ECONOMIC DEVELOPMENT
ADVISORY BOARD MINUTES

October 1, 2024

The Economic Development Advisory Board of the City of Mesa met in the board room at 120 North Center Street, on October 1, 2024, at 7:30 a.m.

BOARDMEMBERS PRESENT	BOARDMEMBERS ABSENT	STAFF PRESENT
Richard Blake*		Jaye O'Donnell
Mark Drayna		Maria Laughner
Kurt D. Ferstl		Maribeth Smith
Michelle Genereux		Jack Vincent
Charles Gregory*		
Amanda Kay		
Frank Sanders		
Laura Snow		

EX-OFFICIO MEMBERS PRESENT	EX-OFFICIO MEMBERS ABSENT	GUESTS
Ed Carr	Mayor Giles (Excused)	Nana Appiah
Sonny Cave	Chris Brady (Excused)	Jeff Robbins
Sally Harrison		RJ Zeder
Natascha Ovando-Karadsheh		Jodi Sorrell
Jennifer Zonneveld		

(*Participated in the meeting via video conference equipment)

1. Chair's Call to Order.

Chair Jennifer Zonneveld called the Economic Development Advisory Board meeting to order.

2. Items from Citizens Present.

There were no items from citizens present.

3. Approval of minutes from September 3, 2024, Economic Development Advisory Board meeting.

It was moved by Board member Kurt Ferstl, seconded by Board member Mark Drayna, that the minutes from the September 3, 2024, Economic Development Advisory Board meeting be approved.

Upon tabulation of votes, it showed:

AYES – Blake-Drayna-Ferstl-Genereux-Gregory-Kay-Sanders-Snow
NAYS – None
ABSENT – None

Carried unanimously.

4. Hear a presentation on Mesa's Balanced Housing Plan, followed by a discussion.

Development Services Director Nana Appiah and Redevelopment Administrator Jeff Robbins presented the City of Mesa Balanced Housing Plan. As part of the General Plan process there is a required housing element, but it doesn't go deep enough. This Balanced Housing Plan delves deeper and will use data to help inform City policy, identify housing trends and gaps, create strategies to close housing gaps, foster public-private partnership for housing supply, and is an element of the 2050 General Plan. It will guide and shape Mesa's housing needs and land use, commercial and residential. (See Page 1 of Attachment 1)

The public participation process included secondary data gathering such as population, income, and housing. Input included General Plan public participation and the Housing and Community Board – to support diversity of housing, define attainable housing, minimize concentration of attainable housing for balance; realtors focus group – improve perception about living in Mesa, encourage missing middle housing; non-profit and developers focus group – consider pre-approved plan to minimize cost of architect and permitting, difficulty in developing missing middle housing. Some comments included the need to advertise lifestyle to CEOs and high-income individuals – play, eat, recreate. Additionally, middle housing prices don't match comparable salary of $350K. Mesa's income is lower. (See Pages 2-3 of Attachment 1)

Historical and projected population growth in Mesa was shared with an expected population of 543,900 in 2030. Housing needs will continue to grow. Percentage of population by age category reflects under 15 now is highest. In 2030, 50-65+ will be highest. Employers consistently ask about demographics for workforce. In summary, the population is aging at a faster rate that the national average. (See Pages 4-6 of Attachment 1)

Mr. Robbins commented that one focus of economic development is to increase the buying power of residents. A comparison of Mesa median income to other cities median income was shared. Mesa is lower than the county median income, but higher than Phoenix. Area median income (AMI) is metro statistical area, Maricopa and northern Pinal counties. Affordable housing price range based on income level reflects 100% AMI earning $67-84K with 30% of disposable income can purchase a house between $226-292K (household). Examples of home prices (for sale) were shared. While Mesa has a lot of mobile homes and single family detached homes, there are not a lot of other housing types. Maximum affordable rents by household income where shared. Current rental prices reflect nothing available for a renter earning 50% AMI. They would typically require roommates or a nontraditional housing arrangement to get by. This directly affects industries that want to locate here. In summary, the City's median household income of $73,766 is lower than that national ($75,149) and County ($80,675) median household income, a resident generally must make above 80% of AMI to afford middle housing, and income influences type and cost of housing preference. (See Pages 7-13 of Attachment 1)

Chair Zonneveld inquired if Mesa was comparable to other East Valley cities. Mr. Robbins replied that Mesa is different while Gilbert is single family heavy, Tempe is higher in for rent or multifamily. Mesa is 10% mobile units which is a very high percentage since these units have a temporary lifespan. He asked how we plan and prepare for the transition of these large parks in a compassionate manner. Board member Natascha Ovando-Karadsheh commented on transitioning to housing for a working population if an employer is locating nearby. Board member Sonny Cave commented that his two children recently bought a townhome in Phoenix and a single-family home in Mesa, and they were facing a 20% higher market price to income level than this data reflects. Mr. Robbins agreed that the data has changed over the past eight to nine years.

Board member Ovando-Karadsheh inquired at what percentage rate the 5-year averages were. Mr. Robbins replied 5% interest rate, but the consultant reiterated that this would fluctuate based on interest rate changes.

Deputy Economic Development Director Maria Laughner commented that his plan uses 30% as the plan ideal and unfortunately many residents are spending a higher percentage per month leaving them house poor.

Board member Kurt Ferstl inquired where the closest concentration of missing middle was. Director Appiah replied that Mesa's housing stock includes 1% duplex and 5% triplex mostly in the western portion or middle portion of Mesa. Mr. Robbins referred to the map on Page 40 of the Balanced Housing Plan which reflects residential parcels by housing type. Mr. Robbins shared households by housing type and city building permits issued by year (2018-2023). During 2018-2020 the largest permit rate was single-family. In 2021-2023 the largest permit rate was multifamily. A housing needs projection (2024-2030) was shared which reflected a yearly additional housing need of 2,165 units. The question becomes, are we meeting our housing needs based on current zoning or do we need to look at commercial parcels to supplement residential. (See Pages 14-18 of Attachment 1)

Board member Cave commented that at a Greater Phoenix Economic Council (GPEC) meeting recently a discussion took place about taking older commercial properties out of use and converting to affordable housing. He understood there were a lot of barriers to doing that as these buildings weren't built for that purpose. Director Appiah replied that the state passed an adaptive reuse bill requiring all jurisdictions to reuse properties and zoning must allow it. We must set aside 10% of the units for affordable housing. This takes effect in January 2025.

Director Appiah displayed the housing gap by AMI categories chart. When considering a rezone, City Council can look at what's being offered by the developer, and this chart will guide them on what housing types are needed. Summary and highlights include city has limited quality of middle housing; the predominant housing type in Mesa is single family; there is a housing supply shortage for residents making below 50% AMI, at 150% AMI, and 200% AMI or above; since 2018, yearly building permits for housing has exceeded projected demand. (See Pages 19-20 of Attachment 1)

Recommendations include evaluating development requirements by reviewing parking standards; encouraging use of form-based codes in appropriate areas; encouraging mixed-use developments, reviewing and reducing setback standards to make infill more feasible; increasing administrative approval processes to reduce review timeframes; reviewing zoning districts to allow for diversification of permissible housing types (middle housing types); and promoting the use of accessory dwelling units (ADUs). Director Appiah shared that form-based code doesn't require public meeting participation. Additionally, expanding successful, existing programs include expanding down payment assistance programs; supporting additional voucher allocation from HUD; supporting programs to rehabilitate older neighborhoods; and provide supportive programs for the aging and elderly. Caring for the homeless recommendations include continuing to support Mesa's Housing Path; continuing to support and grow workforce development programs; and facilitating co-location of essential services to support housing. Attracting and providing housing for higher-wage earners as well as exploring opportunities to encourage homeownership were recommended. (See Pages 22-27 of Attachment 1)

Next steps, City Council adoption in October 2024.

Board member Kurt Ferstl commented that the High Point mixed-income neighborhood in West Seattle was redeveloped utilizing federal funds. It is approximately 1,500 units.

Board member Ovando-Karadsheh commented that if interest rates come down it would help developers too. Mesa has always been the bedroom community without a property tax. Mesa also has a lifestyle gap, and we need to look at it holistically as a community. Director Appiah shared that the development community has mentioned that Mesa hasn't been intentional and focused. We're working on that, and Mr. Robbin's position has been created to focus on specific areas.

Board member Frank Sanders commented that greenfield development is easier that redevelopment. Mr. Robbins agreed that it is sometimes difficult to combine parcels in infill areas to achieve scale. Director Appiah shared that with the support of Economic Development, the Planning and Zoning Board, and City Council, the city must require a higher standard of development and no longer spend time and conversation on lower quality developments on prime commercial land.

Board member Ovando-Karadsheh inquired how many ADUs would be allowed per lot and if this housing type would be counted towards this plan. Director Appiah replied that the ADU allowance is state legislation (HB 2720) and allows for one attached and one detached ADU on all lots where a single-family dwelling is allowed. The ADU may be 75% of the primary dwelling square footage not to exceed 1,000 sq. ft.

Board member Laura Snow asked Board member Ovando-Karadsheh to summarize pros and cons of ADUs. Ms. Ovando-Karadsheh commented that west Mesa historically has large lots that would be rented for income or used for generational housing since homeowner's already own the land and the infrastructure is in place. It has been successful in California and is a great opportunity.

5. <u>Hear a presentation on Mesa's Transportation Master Plan, followed by a discussion.</u>

Transportation Director RJ Zeder presented an update on Mesa's Transportation Master Plan, which is nearing completion and aims to improve transportation for all users, including pedestrians, bikes, transit, and freight. The plan identifies gaps for each travel mode (complete networks), treats different parts of Mesa differently (travel sheds), and identifies where redevelopment is happening and if changes are needed (corridors of opportunity). (See Pages 1-4 of Attachment 2)

Director Zeder discussed the city's efforts to reduce serious and fatal accidents by 30% by 2030 through a Comprehensive Safety Action Plan and a Federal SS4A Grant. This plan will identify strategies and projects to increase road safety in Mesa. He highlighted the challenges of rising costs and the need for strategic planning to secure federal grants. In 2020 Council approved a Mesa Moves $100M General Obligation Street Bond, which combined with $62M in Maricopa Association of Governments funding, totaled $162M in available funds for transportation projects. The cost of the Mesa Moves projects today is $300M so certain projects are being deferred or reduced in scope. Director Zeder shared the status of Mesa Moves regional roadway improvement projects, arterial roadway reconstruction projects, and active transportation projects. (See Pages 5-13 of Attachment 2)

Director Zeder highlighted the importance of active transportation, such as shared-use paths and on-street bike lanes. He mentioned ongoing projects such as the Gilbert McDowell Trailhead and the Eastern Canal, and the need for regional connectivity. Upcoming year issues to watch include increased project costs and Proposition 479. (See Page 14 of Attachment 2)

Board member Cave inquired if emerging advanced air mobility industry or three-dimensional transportation was considered when developing the plan. Director Zeder replied that the automated vehicle market hasn't moved as quickly as first thought; however, Mesa's traffic engineering staff follow emerging market technology.

