



Mesa CARES

Kari Kent, Assistant City Manager

City Council Update April 14, 2020



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Status Update:

- **Launched proactive community outreach of pandemic impacts in anticipation of Mesa CARES funding**
- **Initial 3-day community assessment -- April 6-8th**
 - 120 staff participated from 14 City Departments
 - 3,585 total calls. 2,510 completed surveys
 - Electronic surveys continue coming in from Nextdoor and neighborhood leaders' surveys
- **Ongoing Community Feedback**
 - Online survey tool open on Mesaaz.gov/MesaCARES
 - Mesa CARES Resource Call Center staff will continue surveying inbound callers for continuous feedback

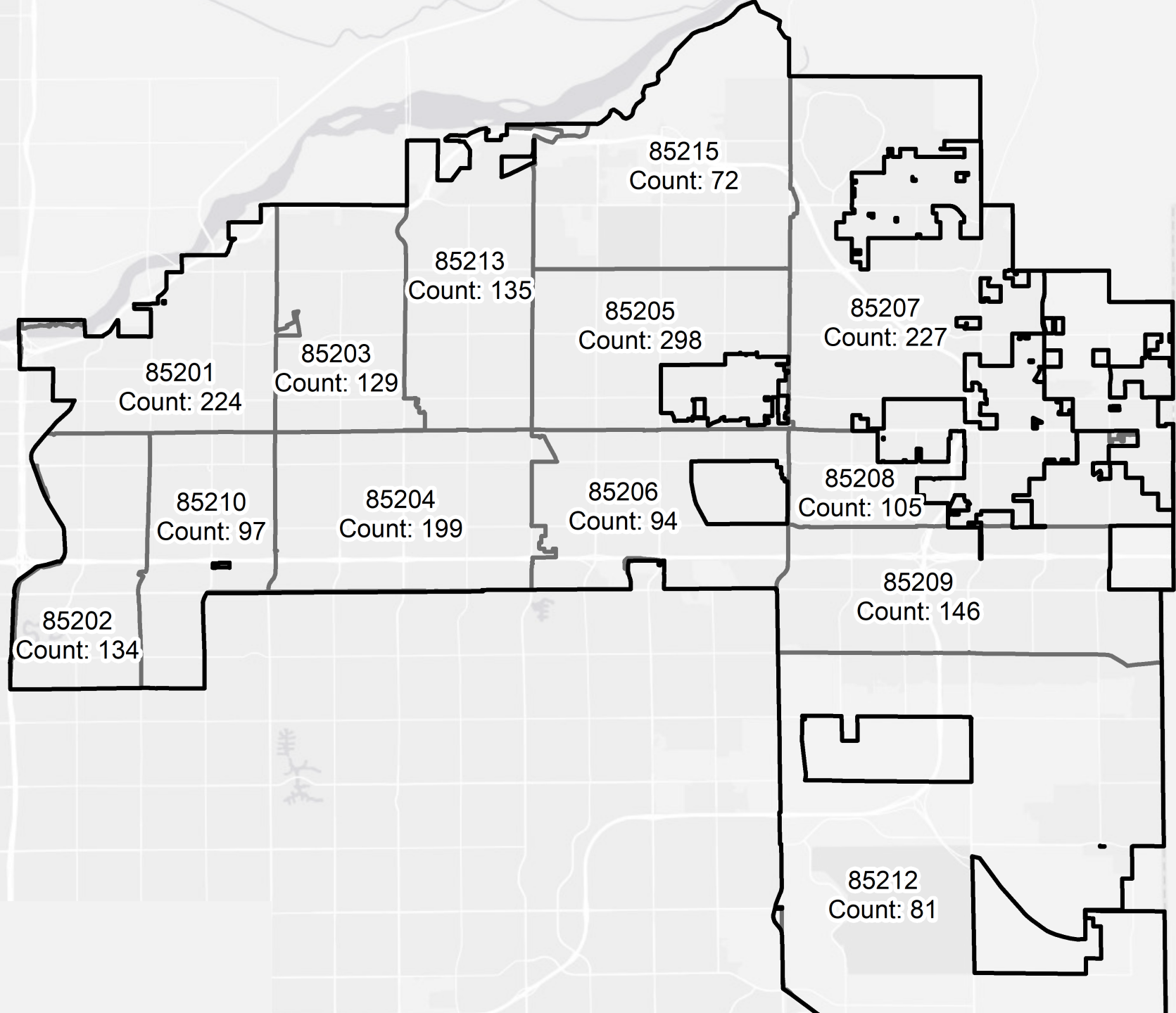
Point in Time

70%

**Participation
rate!**



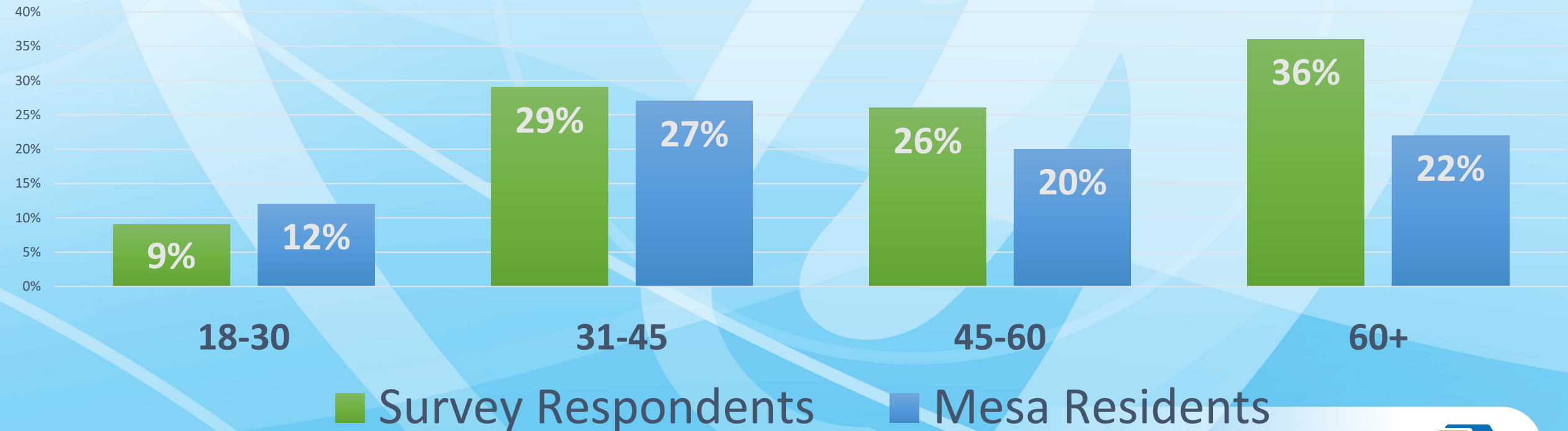
Point in Time
**Citywide
Coverage
By Zip Code**





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Ages of Initial Survey Respondents vs. City of Mesa Demographics



