




2050 GENERAL/TRANSPORTATION/ TRANSIT PLAN UPDATE TRANSPORTATION ADVISORY BOARD

RACHEL NETTLES
ASSISTANT PLANNING
DIRECTOR

JODI SORRELL
TRANSIT SERVICES
DIRECTOR

SABINE KING
SUPERVISING
ENGINEER

March 21, 2023



2050 GENERAL PLAN UPDATE

RACHEL NETTLES
ASSISTANT PLANNING
DIRECTOR

WHAT IS A GENERAL PLAN?

- Official statement of a municipal government which sets forth its major policies concerning desirable future physical development
- Formalizes agreements among various players in land use (i.e., Government, Interests, Market, and Planners)



ARIZONA REVISED STATUTE REQUIREMENTS

- Every municipality must prepare a comprehensive, long-range general plan
- Must adopt every 10 years
- Affirmative vote of 2/3 of Mesa City Council (5 members - June 2024)
- Approval by Mesa residents (November 2024)



CHALLENGES FACED - 2014

- Bedroom community - low ratio of jobs per capita
- Need for industries that provide high-paying jobs
- Need for diverse housing types – affordable to high-end
- Large, sprawling city
- Loss of individuality, sense of place, and unique neighborhood character
- Commercial with no connectivity to neighborhoods
- Auto-centric development patterns