6. Hear a presentation on Mesa's Transit Master Plan, followed by a discussion.

Transit Services Director Jodi Sorrell provided an overview of the City of Mesa Transit Master Plan which enhances existing transit services and explores innovative transit programs for Mesa. In addition, the plan creates a road map to reach Mesa's short-term (2035) and long-term (2050) transit goals. Transit Master Plan outreach and engagement began in October 2022 and included stakeholder meetings, bus operator and online surveys, community events, presentations, and youth outreach. (See Pages 1-2 of Attachment 3)

The plan will support a reliable, productive, and well-connected multimodal transit system that fosters economic growth, diversity, and inclusiveness for the City of Mesa. Goals and objectives include mobility and accessibility, connectivity, productivity, safety and reliability, and sustainability. (See Page 3 of Attachment 3)

Preliminary transit recommendations include route extensions or reroutes, service improvements to increase peak period frequency to meet current and future needs, new routes to serve additional communities, high-capacity transit, and emerging markets, micro transit zones or circulator areas. Director Sorrell commented that Mesa is working with Tempe to extend the streetcar route and reviewed the recommendation prioritization process. (See Pages 4-5 of Attachment 3)

Director Sorrell discussed the current and future plans for service improvement in the region. She highlighted the 30-minute frequency goal with an aspiration of achieving 15-minute service frequency to compete with automobile transportation and increase ridership. She also mentioned potential route modifications and expansions, particularly in the Mesa Drive and Stapley areas. In addition, she discussed the feasibility of extending service on Baseline and the potential for a micro transit program in the southeast Mesa area. (See Pages 6-9 of Attachment 3)

7. Economic Development Director's current events summary including conferences attended.

Economic Development Director Jaye O'Donnell shared that the Mesa Chamber of Commerce Bus Tour will be held October 9 and will be narrated by the Office of Economic Development. Recruitment for Deputy Director and a Project Manager is ongoing.

The Office of Economic Development's Mesa Business Builder won a 2024 Excellence in Economic Development Gold Award from the International Economic Development Council (IEDC). The Center for Digital Government recognized the City of Mesa - Mesa Business Builder: Small Business Toolbox with a Government Experience Project Award.

The Office of Economic Development attended various conferences including National Association of Foreign-Trade Zones (NAFTZ), IEDC, International Council of Shopping Centers (ICSC) Western, Site Selectors Guild, Colliers National Industrial Conference and the Arizona Association for Economic Development (AAED) Fall Forum.

8. Introduction of new business to be discussed at a future meeting.

None.

9. Schedule of meetings.

The next Economic Development Advisory Board meeting is scheduled for November 5, 2024.

10. Adjournment.

Without objection, the Economic Development Advisory Board meeting adjourned at 9:15 a.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Economic Development Advisory Board meeting of the City of Mesa, Arizona, held on the 1st day of October 2024. I further certify that the meeting was duly called and held and that a quorum was present.

Submitted by:

Jaye O'Donnell

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Jaye O'Donnell
Economic Development Director

ms
(Attachments – 3)

Balanced Housing Plan
EDAB Presentation

October 1, 2024

Nana Appiah, PhD, AICP
Development Services Director

Michelle Albanese
Housing and Community Development Director

Jeff Robbins, CEcD
Redevelopment Program Administrator

ZPFI mesa·az

Why a Balanced Housing Plan?

- Use data to help inform City policy
- Identify housing trends and gaps
- Create strategies to close housing gaps
- Foster public-private partnership for housing supply
- Element of the 2050 General Plan

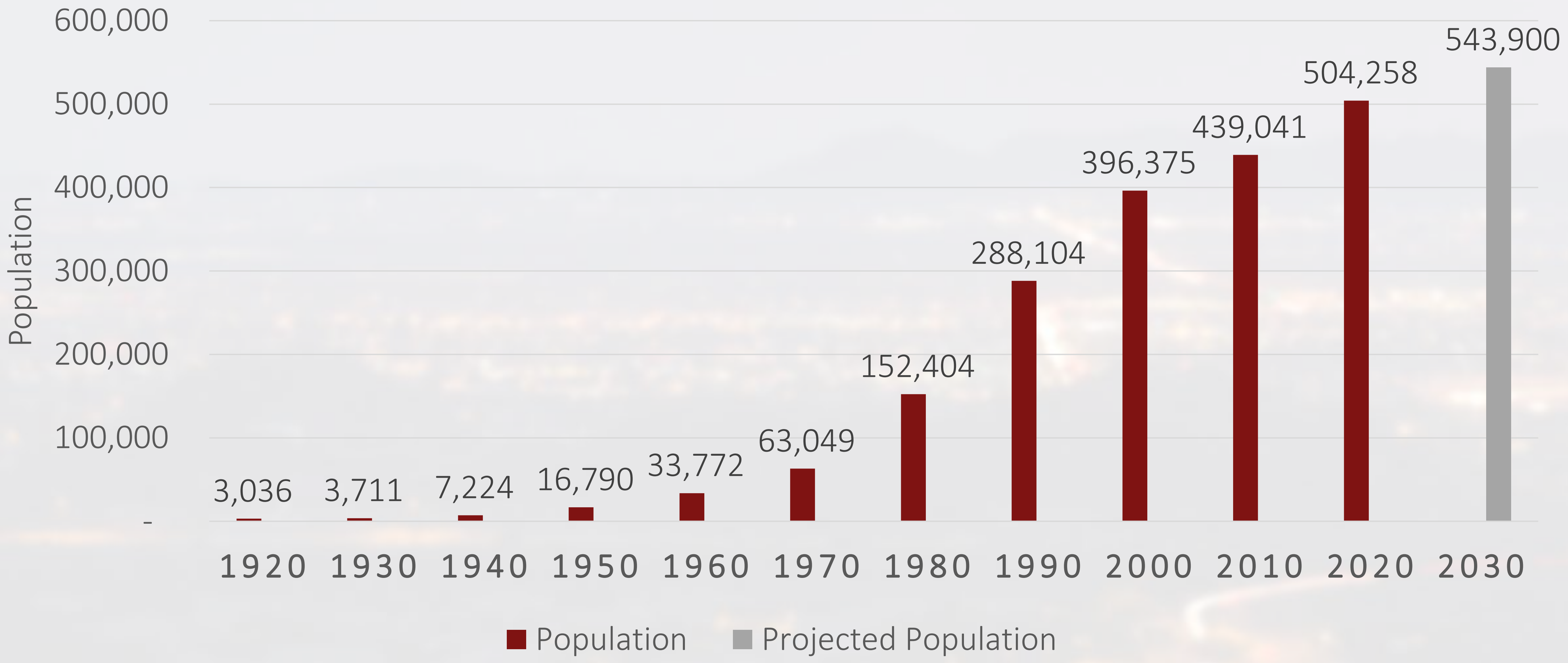
The Plan Making Approach

- Public participation process
- Secondary data gathering
  - Population
    - Who lives in Mesa?
    - Who works in Mesa?
  - Income
    - Household income levels
    - Types of trades and incomes
  - Housing
    - Housing supply in Mesa
    - Housing trends in Mesa and Cost
    - Housing gap in Mesa
- Recommendations and strategies to meet housing needs

Public Participation and Input

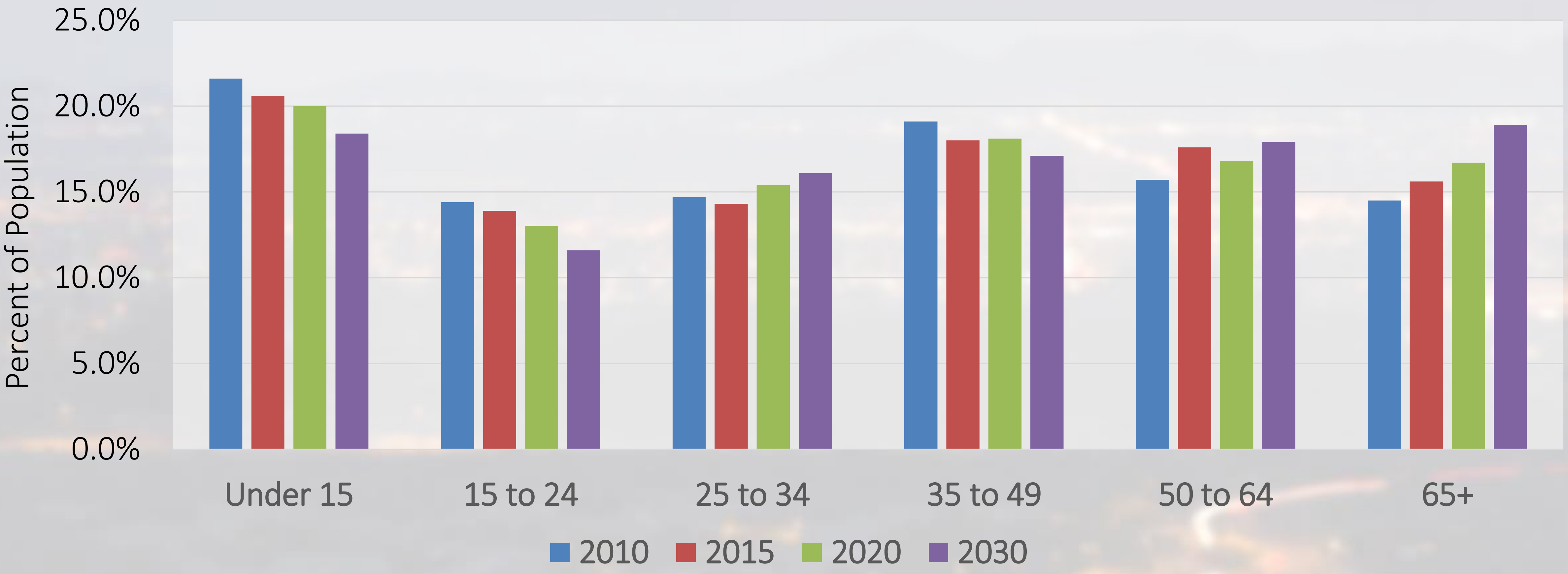
- General Plan public participation (January 2023-March 2024)
  - Support diversity of housing
  - Support attainable housing
  - Minimize overconcentration of attainable housing
- Housing and Community Board (October, 2023)
  - Support attainable housing
  - Minimize overconcentration of attainable housing
- Realtors Focus Group (December, 2023)
  - Improve perceptions about living in Mesa
  - Encourage missing middle housing
- Non-Profit and Developers Focus Group (December, 2023)
  - Consider pre-approved starter home models
  - Difficulty in developing missing middle housing

Historical and Projected Population Growth in Mesa



Source: United States Census, 1920-2020; Maricopa Association of Governments 2023 Socio-Economic Projections

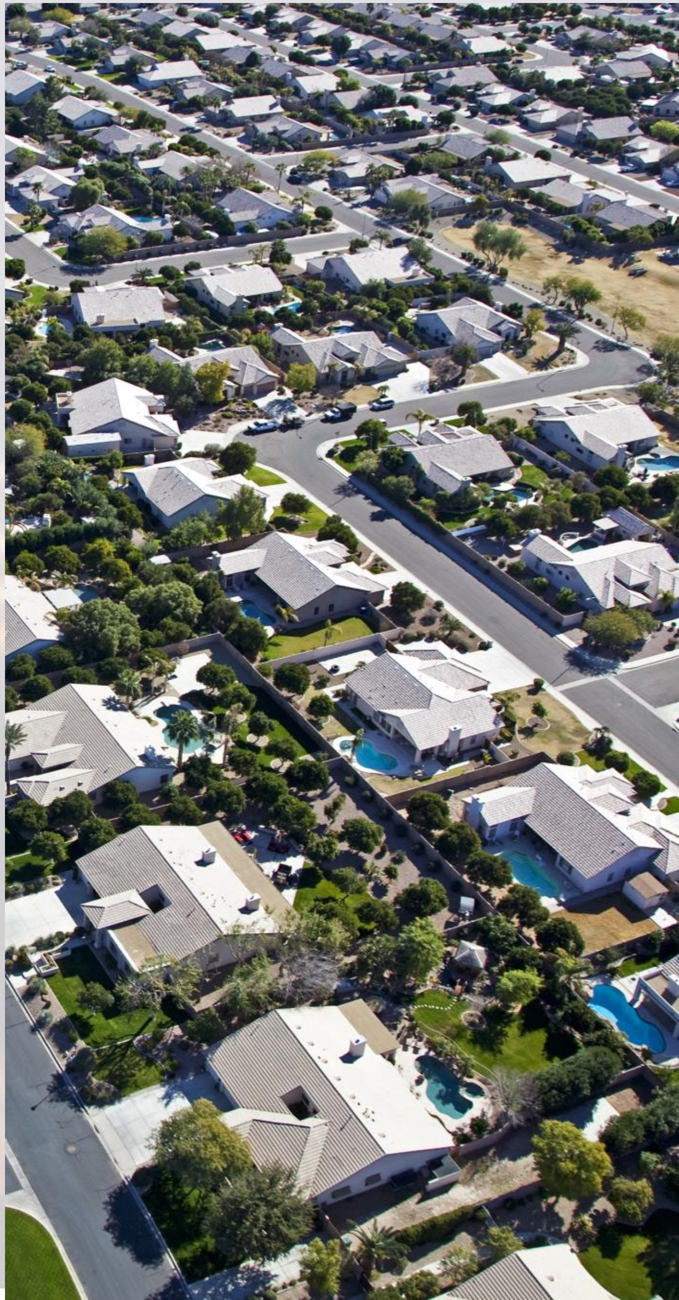
Percentage of Population in Mesa by Age Category: 2010, 2015, 2020, and 2030 Projected