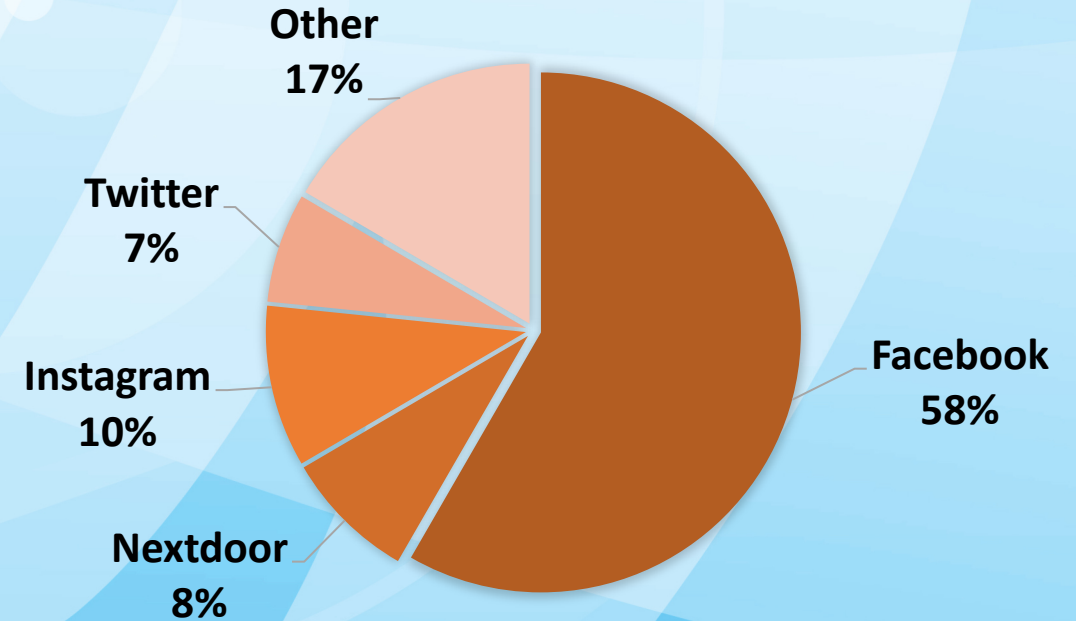
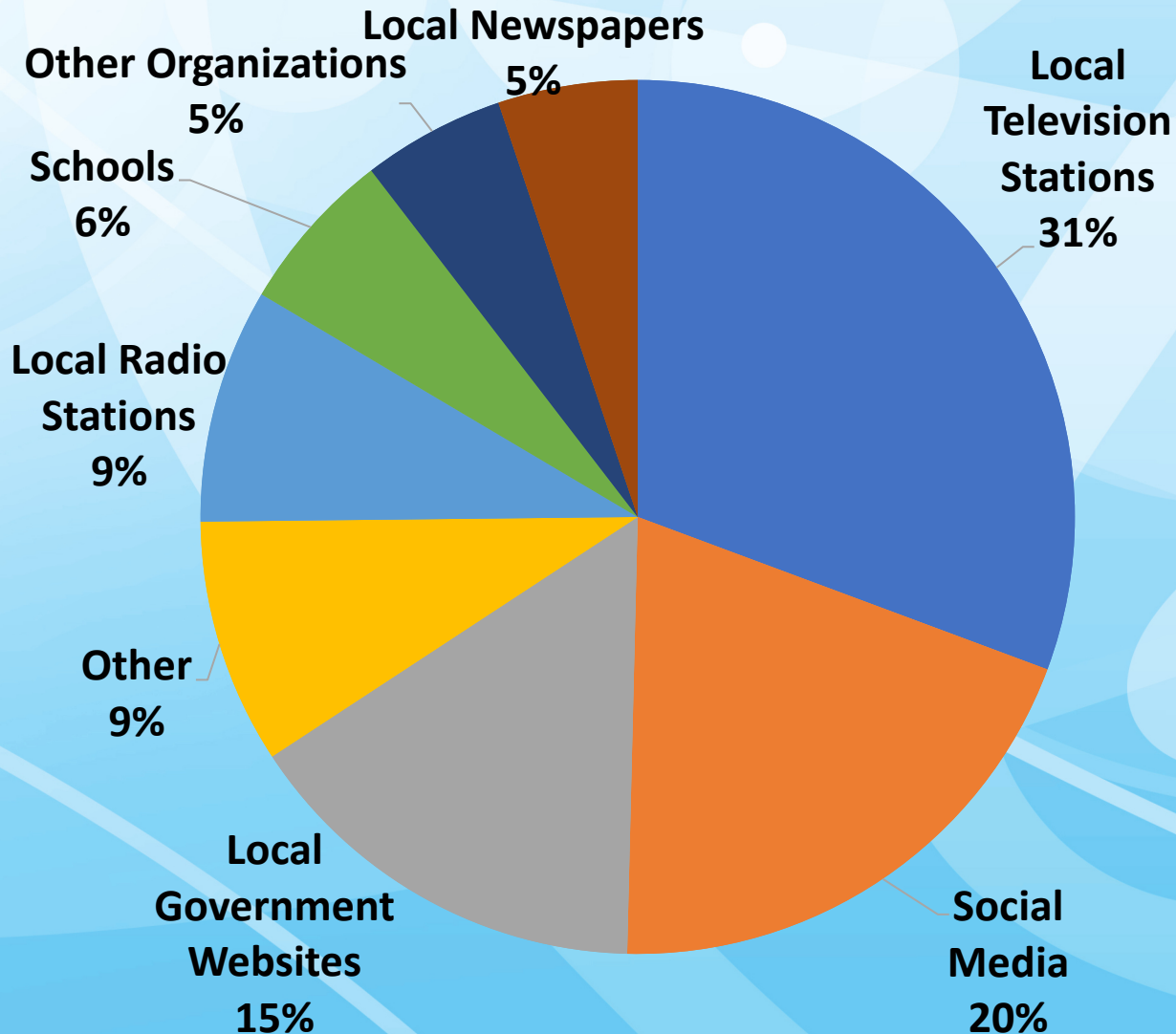
Note: Source 2018 Census





