

CITY COUNCIL STRATEGIC PLANNING SESSION

March 5, 2018

The City Council of the City of Mesa held a Strategic Planning Session at the Red Mountain Library – THINKspot, 635 North Power Road, on March 5, 2018 at 8:00 a.m.

COUNCIL PRESENT	OFFICERS PRESENT	STAFF PRESENT (Cont.)
John Giles David Luna Christopher Glover Mark Freeman Francisco Heredia Kevin Thompson Jeremy Whittaker	Christopher Brady Dee Ann Mickelsen Jim Smith	John Pombier Marrisa Ramirez-Ramos Melissa Randazzo Alicia White
COUNCIL ABSENT	STAFF PRESENT	
None	Jared Archambault Scott Butler Candace Cannistraro Blaise Caudill Niel Curley Bill Jabjiniak Mike Kennington Kari Kent Jill Kotsur Natalie Lewis Ian Linssen Jeff McVay	
OTHERS PRESENT		
Pamela Slim		

1. Hear a presentation and discuss the City Council's existing Strategic Priorities and priority projects, and provide direction on modifying those priorities and projects.

Mayor Giles welcomed the Councilmembers and staff and introduced Pamela Slim, who would be moderating the Strategic Planning Session.

Ms. Slim advised she has been a Mesa resident for 15 years and a facilitator and trainer for over 20 years. She explained her role is to keep the meeting on track and to capture all the ideas expressed today.

Ms. Slim highlighted the meeting objectives:

- Review the 2017/18 Strategic Priorities and key initiatives in process, as requested by Council during the 2017/18 strategic planning discussions, budget requests, etc.
- Review, discuss, modify, and gain consensus of the Strategic Priorities for 2018/19.
- Provide the opportunity for Councilmembers to articulate key initiatives for Mesa and their districts, and how these initiatives align with the 2018/19 Strategic Priorities.
- Gain consensus on Mayor/Council's top, key projects and initiatives for Mesa in 2018/19.
- Identify open questions or items that require review and discussion by City Council Subcommittee or additional information from staff.

City Manager Christopher Brady displayed a PowerPoint presentation (**See Attachment 1**) and briefly reviewed the City Council Strategic Priorities.

Mr. Brady provided an overview of the community dashboard found on the City's website and pointed out examples of Key Performance Indicators (KPI) located under the Strategic Priorities. He advised there are 115 KPIs in the portal and the system is able to track the number of times citizens view the data.

Mayor Giles suggested that during Study Sessions, KPIs associated with a Strategic Priority could be reviewed by Council for input and this process could become a reoccurring agenda item once a month.

Councilmember Whittaker commented it may be more beneficial to present the dashboard in a comparison chart between Maricopa County and the City to measure how the City is performing locally.

Councilmember Heredia suggested promoting the dashboard on social media to bring awareness to the community.

Ms. Slim asked Council to review the definitions of each of the Strategic Priorities and provide additional description suggestions.

Councilmember Freeman stated the opinion that the current definition of Community Safety is too broad and doesn't answer the question of how safe is the City. He suggested adding a statement to the definition reflecting how public safety keeps the community safe.

Discussion ensued relating to a crime reporting database available to residents.

Councilmember Whittaker requested that a dashboard be created that provides specific information and statistics for the Council to review.

Regarding the Workforce Development Strategic Priority, Councilmember Thompson questioned how the City creates an environment for the skills required to succeed. He

clarified by stating the opinion that the City doesn't have a direct role in creating skills, but instead will build infrastructure to create a supporting environment for residents to succeed.

Vice Mayor Luna stated the City will encourage local colleges to offer different skill sets to help students successfully gain employment with new businesses in the community.

Discussion ensued relative to incentives offered to new businesses when employing Mesa residents.

Mayor Giles remarked that the City's goal is to create a supportive environment for businesses by having well trained residents and investing in infrastructure.

Councilmember Heredia suggested adding language to Workforce Development that suggests the City is building strategic partnerships to create an environment for a more vibrant economy.

Councilmember Whittaker suggested adding verbiage that speaks to supporting and empowering small businesses.