Source: United States Census, 2010, 2015 and 2020 ACS 5-Year Estimates; ZPFI 2030 Projections

Summary & Highlights

- Used multiple data sources and public input for the plan making process
- City is projected to add 20,900 residents by 2030, reaching a population of 543,900
- The City's population is aging at a faster rate than national average
- Residents over the age of 65 are projected to be the largest age cohort by 2030



Income

Median Household Income in Mesa and Surrounding Cities

	Gilbert	Scottsdale	Mesa	Phoenix	Tempe	Glendale	Tucson	Maricopa County
Median Income	$115,179	$104,197	$73,766	$72,092	$72,022	$66,375	$52,049	$80,675

Source: US Census 2018-2022 ACS 5-Year Estimates

Affordable Housing Price Range in Mesa

Income Level	Income Range	Housing Price Range
30% AMI	$0 - $25,250	$60,134
50% AMI	$25,250 - $42,100	$60,134 - $126,577
80% AMI	$42,100 - $67,350	$126,577 - $226,143
100% AMI	$67,350 - $84,187	$226,143 - $292,535
130% AMI	$84,187 - $109,443	$292,535 - $392,125
150% AMI	$109,443 - $126,280	$392,125 - $458,516
180% AMI	$126,280 - $151,536	$458,516 - $558,106
Workforce Plus (200%)	$151,536 - $168,374	$558,106 - $624,502
High Income Earner	$168,374 - $300,000+	$624,502 - $1,143,531+

*Workforce plus and high-income earner categories are not defined by HUD but are added to the analysis to better analyze higher income levels

Examples of Home Prices (For Sale)

$25,450 - $42,100
(50% AMI)

$125,000 Manufactured Home
1,550 sq. ft. 3bds, 2 bath

$42,100 - $67,350
(80% AMI)

$224,900 Townhome
898 sq. ft. 2bds, 2 bath

$109,443 – $126,280
(150% AMI)

$434,999 Single Family Home
1,692 sq. ft. 3bds, 2 bath

$168,374+
(High-Income Earner)

$1,295,000 Single Family Home
3,181 sq. ft. 3bds, 3 bath

Source: Zillow Active Listings, Mesa, Arizona, May 2024

Affordable Rents by Household Income

Income Range	Maximum Affordable Rent
$0 to $9,999	$0
$0 to $14,999	$125
$15,000 to $19,999	$125-$250
$20,000 to $24,999	$250-$375
$25,000 to $34,999	$375-$625
$35,000 to $49,999	$625-$1,000
$50,000 to $74,999	$1,000-$1,625
$75,000 to $99,999	$1,625-$2,250
$100,000 to $149,999	$2,250-$3,500
$150,000 or More	$3,500 +
Source: US Census 2018-2022 ACS 5-Year Estimates; ZPFI	

Examples of Home Prices (For Rent)

$25,000 to $34,999
(50% AMI)

$375-$600 (not available)

$50,000 to $74,999
~(80% AMI)

$1,150 Apartment
579 sq. ft. 1bd, 1 ba

$100,000 to $149,999
(150% AMI)

$2,195 Townhome
1,692 sq. ft. 3bds, 2 ba

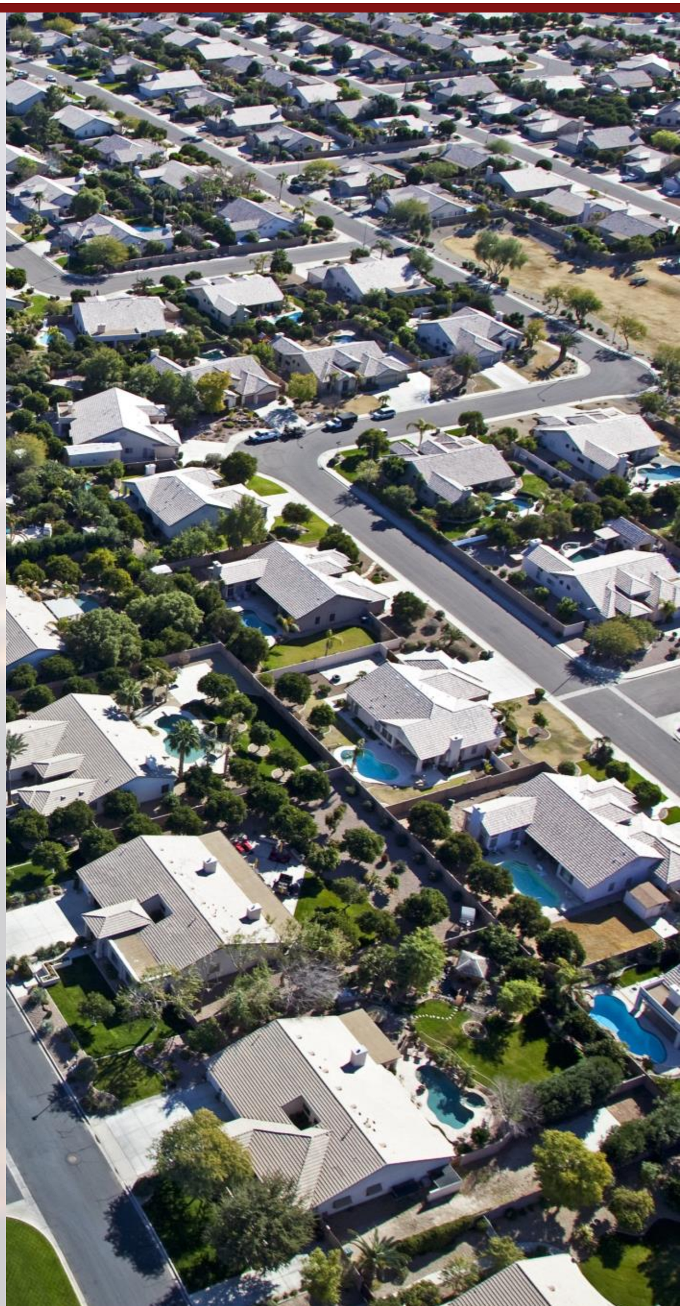
$150,000+
~(High-Income Earner)

$3,800 Single Family Home
2,475 sq. ft. 4bds, 3 ba

Source: Zillow Active Listings, Mesa, Arizona, May 2024

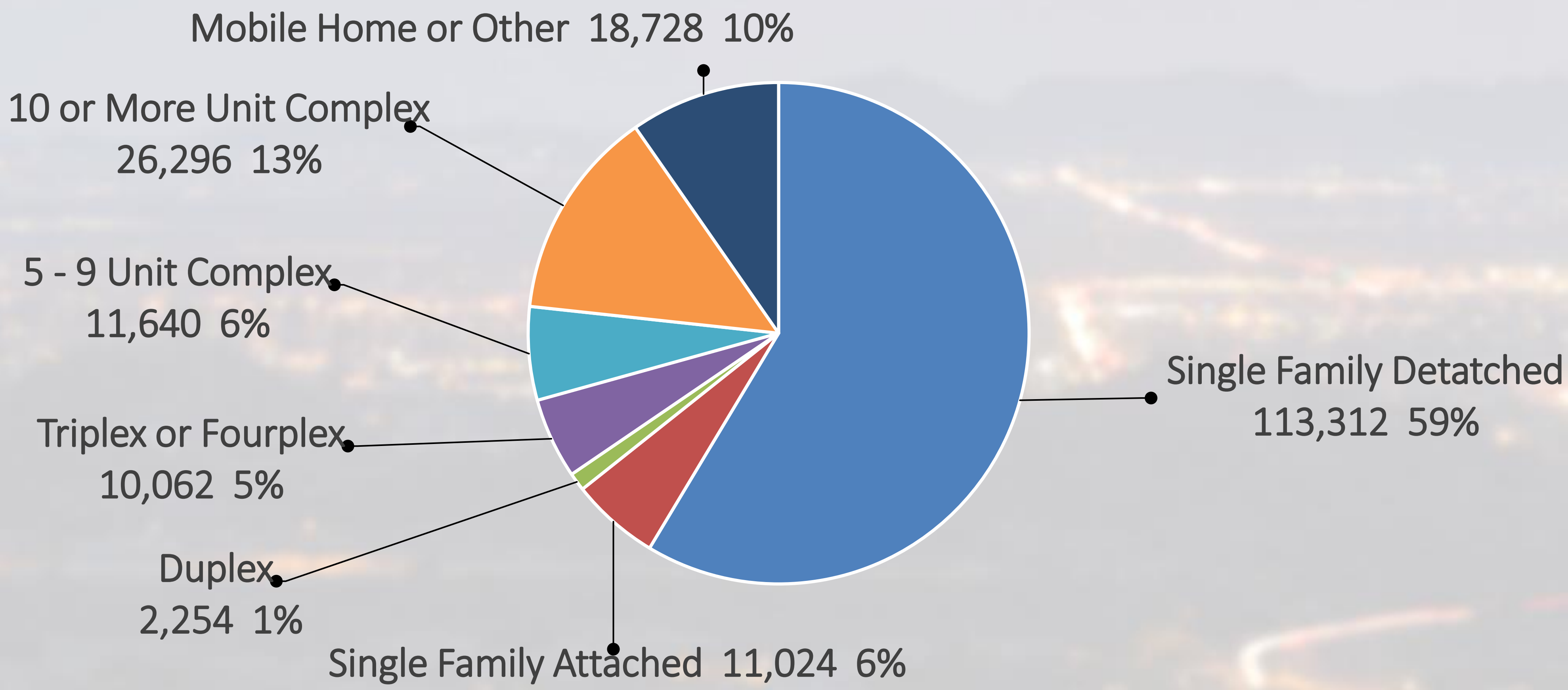
Summary & Highlights

- The City's median household income ($73,766) is lower than national ($75,149) and County ($80,675) median household income
- A resident generally has to make above 80% of AMI to afford middle housing, such as townhomes, duplexes or rent an ADU in Mesa
- Income influences type and cost of housing preference



