

PUBLIC SAFETY COMMITTEE MINUTES

June 14, 2023

The Public Safety Committee of the City of Mesa met in the lower-level meeting room of the Council Chambers, 57 East 1st Street, on June 14, 2023, at 8:35 a.m.

COMMITTEE PRESENT

Mark Freeman, Chairperson
Alicia Goforth
Scott Somers

COMMITTEE ABSENT

None

STAFF PRESENT

Scott Butler
Holly Moseley
Alfred Smith

Chairperson Freeman conducted a roll call.

1. Items from citizens present.

There were no items from citizens present.

2-a. Hear a presentation, discuss, and receive an update on recent enhancements to the Fire and Medical Department's paramedicine program.

Assistant Fire Chief Cori Hayes introduced Battalion Chief-Deputy Chief Michelle Denton and Eileen Blackstone, Paramedic Program Manager, and displayed a PowerPoint presentation. **(See Attachment 1)**

Battalion Chief Denton provided the history of the paramedic program, which currently includes five agencies and a sixth is expected to join next year. She discussed the various accreditation agencies that provide certification for the program and reviewed the accreditation process. (See Pages 2 through 6 of Attachment 1)

Battalion Chief Denton announced on January 8, 2024, Mesa Fire and Medical Department (MFMD) will transition to a six-month medic school program and shared the details and structure of the program. She commented the new six-month program will enable trained paramedics to provide enhanced services to residents. She presented a photo of the first graduating class of the paramedic program. (See Pages 7 through 11 of Attachment 1)

Assistant City Manager Scott Butler advised that at Council's direction, resources were provided to MFMD to ensure the paramedic program is successful for medical emergencies and that paramedics can perform their duties effectively.

In response to multiple questions from Chairperson Freeman, Assistant Chief Hayes described the agreement that MFMD has with community college partners to provide college credits to paramedic students. She noted staff worked to meet the Veterans Administration requirements so that veterans could receive college credits while participating in the program as well. She advised Phoenix Fire and Chandler Fire also have paramedic programs, and Mesa continues to partner with other agencies and allocates 10 seats per class to offset costs.

Chairperson Freeman thanked staff for the presentation.

2-b. Hear a presentation, discuss, and receive an update on the Police Department's efforts to address illicit massage businesses.

Assistant Police Chief Harold Lee Rankin presented a PowerPoint presentation. **(See Attachment 2)**

Assistant Chief Rankin provided an overview of the causes for the modifications of the massage establishment ordinance which was adopted by Council on September 13, 2021. He identified the amendments being proposed to increase accountability and discussed how compliance can be enforced. He reviewed the prohibitions that would prevent repeat offenders from establishing their business within Mesa. (See Pages 2 and 3 of Attachment 2)

Assistant Chief Rankin discussed the investigations conducted to disrupt and dismantle illicit massage businesses. He explained the intensity of a long-term investigation versus a short-term investigation. He highlighted the benefits of the short-term investigation stating it allows the City of Mesa (COM) to gather sufficient evidence to send a notification letter to the landlord or property owner. (See Page 4 of Attachment 2)

Assistant Chief Rankin presented a heat map of suspected illicit massage businesses as of May 2023, acknowledging the number of suspected illicit massage businesses has decreased 38%. He emphasized the goal of achieving zero illicit massage businesses and mentioned the Police Department (PD) will work with the City Licensing Department to ensure that illicit massage businesses are not permitted to operate within the COM. He commented the division analysis graph illustrates a notable decrease in illicit massage businesses across all divisions of the COM. (See Pages 5 through 7 of Attachment 2)

Assistant Chief Rankin reviewed the next steps for additional language within the ordinance to ensure the City is efficient in identifying illicit massage businesses and revoking licenses at the earliest opportunity. (See Page 8 of Attachment 2)

In response to multiple questions from Committeemember Somers related to the fight against human trafficking, Assistant Chief Rankin responded that if the PD identifies any illicit massage business, the employees are considered victims. He elaborated that the PD's Human Exploitation and Trafficking (HEaT) Unit collaborates with federal partners to provide resources to victims; however, the challenge is finding victims who are willing to accept the services

offered. He discussed the partnerships and collaboration with various state and national organizations that assist with enforcement.

In response to multiple questions from Committeemember Goforth, Chief Rankin replied that in 2021 the PD had identified 63 illicit massage businesses that were engaged in prostitution, human trafficking, and criminal activity. He commented that other jurisdictions within the Valley have not seen any relocation of illicit massage businesses to other cities. He added other cities have also experienced a reduction of illicit massage businesses, which he believes is a result of the increased collaboration between law enforcements agencies across jurisdictional lines.

In response to multiple questions from Chairperson Freeman related to staffing, Assistant Chief Rankin replied that the Mesa PD has transitioned the HEaT unit which has created additional detectives for support. He pointed out that the PD has been able to shift resources to provide additional staffing to combat organized crime without neglecting other responsibilities. He explained that some landlords are not receptive to notification letters; however, Sergeant Jason Stout's persistent efforts in contacting them and informing them of the possibility of criminal charges seems to have a positive effect on their responsiveness.

Chairperson Freeman thanked staff for the presentation.

2-c. Hear a presentation, discuss, and receive an update on the Police Department's recruitment efforts.

