a graphic of the differences between the three areas and stated no block would be split by a block group and that block groups fit within tracts. (See Pages 36 through 41 of Attachment 1)

Mr. Mitchell reported the official release of census data for redistricting is scheduled for September 30; however, a legacy file will be released in mid-August which is the data as it was used in 2010/11. He indicated Redistricting Partners can use that data as a starting point and should have the data ready by the end of August. (See Page 42 of Attachment 1)

Mr. Mitchell highlighted two additional datasets that are most commonly used in redistricting: American Community Survey (ACS), and outside data sources. He expanded by saying other data will help identify COI, LGBTQ populations, environmental data, and additional data that can be overlaid to other applications and used as part of the analysis (See Pages 43 and 44 of Attachment 1)

Chairperson Villanueva-Saucedo thanked Mr. Mitchell for the presentation.

Chairperson Villanueva-Saucedo declared a recess at 2:04 p.m. The meeting reconvened at 2:10 p.m.

3. Discuss and take action on outreach and information strategies.

Commission Member Miner commented on outreach partners such as Mesa Public Schools (MPS), Mesa Chamber of Commerce, and others that have a strong network of individuals that could assist with the redistricting effort.

Community Engagement Coordinator Lindsey Balinkie detailed a department newsletter that can be used to provide information about the redistricting process and its effects. She requested some simple language to share with neighborhood leaders.

Commission Member Marek commented Homeowners Associations (HOAs) can provide information in their emails, newsletters, and meetings. He added some community interest groups have their own associations, such as the Asian and Hispanic associations, and asked if there is a way to work with those groups to get the message out.

Commission Member Jiang indicated the East Valley Attorney's Bar Association is another outreach contact.

Commission Member Miner remarked the legislative district groups, A New Leaf, Community Bridges, and other non-profit agencies are good outreach contacts as well.

In response to a question from Commission Member Jiang, Economic Development Project Manager Jeffrey Robbins explained MCC was one of the City's strongest partners during the census. He stated their community engagement center had students at all the census events and they agreed to partner with City staff in the fall on redistricting outreach.

Chairperson Villanueva-Saucedo requested a tool kit for Commission Members so that if they are approached, they would have the resources to provide information.

In response to a question from Commission Member Miner, Communications Director Ana Pereira explained the toolkit would be useful when trying to dispel myths or misinformation regarding redistricting. She added she can provide this information, so everyone has consistent information.

In response to a question from Chairperson Villanueva-Saucedo, Mr. Robbins stated he met with Ms. Pereira and Deputy Communications Director Glen Stephens to discuss Channel 11 outreach that can also be used for community meetings and social media outreach.

Ms. Pereira added the content would be produced in Spanish as well.

In response to a question from Commission Member Martin related to the 2021 Redistricting Communication Toolbox, Mr. Robbins stated this is a resource. **(See Attachment 3)**

It was moved by Commission Member Martin, seconded by Commission Member Miner, that the 2021 Redistricting Communication Toolbox be used as guideline and resource to communicate to citizens of Mesa.

Upon tabulation of votes, it showed:

AYES – Villanueva Saucedo – Martin – Marek – Miner – Jiang
NAYES – None

Carried unanimously.

Commission Member Martin remarked one tool used on the Imagine Mesa Board was business cards with a logo and website for residents to get information. She added that would be a great tool for redistricting.

In response to a question from Commission Member Miner regarding advertising on City garbage trucks, Mr. Robbins explained while they are owned by the City, that option has been explored and one of the challenges is the expense to make something that big with the temporary nature of the signs.

Discussion ensued relative to County islands and how to identify those for residents. Commission Members requested a map of the city that identifies the city limits as well as County islands.

Commission Members discussed other outreach strategies, including advertising on school buses and bus shelters.

In response to a question from Commission Member Martin, Ms. Pereira explained the Tribune advertises by zone, and zones are by zip code. She commented the ads can be strategically placed in different zones based on where the meetings are being held.

Chairperson Villanueva-Saucedo highlighted the hearing locations and requested feedback from the Commission. **(See Attachment 4)**

Commission Member Martin expressed the opinion that meetings should not be held at religious based facilities. She remarked fire stations, Park and Recreation buildings, and community centers would be good locations. She stated redistricting meetings at religious organizations could discourage some people from attending that the Commission would want to hear from. She suggested that District 3 and 5 meeting times are at 6:00 p.m., and if they are held at Parks and Recreation centers that time may interfere with after-school programs.

Discussion ensued related to outreach meetings at elementary and high schools and the fact that schools may still be closed to public access due to COVID.

Ms. Balinkie explained that at the time this list was created, MPS indicated they were not allowing public meetings in their facilities. She added staff can check the status on school availability for August.

Commission Member Marek requested the outreach meeting for District 5 at Fire Station 216 be reconsidered since it is in a County island and further east, making it inconvenient for people to attend. He suggested a location further west, possibly the Red Mountain Multigenerational Center or the Jefferson Recreation Center.