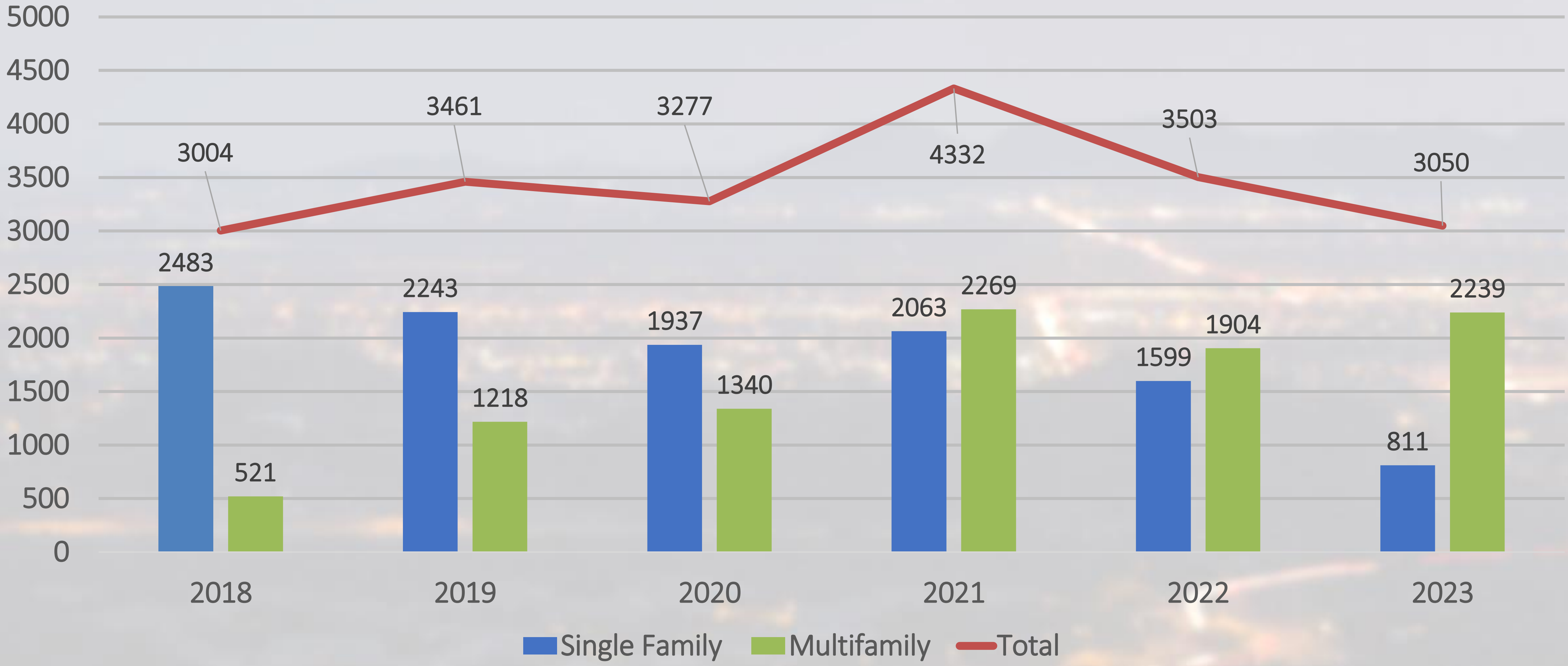
Housing Need and Supply

Households by Housing Type (2022)



Source: United States Census 2022 ACS 5-Year Estimates

Mesa Residential Building Permits Issued by Year (2018-2023)



Source: Home Builders Association of Central Arizona, 2023, City of Mesa, 2024

Historical Housing Supply and Projected Need

Average number of building permits issued yearly (2018-2023)= 3,000 units

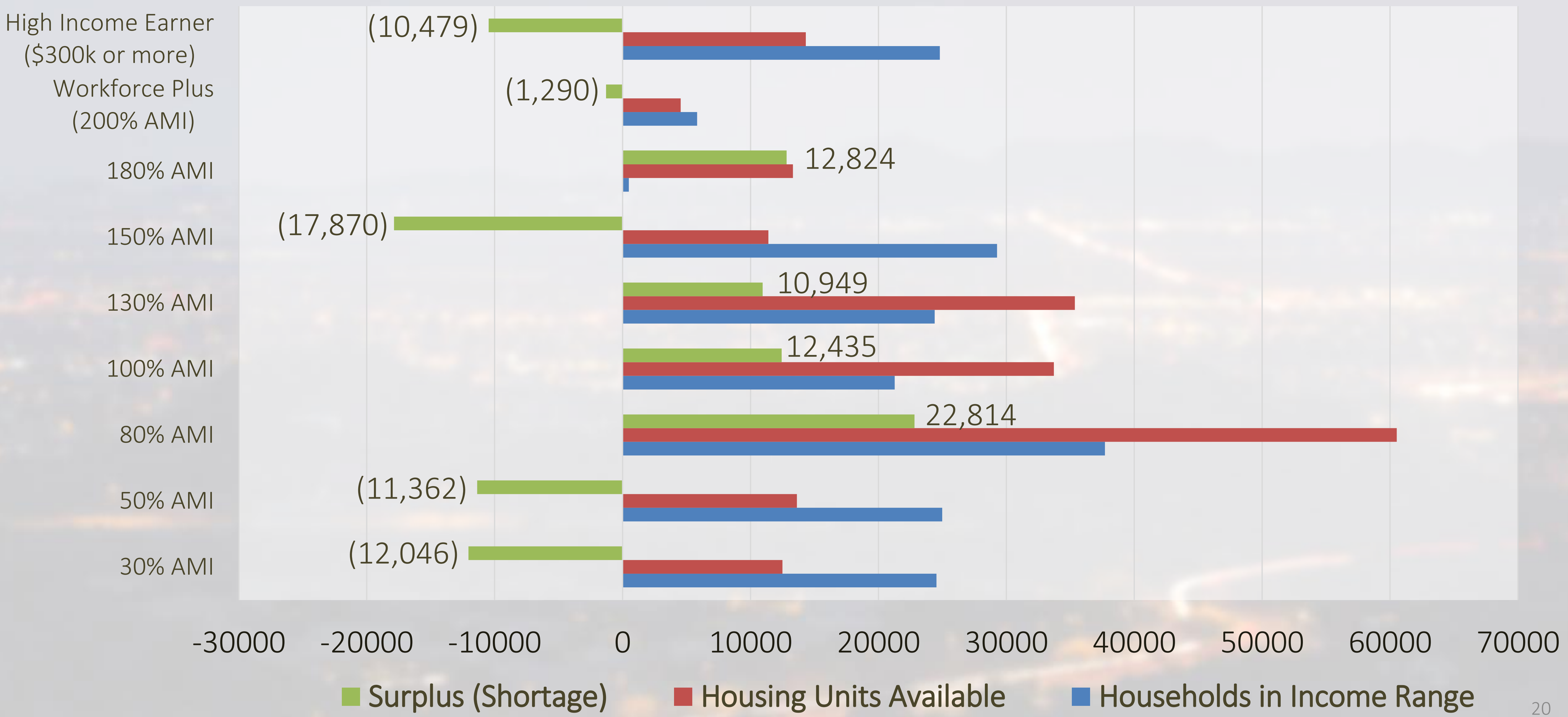
Projected yearly housing need:

- Single residence=1,359
- Multiple residence=806
- Total yearly additional housing need=2,165 units

Housing Needs Projection (2024-2030)

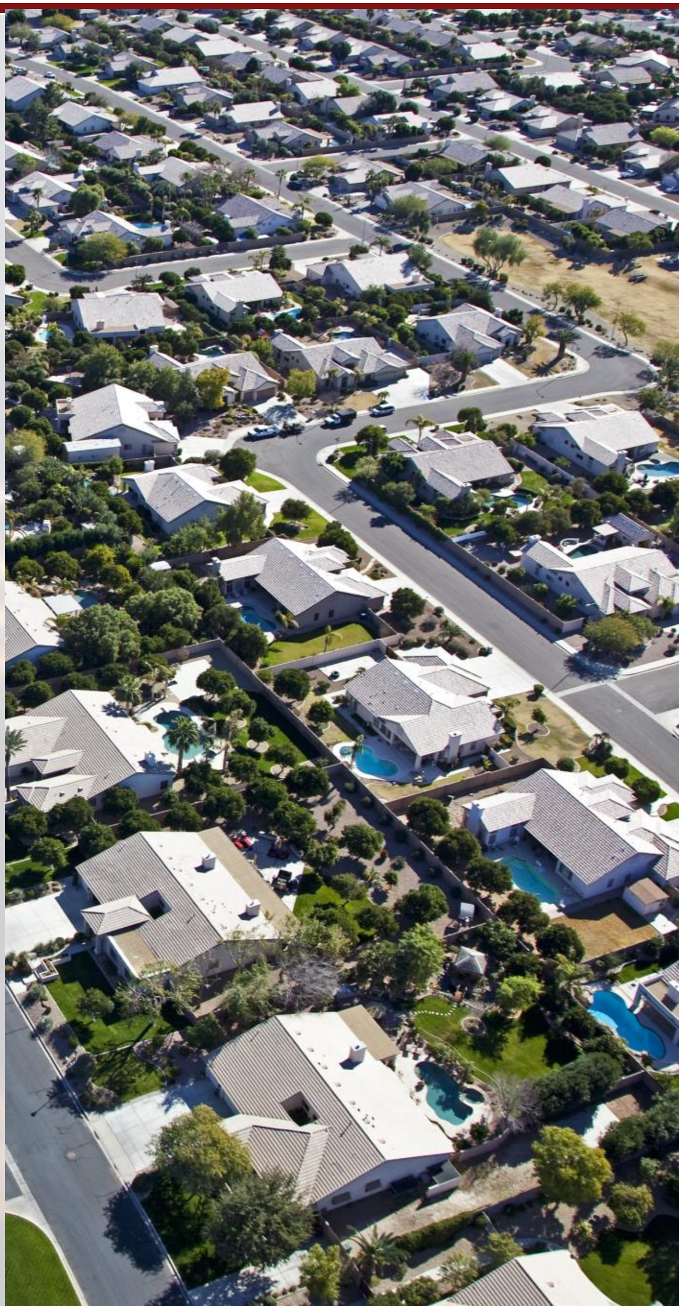
Year	Population	Households	Annual Citywide Single Residence New Housing Need	Annual Citywide Multiple Residence New Housing Need	Total Housing Need (Based on total households)
2024	525,936	193,316	1,359	806	203,623
2025	528,888	195,416	1,359	806	205,788
2026	531,857	197,516	1,359	806	207,953
2027	534,842	199,616	1,359	806	210,118
2028	537,845	201,716	1,359	806	212,282
2029	540,864	203,816	1,359	806	214,448
2030	543,900	205,916	1,359	806	216,612

Housing Gap by AMI Categories



Summary & Highlights

- City has limited quantity of middle housing (i.e. townhomes, duplexes, etc)
- The predominant housing in type in Mesa is single family residence
- There is a housing supply shortage for residents making below 50% AMI, at 150% AMI, and 200% AMI or above
- Since 2018, yearly building permits for housing has exceeded projected demand



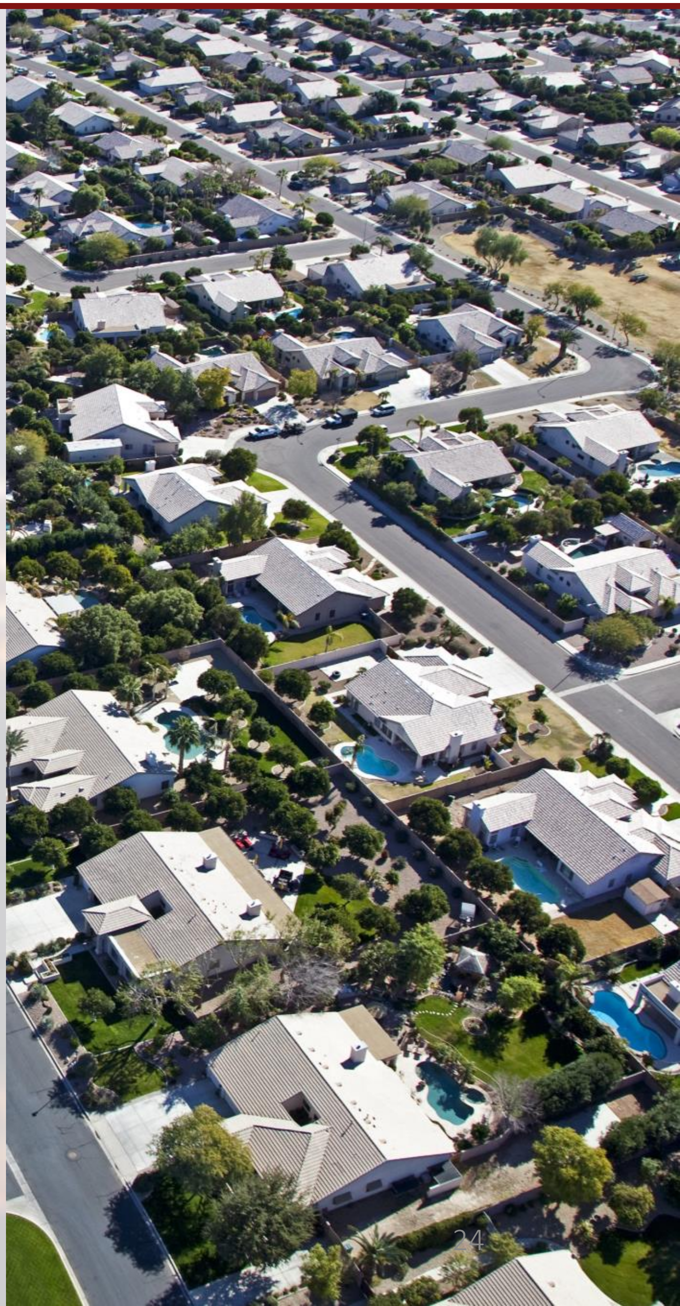
Recommendations

Evaluate Development Requirements

- Review current parking standards to ensure appropriate and suited standards for all developments
- Encourage use of form-based codes in appropriate areas
- Encourage mixed use developments
- Review and reduce setbacks standards to make infill more feasible
- Increase administrative approval processes to reduce review timeframe
- Review zoning districts to allow
  - Diversification of permissible housing types
  - **Middle housing types**
- Promote the use of ADUs

