

COUNCIL MINUTES

June 29, 2017

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on June 29, 2017 at 7:33 a.m.

COUNCIL PRESENT

John Giles
David Luna
Mark Freeman
Christopher Glover
Kevin Thompson
Jeremy Whittaker

COUNCIL ABSENT

Ryan Winkle

OFFICERS PRESENT

Christopher Brady
Dee Ann Mickelsen
Jim Smith

Mayor Giles excused Councilmember Winkle from the entire meeting.

1. Review items on the agenda for the July 3, 2017 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None.

Items removed from the consent agenda: None.

2-a. Hear an update on Mesa's homelessness and discuss and provide direction on next steps for joint planning, action and performance measures with Mesa's homeless service agencies.

Deputy City Manager Natalie Lewis introduced Housing and Community Development Director Liz Morales and Mark Young, President and Chief Executive Officer (CEO) of Mesa United Way who displayed a PowerPoint presentation. **(See Attachment 1)**

Ms. Lewis explained that the purpose of the presentation is to provide Council with an environmental scan on the City as it relates to homelessness, intervention tools, and resources utilized, as well as the next steps which include collaboration with agencies and City departments. (See Page 2 of Attachment 1)

Ms. Lewis listed the following common reasons people become homeless (See Page 4 of Attachment 1):

- Situational homelessness
- Episodic homelessness

- Rental market crisis

Ms. Morales reviewed a survey of providers from April 2017 that included approximately 1,600 people, and noted that the numbers may have duplications, inconsistencies on the definition of homelessness, and the responses are based on a person's self-declaration. (See page 6 of Attachment 1)

In response to questions posed by Vice Mayor Luna, Ms. Morales responded that the list of agencies will be discussed later in the presentation (See Page 9 of Attachment 1) and that in her opinion, the agencies are consistently serving people at capacity.

In response to a question from Councilmember Thompson, Ms. Morales reported that staff is interested in understanding whether light rail has an impact specific to surges of homelessness, however, staff does not have enough information to make that determination.

In response to a question posed by Vice Mayor Luna, Ms. Lewis replied that navigators will be discussed later in the presentation. She noted that staff can improve by working with agencies and combining the data in order to maximize resources and better measure outcomes within the City.

Ms. Morales explained the funding sources (See Page 8 of Attachment 1) and noted that Veterans Affairs Supportive Housing (VASH) has 191 vouchers with 11 vouchers currently open. She added that the City has dedicated approximately \$1.3 million in HUD funding specifically for homelessness. She pointed out that not all funding is through grants and mentioned other local resources which includes Mesa United Way.

Mr. Young stated that the coalition group of service providers that Mesa United Way is organizing will provide homelessness solutions and guidance. (See Page 9 of Attachment 1)

Mr. Young pointed out the significant resources available, but that each resource has specific restrictions that sometimes makes it difficult to find housing for specific family situations. He added that the agencies will work collaboratively to bring Council a plan addressing homelessness in other ways. (See Page 10 of Attachment 1)

Discussion ensued relative to rapid re-housing versus transitional housing.

In response to a question posed by Vice Mayor Luna, Jacki Taylor, Chief Executive Officer of Save the Family stated that for housing intervention there are critical components for the supportive services such as stable housing and case management. She explained that a professional works with the family or individual to produce a plan for self-sufficiency including classes such as domestic violence, substance abuse intervention, and financial literacy. She emphasized that teaching budget practices assists in the understanding of what is affordable, which is critical in rapid re-housing. She pointed out that Career Development places people in living wage jobs that supports the household budget including childcare, transportation, and housing costs. She concluded by saying that most of the providers offer critical support whether in rapid re-housing, transitional model, or permanent.

Ms. Lewis stated that the Downtown Mesa Association, property owners, and merchants have seen an increase in homelessness and formed a group that includes:

- Downtown merchants

- Property owners
- Various service providers
- City Staff
- Police Department
- Fire and Medical Department
- City Courts
- City Prosecutor's Office
- City Manager's Office
- Housing Department

Ms. Lewis explained that the Downtown Mesa Association and the Police Department worked with Community Bridges to hire a Navigator for a seven-month period to test the program. She added that over the last seven months the Navigator has spoken to 126 individuals; 55 of them have accepted assistance in some form and that 16 are off the streets either in housing programs or recovery centers. (See Page 11 of Attachment 1)

In response to a question posed by Vice Mayor Luna, Ms. Lewis responded that the Veterans program has moved towards a regional approach and have housed 150 veterans since Housing our Heroes started back in 2015. She explained that the goal is to have a functional zero which means that as a region there are fewer people coming into the system, more people getting housed, and that the system in place is stable and sustainable. She added that the City has partnered with the City of Phoenix and hired a regional Navigator that works in the City of Phoenix. She added that a list of veterans in the region was created and started with over 1,000 people and has since been reduced in four months to approximately 600 people. She stated that the goal for the region is to reach a functional zero by the end of this calendar year.