2040 PLAN

THREE GUIDING PRINCIPLES



**Creating and maintaining
a variety of great
neighborhoods**



**Growing and maintaining
diverse and stable jobs**



**Provide rich, high quality
diverse public spaces and
cultural amenities**



GENERAL PLAN TIMELINE



PUBLIC ENGAGEMENT



Website launched January - Over **2,200** visits

www.tomorrowsmesa.com



Held **27** community interviews



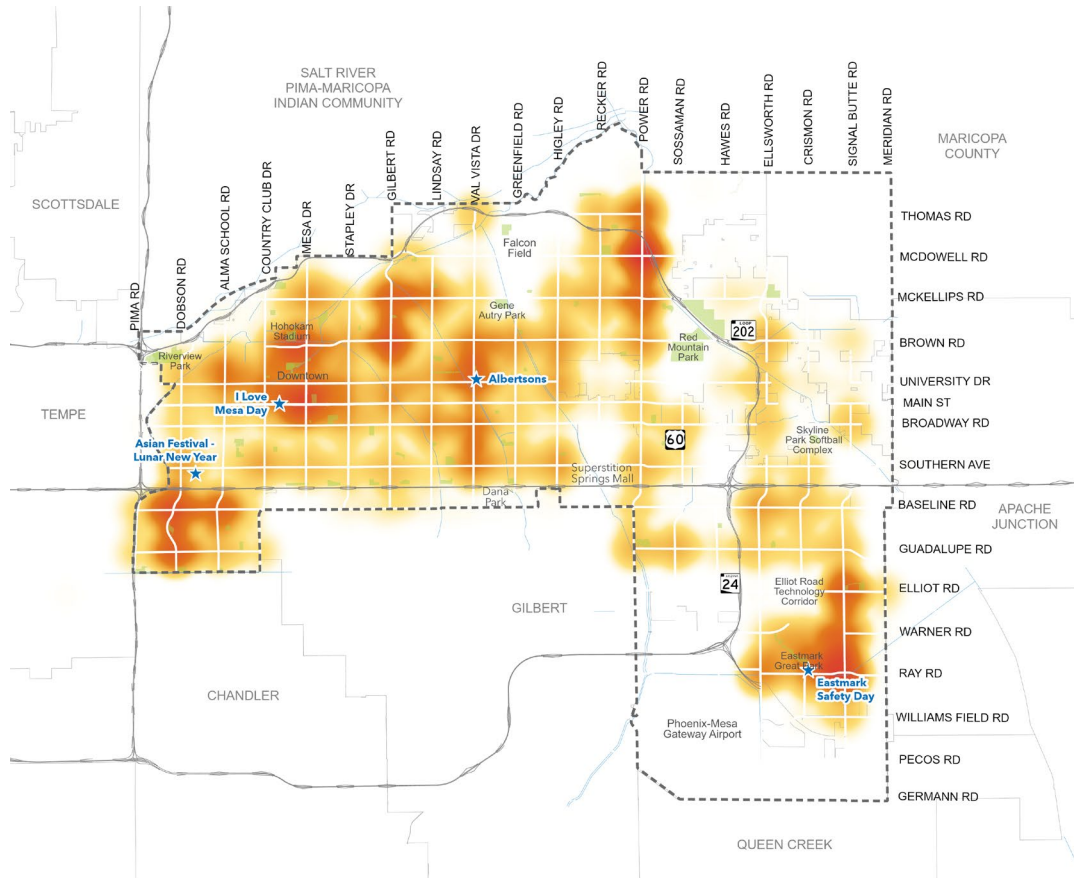
Over **900** info booth visits



Over **1,300** survey responses thus far!

The online questionnaire is still live!

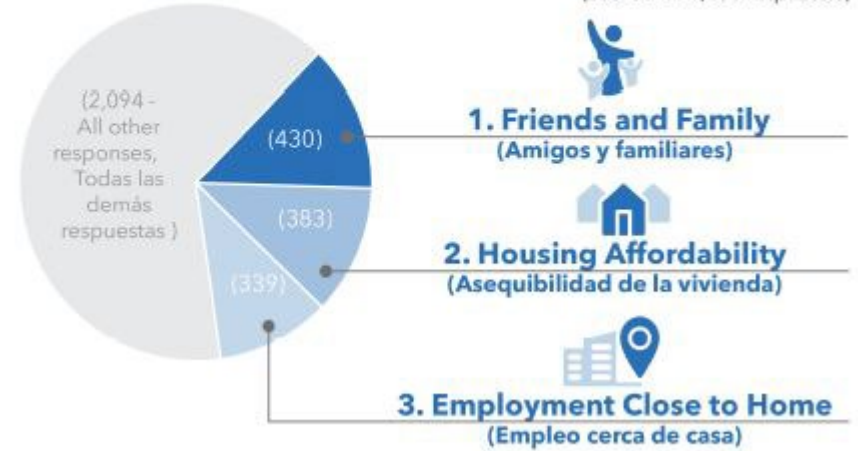
PUBLIC ENGAGEMENT - WHAT WE'VE HEARD



Top 3 Community-Identified Reasons to Live in Mesa

(Las 3 razones principales por las cuales la comunidad escoge vivir en Mesa)

(based on responses from nearly 1,200 people so far)
(basado en 1,200 respuestas)



Top 3 Community-Identified Issues Facing Mesa

(Los 3 principales problemas identificados por la comunidad)

(based on responses from nearly 1,200 people so far)
(basado en 1,200 respuestas)



Visioning questionnaire coming soon!

CHALLENGES FACED TODAY

- Conversion/Pressure – Balance of Land Uses
 - Job creation vs Housing/Commercial development
 - Revitalization – Redevelopment
 - Infill Development
- Infrastructure Expansion and Timing
- Auto-centric Development Patterns
- Connecting Green and Open Space Networks
- Connectivity/Mobility
- Sustainability
- Public Perception – A New Narrative
- Housing Affordability





2050 TRANSIT MASTER PLAN UPDATE

JODI SORRELL
TRANSIT SERVICES
DIRECTOR

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 (2030) and long-term (2050) transit goals





Community Outreach

Feedback will be used to understand Mesa community's needs and vision for transit services and developments.

In-Person Engagement Activities

- Leadership Interviews (Mayor and Councilmembers)
- Bus Operator Outreach
- Hacktivate Mesa
- Asian Festival 📷
- Mayor's Youth Committee
- Mesa Human Relations Advisory Board Meeting 📷
- I Love Mesa Day 📷



In coordination with General Plan and Transportation Master Plan



Public Survey

Feedback will be used to understand Mesa community's needs and vision for transit services and developments.