Expand Successful, Existing Programs

- Expand down payment assistance programs
- Support additional voucher allocation from HUD
- Support programs to rehabilitate older neighborhoods
- Provide supportive programs for the aging and elderly



Care for the Homeless

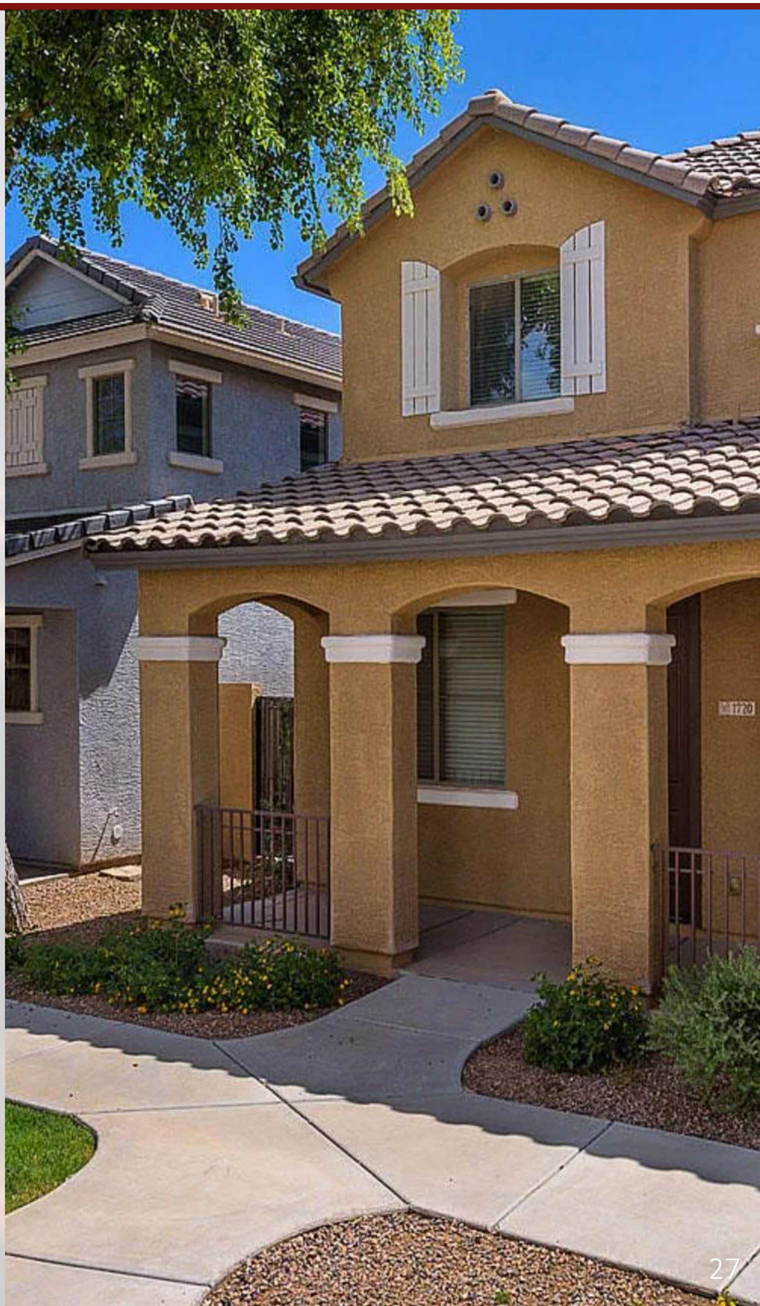
- Continue to support Mesa's Housing Path
- Continue to support and grow workforce development programs
- Facilitate co-location of essential services to support housing

Attract and Provide Housing for Higher-Wage Earners

- Attract, retain and grow employment opportunities for high-wage earners
- Continue to support current workforce development programs
- Encourage development of higher-priced homes and high-end middle housing types to help retain high income earners

Explore Opportunities to Encourage Homeownership

- Facilitate a platting or land division process that supports the division of lots for ownership
- Explore opportunities to provide no cost pre-approved single-family home designs, including middle-housing



Next Steps

- City Council adoption in October, 2024

Questions?

Transportation Update

RJ Zeder, Mesa Transportation Director

Economic Development Advisory Board
October 2024

mesa·az

MESA MOVES
CONNECTING PEOPLE TO PLACES

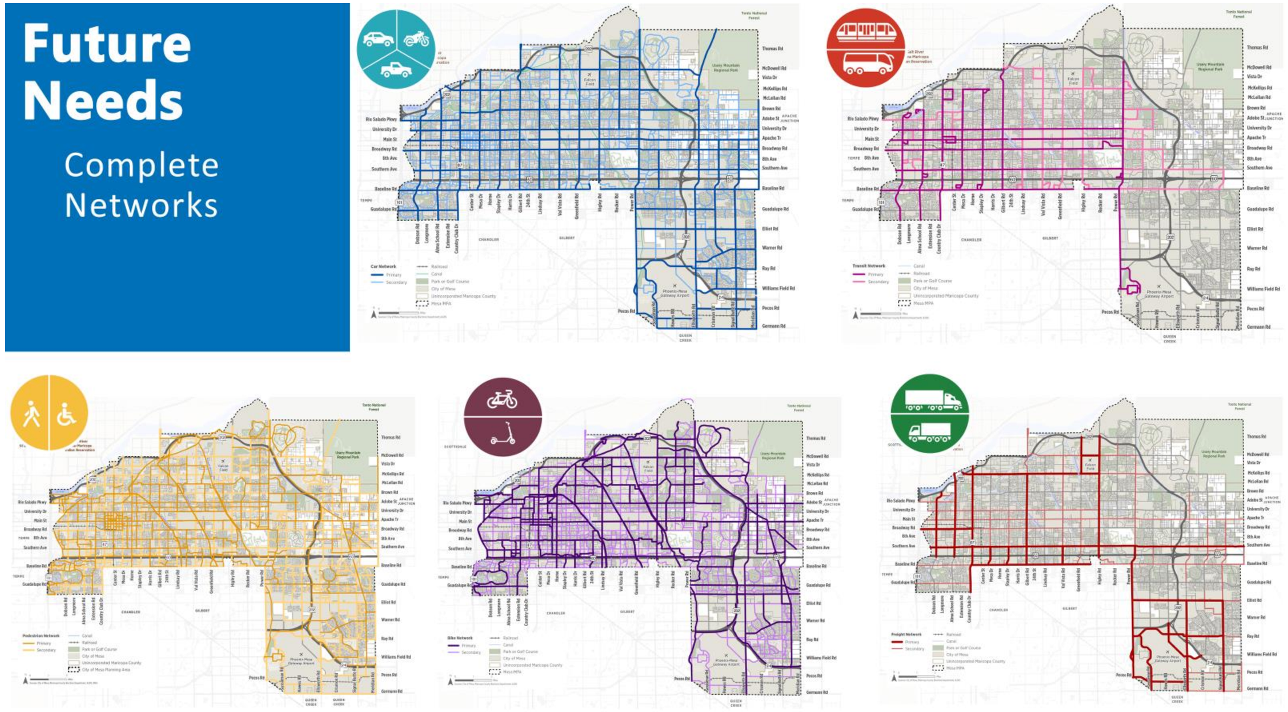
Agenda

- City Planning Initiatives
- Mesa Moves Project Update
- What's Upcoming

Transportation Master Plan

Identify Needs for 2050 – Long Range Look

- Vehicles
- Pedestrian
- Bicycle/Scooter
- Transit
- Freight



mesa·az
TRANSPORTATION

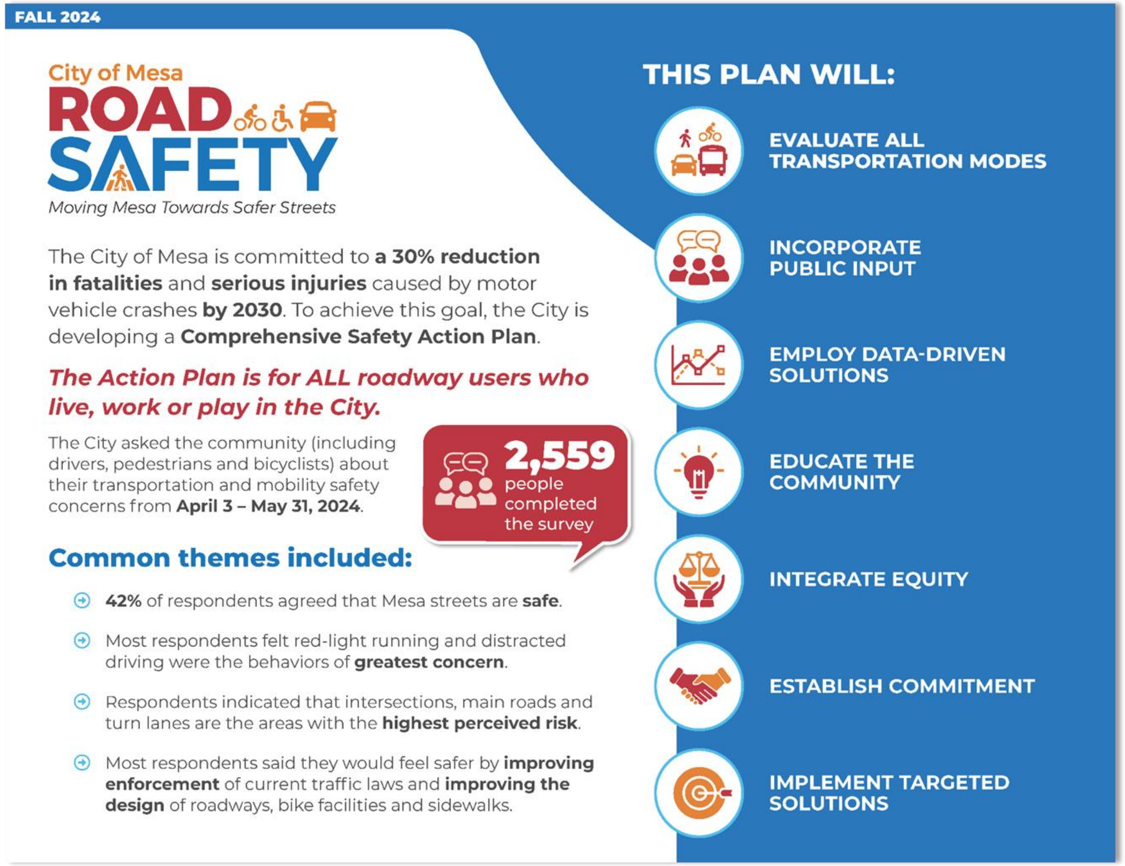
Transportation Master Plan

What's New

- **Complete Networks** – Identify gaps for each travel mode
- **Travel Sheds** – Treat different parts of Mesa differently
- **Corridors of Opportunity** – Identify where redevelopment is happening, and changes needed