In response to a question from Mr. Robbins related to these recommendations, Chairperson Villanueva-Saucedo directed staff to proceed with Commission Members suggestions in locating facilities for outreach meetings.

Mr. Robbins introduced Management Assistant Erik Hansen and Executive Assistant to the Mayor Priscilla Gutierrez, who are on special assignment for a grant to help with redistricting. He explained the grant timetable is very short and must be executed by July 31st, and a flyer is being drafted to hand out at the 4th of July celebration event.

Mr. Hansen reported the flyer includes a description and brief survey on redistricting. He stated the effort is grant funded by the National League of Cities (NLC) to collect information on COI that are of interest to the NLC, such as low to moderate income and Hispanic citizens.

Ms. Gutierrez commented there is also a Channel 11 video in production with Mayor Giles speaking on redistricting with a link to the survey and Councilmember Heredia has volunteered to help create a Spanish version for social media.

Mr. Robbins stressed any material related to redistricting that goes out is tied to the Commission's effort with the same message. He suggested providing the postcard to the Commission Members by Monday and requested feedback from the Commission so the efforts can move forward.

In response to a question from Commission Member Martin regarding the budget for the grant versus the Commission's budget, Mr. Robbins replied the budgets are separate; the grant has a \$20,000 budget, \$500 of which has been spent.

Chairperson Villanueva-Saucedo commented on the logos City staff put together and requested feedback from the Commission. **(See Attachment 2)**

Commission Member Martin remarked that she liked the bottom left.

Commission Members Miner, Marek, and Jiang concurred.

Chairperson Villanueva Saucedo thanked staff for the presentation and information.

4. Discuss and take action on an outreach budget request from the City.

Chairperson Villanueva-Saucedo explained the importance of outreach and requested staff provide a ballpark estimate for supplies and materials and asked that Redistricting Partners have paper maps to use, which will include printing and preparation costs.

Commission Member Jiang inquired as to which minority language groups, other than Spanish, are represented in the city that would require translation of materials.

Mr. Robbins stated that while several other languages are represented in the city, those populations are approximately 1%, compared to the third of Mesa's population represented by Spanish-speaking individuals.

In response to a question from Chairperson Villanueva-Saucedo regarding translation and interpretation services, Ms. Balinkie stated staff contracts with outside vendors for translation and interpretation services.

It was moved by Commission Member Martin, seconded by Commission Member Miner that the advertising/outreach budget of \$50,000 be spent or allocated according to staff research.

Upon tabulation of votes, it showed:

AYES – Villanueva Saucedo – Martin – Miner – Jiang – Marek
NAYES – None

Carried unanimously.

Mr. Robbins explained he can report back, and the Commission can provide feedback and adjust expenditures.

5. Items from citizens present.

There were no items from citizens present.

6. Scheduling of future meetings.

This item was not discussed.

7. Adjournment.

Without objection, the Council Redistricting Commission adjourned at 2:57 p.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Council Redistricting Commission of the City of Mesa, Arizona, held on the 16th day of June 2021. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

la/dm
(Attachments – 4)

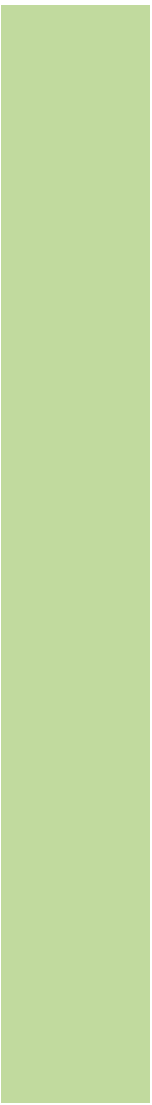


**REDISTRICTING
PARTNERS**



**City of Mesa
Redistricting
Commission**

**Redistricting 101
June 16, 2021**



Overview

This presentation will cover a range of topics and expand on the technical aspects of the redistricting process.

- What is Redistricting?
- State and Federal Voting Rights Act
- What is Gerrymandering?
- Traditional Redistricting Principles
- Census Data

Overview

This presentation will cover a range of topics and expand on the technical aspects of the redistricting process.

- **What is Redistricting?**
- State and Federal Voting Rights Act
- What is Gerrymandering?
- Traditional Redistricting Principles
- Census Data

What is Redistricting?

Redistricting is at its core the act of equalizing population among districts.

This is important in order to meet two requirements - one constitutional, one from Supreme Court precedent:

- *Equal Representation (14th Amendment)* - how effective any resident can be at advocating for themselves or being represented within a jurisdiction.
- *One Person One Vote* - equal ability to elect a candidate of choice.

What is Redistricting?

Redistricting has changed significantly over the years as federal and state laws, norms, best practices, and public opinion has transformed.

In Federal Law:

- Elimination of part of the Voting Rights Act
- Supreme Court Decisions
- HR1 – currently in Congress

What is Redistricting?