It was the consensus of the Council that many of the ideas and key words (innovation, diversity, and technology) presented during the Strategic Planning Session would be best incorporated in a Council Mission Statement placed before the Strategic Priorities.

Ms. Slim advised each Councilmember will be given 12 minutes to present their key initiatives for the City and their district.

Mayor Giles' key initiatives for the City of Mesa:

- Focus on a healthy and sustainable City.
- Lay a foundation today for tomorrow's outcomes.
- Celebrate the City's successes and take advantage of positive momentum.
- Support school readiness by partnering with the school districts.
- Build an innovation district.
- Tackle the opioid epidemic.
- Reduce homelessness in the community.
- Create a community where people want to raise their families due to the great parks, libraries and neighborhoods the City offers.
- Address and discuss the childhood poverty rate.

Councilmember Freeman's key initiatives for District 1 and the City of Mesa:

- Add additional funding to public safety in order to hire more police officers and firefighters to decrease the response times, reduce fatigue on personnel, and meet the national goal of one firefighter per one thousand residents.
- Add a fire station in Councilmember Thompson's district.
- Find a way to tie future development to public safety personnel hires.
- Better understand why police officers are leaving and fill the vacancies after retirements.

- Replace the soccer fields in West Mesa.
- Incorporate renewable energy as an important part of future developments.
- Partner with Land Art Generator Initiative (LAGI) for future solar projects.

Councilmember Whittaker's key initiatives for District 2 and the City of Mesa:

- Focus on the financial stability of the City and receive clarity on funding available for future projects and developments.
- Consider the impact of low-income residents when making decisions.
- Address the unemployment rates and create ways to lower the number.
- Look into the innovation district and money being allocated bringing ASU to Mesa and if that funding could be used for other needs.
- Hold staff accountable on KPIs and Strategic Priorities.
- Identify the need for renewable energy, setting a goal to be 100% energy independent, and building a City-owned solar production facility.
- Utilize technology and innovation to deliver public safety services.
- Strengthen the connection and partnership with HeatSync Labs.
- Establish a municipal ISP to provide affordable internet access to residents.
- Address the number of payday lending businesses throughout the City.

Councilmember Heredia's key initiatives for District 3 and the City of Mesa:

- Address the issue of stress levels on police officers and firefighters and how to further support public safety in the future.
- Encourage the use of Community Care units and streamline the billing process.
- Continue to encourage public safety community engagement.
- Continue to support the Mesa K-Ready program.
- Take advantage of existing programs and create an overall brand for the City ("Tech Mesa") that residents will know and recognize.
- Work with non-profit agencies, such as HeatSync Labs and Coding for Kids, to create a Non-Profit Innovative Space.
- Promote a Little Libraries program throughout the City as it is a low-cost and high-impact concept.
- Create a THINKspot at the Dobson Ranch Library.
- Become more proactive in code compliance.
- Build more shade structures in the City's parks and a dog park in West Mesa.
- Improve and streamline the permitting process for small businesses.
- Encourage the use of renewable energy throughout the City.

Councilmember Glover's key initiatives for District 4 and the City of Mesa:

- Find a dedicated and sustainable funding source for public safety.
- Increase the number of code compliance officers and have proactive enforcement by code officers in the community.
- Pave the alleyways to cut down on blight and dumping.
- Build a youth and amateur sports complex and soccer fields in East Mesa.
- Finish the buildout of Benedictine University at 225 East Main and renegotiate their lease.

- Create an interactive map of available properties for developers and other interested buyers.
- Implement a City policy of not awarding Community Development Block Grant (CDBG) funding to an organization if the City is the sole funding source for that organization.
- Expand the Dial-a-Ride program.
- Consider partnering with Visit Mesa to streamline all marketing citywide.

Vice Mayor Luna's key initiatives for District 5 and the City of Mesa:

- Build a police substation in Northeast Mesa.
- Renovate and expand the I.D.E.A Museum.
- Create walking trails around the canals and install pickleball courts.
- Work with developers to create employment opportunities for residents.
- Encourage strategic partnerships with SPEC buildings and Falcon Field Strategic Plan International Foreign Direct Investments with Mexico/Canada.
- Removal of traffic island on Recker Road and Preston Street.
- Continue to preserve and maintain neighborhood characteristics.
- Encourage engagement with Latino community.
- Leverage CDBG funding for areas in need in East Mesa.
- Make early childhood initiatives a priority by partnering with community organizations and schools.

