

Mesa College Promise



BILLBOARD OVERLAY DISTRICT AND DEVELOPMENT AGREEMENT

NOVEMBER 21, 2024
CITY COUNCIL STUDY SESSION

SARAH TOLAR, EDUCATION AND WORKFORCE ADMINISTRATOR

MARY KOPASKIE-BROWN, PLANNING DIRECTOR

Mesa College Promise Development Background

2016 City of Mesa committed to support **Achieve60AZ** goal

2021 City formed **Mesa Achieves Higher Education Task Force**

2021 **Mesa Education and Workforce Development Roundtable**

City Council Strategic Priority: **Skilled and Talented Workforce**

- Every Mesa resident has access to exceptional education and the opportunity for employment success. We are forging a future-ready workforce through business and education partnerships and robust workforce training and development.



Mesa College Promise



Established in 2021, the Mesa College Promise is a commitment from the City of Mesa, Maricopa County Community College District (MCCCD) and the MCCCD Foundation to Mesa residents that all eligible students can attend Mesa Community College (MCC) for two years with tuition and fees fully funded.

Funding:

- Last dollar program (Federal funding, scholarships, grants)
- Private donation goal: \$100,000 annually
- City contribution: \$100,000 annual match

Program Participants and Benefits

Eligible Participants:

- City of Mesa Resident
- High School Graduate (public, private, charter, GED program, or home school)
- Not previously attended college or some college/no degree
- Demonstrate Financial Need/FAFSA completion
- Enroll at Mesa Community College
 - Degree or certificate seeking student
 - 6 -12 credit hours

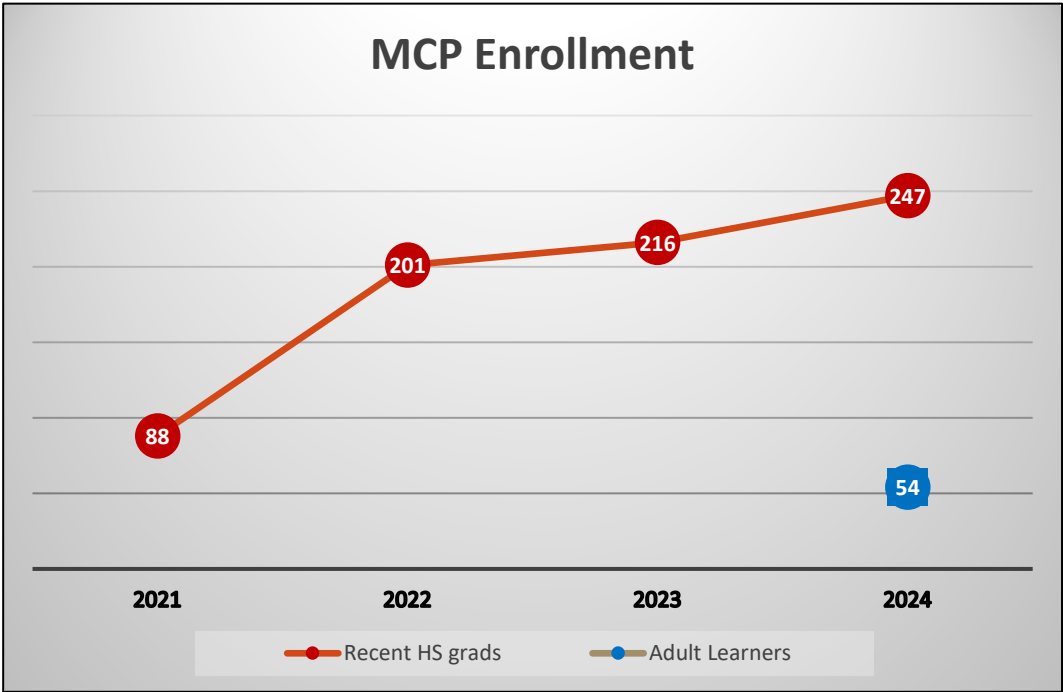
Program Benefits:

- Tuition and fees for 2 years
- Semester stipend
- Advisor to provide academic and personal support