Comprehensive Safety Action Plan

- Federal SS4A Grant
- Study fatal and serious injury crashes in Mesa
  - Goal: Reduce by 30% by 2030
- Identify Strategies and Projects to increase road safety in Mesa – Infrastructure and Non-Infrastructure
- Be eligible for federal funding



2020 Mesa Moves Bond Program Summary

MESA MOVES
CONNECTING PEOPLE TO PLACES

$100M + $62M = $162M

$100M	$62M	$162M
City of Mesa General Obligation Street Bond	*Maricopa Association of Governments (MAG) Funding*	*Total Available Funds For Transportation Projects*

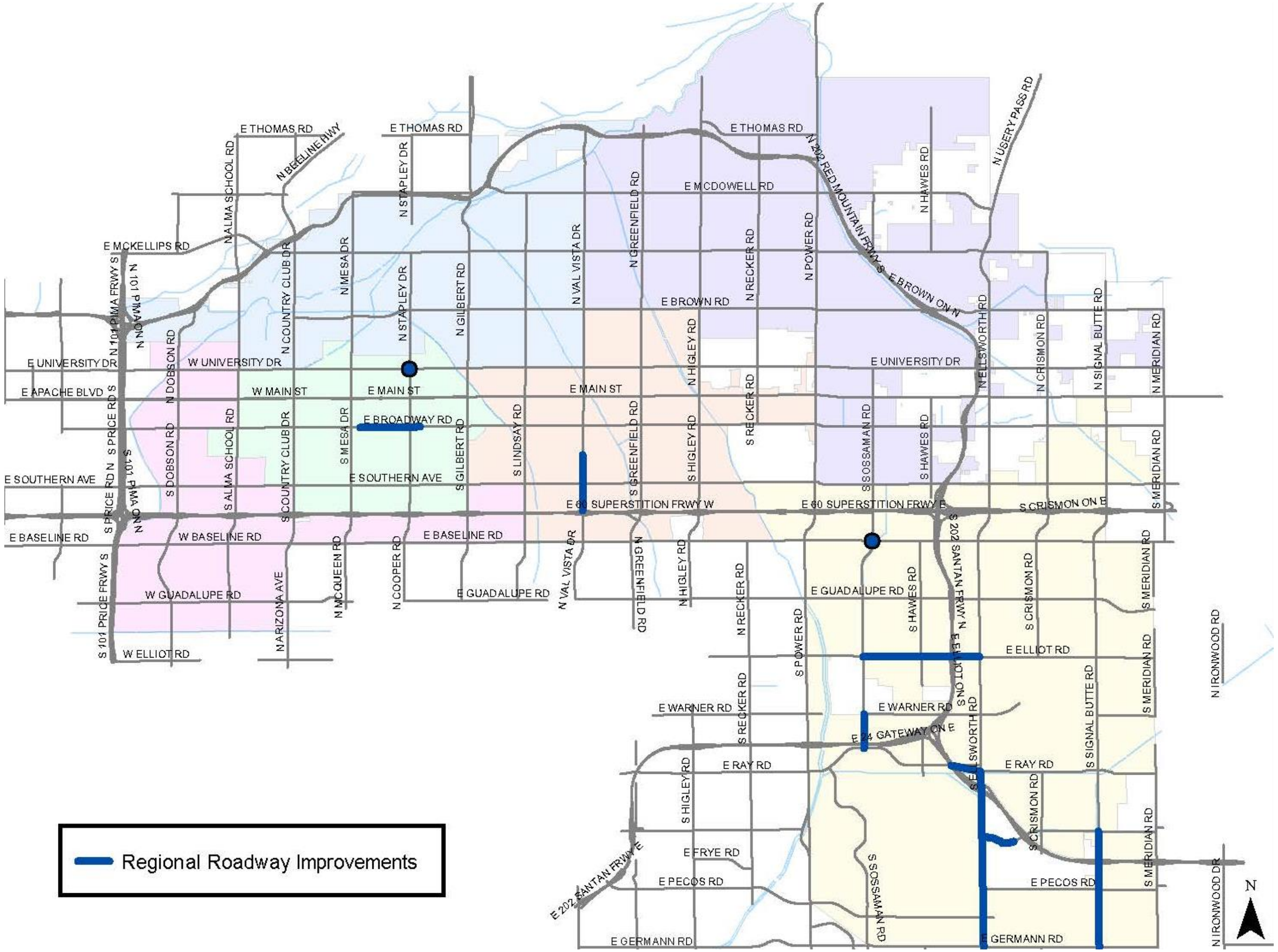
Mesa Moves Project Status

MESA MOVES

CONNECTING PEOPLE TO PLACES

MESA MOVES
CONNECTING PEOPLE TO PLACES

Regional Roadway Improvements

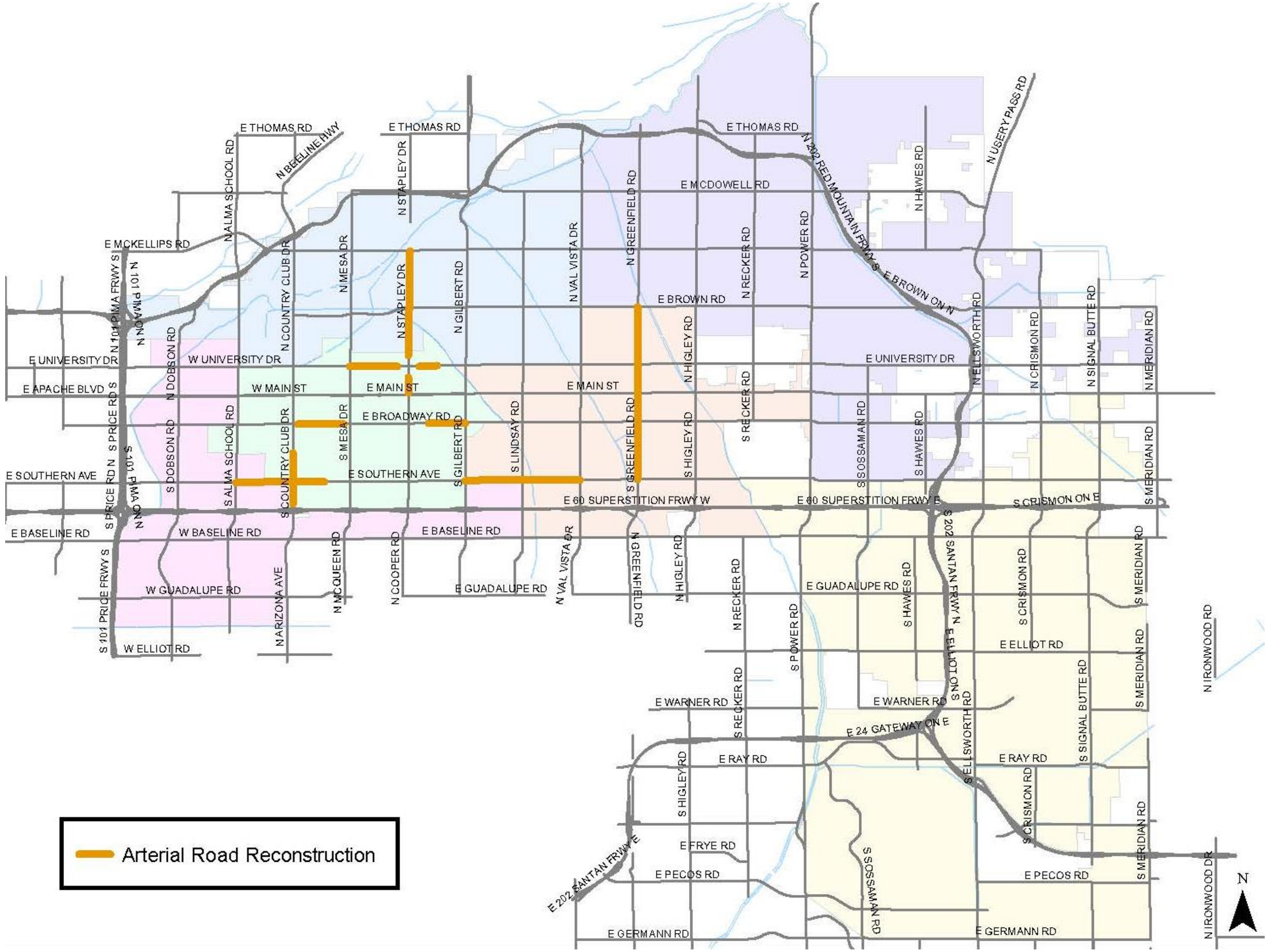


Regional Roadway Improvements

MESA MOVES
CONNECTING PEOPLE TO PLACES

Project	Status
1. Signal Butte Road – Williams Field Road to Germann Road	Construction Complete
2. Sossaman Road and Baseline Road	Construction Complete
3. Broadway Road – Mesa Drive to Stapley Drive	100% Design
4. Ray Road Connection to Ellsworth Road	100% Design
5. Val Vista Drive – US 60 to Pueblo Avenue	100% Design
6. Williams Field Road & Ellsworth Road	Construction Complete
7. Ellsworth Road – Germann Road to Ray Road	100% Design
8. Sossaman Road – Ray Road to Warner Road	Under Construction
9. Elliot Road – Sossaman Road to Ellsworth Road	60% Design
10. Stapley Drive & University Drive	On-Hold

Arterial Roadway Reconstruction Projects



Arterial Reconstructions

MESA MOVES
CONNECTING PEOPLE TO PLACES

Project	Status
1. Country Club Drive & Southern Avenue	On-Hold
2. University Drive – Mesa Drive to Harris Drive	On-Hold
3. Southern Avenue – Gilbert Road to Val Vista Drive	Construction in Spring 2025
4. Greenfield Road – Southern Avenue to Main Street	Construction in Spring 2025
5. Greenfield Road – Main Street to Adobe Road	Construction in Spring 2025