Assistant Police Chief Edward Wessing displayed a PowerPoint presentation. **(See Attachment 3)**

Assistant Chief Wessing described the challenges of recruiting qualified candidates, noting law enforcement is not just a job but a calling. He reported on the efforts made in the recruitment process and ways the PD has embraced the trends of the digital age. He highlighted the significant investments made by the PD in the past two years, including working with a professional marketing firm to produce promotional videos and launching a new website. He shared the statistics for the virtual paid ad campaigns regarding the engagement of interested candidates. He reviewed the social media analytics broken down by demographics, which has been successful in reaching potential candidates. (See Pages 2 through 4 of Attachment 3)

Assistant Chief Wessing commented the majority of successful candidates who complete the hiring process and graduate from the academy are internal referrals. He mentioned the benefits of referring a candidate and the referral bonus policy; a financial incentive designed to encourage internal recruiting to meet the demands of the PD. (See Page 5 of Attachment 3)

Assistant Chief Wessing discussed the improvements in the hiring process and summarized statistics on the applicants through the process. He mentioned despite the positive number of applicants, the PD must continue to keep up with attrition and the growth Mesa is experiencing. (See Pages 6 and 7 of Attachment 3)

Assistant Chief Wessing explained the pre-hire recruit program, which is exclusive to Mesa, and allows the COM to offer a job to a recruit as soon as the application has been processed and approved. He mentioned recruits have an opportunity to become engaged in the Mesa PD's

culture, as well as being provided some of the academic information that will be required at the start of the academy. (See Page 8 of Attachment 3)

Assistant Chief Wessing shared information regarding the physical fitness program and the 25% attrition rate at the Academy. He advised of the benefits of hiring recruits immediately. He reviewed the family centered programs which now offer much needed benefits to the Mesa PD employees, and new candidates are interested. He noted younger officers are seeking an organization that is committed to their overall well-being. (See Pages 9 and 10 of Attachment 3)

Assistant Chief Wessing discussed the future and challenges of potential applicants who fail to complete applications. He emphasized, unlike a normal application, the PD's process is extremely lengthy, detailed, and can be overwhelming for some candidates. He stated the Mesa PD is working on developing virtual candidate webinars to increase candidate contact and coaching. (See Page 11 of Attachment 3)

Assistant Chief Wessing provided an analysis of vacancies in the Mesa PD, illustrating a 6% vacancy rate for sworn authorized staff positions. He discussed the issues in the past few years of unexpected vacancies. He advised Mesa is finally seeing a reduction and returning back to the normal 25% average. He discussed the strategies for increasing staff levels. He described the pipeline process which allows the City to have access to available officers to hire ahead of schedule, as opposed to other cities that wait until vacancies arise. He mentioned the PD is unable to control unexpected leaves and is collaborating with the wellness units to assist with retention programs. (See Pages 12 and 13 of Attachment 3)

Discussion ensued relative to recruitment referrals, marketing campaigns, retention of officers and incentives, unexpected departures, and vacancies.

Chairperson Freeman and Committeemember Somers requested some general agenda topics for future meetings.

Chairperson Freeman thanked staff for the presentation.

3. Adjournment.

Without objection, the Public Safety Committee meeting adjourned at 9:51 a.m.

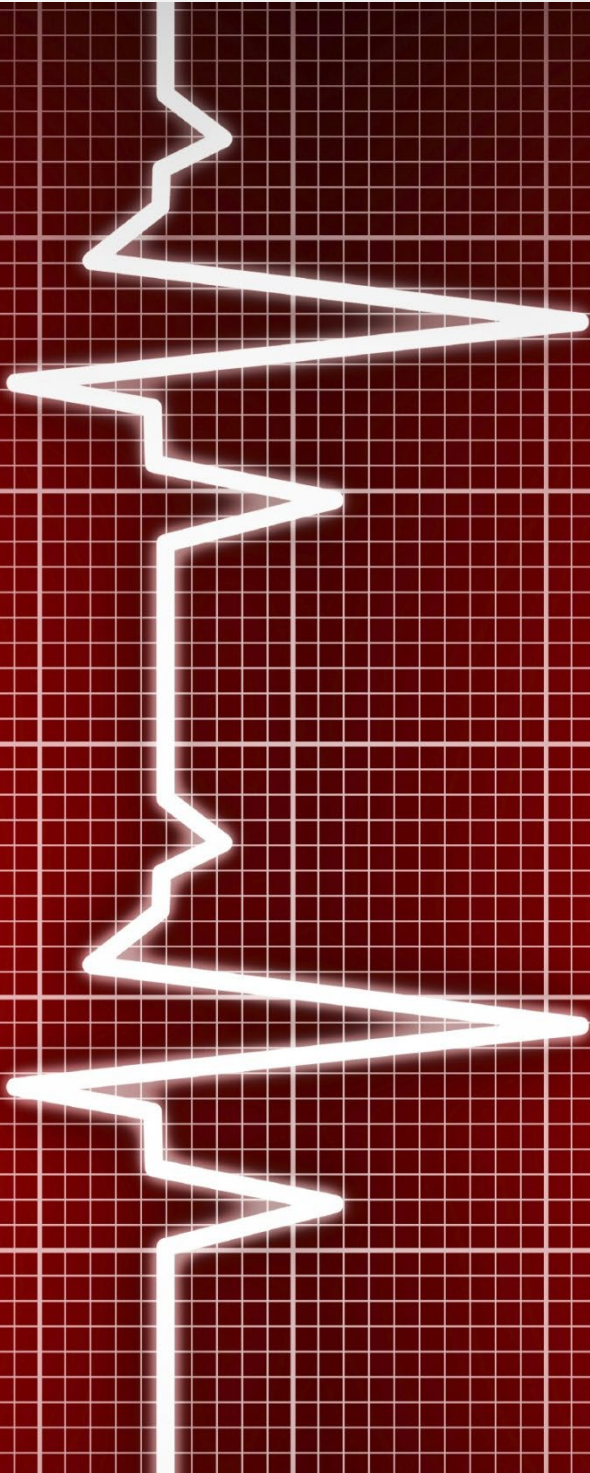
I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Public Safety Committee meeting of the City of Mesa, Arizona, held on the 14th day of June 2023. I further certify that the meeting was duly called and held and that a quorum was present.