Redistricting has changed significantly over the years as federal and state laws, norms, best practices, and public opinion has transformed.

In Public Opinion / Media:

- 97% of Voters agree that “local government should be required to have transparent / open redistricting.”
- Media and Community Based Organizations have become much more adept at covering redistricting.

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What is the Voting Rights Act?

The Voting Rights Act is federal law that seeks to remedy racial disenfranchisement. It has two sections impacting redistricting:

Section 2 – Majority Minority Districts

Section 5 – Preclearance (inactive)

What is the Voting Rights Act?

The Voting Rights Act Section 2 is enforced when an jurisdiction meets certain preconditions:

- 1) A minority group must be sufficiently large and geographically compact to comprise a majority of the district;
- 2) The minority group must be politically cohesive (it must demonstrate a pattern of voting for the same candidates, also known as “block voting”); and,
- 3) A majority of voters vote sufficiently as a bloc usually to defeat the minority group’s preferred candidate.

What is the Voting Rights Act?

Determining Section 2 obligation requires legal counsel and sometimes a racially polarized voting analysis.

- Does the minority population qualify under Section 2?
- Is the proposed district a sufficient remedy – is it an “effective” majority minority district?
- Is there a claim for a coalition district?
- *Without Section 2, a community of interest can still be supported but race cannot be a predominant factor in drawing lines.*

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What is Gerrymandering?

The Gerrymander

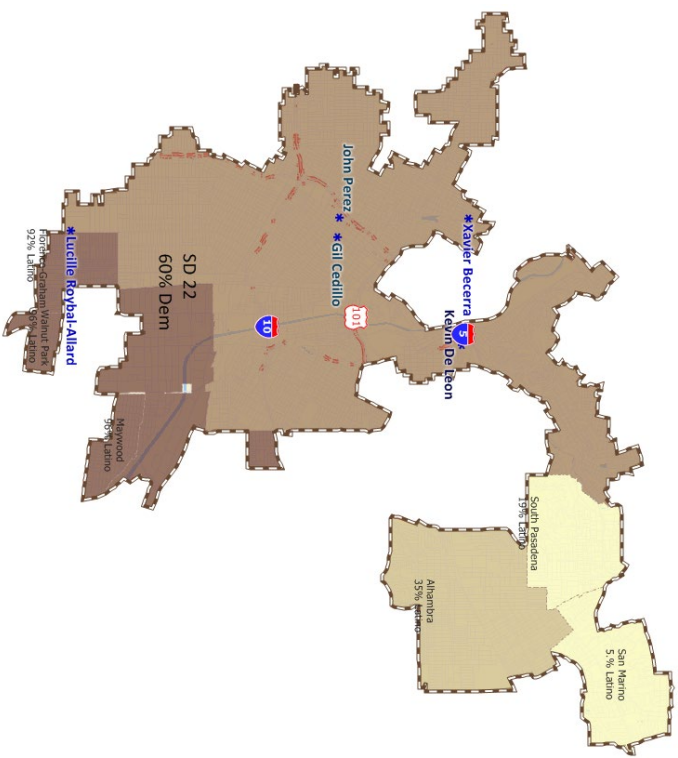
The term Gerrymander came from a cartoon depicting a rather serpentine looking district created by Governor Elbridge Gerry in Massachusetts.



What is Gerrymandering? the Gerrymander

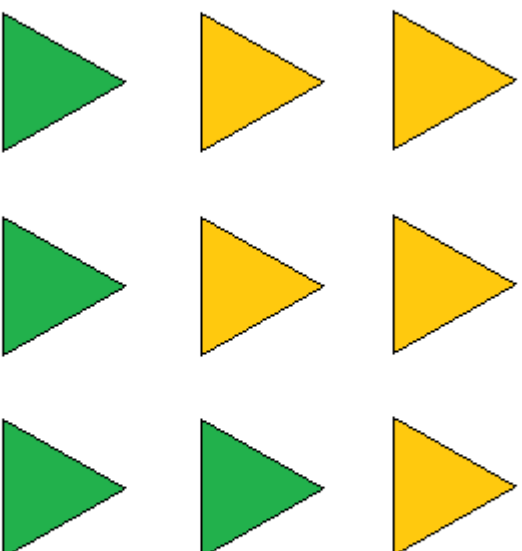
There are more recent
examples of gerrymandering,
even in California.

This 2001 Senate District is
a great example.