Mr. Young reviewed the next steps and stated that staff will return in fall to present a detailed plan to Council. (See Page 14 of Attachment 1)

In response to question posed by Vice Mayor Luna, Deputy City Manager Scott Butler replied that cuts to Community Development Block Grant (CDBG) funding would have a profound impact and that the cost is more expensive on the back end. He added that it is important to lobby members of Congress since they make cuts to the federal budget and that CDBG is one program that is a smart investment for Congress.

Vice Mayor Luna requested that agencies contact their Congressional Representative and speak to them on how important their agencies are, what they do for the City of Mesa, and how they work regionally together, in addition to pointing out the negative impact cutting federal funds would have on the programs they provide to the City.

In response to a question from Councilmember Freeman, Ms. Morales stated that it is difficult to determine if individuals at the freeway off-ramps are homeless. She added that staff can reach out to Community Bridges and other agencies regarding this issue.

Mayor Giles thanked the community services agencies for the assistance they provide to the City.

Mayor Giles thanked staff and Mr. Young for the presentation.

2-b. Hear a presentation, discuss, and provide direction on the City's digital community engagement campaign, Imagine Mesa.

Assistant City Manager Kari Kent displayed a Power Point presentation **(See Attachment 2)** related to the City's digital community engagement campaign, Imagine Mesa.

Ms. Kent explained that Imagine Mesa is an interactive digital forum that allows city stakeholders to share ideas and collaborate online. She stated that the website was created in a user-friendly manner and is called Mobile Strategy First which means the contents are easy to read whether on a phone, tablet, or a personal computer. She noted that the City's approach is to put Imagine Mesa into the hands of the community via online platforms where stakeholders make the participation fun and simple. (See Page 2 of Attachment 2)

Ms. Kent stated that engagement strategies include an Imagine Mesa brand identity with an inspiring message and visual storytelling to develop diverse communication strategies that can be used across the City's websites, social media channels, as well as in person to engage participation. She noted that staff will use various analytical tools to track user interaction on the website that include information about user experience, type of content that receives the most views, demographic information, and areas of the community that are not being reached. She added that the information will be reviewed on a weekly basis and redirect engagement efforts, if needed. She pointed out that over the next four months, the City will be reaching people that have never engaged with the City before, which is an opportunity to create new fans for the City of Mesa social media channels in addition to becoming aware of the services, projects, events, and activities. (See Page 3 of Attachment 2)

Ms. Kent reported that the City has asked residents, businesses, and visitors to the Imagine Mesa kickoff event, June 29, 2017, at the Mesa Arts Center. She noted that efforts include a social media campaign as well as a public outreach effort at the Arizona Celebration of Freedom on July 4, 2017. She added that Imagine Mesa will use an online digital engagement software called Neighborland which has helped over 200 cities, universities, and non-profits. She explained that the website will have five areas called Vision Forums that were created based on Council's strategic goals and priorities. (See Pages 4 and 5 of Attachment 2)

Ms. Kent explained how to submit an idea or comment on the Imagine Mesa website by logging in with an existing Facebook, Twitter, or Google account or create your own account, however, a login is not required. She noted that City staff will monitor the website and provide helpful information to discussions in real time. She pointed out that the website has a translation element for Spanish as well as a few other languages and added that promotional methods will include a Spanish version. (See Pages 11 and 12 of Attachment 2)

Ms. Kent stated that staff ambassadors, which are the City's executive managers, will promote and encourage Imagine Mesa participation at various meetings, events, and associations. (See Page 15 of Attachment 2)

Ms. Kent reported that a 15 member Council appointed committee will be formed and will be charged with promoting Imagine Mesa as well as engaging various stakeholders to participate which include evaluation, prioritizing imaginative ideas for each forum, and make recommendations to Council by January 2018 to assist with FY 2018/19 budget discussions. (See Page 16 of Attachment 2)

In response to a question posed by Councilmember Thompson, Ms. Kent replied that an individual may like an idea one time but if there are a number of people that support the idea it will rise to the top of the page. She stated that one of the goals of the campaign is to have more people engaged than during the last campaign in 2011 and noted that social media was not as prevalent. She pointed out that staff is targeting a number of different people and different demographics, however, the Committee determines if the idea presented moves to Council for consideration.