HOLLY MOSELEY, CITY CLERK

lr
(Attachments – 3)

M-FMID

PARAMEDIC PROGRAM



MFMD Paramedic Program Beginning

- October 2021, an urgent need was apparent for paramedic student education for our members as well as members of partnering agencies
- MFMD Paramedic Program began March of 2022 with 46 Students
- During this time, we began the accreditation Process

MFMD inaugural class concludes...

- Graduated 46 students in December 2022



Accreditation

- **Who Accredits us?**
 - The only nationally recognized accreditation available for EMS education is through the Commission on Accreditation of Allied Health Education Programs (CAAHEP)
 - The Commission on Accreditation of Allied Health Education Programs (CAAHEP) is a programmatic postsecondary accrediting agency recognized by the Council for Higher Education Accreditation (CHEA); it carries out its accrediting activities with EMS programs in cooperation with the CoAEMSP (Committee on Accreditation for EMS Professions)

Accreditation

- 2022 we applied for and received our LoR (Letter of Review) from the accrediting bodies. This means:
 - The CoAEMSP has the Letter of Review (LoR) process, which is the official designation that a Paramedic program is in the “Becoming Accredited” process

“Any student who graduates from a program that holds or held an LoR anytime during that student’s enrollment will be considered eligible for the NREMT Paramedic Examinations.”

Our inaugural 2022 students were able to sit for the NREMT to become certified Paramedics.

Accreditation- Next Steps

- **Self Study Report- Ongoing**
 - The Current 2023 class is the class that the accrediting bodies will review for our official accreditation
 - We will collect all the data from this class and send off our self study report to CoAEMSP for review.
 - They will conduct a site visit, no sooner than six months after the end of this class. The end of our current class is December 12, 2023
 - After the site visit, CoAEMSP will give their recommendation to CAAHEP for official accreditation

2024: 6-month Program begins

- January 2024 MFMD will be transitioning to a 6-month Medic School program
- There will be 2 classes run per year
- Jan-June
- July-Dec
- There will be 24 student allotted per 6-month program

2024: MFMD members in 6-month program

- Of the 24 allotted positions, Mesa plans to have 10 sworn and 4 transport EMTs in each class.
- MFMD has added 10 sworn positions into the August 2023 Fire Academy and hired 4 additional EMTs for our Transport Division to account for coverage whilst the paramedic students are pulled off of their apparatus to attend the arduous didactic portions of paramedic school.
- This will allow these students to focus on paramedic school exclusively vs the current program which has students working a 56-hour work week AND attending school 2 days/week.
Additionally, these students attend clinicals outside of shift work and classroom time.

2024: 6-month Program...details

- The Students will alternate from a 40-hour schedule to a 56-hour schedule and back to 40-hours again within their 6-months
- During the beginning, the students will be on a 40-hour schedule (off the truck) while participating in the didactic portion of the class
- When the students transition to field internships and clinicals, they will transition to a 56-hour week in order to satisfy their required field internship and clinical (Hospital) hours
- Students will finish in class after their field internship for further didactic, skills lessons, and NREMT prep

Kudos

- MFMD would like to thank the City Council and City Management for their support of our regional Paramedic Program
- MFMD is a leader in EMS nationally and this Paramedic Program is no exception
- The majority of our call volume is medical in nature and having the ability to train our own paramedics allows us to better meet our residents needs.

First Graduating Class of the MFMD Paramedic Program





MESA POLICE DEPARTMENT

UPDATE

MESSAGE ESTABLISHMENT OPERATIONS

JUNE 14, 2023

Lee Rankin – Investigations Chief
Geoff Balon – Legal Advisor

OVERVIEW

City of Mesa recognizes that massage therapy is a viable profession offering the public valued health and therapeutic services.

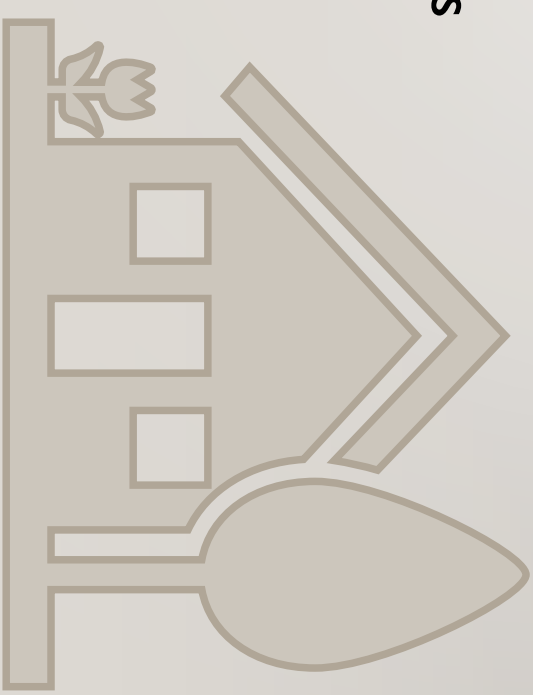
City of Mesa also recognizes that criminal organizations engaged in human trafficking and prostitution commonly hide under the guise of offering health and therapeutic massage services.

Without proper regulation, the operation of unlicensed or illicit businesses may be associated with criminal activity that pose a threat to the quality of life in the community.