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Where residents are going right now to obtain information.





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Status Update:

- Mesa CARES Resource Call Center
480-644-CARE open all week, 8a to 5p.
 - 200+ calls to date
 - Adding additional information to website and social media posts based on caller needs
- 33,000 views (and climbing) of the Mesa CARES web/social media video
- 6,000+ unique views (and climbing) for mesaaz.gov/MesaCARES





Resident Thoughts and Comments

- Thanked the community and Mesa CARES staff.
- Expressed concern for the health of residents, first responders and essential workers, medical personnel.
- Voiced a desire to support local businesses and the economy
- Concerned about impacts to city quality of life
- Want uninterrupted access to water, sewer, solid waste, electric and natural gas services
- Requested virtual fitness, arts, and library services with hope that in-person programs return soon



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What we've learned (at this point in time)



Survey Results-- Residents

1. Access to Food

- Fresh/dry foods grocery stock
- For most vulnerable populations

2. Timely Emergency Medical Response & Police Protection

3. Access to Household Supplies

- Cleaning & disinfectants; toilet paper, anti-bacterial wipes

4. Access to Medications

- Delivery, pickup, adequate stock

5. Assistance with Rent, Utilities & Unemployment Insurance

6. Mental Health

- Need access to online services; connection to others while in isolation



Survey Results-What non-profits believe to be their clients' top needs:

1. Unemployment Insurance, Income Assistance
2. Access to Food
3. Rental Assistance
4. Utility Assistance
5. Services for Seniors/High-Risk Populations
6. Access to Cleaning Supplies
7. Support for Mesa low-income youth through meal and distance learning opportunities



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Survey Results– Non-Profits (their direct needs)

1. Funding assistance for continuity of services
2. Financial and temporary/voluntary labor assistance to respond to rising community needs
3. Access to cleaning/safety supplies
4. Trusted information to share with clients
5. Opportunities for non-profits to connect with Mesa Residents



Survey Results– Business Needs

Immediate Financial Relief

- Rent Relief/Deferral
- Utility Payment Relief
- Working Capital/ Cash Grants/Short-term Loans
- Small Business Assistance (SBA) Loans quickly accessible
- Streamlined loan processes

Access to PPE/Cleaning Supplies

- Sanitizing and Cleaning supplies, especially for open businesses

Need Customers to Come Back

- Uncertainty – we don't know how long this will last.
- Marketing/Advertising assistance for Open Business
- Plan for re-opening

Increased Internet Access

- Better quality/faster speeds
- Remote Technology



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Asian District Meeting/Marketing Focus:

- Situation is dire and many restaurants closed, i.e. small and family-owned businesses without relationship to bank or SBA-preferred lender. Might not be eligible for current federal programs.
- Asian Chamber of Commerce has website specific to Asian businesses to promote restaurants with take-out. Added link on Mesa CARES website under Business section.
- Az Asian TV website translating Mesa's COVID information; interested in a Mesa CARES Business webinar in the future.