Councilmember Thompson's key initiatives for District 6 and the City of Mesa:

- Work on open and honest communication between Council and City Management.
- Build a fire station in Eastmark.
- Hire additional police officers or approve overtime.
- Implement an Angel program and focus on treatment versus enforcement to combat the opioid epidemic.
- Add positions to the Mesa Police Department Human Exploitation and Trafficking Squad to help fight sex and human trafficking in Mesa.
- Work with the Chamber of Commerce and businesses to effectively address the workforce skills gap.
- Invest in the upkeep and buildout of the AZLabs facility to take advantage of the economic vitality of Skybridge Arizona.
- Utilize the Mesa app to have citizens act as code compliance officers.
- Make sure there is funding available for the long-term upkeep and maintenance of parks.
- Shift CDBG funds to East Mesa to help in blighted areas.

(A brief recess occurred at 9:54 a.m. The Council Strategic Planning Session resumed at 10:12 a.m.)

Ms. Slim asked Council to point out any key initiatives that needed further discussion or clarification.

Councilmember Whittaker hoped Council would focus on the higher-level initiatives that affect the entire City and not just a specific district.

Mayor Giles stated the opinion that a majority of the initiatives presented today are well understood by Council and he is eager to have discussions on the next step in managing the key initiatives.

Mr. Brady suggested taking the ideas presented today and categorizing them with the appropriate Strategic Priority. He advised further conversations with Council may be needed in order to fully understand the direction of some initiatives and those discussions could be held during the budget process or at a subcommittee meeting.

Mayor Giles pointed out there were four or five initiatives that each Councilmember expressed the same interest in and questioned the type of bond to be placed on the ballot.

Mr. Brady provided background information on bonds and the options available for the November election.

Councilmember Thompson suggested each Councilmember provide project ideas for the possibility of a transportation bond.

Mr. Brady advised staff would research funding amounts for public safety and parks and present the projected sales tax to Council for further discussion.

Councilmember Whittaker commented that public safety data and statistics recently gathered should be taken into consideration when making decisions.

Mr. Brady replied that the data collected recently wasn't available in the past and it shines a light on the trends of the City regarding the needs of public safety.

Discussion ensued relative to accountability on the priorities set by Council.

Mayor Giles thanked staff and Ms. Slim for working hard to prepare for the Strategic Planning Session.

2. Adjournment.

Without objection, the Council Strategic Planning Session adjourned at 10:42 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 Council Strategic Planning Session of the City Council of Mesa, Arizona, held on the 5th day of March, 2018. 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 – 1)



City Council Strategic Priorities





Community Safety

Building communities
that are safe, healthy,
and welcoming



Workforce Development

Creating an enriching environment where the skills required to succeed in today's economy are made readily available and easily accessible



Sustainable Economy

Striving for continued
economic growth and
increased prosperity for
all Mesa residents



Transform Neighborhoods

Mesa's neighborhoods are clean, safe, diverse, and economically vibrant places where residents and businesses are engaged, informed, and take pride in their properties and community



mesa•az

Placemaking

Cultivating vibrant unique spaces ranging from a city block to entire economic centers that attract and benefit residents, businesses, and visitors



Budget Priority Projects

from May 4, 2017

Public Safety Staffing Models

Opioid Usage

Homelessness

Transportation Policy Updates

Library Services in Southeast Mesa

Early Childhood Education

Redevelopment Areas

Downtown Development

Digital Engagement/Open Data

Uconnect

Convention Center Modernization



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City Council Strategic Priorities

Strategic Priorities Council Priority Projects

Community Safety

Public Safety Staffing Models | Opioid Usage
Homelessness | Transportation Policy Updates

Workforce
Development

Library Services in Southeast Mesa
Early Childhood Education

Sustainable Economy

Redevelopment Areas | Downtown Development

Transform
Neighborhoods

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Convention Center Modernization



City Council Strategic Priorities