City of Mesa adopted Chapter 12 - Massage and Bodywork Establishment Operations on September 13, 2021

ADOPTED ORDINANCE CHANGES

- Adds Bodywork Establishment License
- Adds Manager, Landlord, Owner Responsibilities
- Closes Revolving Door



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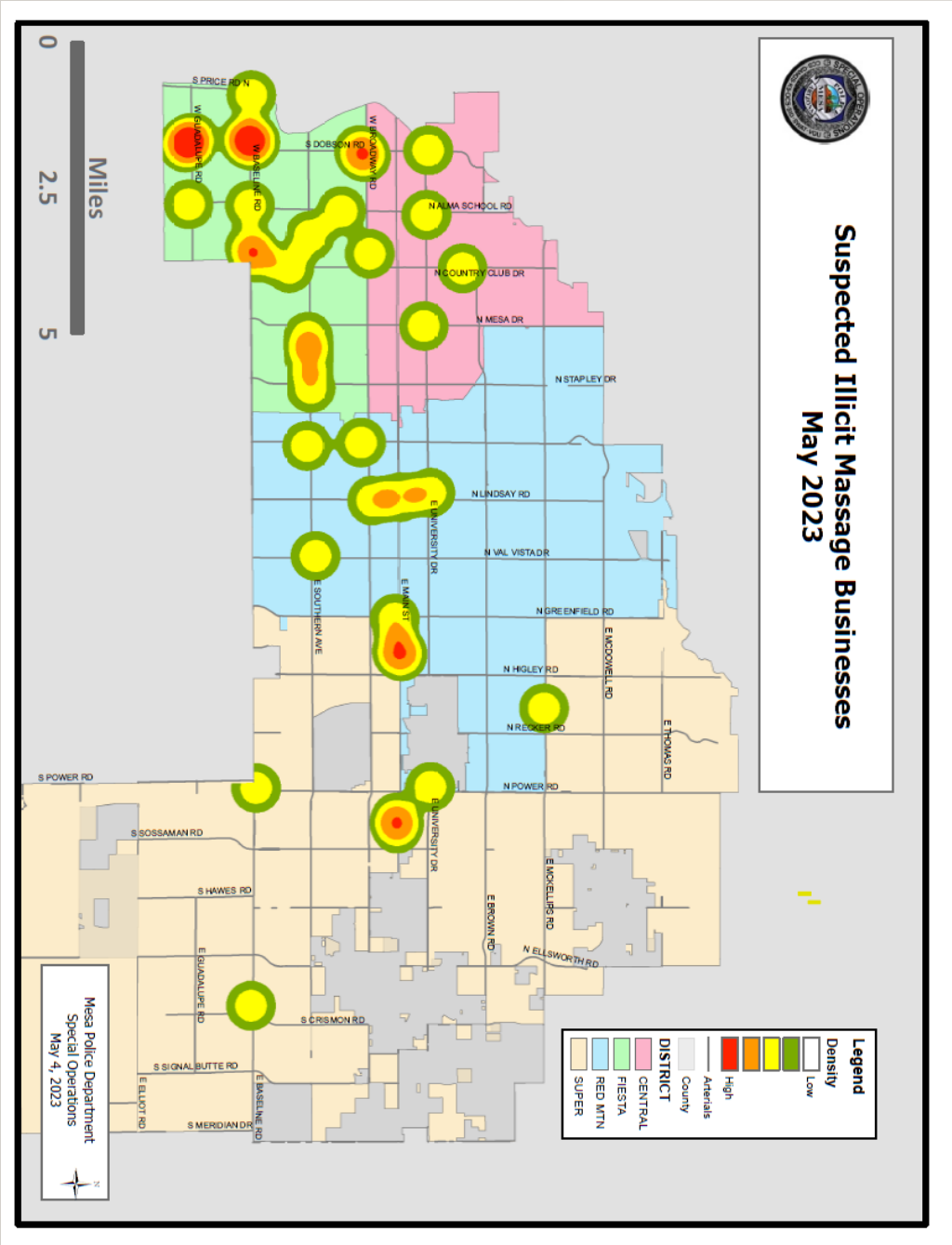
METHODOLOGY