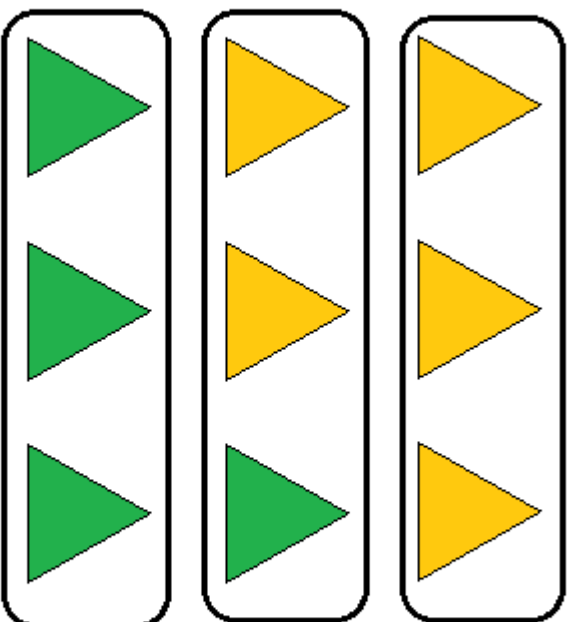
What is Gerrymandering?

How does gerrymandering work?



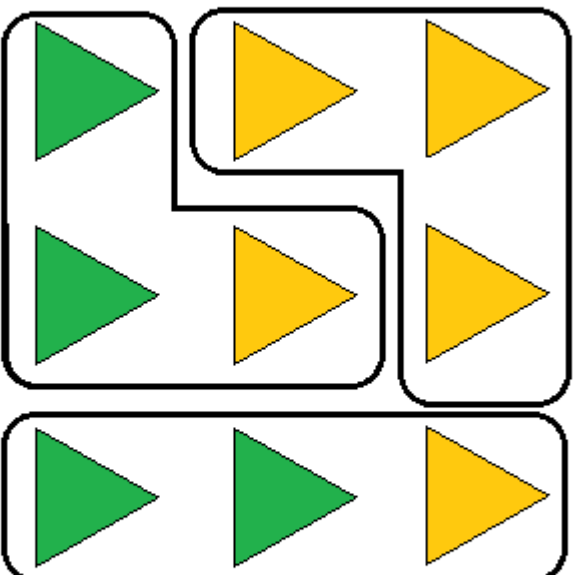
What is Gerrymandering?

How does gerrymandering work?



What is Gerrymandering?

How does gerrymandering work?



What is Gerrymandering?

Types of Gerrymanders

The two primary types of gerrymanders are Partisan and Racial, but there are more.

Partisan Gerrymandering – current Supreme Court has determined these *non-justiciable* but some state and local laws have stepped in to ban them.

Racial Gerrymandering – courts have repeatedly found these to be unlawful.

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Traditional Redistricting Principles

Preventing a Districting from becoming a Gerrymander

There are a number of criteria that have been used nationally and upheld by courts.

- Relatively equal size - people, not citizens
- Contiguous – districts should not hop/jump
- Maintain “*communities of interest*”
- Keep districts compact – appearance/function

Traditional Redistricting Principles

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Equal Population

Utilizing the U.S. Census Decennial File

What is “equal” population has been a key subject in redistricting litigation.

- Population Equality is based on “People” not citizens or voters or other metrics.



NOT
EQUAL

- The metric used is called “deviation” which is a measure of how close a district is to equal size.



Equal Population

Utilizing the U.S. Census Decennial File

What is “equal” population has been a key subject in redistricting litigation?

- Congress: 1 Person
- Local Govt: 10%
- Legislative/others: 1%-5% or other more restrictive by choice.



Equal Population

Utilizing the U.S. Census Decennial File

What is “equal” population has been a key subject in redistricting litigation.

- Equality is Required
- *Strict adherence to a numeric goal for equality beyond what is required is not necessarily better.*



Traditional Redistricting Principles

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Contiguity

Two definitions for what is contiguous

Contiguity should be thought of as “literal” and “functional.”

- An area that is one whole piece is “literally contiguous.”
- An area that represents how the population functions or how people are connected is “functionally contiguous.”



Contiguity

Two definitions for what is contiguous

Contiguity should be thought of as “literal” and “functional.”

- Treasure Island: not literally contiguous to San Francisco, but is “functionally contiguous”
- Two houses on either side of the 101 could be literally contiguous, but not functionally.



Traditional Redistricting Principles

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- **Maintain “communities of interest”**
- Keep districts compact – appearance/function

Communities of Interest

Bringing like people together for representation

A community of interest includes ethnic and language minorities and other groups as discussed.

- Many more, including:
 - LGBTQ+ Communities
 - Senior Citizens or Students
 - Downtown / Urban
 - Rural or Agricultural
 - Homeowners or Renters

Communities of Interest

Bringing like people together for representation

What are you looking for in trying to judge the applicability of a Community of Interest to the redistricting process?

- Group with shared culture / characteristics
- Geographic Nature / Density / Ability to be mapped
- Relationship to Agency / Policies

Traditional Redistricting Principles

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- **Keep districts compact – appearance/function**

Compactness

Determining what is “compact”

The measure of compactness can get complicated.

- Ratio of the circumference of a district and the area of a district.
- Measuring the number of distinct straight lines the number of kinks and bends.
- Simply outlawing funny shapes.



Additional Redistricting Rules

Criteria required by the Mesa Redistricting Commission

From Article 2, Section 201 of the Mesa City Charter:

The redrawing of district boundaries shall not remove the residence of an incumbent councilmember from the district he was elected to represent during his term in that office.