Discussion ensued relative to access to the website, projects, and expectations for economic development.

In response to a question from Councilmember Glover, Ms. Kent reported that the contract with Ideas Collide is a seven-month contract at approximately \$50,000 which includes the creative and digital marketing. She noted that tracking the information is done through Neighborland which provides valid data that confirms who is or is not being reached and is a subscription service at \$1,500 a month as well as additional costs towards advertisements.

In response to a question posed by Mayor Giles, City Manager Christopher Brady responded that the October end date is to activate the committee involvement and that the website could be left open to talk and listen to the community, however, at some point the Committee is to engage and convene to discuss the raw data to identify opportunities.

Ms. Kent added that staff is looking at creating a website either through Neighborland or the City's website with the assistance from the Information Technology Department so the community can track ideas and progress as they move through the Committee to Council.

Mayor Giles thanked staff for the presentation.

3. Information pertaining to the current Job Order Contracting projects.

(This item was not discussed by the Council.)

4. Hear reports on meetings and/or conferences attended.

Mayor Giles: The United States Conference of Mayors

5. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the schedule of meetings is as follows:

Monday, July 3, 2017, 5:45 p.m. – Regular Council Meeting

Tuesday, July 4, 2017, 6:00 p.m. – Arizona Celebration of Freedom

6. Convene Executive Session.

It was moved by Councilmember Freeman, seconded by Vice Mayor Luna, that the Study Session adjourn at 8:46 a.m. and the Council enter into an Executive Session.

Mayor Giles declared the motion carried unanimously by those present.

- 6-a. Discussion or consultation for legal advice with the City Attorney. (A.R.S. § 38-431.03A (3)) Discussion or consultation with the designated representatives of the City in order to consider the City's position and instruct the City's representative regarding negotiations with employee organizations regarding the salaries, salary schedules or compensation paid in the form of fringe benefits of employees of the City. (A.R.S. §38-431.03A(5)) Discussion or consultation with the City Attorney in order to consider the City's position and instruct the City Attorney regarding the City's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation or in settlement discussions conducted in order to avoid or resolve litigation. (A.R.S. §38-431.03A(4))

1. Police and Fire Memoranda of Understanding and Meet and Confer policy and process

7. Adjournment.

Without objection, the Study Session adjourned at 9:46 a.m.




JOHN GILES, MAYOR

ATTEST:


DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 29th day of June, 2017. I further certify that the meeting was duly called and held and that a quorum was present.


DEE ANN MICKELSEN, CITY CLERK

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(Attachments – 2)



Mesa United Way



HOMELESSNESS IN MESA:

BACKGROUND, EXISTING RESOURCES & PROGRAMS,

RECOMMENDED NEXT STEPS

CITY COUNCIL STUDY SESSION

JUNE 29, 2017

PURPOSE

I. Discuss:

- Statistics and insights about homelessness in general, and in Mesa.
- Intervention tools and resources being implemented.

2. Next steps direction:

- Collaborate with local and regional non-profits to create a shared strategic plan for improving homeless services.
- Define better ways to measure results and outcomes in Mesa.
- Return to Council this fall with an update.



Mesa United Way



BACKGROUND AND DEFINITIONS

COMMON REASONS

- **Situational homelessness**
 - Lost job, no steady income/job
 - Family breakup
 - Youth aging out of foster care
- **Episodic homelessness**
 - Mental health, substance abuses, domestic violence
- **Rental market crisis**
 - Non-sufficient supply; high rents; household incomes declining; evictions; bad credit



DEFINITION

1. Chronic: a federal strategy; highest users of and cost to public services
2. Non-chronic: shorter-term homelessness
3. Families: less visible homeless
4. Youth: aged-out of foster care, runaways, teen parents
5. Unstable Housing: 'couch surfers'



