



# IMAGINE MESA

IT ALL STARTS WITH A **SPARK** OF IMAGINATION.  
YOUR IDEAS, OUR FUTURE.

Share your ideas for making Mesa amazing!

[ImagineMesa.com](https://ImagineMesa.com)

- Julia Thompson, Chief Digital Officer, City Manager's Office
- Tom Ellsworth, Executive Manager, City Manager's Office

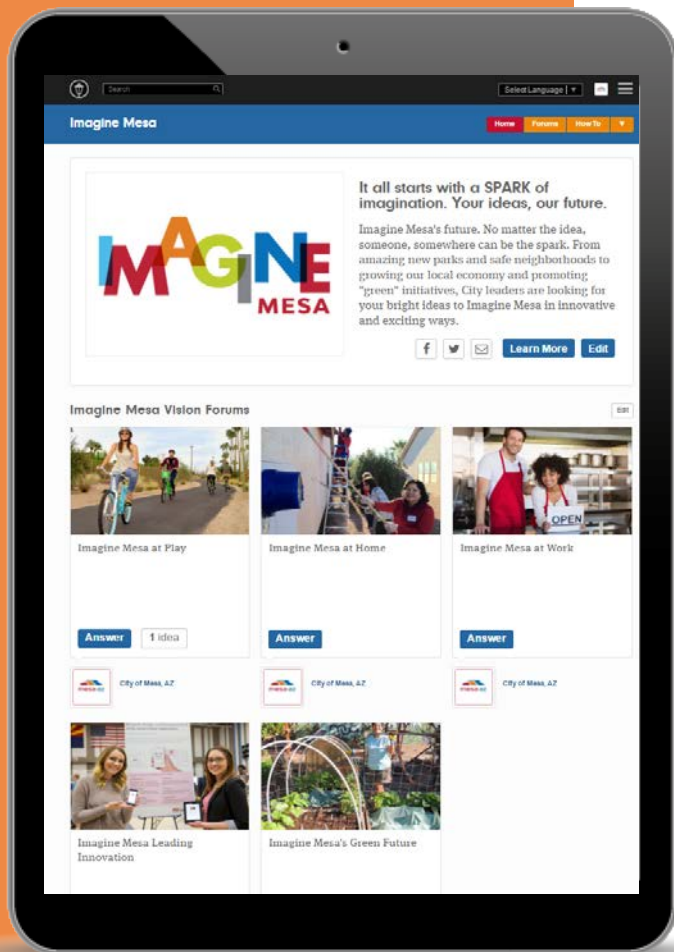
# Imagine Mesa Strategies

Imagine Mesa aimed to engage Mesa residents, businesses and visitors to share their ideas for shaping Mesa's future by:

- Using digital strategies that compelled engagement
- Developing diverse communications and content that was appealing to multiple interests
- Utilizing data from social media and website interactions to ensure community-wide representation