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The Mechanics of Redistricting

Census Data

Census Files come in two parts:

Geography – the underlying framework of the data

Data – the counts of population and demographics

And they can convey different information:

Point in Time – Decennial Census

Multi-year Averages – Trends/Estimates

The Mechanics of Redistricting

Census Data

The Geography is called the
TIGER Files

- *Topologically Integrated Geographic
Encoding and Referencing*

- *Nested geographic units*

- *Block*
- *Block Group*
- *Tract*

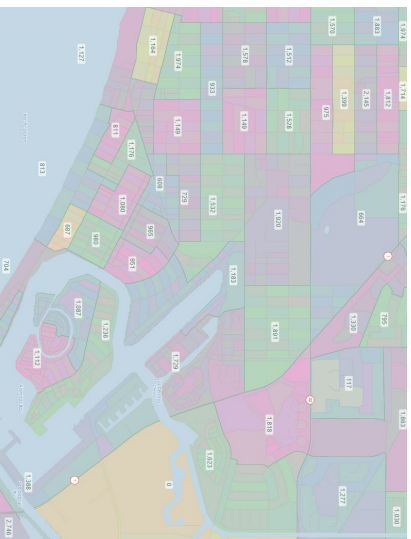


The Mechanics of Redistricting

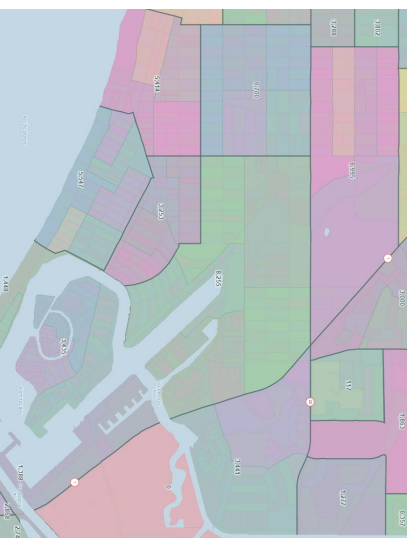
Census Data



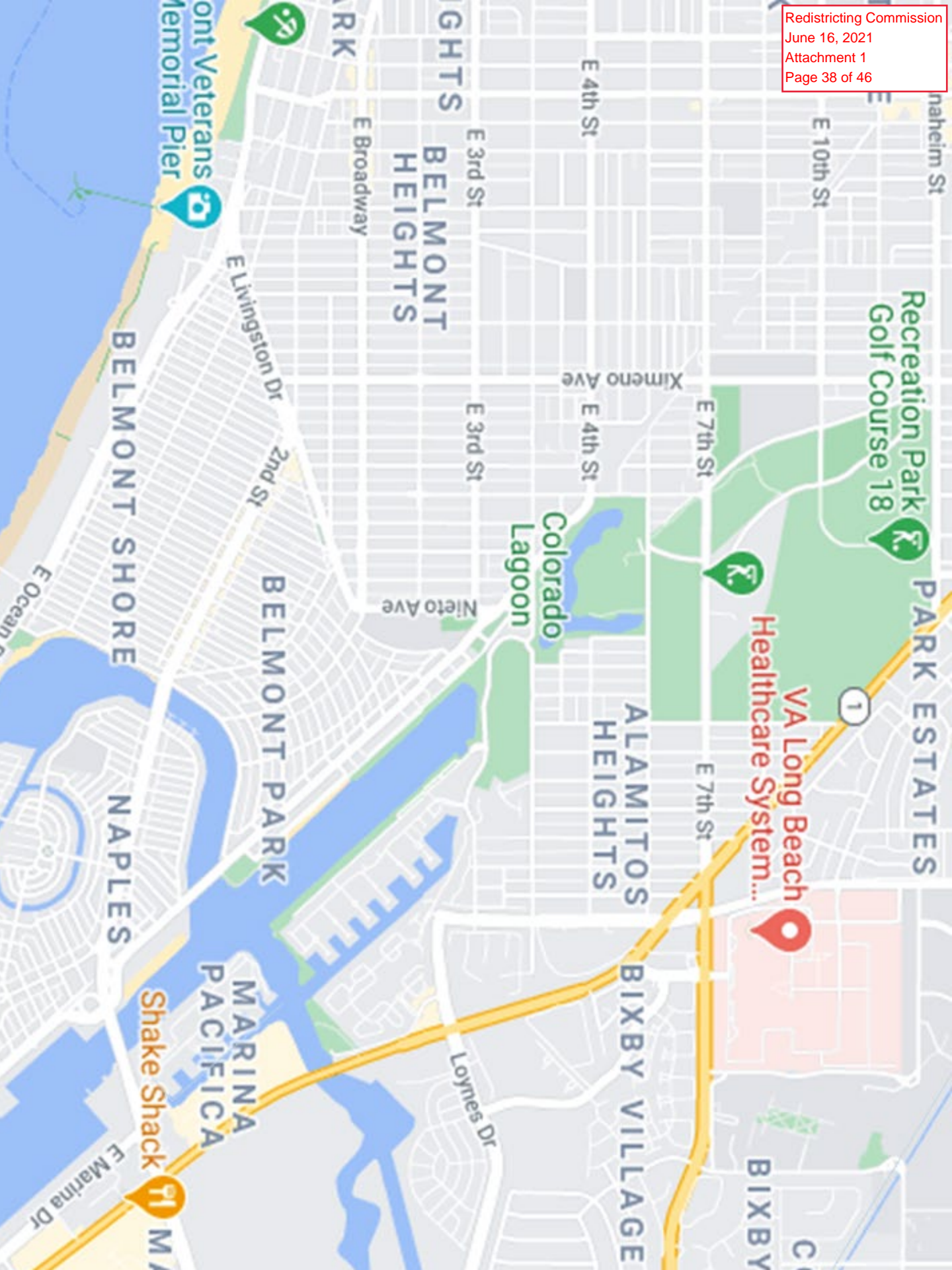
Census Blocks



Census Block Groups



Census Tracts



Belmont Veterans Memorial Pier

BELMONT HEIGHTS

Recreation Park Golf Course 18

VA Long Beach Healthcare System...

PARK ESTATES

ALAMITOS HEIGHTS

Colorado Lagoon

BIXBY VILLAGE

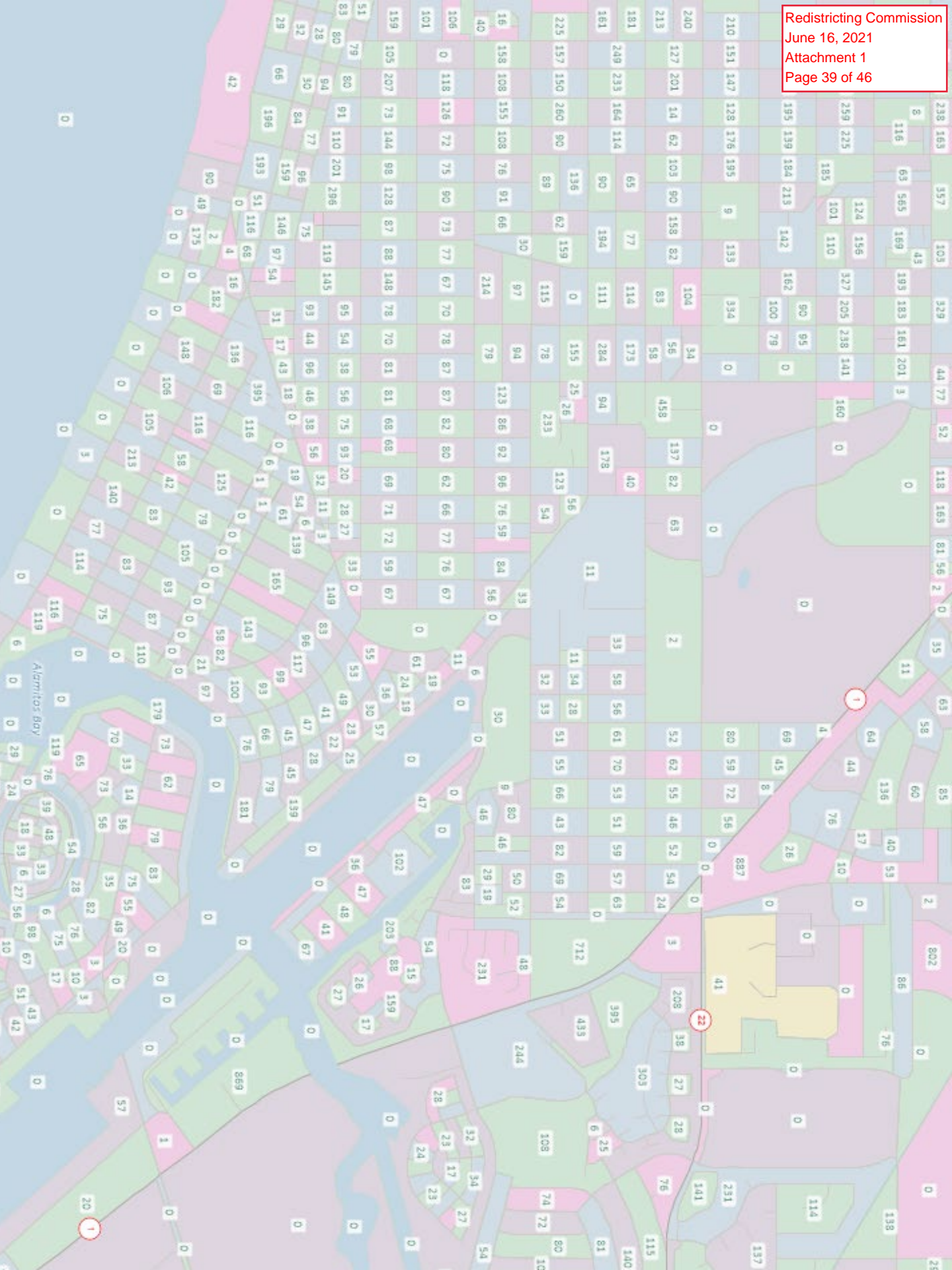
BELMONT SHORE

BELMONT PARK

NAPLES

MARINA PACIFICA

Shake Shack





The Mechanics of Redistricting

Census Data

Two different datasets most commonly used in redistricting:

- PL 94-171 - the Decennial Census File
 - Census Block Geography
 - Total Population Counts for April 1, 2020, used to determine the size of each district.
 - Required to be released before April 1, 2021, but delayed until September 30th, with a “legacy” dataset by August 16th

The Mechanics of Redistricting

Census Data

Two different datasets most commonly used in redistricting:

- American Community Survey (ACS)
 - Census Block Group and Census Tract or larger geographies
 - Results in estimated data that provides more context to the Census results with demographic and socioeconomic info.
- Provides Citizen Voting Age Population (CVAP)

The Mechanics of Redistricting

Other Data

When conducting a redistricting, there will be additional outside data sources that might be utilized in the analysis of districts - *most effectively if in the Census geography.*

- LGBTQ+: In 2011 Equality California and other groups produced data on LGBTQ+ populations that were used by the Statewide Commission and local jurisdictions.
- Environmental Data: groups like the California League of Conservation Voters provide data on environmental / transportation pollution issues.



Mesa Redistricting Commission

Timeline for Upcoming Meetings

June 23rd Commission Meeting 10 AM to 12 PM

Aug. 12th Outreach Hearing @ 6 PM

Aug. 14th Outreach Hearing @ 10 AM

Aug. 17th Outreach Hearing @ 6 PM

Aug. 18th Outreach Hearing @ Noon

Aug. 25th Virtual Outreach Hearing @ 6 PM

Aug. 26th Outreach Hearing @ 6 PM

Aug. 28th Outreach Hearing @ 10 AM



REDISRICTING PARTNERS



REDISTRICTING 2021



REDISTRICTING 2021



DELIVERING SAFE, CLEAN, EFFICIENT NATURAL GAS SERVICE TO YOUR COMMUNITY

The City of Mesa owns and operates a natural gas distribution system within the community you serve. Safety is our priority. Our system is regularly inspected to ensure operational integrity and monitored 24 hours a day/ 7 days a week. Despite our best efforts, occasional leaks from pipelines can result from third party damages, natural disasters, vandalism, or corrosion.

IDENTIFYING NATURAL GAS PIPELINES IN YOUR COMMUNITY

Because most pipelines operate underground, pipeline markers are used to identify the approximate location of underground piping and facilities. These markers are typically located along pipeline right-of-ways, railroad crossings, and any other location where markers are needed to reduce the possibility of damage. Information on the marker includes:

- Name of the pipeline operator
- Material transported in the line; and
- A 24-hour emergency contact number

LEAK RECOGNITION

Natural gas is non-toxic, odorless, colorless, combustible, and lighter than air. An odorant is added to natural gas that is similar to the smell of rotten eggs to make it easily detectable in the event of a leak. Other indicators of a natural gas leak may include:

- **HEARING** an unusual hissing sound coming from a pipeline, appliance, or natural gas meter; or
- **SEEING** unusual changes to soil such as dead or dying vegetation.

WHAT IS A GAS EMERGENCY?

It is an unforeseen combination of circumstances or the resulting state that requires immediate action by Utility personnel .

Natural gas emergencies may include:

- Gas detected inside or near a building;
- Fire located near or directly involving a pipeline facility;
- Explosion occurring near or directly involving a pipeline facility;
- System overpressure;
- System outage;
- Natural disaster; or



- Acts of war or terrorism.

MANAGING A PIPELINE EMERGENCY

In the event of a pipeline emergency, actions must be taken to protect life, property, and the environment. These actions involve working with all Emergency Responders to safely control the situation as quickly as possible. Once the responding fire agency arrives on site, they are responsible for the safety of personnel on the scene.

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DELIVERING SAFE, CLEAN, EFFICIENT NATURAL GAS SERVICE TO YOUR COMMUNITY

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The logo for Mesa Redistricting 2021. It features the word "mesa" in a lowercase, sans-serif font. The letters are colored: 'm' is red, 'e' is orange, 's' is blue, and 'a' is red. To the right of "mesa" is a vertical line, followed by the year "2021" in a grey, uppercase, sans-serif font. Below "mesa" and "2021" is the word "REDISTRICTING" in a grey, uppercase, sans-serif font. The entire logo is set against a background of a blue and orange arrow pointing to the right, which is superimposed on a blue-tinted aerial photograph of a city street grid.