Mesa United Way



POPULATION

- April 2017 survey of providers. The total served was 1,601
 - 1,043 Single individuals
 - 188 Families
 - 55 Youth ages 18-24 years
 - 114 Veterans
 - 201 Victims of Domestic Violence
 - 72 Chronically Homeless
- Numbers likely include duplication among agencies
- May be inconsistencies on the definition of homelessness
- Responses are based on person's self declaration





Mesa United Way



EXISTING REOURCES, PARTNERS AND PROGRAMS

FUNDING

- Housing Choice (Section 8) vouchers
- Veterans Affairs Supportive Housing (VASH) vouchers
- HUD funding (CDBG, ESG, HOME, Continuum of Care (CoC))
- Human Service Funds (general funds, ABC funds)
- Other local resources, e.g. Mesa United Way, Downtown Mesa Association, Police Department, collaborations with non-profit partners.



PARTNERS



PARTNER RESOURCES

- 189 Emergency Shelter Beds
- 190 Permanent Supportive Housing Units (88 new units at La Mesita and Escobedo)
- 46 Transitional Housing Units
- 97 Rapid Rehousing Units
- 199 Outreach/Homeless Prevention
- 191 Veteran Affairs Supportive Housing (VASH)
- Since March 2017, issued 100 Section 8 Vouchers for chronically homeless individuals



CITY PROGRAMS

DOWNTOWN

Full-time navigator-- Contact with 126 unique individuals.

55 of them chose to accept assistance in some way.

16 are off the streets.

Bench removal-- Morris Plaza

VETERANS-- Housing Our Heroes

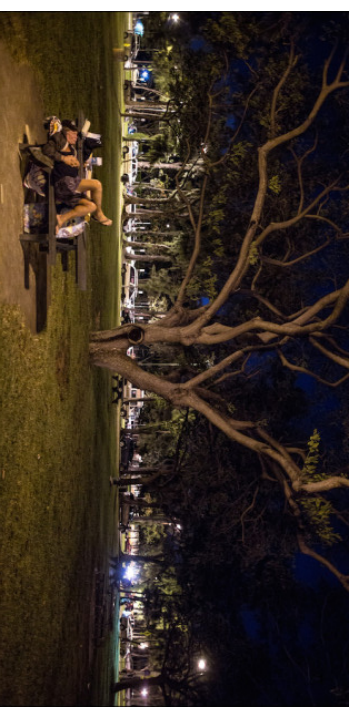
191 Vouchers; 180 in use/assigned; 11 available.

Functional zero as a region



SERVICE IMPACTS

- Police: Urban camping and trespass; helping establish sense of safety; criminal behavior response.
- Downtown: Want to feel welcome and safe.
- Libraries and Parks: Safe havens for homeless v. impacting sense of safety for others.
- Courts: Trespass cases rising; cost of processing; no-shows.
- Fire and Medical: Emergency responses.
- Light Rail: Direct access. Place to rest.





Mesa United Way



MORE TO DO: RECOMMENDED NEXT STEPS

NEXT STEPS

1. Convene partners agencies and stakeholders.
 - Clarify size, scope of homelessness in Mesa.
 - Identify gaps in services and housing.
2. Develop joint strategic plan, actions and outcome-driven measurements.
3. Check back in with Council this fall, and prior to start of 2018/19 federal funding cycle.



Mesa United Way





Mesa United Way



QUESTIONS?

CITY COUNCIL STUDY SESSION

JUNE 15, 2017



IMAGINE MESA

IT ALL STARTS WITH A **SPARK** OF IMAGINATION.
YOUR IDEAS, OUR FUTURE.
Share your ideas for making Mesa amazing!

ImagineMesa.com

What is Imagine Mesa?

Imagine Mesa is an interactive, digital forum to engage Mesa residents, businesses and visitors to share their ideas for shaping Mesa's future.

Designed and created in a user-friendly, mobile-first interface, Imagine Mesa inspires idea generation and conversations among the participants in an effort to provide feedback to City leaders on community priorities.