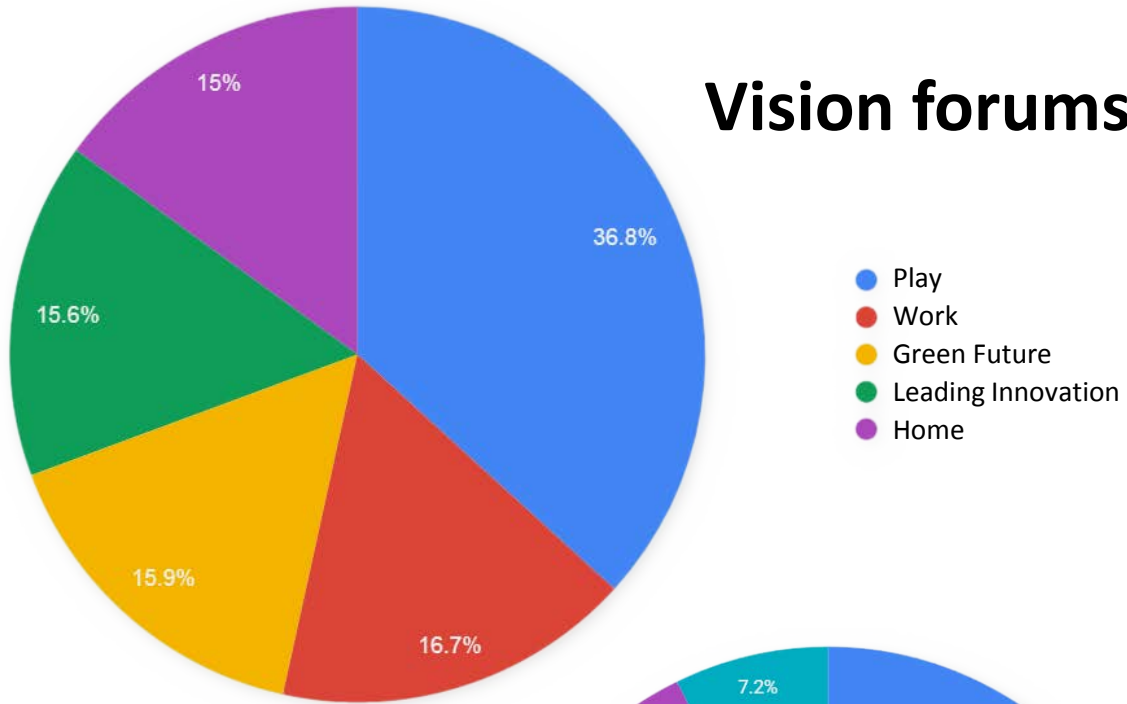


# Campaign Results

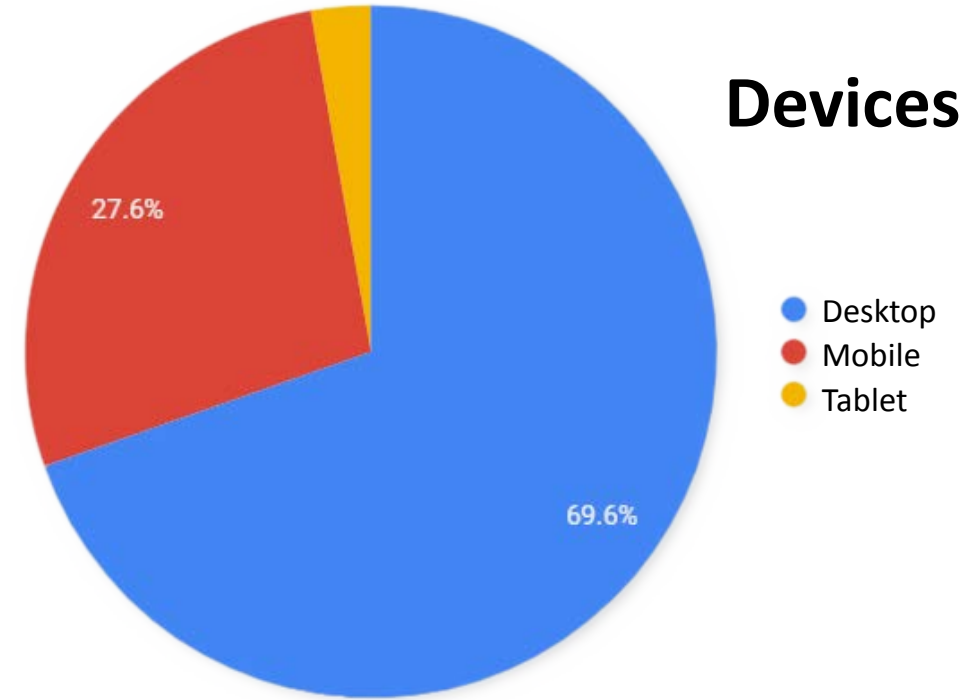


- **67,111** visitors to the website
- **10,113** active participants
- **465** ideas submitted
- **24** events and presentations by staff
- **137** City social media posts that showed up in **238,000** social media feeds
- **4,872** new followers on main City social media channels since campaign kick-off