Program Resources for Students:

- Access to tutoring, counseling, parking, transportation discounts, food pantry, etc.
- Volunteer and internship opportunities in Mesa businesses
- iPad loan program for 2 years

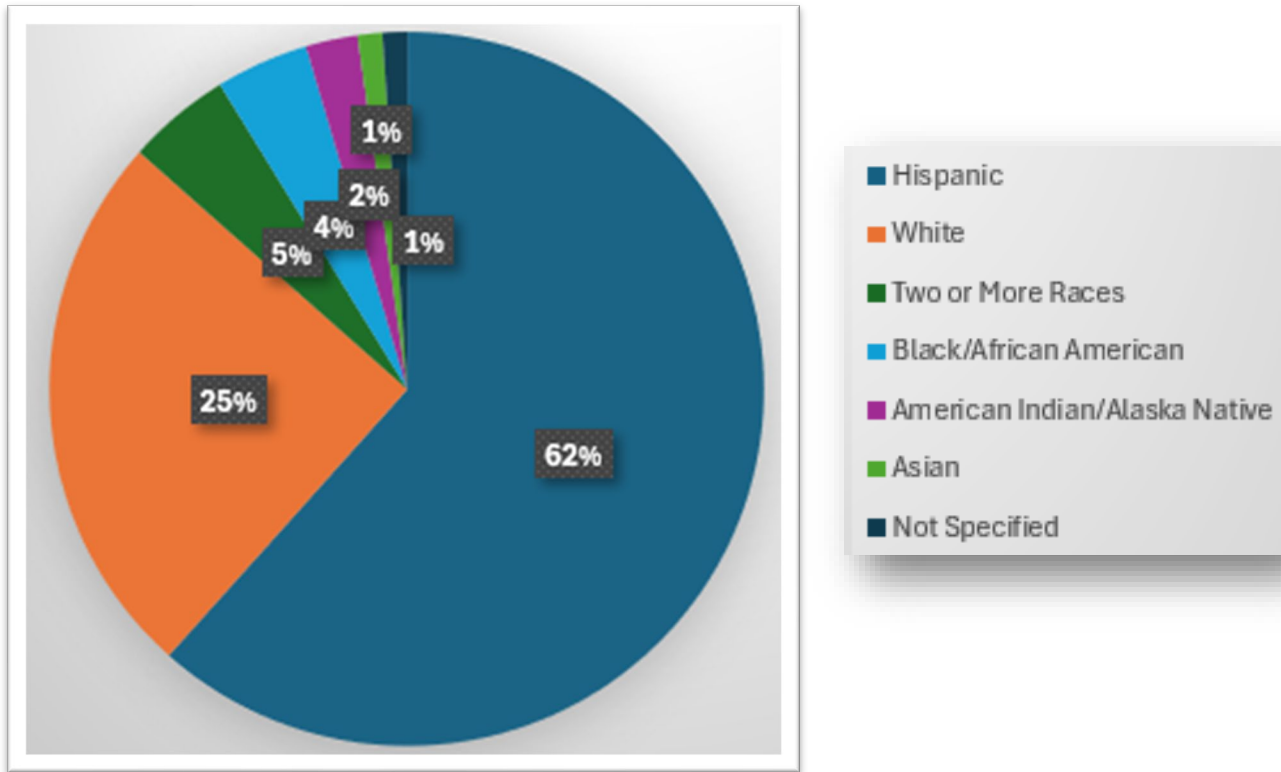
Mesa College Promise Enrollment



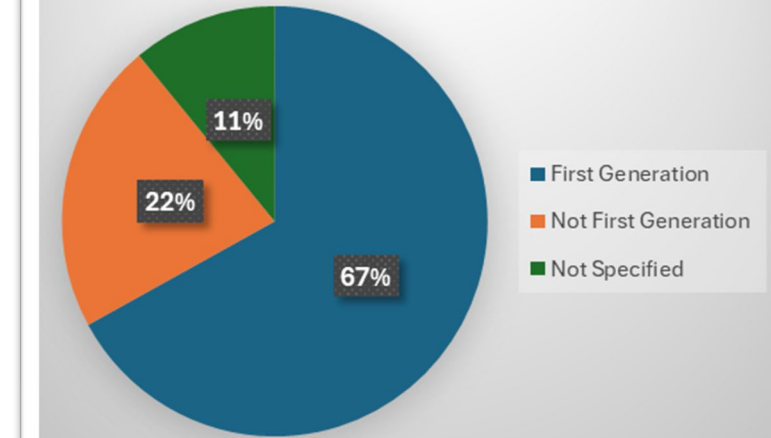


Mesa College Promise Scholars

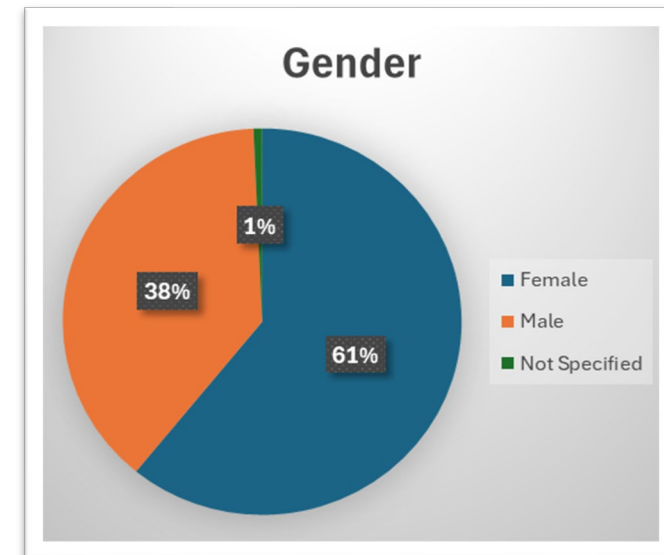
Race/Ethnicity



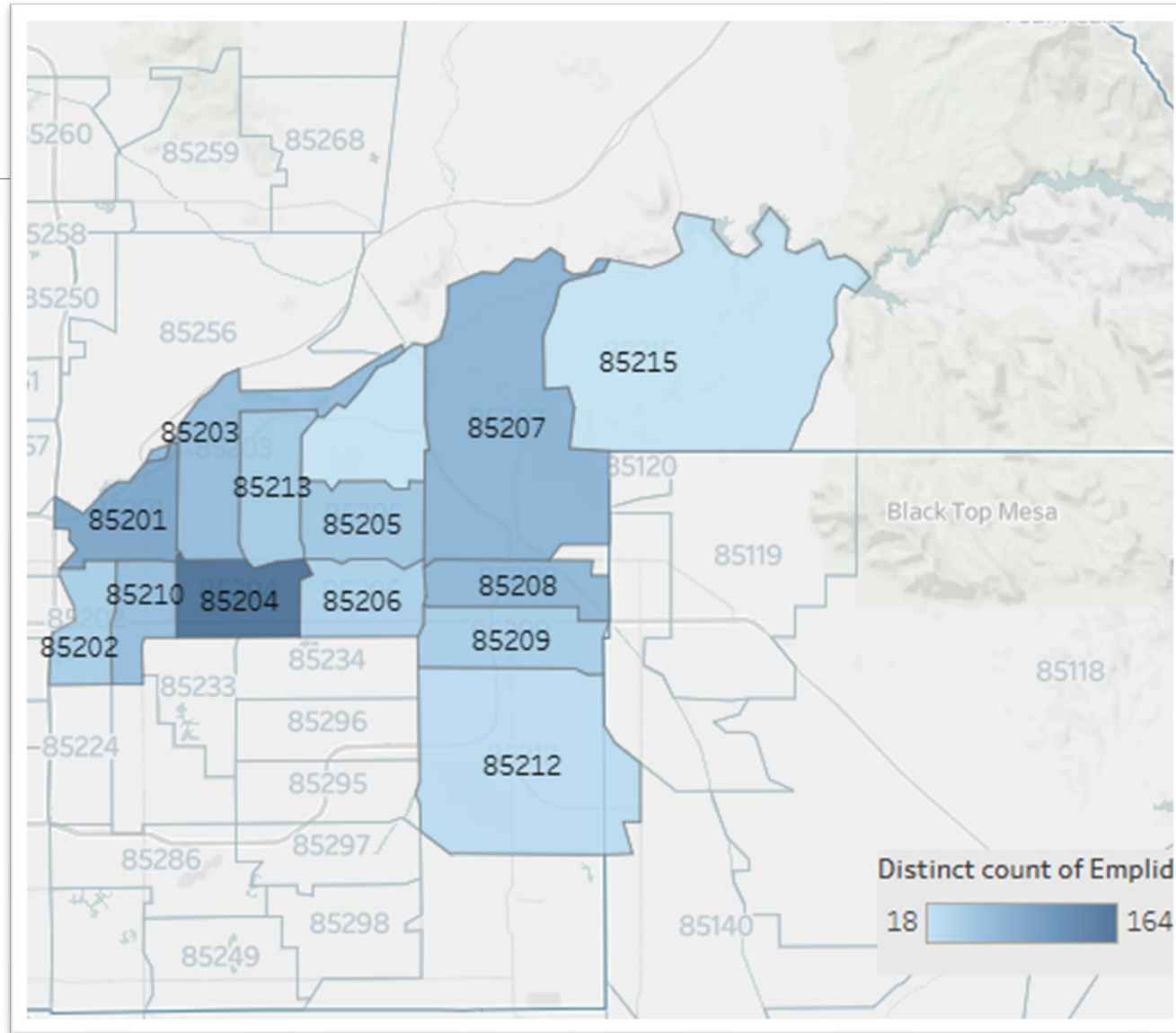
Family Education