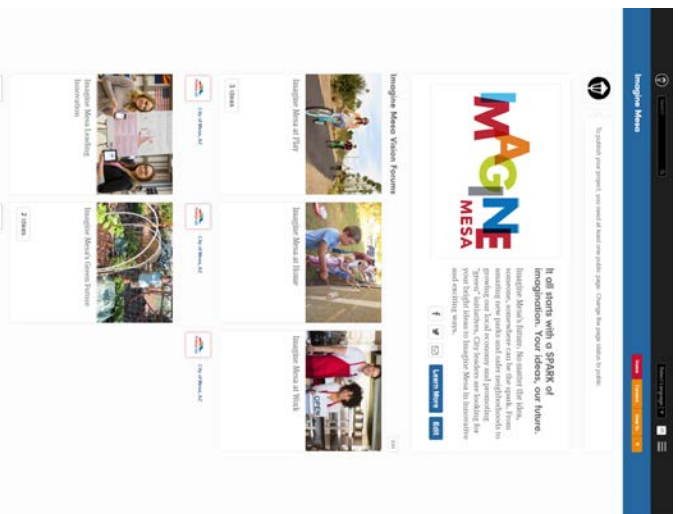


Imagine Mesa Engagement Strategies

- Create a brand and inspiring message with visual storytelling and digital strategies that compels engagement
- Develop diverse communications and content that is appealing to multiple interests
- Utilize data from social media and website interactions to determine who is participating and then strategically target groups not engaging in the campaign to ensure community-wide representation
- Grow City of Mesa's social media fans by encouraging participants to follow our social media channels and stay connected

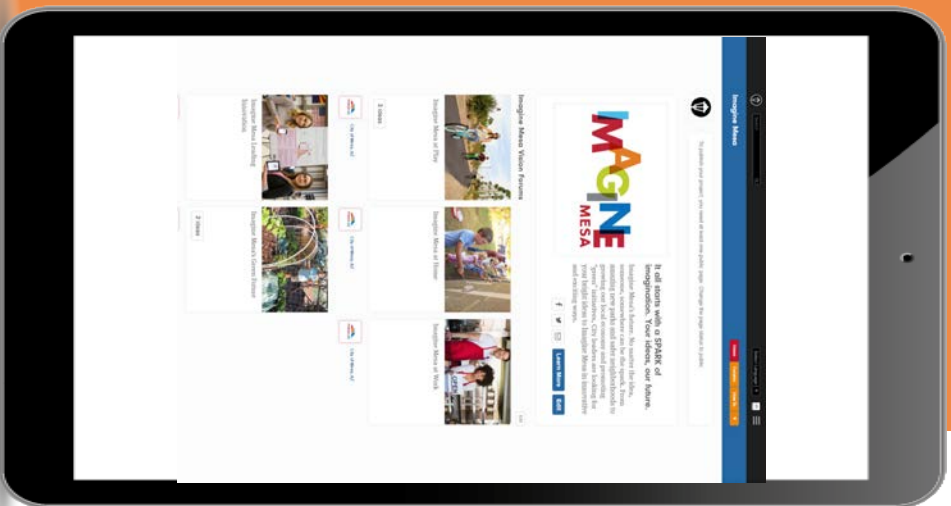


Imagine Mesa Campaign



- **Today** through October 31, 2017
- Launch will include social media, website banners and an interactive Imagine Mesa kiosks and writing wall at the Arizona Celebration of Freedom on July 4th
- 6 p.m.-10 p.m. at Mesa Convention Center





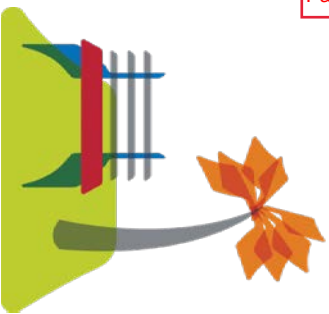
Be the SPARK

ImagineMesa.com

Provide ideas in any of the 5 Vision Forums:

- Imagine Mesa at Play
- Imagine Mesa at Home
- Imagine Mesa at Work
- Imagine Mesa Leading Innovation
- Imagine Mesa's Green Future

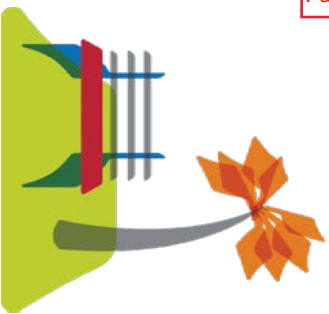




Imagine Mesa at Play

Mesa's gathering places are where memories are made with those we love. From outstanding parks and recreation facilities to a vibrant downtown with a thriving arts and culture scene, share your dreams for Mesa's public spaces, trails and entertainment districts.