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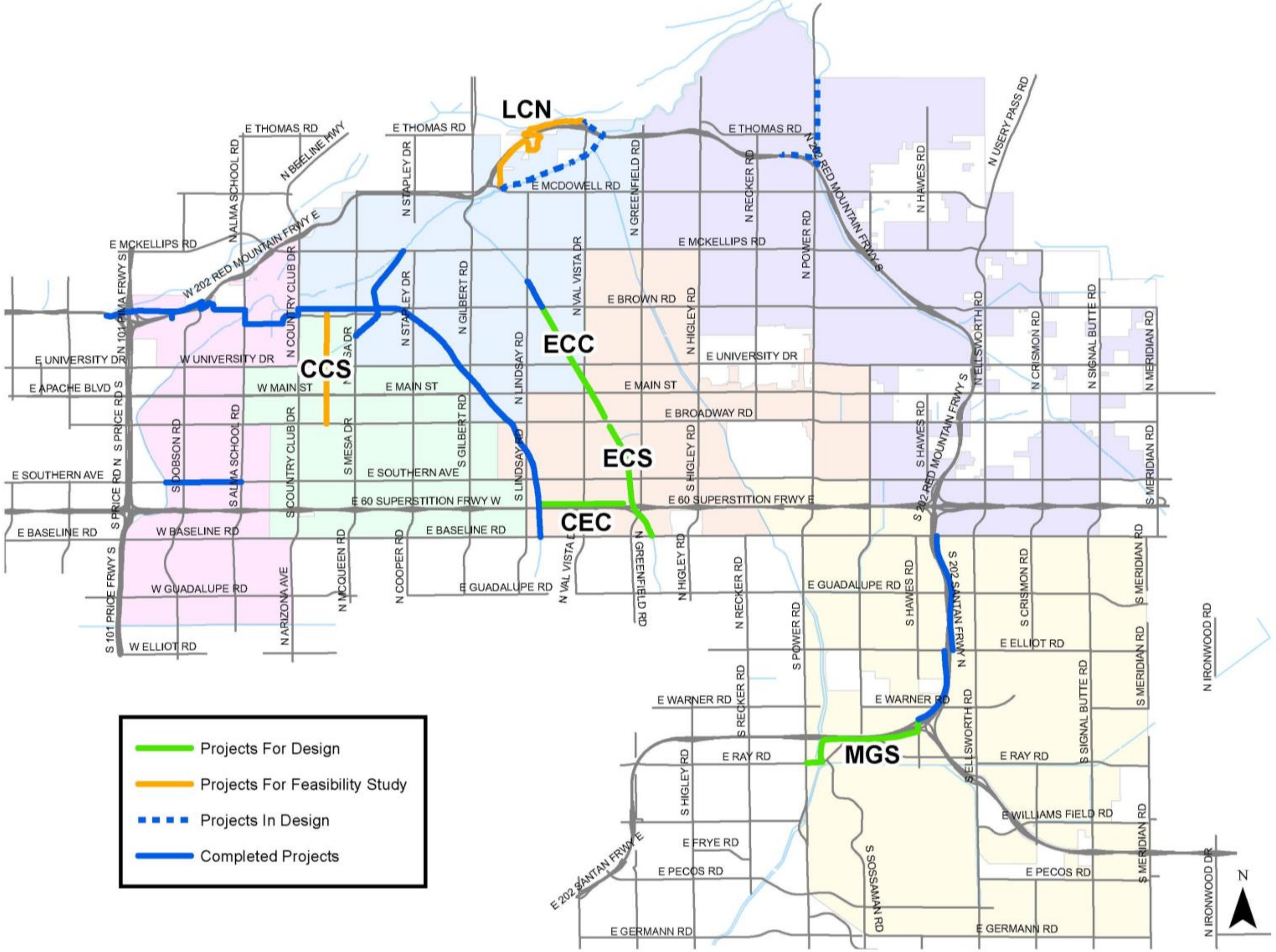
Active Transportation Projects



Active Transportation

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Project	Status
1. Eastern Canal – Brown Road to Broadway Road	100% Design
2. Eastern Canal – Broadway Road to Baseline	90% Design
3. US 60 Consolidated Canal to Eastern Canal	On-Hold
4. Mesa Gateway Phase 3	On-Hold
5. Lehi Loop SUP Phase 2 (study only)	Final Report 08/2023
6. Center Street - Brown Road to Broadway Road (study only)	Final Report 04/2024

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Upcoming Year

Project Progress

- Construction to begin in fiscal year 2024/2025 for many Regional Roadway projects in Mesa
- Construction to begin for Arterial Reconstruction projects
- Construction to begin on Eastern Canal SUP projects

Issues to Watch

- Project cost increases since 2020 - $100M does not buy us the same
- Proposition 479 – On ballot November 2024

Questions?

MESA MOVES

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City of Mesa

TRANSIT MASTER PLAN

Economic Development Advisory Board

October 1, 2024

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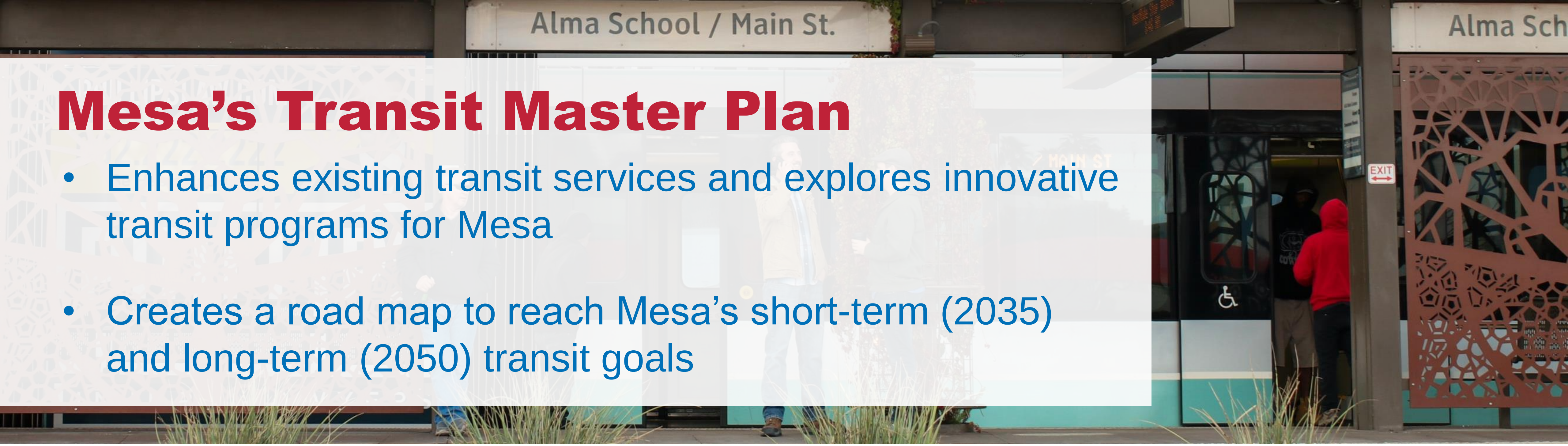


Mesa’s Transit Master Plan

- Enhances existing transit services and explores innovative transit programs for Mesa
- Creates a road map to reach Mesa’s short-term (2035) and long-term (2050) transit goals

Community Outreach

Transportation Master Plan & General Plan Coordination

Review Existing Transit Conditions

Understands Future Needs

Service Development

Implementation Strategies

Outreach and Engagement

October November December 2022

- **City Leadership Interviews** October 2022 through December 2023
- **Bus Operator Survey** November 2022

January 2023

- **Online Community Survey #1** January 2023
- **Mesa Community College Stakeholder Meeting** January 2023
- **Hacktivate Mesa** January 2023
- **Asian Festival** January 2023

February 2023

- **Pinnacle Prevention Community Advisory Group Presentation** February 2023
- **Mayor's Youth Committee** February 2023
- **City of Mesa Human Services Advisory Board Presentation** February 2023
- **I Love Mesa Event** February 2023

March April May 2023

- **Mesa City Council Study Session** March 2023
- **City of Mesa Transportation Advisory Board Presentation** March 2023
- **Celebrate Mesa** April 2023

June July August 2023

- **Online Community Survey #2** June 2023
- **General Plan Urban Lab Workshops** June and July 2023
- **Mesa Public Schools and City of Mesa Workforce Development Stakeholder Meeting** August 2023

September October November 2023

- **Transportation Advisory Board Presentation** November 2023
- **Human Relations Advisory Board Presentation** November 2023

December January 2023/2024

- **City Council Update** December 2023
- **Online Community Survey #3** January 2024
- **Asian Festival** January 2024

KEY

- Stakeholder Meetings
- Bus Operator Survey
- Community Events
- Online Surveys
- Presentations
- Youth Outreach

Vision, Goals, and Objectives

Support a reliable, productive, and well-connected multimodal transit system that fosters economic growth, diversity, and inclusiveness for the City of Mesa.

Mobility and Accessibility: Provide an equitable transit system that provides mobility and access to all residents in the City of Mesa.

Connectivity: Connect the City with neighboring communities and destinations with strong links to the regional transit network.

Productivity: Construct and manage the transit system, infrastructure, and transit operations efficiently with a high degree of transparency.

Safety & Reliability: Improve rider comfort as well as the operational safety and reliability of transit services.

Sustainability: Improve the quality of life and support future development in the City of Mesa through sustainable transit improvements and infrastructure.

Preliminary Transit Recommendations

Route Modifications

- Includes route extensions, reroutes, and other modifications

Service Improvements

- Increases in peak period frequencies to meet current and future needs

New Routes

- New alignments to serve additional communities

High-Capacity Transit

- Streetcar, light rail, and other high-capacity transit (HCT)

Emerging Markets

- Microtransit zones or circulator areas

Recommendation Prioritization

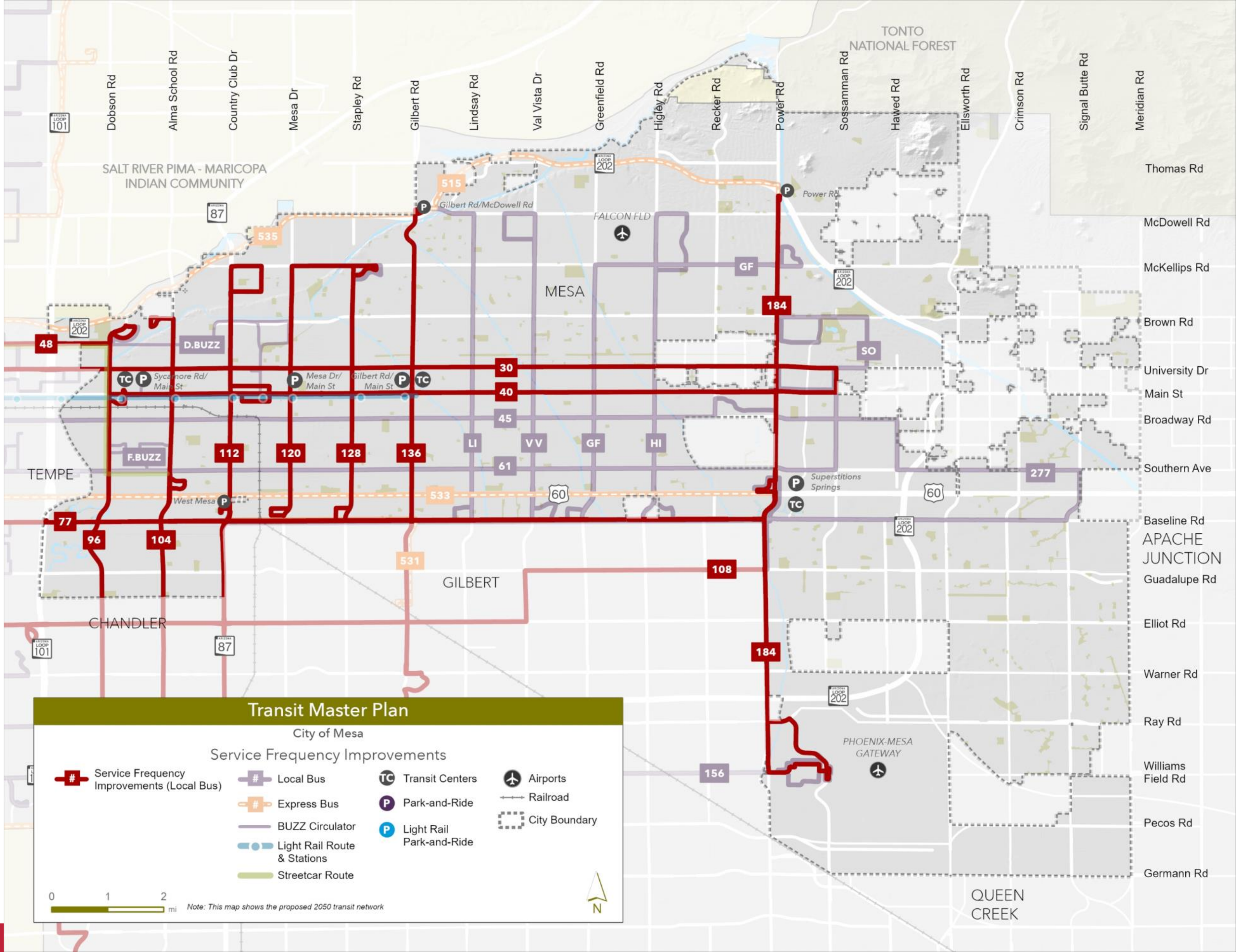
Needs Score

- Current and future population
- Current and future employment
- Service equity
- Affordable housing
- Land use and key destinations
- Compatibility with previous plans