LONG-TERM INVESTIGATIONS

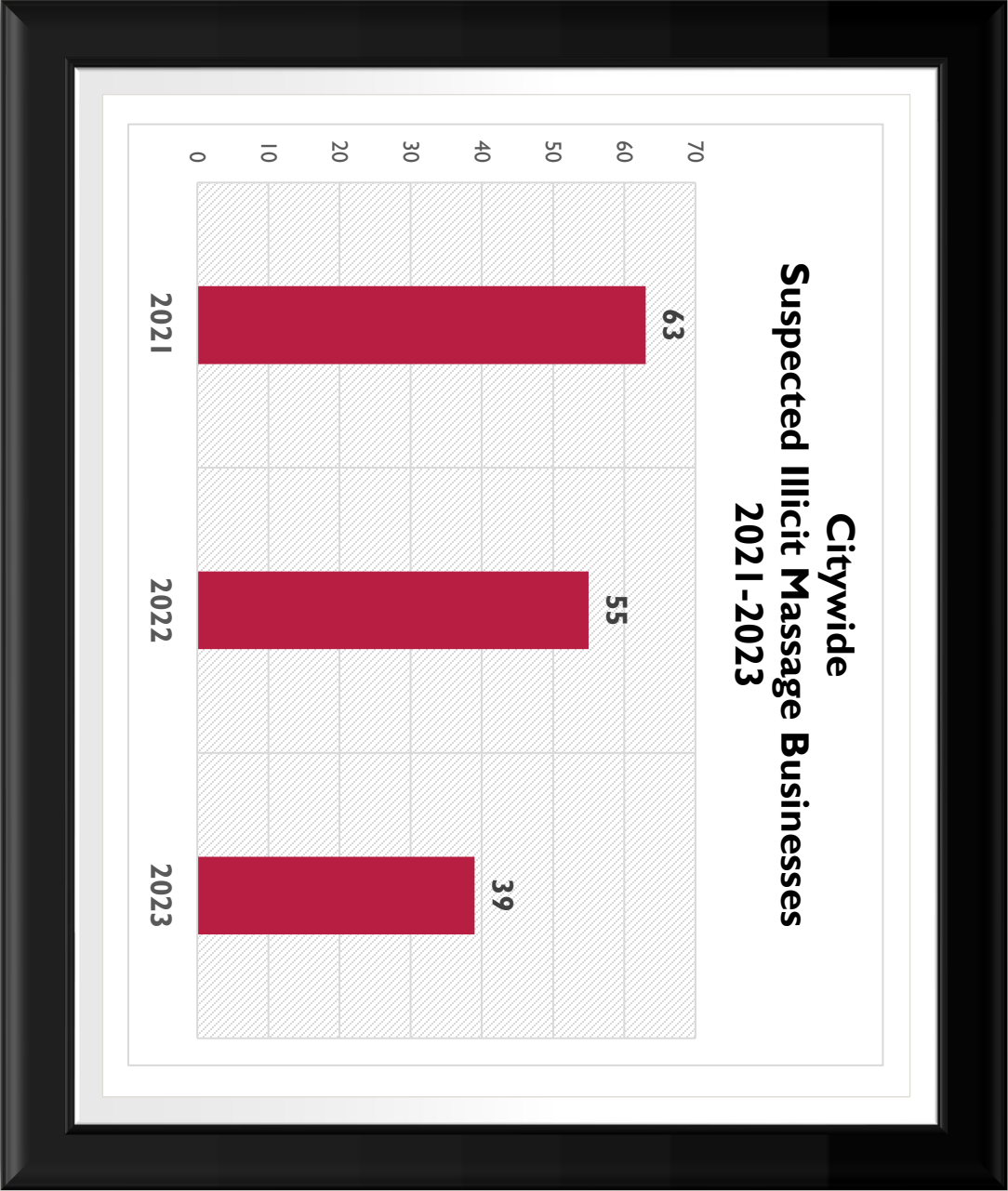


SHORT-TERM INVESTIGATIONS
(LANDLORD EDUCATION
PROGRAM)



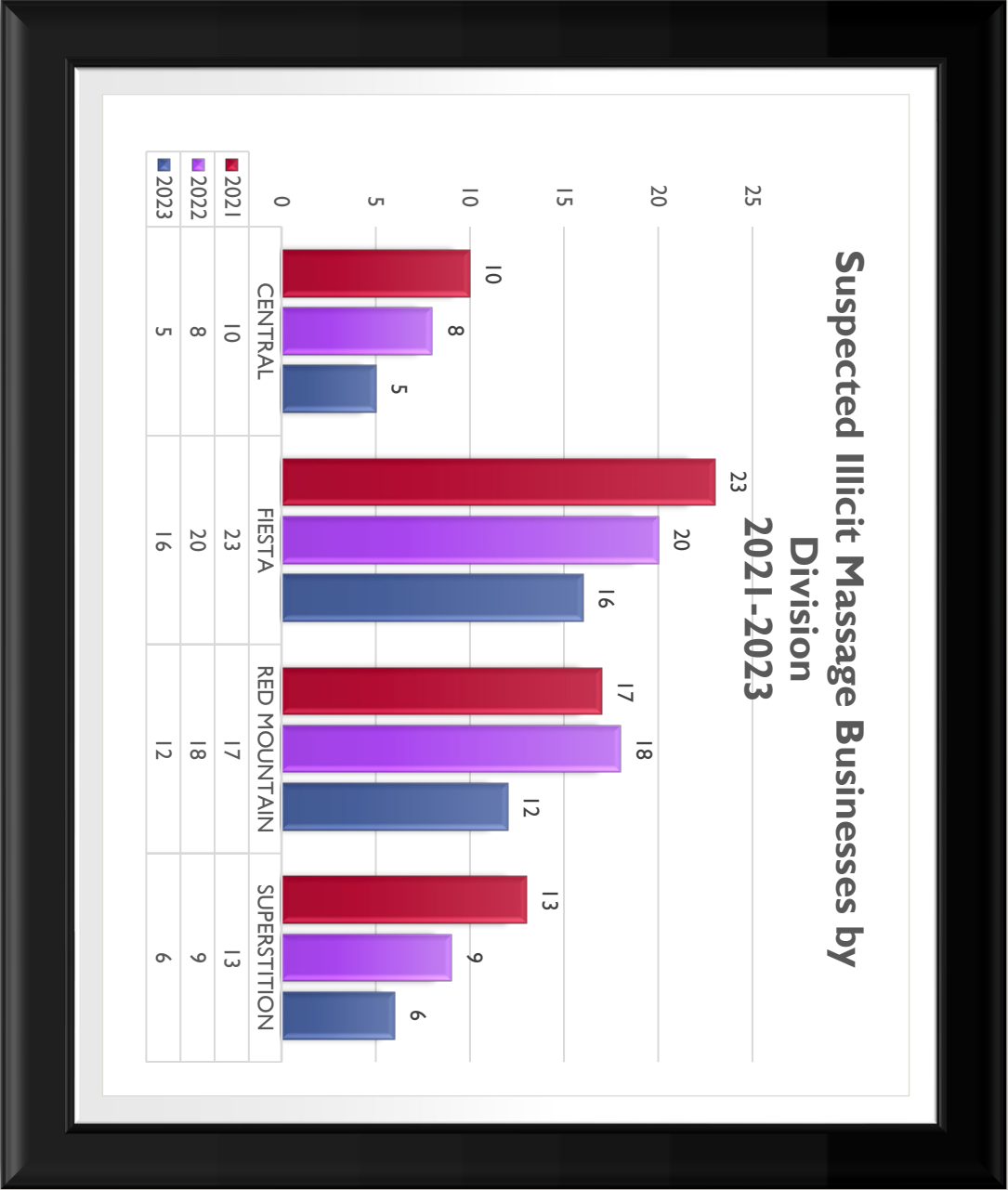
CITYWIDE ANALYSIS

The City of Mesa had a **-38%** reduction in suspected illicit massage businesses from 2021-2023.