47

Hacktivate Mesa Live Polling
responses received

269

Transit Master Plan Online Survey
responses received *(as of 3/9/23)*

www.tomorrowsmesa.com

Other Ongoing Outreach Activities

- Stakeholder Interviews
- Valley Metro Transportation Coordinator Outreach
- Bus Rider Surveys



2050 TRANSPORTATION MASTER PLAN UPDATE

SABINE KING
SUPERVISING
ENGINEER

Progress to Date

- **Data Collection** *complete*
- **Defined Study Network** *complete*
- **Previous/Relevant Plans Literature Review** *complete*
- **Existing and Future Conditions Review** *in progress*
- **Coordination with General and Transit Plan on Outreach** *ongoing*

Coming Soon:

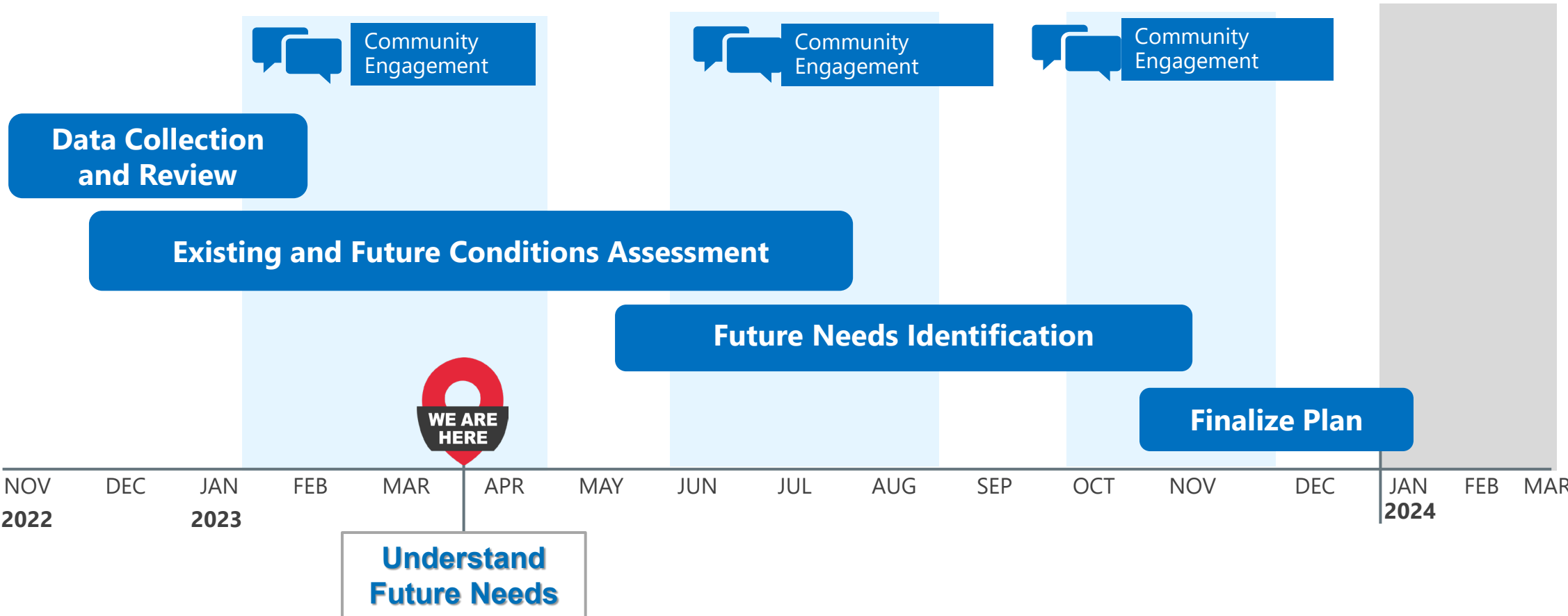
- **Tech Memo 1: State-of-the-System Mobility Assessment**

Public Outreach

- **Phase 1 Outreach** – *in progress*
 - **Survey and Interactive Online Map are LIVE**
 - www.tomorrowmesa.com
 - **70 Surveys** Received to Date
 - Coordinating with Mesa Communications group to get the word out
 - **In-Person Outreach Events**
 - Attended: Asian Festival, I Love Mesa, Eastmark Safety Fair
 - Coming Up: Cyclo Mesa, Farmers Market, Celebrate Mesa



Study Schedule



**WHAT ARE THE PRIORITIES OF THE
TRANSPORTATION ADVISORY BOARD?**

WHAT IS YOUR VISION FOR MESA?





QUESTIONS?

General/Transit/Transportation
Plan Update 2050