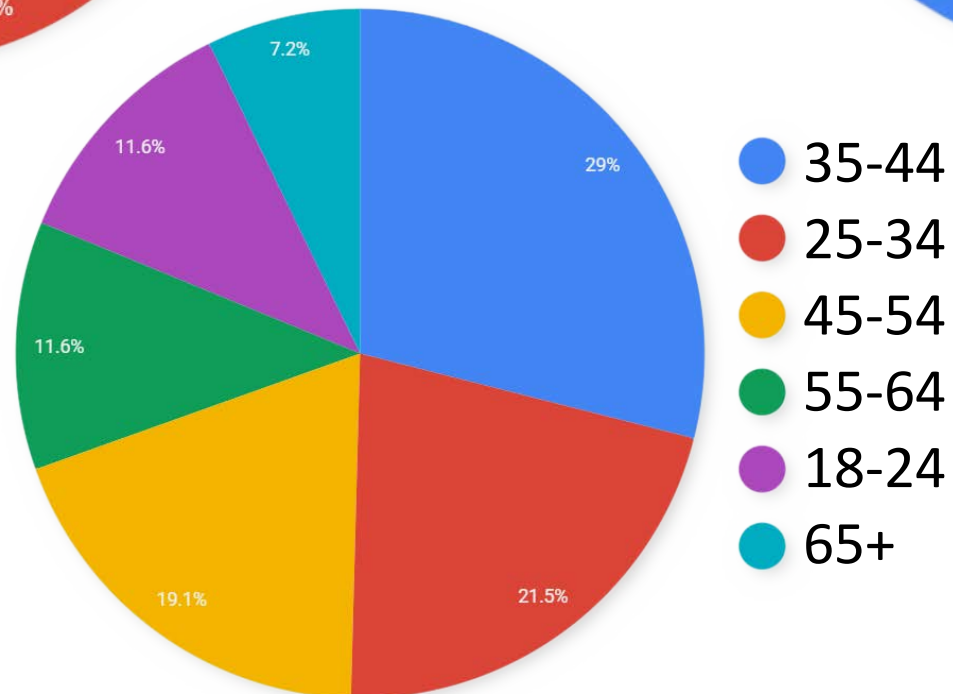
## Vision forums

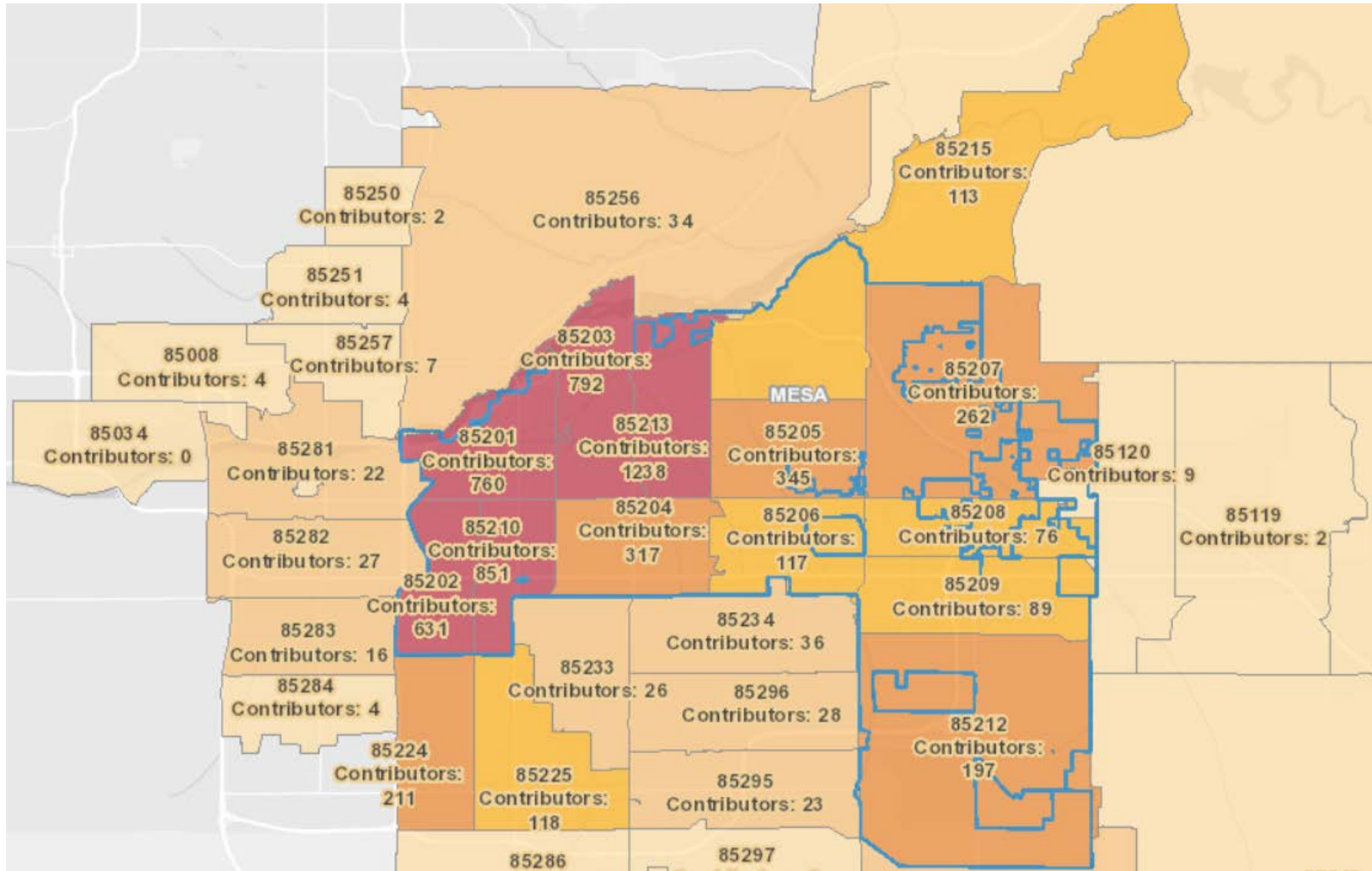


## Devices



## Age groups





### Jurisdiction

MESA

### Contributors

- 0 - 9
- 10 - 36
- 37 - 118
- 119 - 345
- 346 - 1238

### Note

\* Contributor count per ZIP Code area is based on data for those that provided their ZIP Code

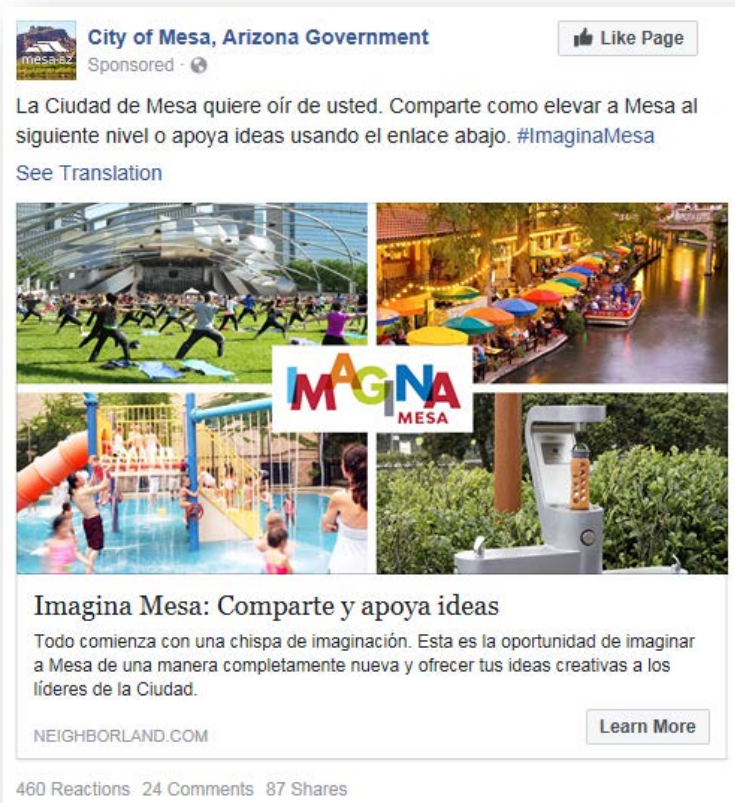


# Digital Communication Strategy

- **Connect** – be there
- **Inform** – provide important information
- **Promote** – tell our story
- **Engage** – interact with and help people
- **Streamline** – for users and staff
- **Grow** audience and reach
  - 267,761 followers on 94 social media channels



# Imagine Mesa Digital Blueprint



- Combination of City-owned assets, partners and external promotion
- Collaboration across departments
- Spanish language outreach
- NextDoor promotion
- Robust tracking and analysis
- Visual branding

# Imagine Mesa Advisory Committee



- 15-member Citizen Advisory Committee
- Tasked with evaluating and prioritizing ideas
- 9 meetings from Aug. 14-Nov. 30
- Recommendations will be summarized and presented to the City Council Dec. 7





# Committee Review Process

- Success factors
  - *Existing programs, potential costs/revenues, public support (Me Too's), existing infrastructure and assets*
- Subcommittees
  - Work and Innovation
  - Green Future
  - Home
  - Play
- Evaluate, discuss and prioritize ideas
- Final report and presentation
  - Dec. 7 study session

**IMAGINE**  
**MESA**