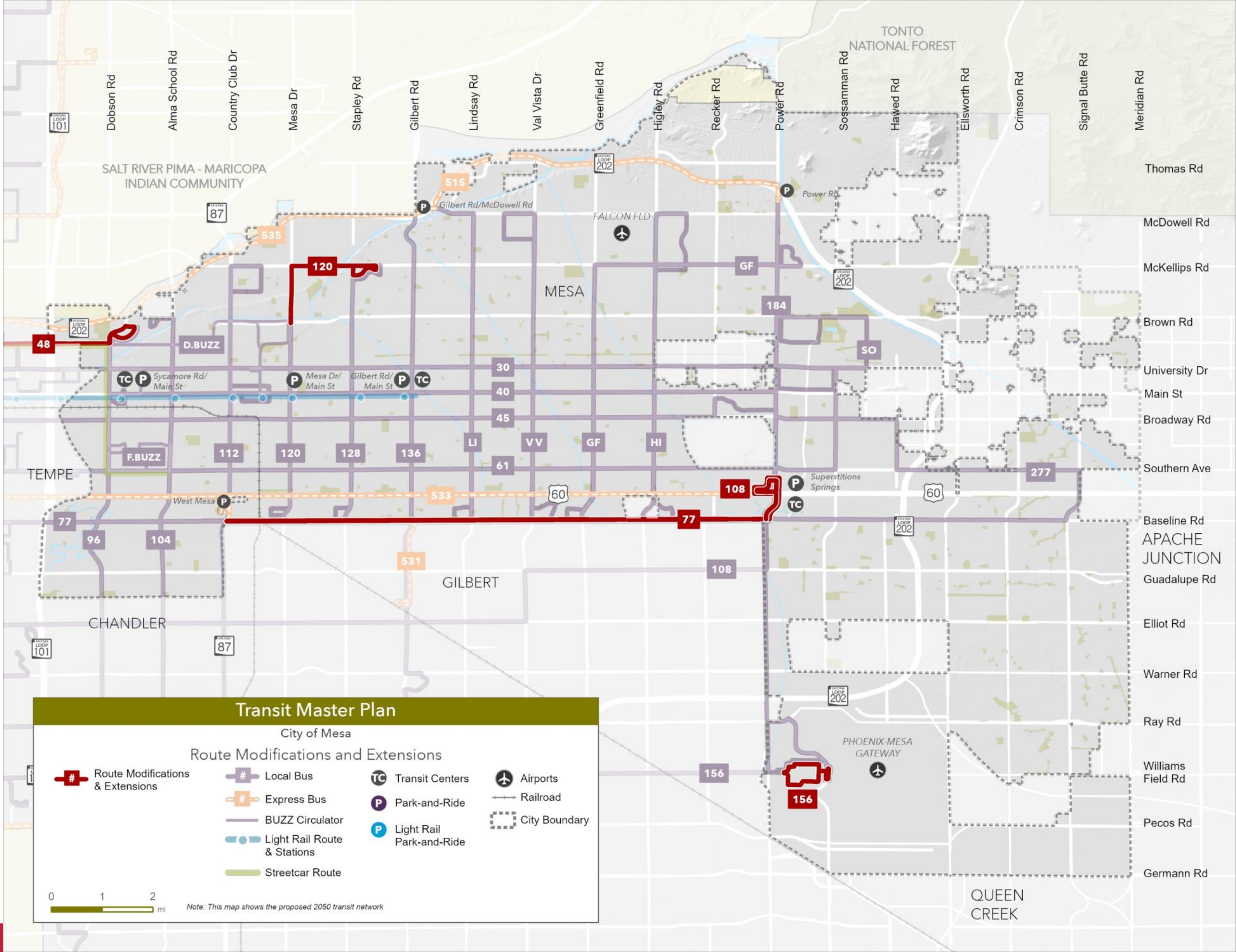
Productivity Score

- Projected ridership
- Planning-level cost estimates

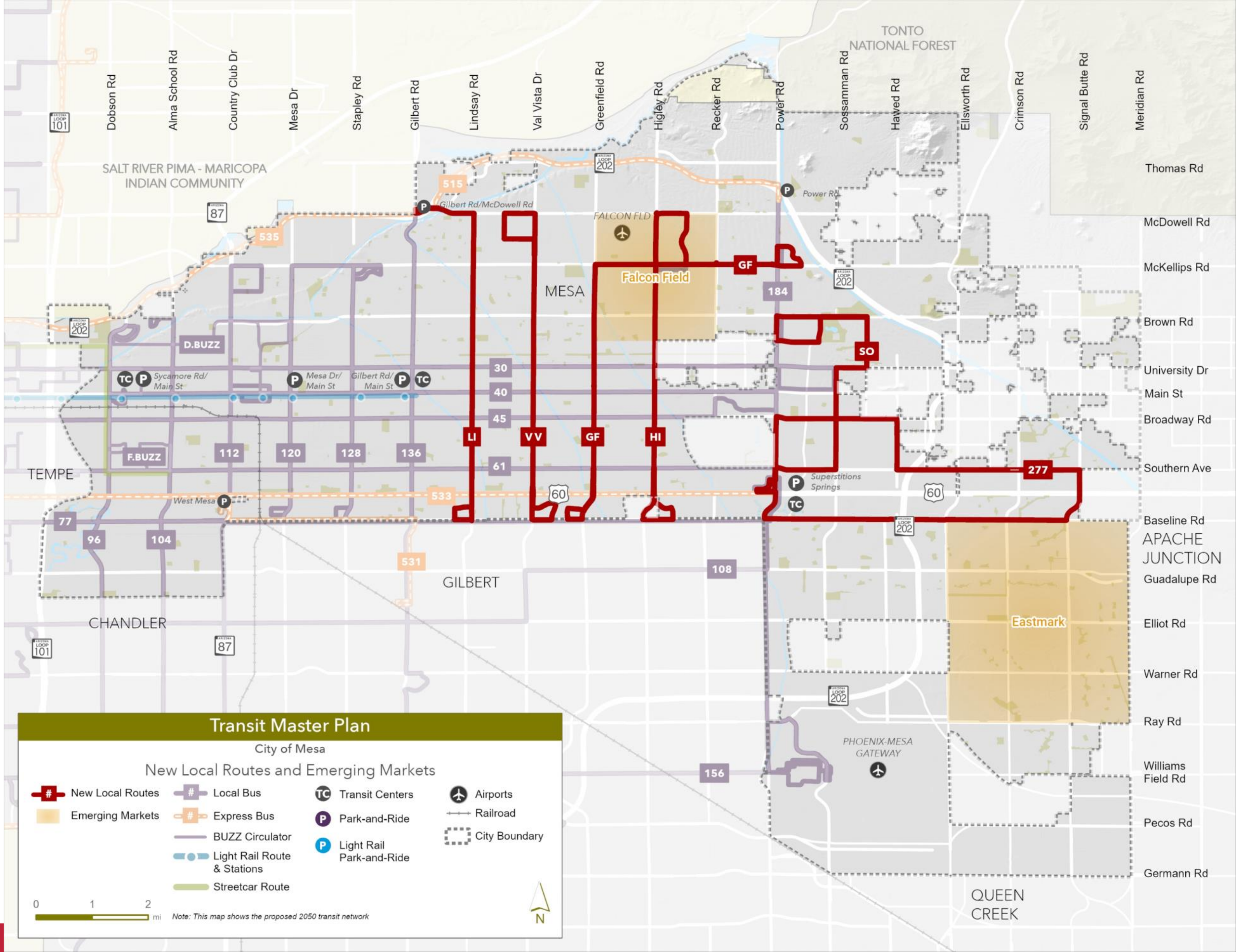
Service Improvements



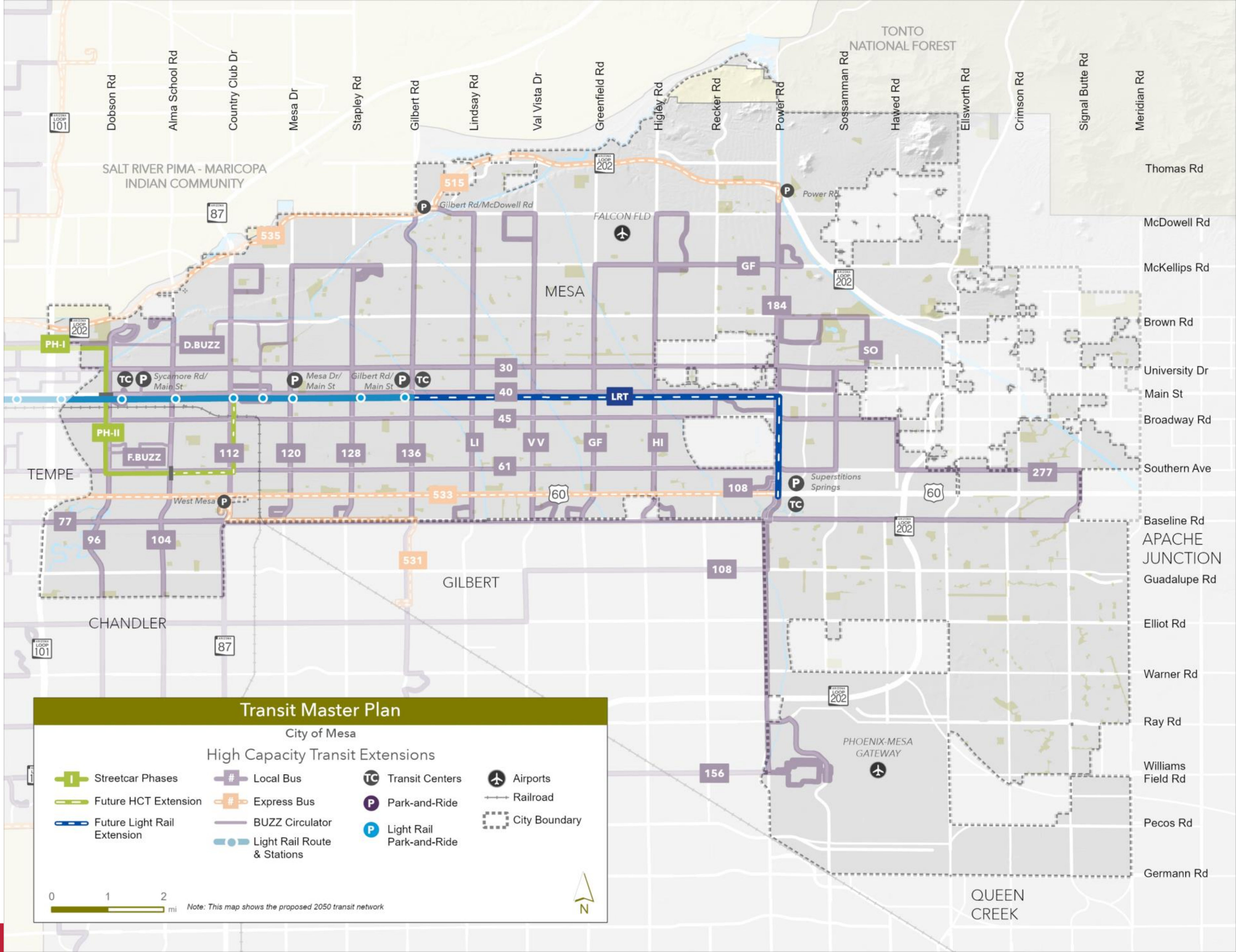
Route Modifications



New Local Routes and Emerging Markets



High Capacity Transit Extensions



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Thank You!

City of Mesa

TRANSIT MASTER PLAN