DIVISION ANALYSIS

- All divisions had a reduction in suspected illicit massage businesses from 2021-2023.
- Central reduction **-50%**
- Fiesta reduction **-30%**
- Red Mountain reduction **-29%**
- Superstition reduction **-54%**



Next Steps

Work with City Licensing on proposing additional language to our City Code to reduce the number of illicit massage businesses.

Look into ways to improve (1) holding bad actors accountable; and (2) suspending and revoking licenses.

QUESTIONS

RECRUITMENT & HIRING MESAPOLICE



480-644-5974



WWW.JOINMESAPD.COM



JOINMESAPD@MESAAZ.GOV

2023 RECRUITMENT FOCUS

Proactive Talent Sourcing Techniques

- DIGITAL MARKETING
- CANDIDATE ENGAGEMENT²
- EMPLOYEE REFERRALS

APPLY NOW

**JOIN MESA PD**

**LET'S
GET
STARTED**

NAME

Full Name

EMAIL

Email

PHONE NUMBER

000-000-0000

MESSAGE

Message



Jan - April 2023

Paid Ad Campaigns

13.2M
GOOGLE AD
IMPRESSIONS

4.6 M IN APRIL

142K
VIDEO AD
INTERACTIONS

33.5K
AD CLICKS

29.2K
CONVERSIONS
*Went to the website



Social Media Analytics



INSTAGRAM



TIKTOK

MAY 2023

- 19,400 ACCOUNTS REACHED
- 57% 18 - 34 YEARS OF AGE
- 13.7K MOST RECENT REEL VIEWS
- 14.5k NON-FOLLOWERS REACHED
- 60% U.S. FOLLOWERS
- 67% MALE | 33% FEMALE
- 33.6k TOTAL FOLLOWERS
- 70% 18 - 34 YEARS OF AGE
- 78% U.S. FOLLOWERS
- 40% PHX FOLLOWERS
- 57%⁴ MALE | 43% FEMALE
- 888,000 VIDEO VIEWS
- 50k LIKES
- 2,047 COMMENTS





- # Employee Referrals
- 75 % of new recruits were referred by family & friends .
 - Increased employee referral bonus from \$1,500 to \$2,000
 - Increased Awareness of the program to employees



2023

MULTI-STAGE HIRING ENHANCEMENTS

- MODERN TESTING PROCEDURES
- NEW PRE-HIRE PROGRAM





POLICE OFFICER RECRUIT TESTING

NTN Virtual Testing started January 2023

- 953 applicants have applied through NEOGOV
- 794 applicants met COM minimum qualifications for Police Officer Recruit
- 318 took the NTN written exam
- 244 applicants passed the entry exam-77% pass rate
- 199% increase in applicants passing POR written test vs. same time period 2022
- 44 Police Officer Recruits hired in 2023

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PRE-HIRE RECRUIT PROGRAM

Pre-Hire Program + Hiring Liaison
34 pre-hires for MPD Academy
classes 54 & 55 (2023)