- Parks & Recreation
- Arts & Culture
- Entertainment Districts
- Nightlife
- Downtown Vibrancy
- Bike and Pedestrian Trails

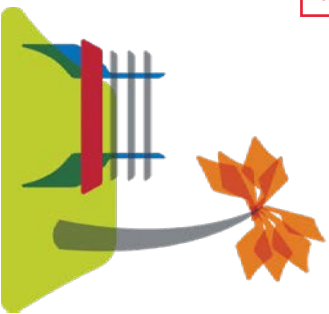


Imagine Mesa at Home

Mesa's neighborhoods are places with a strong sense of community and pride. Share your ideas on how we can keep neighborhoods safe, clean, and welcoming places to live.

- Fire and Medical & Police Services
- Attractive Neighborhoods
- Welcoming Communities
- City Infrastructure Supporting Neighborhoods





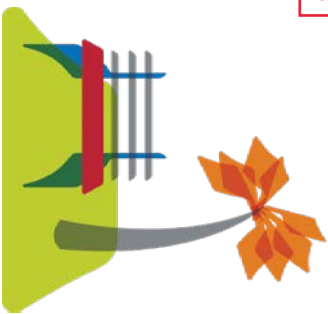
Imagine Mesa at Work

Mesa's economy is built by visionaries and self-starters. Imagine a culture where businesses and entrepreneurs are supported by their City with smart technologies and infrastructure.

Share your thoughts on how Mesa can grow its economy and attract employers of all sizes.

- Business & Economic Development Opportunities
- Entrepreneurship
- Public Transportation & Access to Business Areas
- Job Creation
- Strong Employment Centers



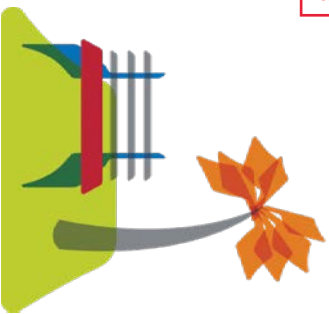


Imagine Mesa Leading Innovation

*Mesa continues to attract bright minds.
Let's provide opportunities for kids and adults to learn, collaborate and prosper.
Think big and help Mesa be a more creative city full of trailblazers.*

- Educational Opportunities
- Workforce Development
- Using Technology to Deliver Services
- Incubators
- Collaborative Partnerships for Civic Innovations
- Libraries-Technology Hubs/Makerspaces