Gender

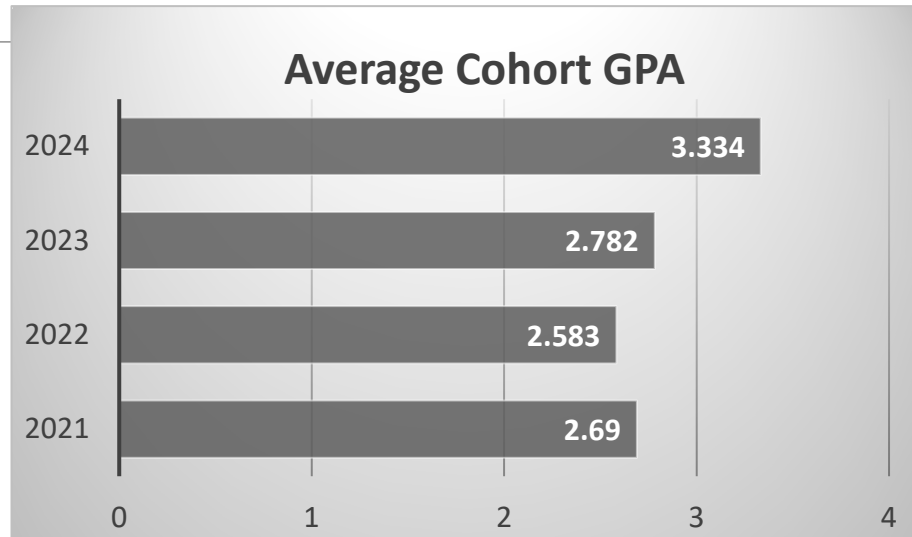


Participant Map by Home Zip Code



Zips with <5 Students Excluded

Current Program Outcomes



Degree and Certificate Awards

| Award Type | Number of Recipients | Total Awards |
|--------------|----------------------|--------------|
| Certificate | 53 | 74 |
| Degree | 36 | 37 |
| Total | 55 | 111 |

Current Impact

National Recognition

- News and Marketing
- Best Practice Model

State and Regional Model

- Phoenix Promise Program
- Tempe Promise Program Development
- Maricopa Promise Development



Lilly Hernandez didn't always want to go to college. As one of six siblings, she feared the steep cost would send her parents into debt, **a reality for many Americans**. But after graduating high school and entering the workforce, where she had a hard time earning a livable wage, Hernandez decided to look into affordable pathways to college that could lead to a good-paying job.