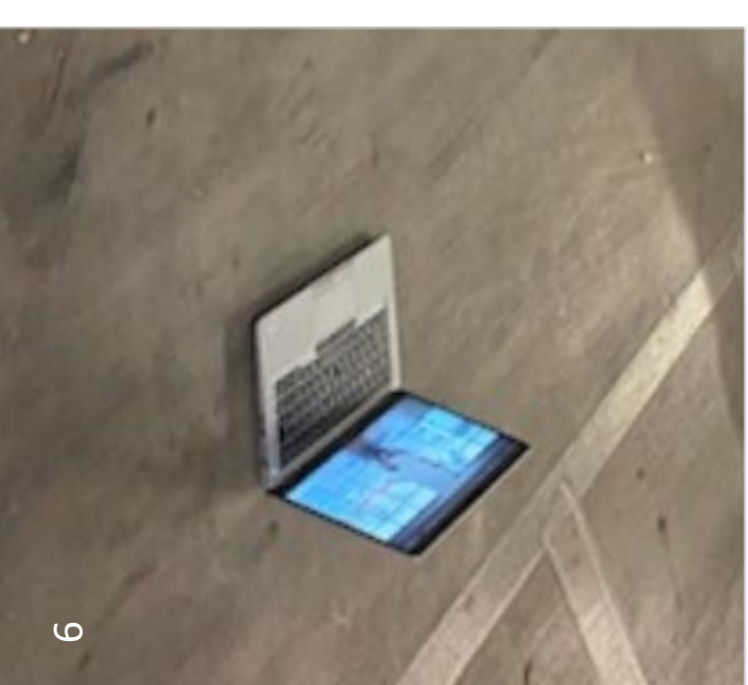
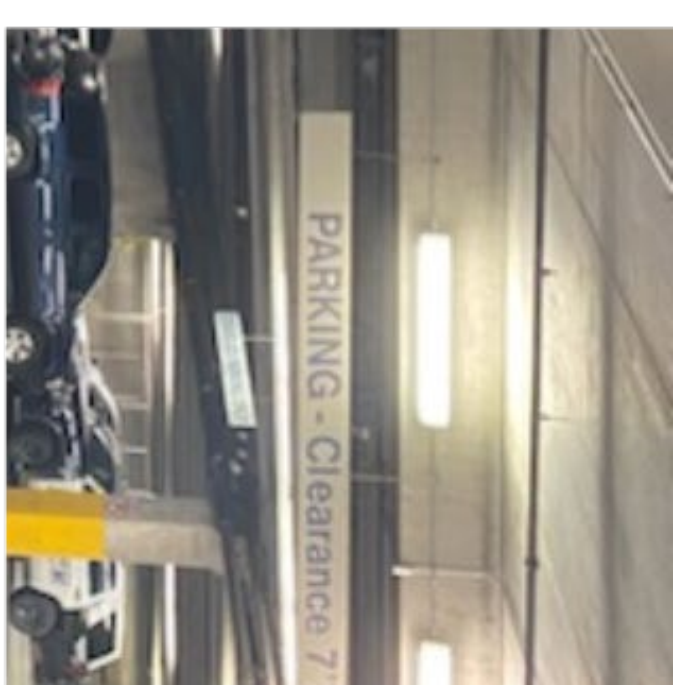
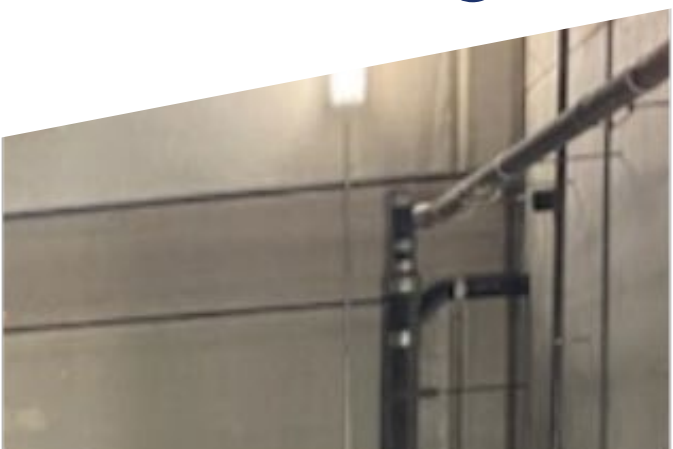
Immersion into MPD prior to
Academy start = Sense of
belonging/family⁸

Emotional Intelligence Interviews
Baseline to compare against same
interview upon completion of Field
Training



PHYSICAL FITNESS PROGRAM

- 4 day a week
- Daily stretching
- 2 H.I.T. Fitness days
- 2 Running days
- Results – pre/post pre-hire program
- Push ups- 14% increase
- Sit ups- 16% increase
- 1.5 mile run- 11% reduction in time
- Decreases academy attrition
- Historic Average 25%
- 5% for Class 54
- 14% for Class 55





FAMILY CENTERED PROGRAMS

- Medical benefits for life reinstated
- Alternate work schedules
- Upgrading freestanding mothers' rooms
- Access to daycare management applications to locate drop-in and 24-hour facilities
- Expanded wellness & peer program



