

Mesa City Council Strategic Priorities Staff Notes

Preliminary Draft (based on 2/23/17 study session)

COMMUNITY SAFETY

Discussion Notes:

- Needs to be broader than public safety
- Crime reduction element
- Include transportation and transit
 - Safe streets
- Health component

Description:

- Building communities that are safe, healthy, and welcoming.
- Taking care of Mesa's well-being, health, and protecting residents.
- Building environments and providing services that keep Mesa safe and healthy.
- Build safe places and infrastructure and protect the safety, health and wellbeing of Mesa's families, businesses and visitors.

Suggested Key Performance Indicators:

- Part 1 crime per 1k population
- Pavement Condition Index
- Calls for service
- Call volume of medical/ems calls vs. fire calls
- Response times by priority
- Response times by Police or Fire district/station
- Crime location
- Police closed cases vs. calls for service
- Cost of sworn personnel

WORKFORCE DEVELOPMENT AND ENTREPRENEURSHIP

Discussion Notes:

- Include entrepreneurship/small business element as well as a focus on a skilled workforce for larger employers

- Create culture of entrepreneurship and promote small business ownership
 - Business incubators
 - Small business development
- Education to develop skills needed to have a successful career
 - Higher education
 - Technical/vocational education
 - Early education

Description:

- Encouraging continuous learning, the attainment of job related skills, and pursuit of business creation.
- Connect Mesa's youth to quality education opportunities to develop a skilled and talented workforce that drives local entrepreneurship, small business ownership, startups and high-quality job creation.

Suggested Key Performance Indicators:

- Higher education and vocational-based attainment rates for Mesa students
- Number of businesses located/started in Mesa
- Early education enrollment
- Number of students accessing Mesa Counts on College programs

SUSTAINABLE ECONOMY

Discussion Notes:

- Focus on economic development/job creation/business attraction.
- Does transportation and transit belong here or in community safety?
- Diversity of business sectors.

Description:

- Attract and retain a diverse mix of business sectors that bring high quality jobs to Mesa.

Suggested Key Performance Indicators:

- Diversity of business sectors in Mesa
- Diversity as an economic asset
- Number of high-quality jobs (wage 125% of county median average)
- Median income/per capita income

- Unemployment rate
- Jobs to population ratio

STRONGER NEIGHBORHOODS, PLACEMAKING, AND DIVERSITY

Discussion Notes:

- Placemaking and neighborhoods combined
- Arts and Culture, Libraries, Parks and Recreation included
- Diversity

Description:

- Cultivate connections between neighbors to build resilient, welcoming, unique neighborhoods and gathering places.

Suggested Key Performance Indicators:

- Downtown visitors
- Number of permits issued
- Code cases
- Housing vacancy rate

WELL-MANAGED AND INNOVATIVE GOVERNMENT

Discussion Notes:

- Internally focused
- Customer–service driven organization
- Fiscally responsible
- Use of technology to effectively deliver services – smart city
- Community engagement

Description:

- Deliver outstanding government services to Mesa’s residents and businesses through a diverse, customer–driven organization that is responsive to City Council/community needs and priorities, and is responsible, innovative and efficient.

- Creating an organization that engages the community, is responsive to their needs, leverages technology to operate more effectively, and is fiscally responsible.

Suggested Key Performance Indicators:

- Community engagement results
- Customer satisfaction
- Cost of doing business in Mesa
 - Permits and fees
 - Taxation
- Debt levels