Falcon Field District Webinar/Exchange:

- Two-way information sharing; to be conducted in the next week or two.

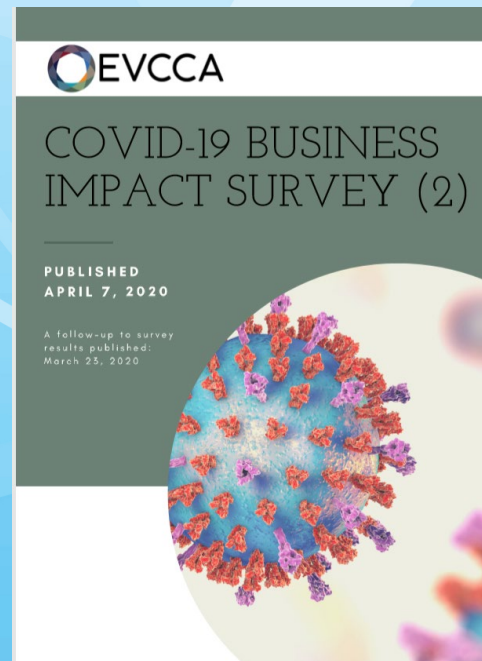
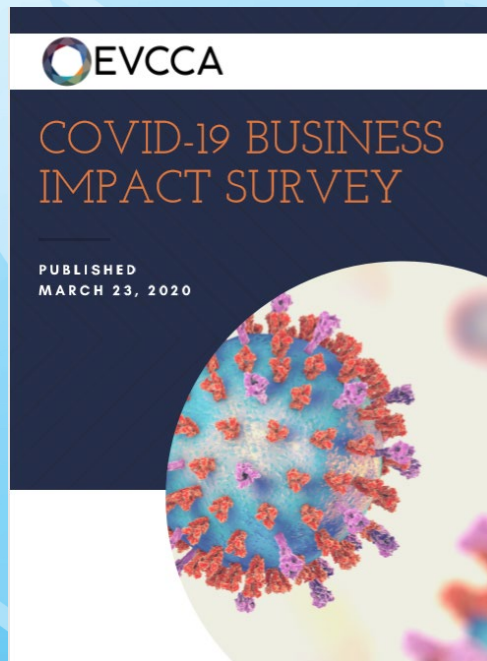


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East Valley Chambers of Commerce Alliance Survey (EVCCA)

Two published surveys to their membership

- March 23, 2020 and April 7, 2020





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City's Survey questions closely mirrored EVCCA

- Revealed the same recurring themes and pain points:
 - Immediate need for access to cash to keep their businesses afloat
 - Slower sales
 - Supply chain disruption
 - Employee layoffs
 - Reduction or deferment of rent/mortgage/utilities
 - Accurate and timely info
 - Access to cleaning supplies



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Proposed Next Steps:

1. Expect CARES Act guidance soon
2. Continued focus on call center, surveys and community assessment
3. Begin identifying and organizing programs and services to meet needs
 - Funding eligibility
 - Supplement an existing service
 - Create a new service
4. Plan federal funding distribution processes



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Need information on services or want to know about resources you may qualify for as a result of the Coronavirus pandemic?

Call the **Mesa CARES** Community Resources Call Center: **480.644.CARE** (2273)
Available everyday 8:00 am -5:00pm

Website Info: **Mesaaz.gov/MesaCARES**



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¿Necesita usted información sobre los servicios o desea saber sobre los recursos para los que puede calificar como resultado de la pandemia del Coronavirus?

Llame al Centro de Llamadas de Recursos Comunitarios de **Mesa CARES**: **480.644.CARE** (2273)
disponible todos los días de 8:00 am a 5:00 pm

Información del sitio web: **Mesaaz.gov/MesaCARES**