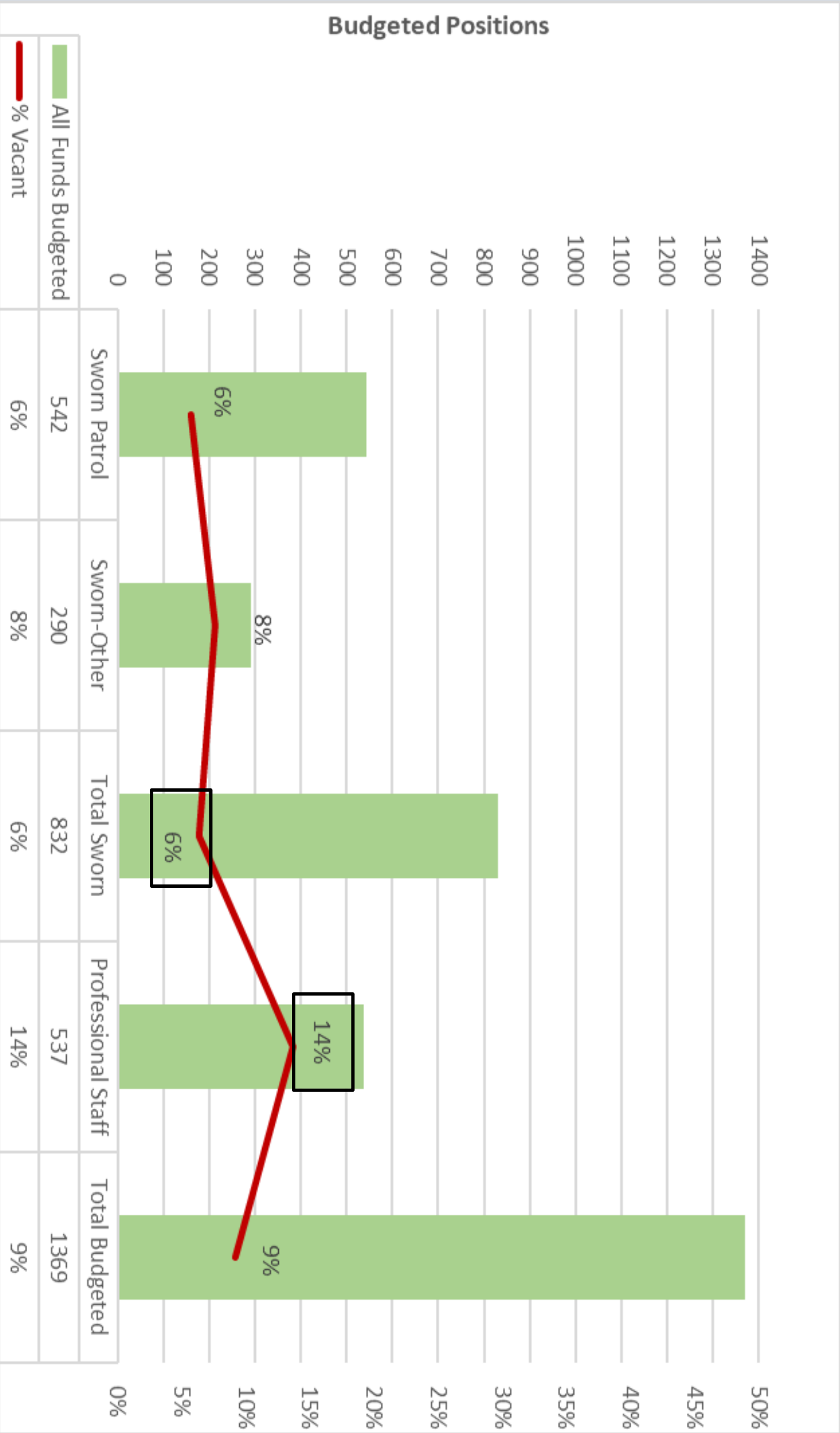
Looking Ahead

- Developing virtual candidate webinars
- Producing a family centered highlight recruitment video
- Increasing candidate contact & coaching
- Implementing workout sessions to reduce no-shows & boost candidate preparedness.

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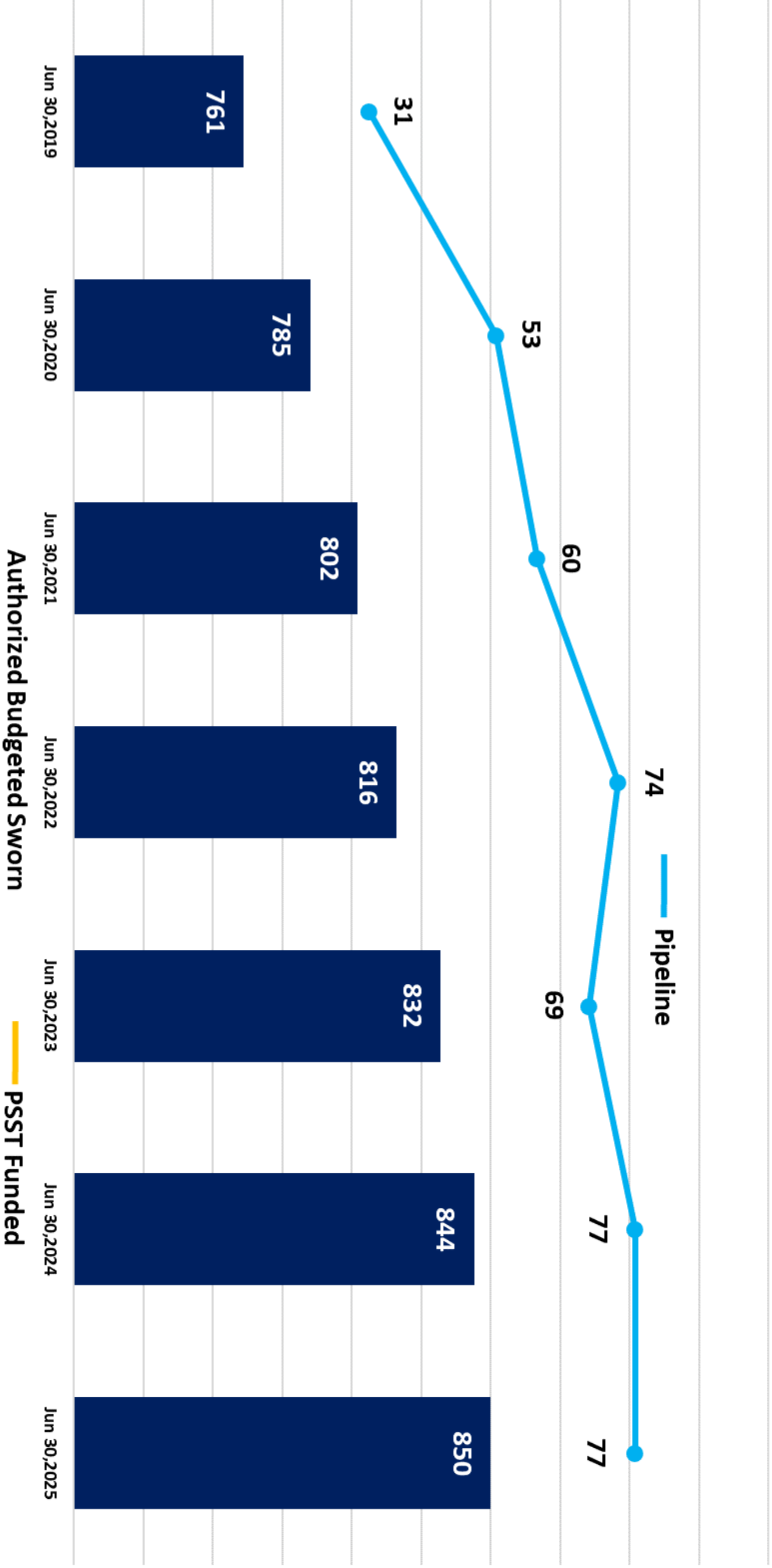
Agency Analysis as of May 31, 2023



**Community
Health & Safety**

	Budgeted Sworn Vacant	Total Budgeted Vacant
5/31/2022	7%	9%
5/31/2021	7%	9%
5/31/2020	4%	5%

Increasing Public Safety Staffing as of May 31, 2023



Community
Health & Safety