Now a sophomore at Mesa Community College, Hernandez is pursuing a degree in construction management, on track to become the first woman in her family to enter the male-dominated trade — following in the footsteps of her father, older brother, uncles, cousins, and grandfather.

Teen Vogue, April 2023

Current Challenges

- Maintaining a pipeline of sustainable funding
- Mesa College Promise Program expansion opportunities
- Strengthening workforce development partnership and support
- Acting on further collaboration opportunities with MCC and MCCC



Planning and Zoning Considerations



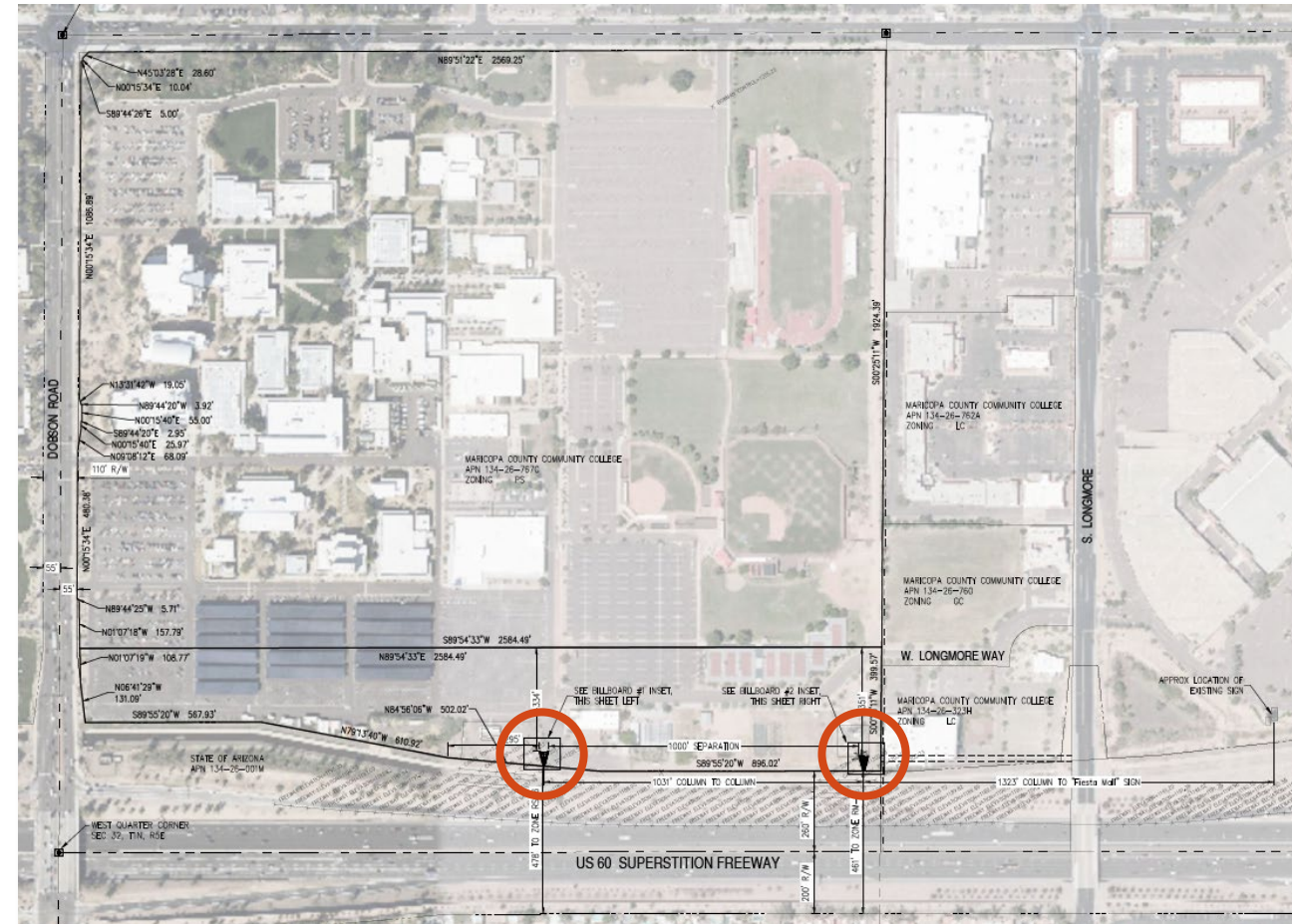
MCC Request Billboard Overlay District

Request:

- Billboard Overlay District
- To allow for 2 electronic billboards

Location:

- Mesa Community College Campus
- **Billboard #1** - just west of the MCC Performance Arts Building
- **Billboard #2** - 1,000 feet west of Billboard #1



Proposed Billboard Elevation

Operator: Becker Boards

Design Characteristics:

- 60 feet tall
- Double-sided “V” frame
- 48 sq. ft. sign face area