mesa | 2021
REDISTRICTING

**Redistricting is happening in your
community, be informed by visiting
MESAAZ.GOV/REDISTRICTING**

MESA

★ REDISTRICTING ★
2021

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mesa•az

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2021 Redistricting Communication Toolbox

Government Channel (Mesa 11)	NOTES
City Council Meeting	Mention during meetings
Covering Mesa news story	
Public Service Announcement(s)	Mesa 11 video (YouTube, Cable station)
Bulletin Board	
Real Mesa Vlog (as appropriate)	
Mesa Morning Live	Show with Chamber
Internet & Social Media	
MesaNow.org (Digital Newsroom)	Press release is posted to newsroom
Mesaaz.gov home page rotator and/or "emergency" notice	Update to home page rotator and notice at top of pages
Mesaaz.gov content	
Mesaaz.gov calendar of events	
Facebook, Instagram, Twitter (Main city, Mayor/Council and shared on other city accounts)	Work with Nate/Marrisa on messaging, timing Purchase ads? Ask partners to also share from their social
Nextdoor	
Utility Bill payment portal	
MesaNow app link	
InsideMesa (employees only)	Press release posted to What's New
Mesa View (employees only)	City Manager blog
Traditional Media	
Press Release	
Virtual Media Briefing (if appropriate)	
Electronic Media/Advertising	
City eNotifications	City email newsletter lists
Partner eNotifications	Ask all appropriate partners (non-profits, Chambers) to include in their electronic newsletters/announcements
Electronic flyer with MPS (free events/items only)	
Lobby Monitor ads (City Plaza, Customer Service, Libraries)	
Newspaper Ads (digital and print)	
Billboards	
Movie Theater Ads	
TV/Radio Ads	
Printed Publications/Materials	NOTES
Utility bill insert	\$\$ - printing costs involved
Neighborhood & Partner publications	
Department publications	
Direct Mailer	
Posters/Flyers in public buildings	
Printed ads at local shopping areas	
Outreach Meetings/Events	NOTES
Neighborhood Outreach meetings (if available)	
Public Outreach meetings/Open House	
Booth at City events	
HOA Meetings	
Partner meetings/events	

D1

New Life Assembly of God
314 W University Dr, Mesa, AZ 85201
480-834-3312

First Christian Church Disciples
805 N Country Club Dr, Mesa, AZ 85201
480-833-7312

Mesa Corps Community Center, The Salvation Army
241 E 6th St, Mesa, AZ 85201
480-962-9103

Humanist Society of Greater Phoenix
627 W Rio Salado Pkwy, Mesa, AZ 85201
480-844-5044

Fire Station 218
845 N. Alma School
Wendy Lahr wendy.lahr@mesaaz.gov

D2

Fire Station 206
815 N Lindsey Rd. 480-644-2101 Reserve: <https://fire.mesaaz.gov/residents/fire-medical/fire-life-safety-education/schedule-event-form>

Fire Station 220

Central Christian Church
933 N. Lindsay Rd. (480) 924-4936

Living Word Bible Church
706 S. Greenfield

D3

Mekong Market -Steven Diep stevendiep22@gmail.com
66 S. Dobson Rd #132

H Mart Mesa (480-207-4560)
1919 W. Main St.

Webster Recreation Center (480) 644-4925
202 S. Sycamore St.

Mesa Community College
1833 W. Southern Ave

D4

Mesa Counts on College
635 E Broadway Road
480-644-3005
mesacountsoncollegevm@mesaaz.gov

Benedictine University
225 E Main Street
602-888-5500
mesa@ben.edu

Boys and Girls Club Grant Woods Branch Mesa
221 W 6th Avenue
480-844-0963
info@bgcaz.org

Eagles Community Center

Fire Station 201
360 E 1st St.
Wendy Lahr wendy.lahr@mesaaz.gov

Fire Station 202
830 S. Stapley Dr.
Wendy Lahr wendy.lahr@mesaaz.gov

D5

Red Mountain Multigenerational Center
7550 E Adobe
Tina Royer at tina.royer@mesaaz.gov, 480-644-4803

Jefferson Gym & Recreation Center
120 S Jefferson Ave
Agustin Perez at agustin.perez@mesaaz.gov, 4806444578

Fire Station 216
7966 E. McDowell Rd
Kaitlin.Dotterer@mesaaz.gov

D6

Light In the Desert Church
7930 E Baseline Rd, Mesa, AZ 85209
480-986-6750

Eastmark Mesa HOA - Stephanie Madden
10100 East Ray Road
Mesa, AZ 85212
480-625-4901

Sunland Springs Village SanTan Center
2820 S Springwood Blvd, Mesa, AZ 85209
480-354-8758

Sun Valley Community Church - East Mesa
3065 S Ellsworth Rd, Mesa, AZ 85212
480-354-0680

Fire Station 217
10434 E. Baseline Rd.
Shawna.Frazier@mesaaz.gov

Fire Station 219
3361 S. Signal Butte Rd
Shawna.Frazier@mesaaz.gov