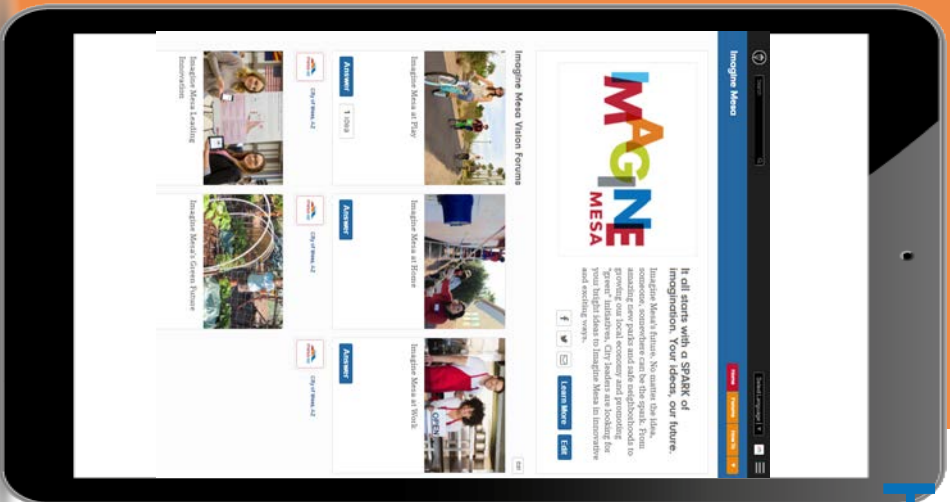
Imagine Mesa's Green Future

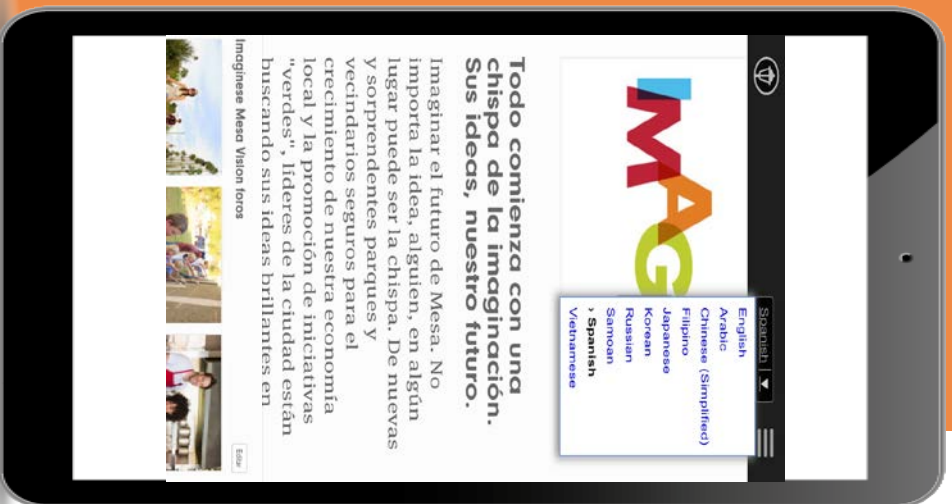
Mesa's desert beauty is undeniable and protecting the natural environment is important. Share your ideas on how to promote sustainable development and the use of renewable resources in our community.

- Sustainability
- Renewable Resources
- Green Buildings
- Natural Resources
- Water/Solar/Air Quality
- Conservation

How Do I Submit Or Support An Idea?

1. Visit **ImagineMesa.com** via your smart phone, tablet or desktop computer (save the website to your home screen to create the Neighborhood icon)
2. Select which Vision Forum best represents your idea
3. Submit your idea
4. Don't forget that you can support others' ideas by clicking on "Me Too!"
5. City staff will monitor site and provide helpful information to discussions in real time





Spanish Language Elements

- ImagineMesa.com can be translated into Spanish (and a few other languages)
- Imagine Mesa will be promoted to a Spanish speaking audience via the following methods:
 - Facebook ads
 - Posters
 - Flyers
 - Newsletters
- Imagine Mesa YouTube videos will be closed-captioned in Spanish



IMAGINE
MESA

TODO COMIENZA CON UNA CHISPA DE IMAGINACIÓN.
TUS IDEAS, NUESTRO FUTURO.
¡Comparte tus ideas para hacer a Mesa extraordinaria!

ImagineMesa.com

IMAGINE
MESA

Social Media Outreach



Imagine Mesa campaign will include:

- Targeted digital banner ads and videos on various websites
- Targeted social media ads, posts and videos
 - Facebook, Instagram & Twitter
 - English and Spanish language



Leveraging City of Mesa Assets

Comprehensive use of all of the City's marketing tools to promote Imagine Mesa:

- Digital ads on most frequently viewed City websites and social channels, i.e. Utility Payments, Mesa Arts Center, Parks and Recreation, Library
- Cross-promotion across City social media (close to 100)
- NextDoor: 300 registered Mesa neighborhoods
- Mesa Channel 11
- City newsletters
- Utility bill inserts
- Lobby TV ads



Grassroots Outreach

City staff ambassadors (City's executive managers representing various Departments) will be promoting and encouraging Imagine Mesa participation:

- City's Advisory Boards and Committees
- City signature events, i.e. Arizona Celebration of Freedom, Día De Los Muertos Festival, Mesa Arts Center Season Kick-off & Celebrate Mesa
- Council events
- Uconnect Neighborhood Outreach Events
- Neighborhood associations



IT ALL STARTS WITH A SPARK OF IMAGINATION.
YOUR IDEAS. OUR FUTURE.
Share your ideas for making Mesa amazing!
ImagineMesa.com

Imagine Mesa Advisory Committee

- 15 member Council-appointed committee of community-wide leaders
- Charged with promoting Imagine Mesa and engaging various stakeholders to participate
- Evaluate and prioritize imaginative ideas within each Vision Forum and/or as a whole and make recommendations to the City Council by January 2018 to assist City Council with vision setting and budget discussions for 2018/2019 Fiscal Year





IT ALL STARTS WITH A **SPARK** OF IMAGINATION.
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Share your ideas for making Mesa amazing!

ImagineMesa.com