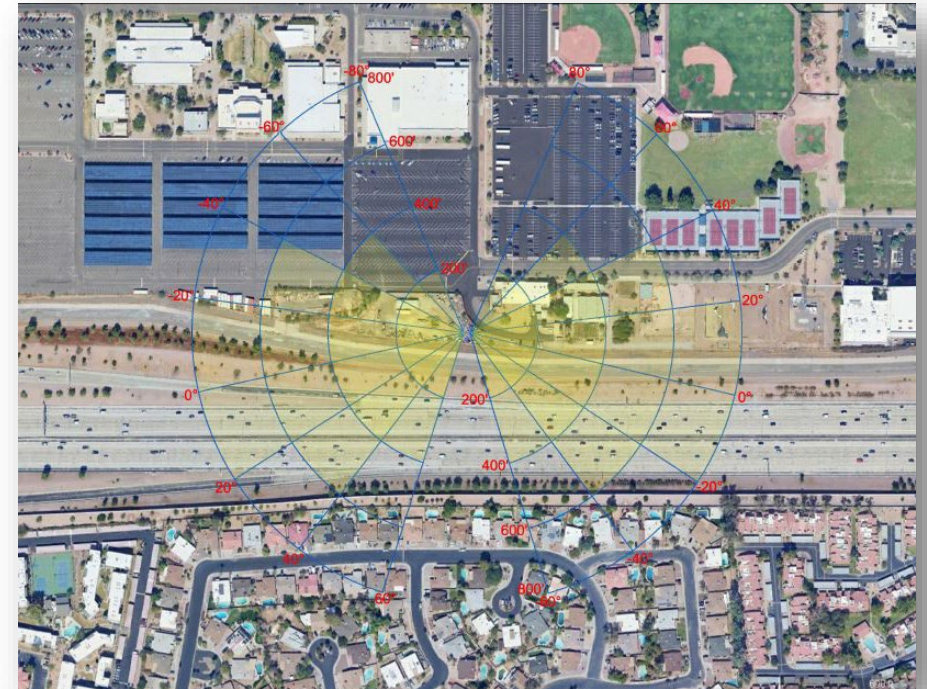
Design and Good Neighbor Considerations

Light

- Mesa Zoning Ordinance requirements:
 - Electronic message display may not exceed 300 nits from sunset to 11:00 pm
 - 11:00 pm to sunrise - all illumination must be extinguished
- Applicant conducted a lighting impact study
 - Demonstrated the footcandles from various angles and distances

Height

- Applicant provided a line-of-sight study
 - Demonstrated Billboards not be visible above the freeway sound wall - from residents south of US 60



IGA and Development Agreement

IGA and Development Agreement

- Establishes formal partnership between City, District and Foundation
- Gross Revenue to support operational and direct student costs
- To be paired with programmatic agreement for program operations
- City billboard use: 8 second spot every 64 seconds (City services, business, programs, events, facilities)
- Public Service Announcement space
- Term: 99 years

Other Benefits

- Becker Boards contributing separate endowment gift

Questions?

