

COUNCIL MINUTES

May 5, 2022

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 May 5, 2022, at 7:31 a.m.

COUNCIL PRESENT

John Giles
Jennifer Duff
Mark Freeman
Francisco Heredia
Kevin Thompson

COUNCIL ABSENT

David Luna
Julie Spilsbury

OFFICERS PRESENT

Christopher Brady
Holly Moseley
Jim Smith

Mayor Giles conducted a roll call.

Mayor Giles excused Councilmembers Luna and Spilsbury from the entire meeting.

- 1-a. Hear a presentation and discuss the Downtown Mesa Association (DMA), current enhanced services provided by DMA, the proposed modified methodology for setting Special Improvement District 228 assessment rates and funding the current and future enhanced services provided by DMA with the modified assessments.

Nancy Hormann, President and Executive Director of the Downtown Mesa Association, and Downtown Transformation Manager Jeff McVay displayed a PowerPoint presentation on the DMA efforts to create a thriving Downtown. **(See Attachment 1)**

Ms. Hormann identified the DMA's primary goals are to drive traffic Downtown, increase property values, attract developers and retailers, and create a desirable destination. She highlighted the Clean and Safe Downtown initiative and explained the purpose of the Community Engagement Ambassador pilot program. She announced the Main Street in Bloom program sold 81 sponsorships, exceeding the goal of 30. (See Pages 2 through 6 of Attachment 1)

Ms. Hormann reported DMA and the Downtown Transformation team partnered to develop a parking program to confront the limited parking availability Downtown. She stated the new program performs license plate recognition and issues permits electronically. She mentioned the program has freed up approximately 25 parking spaces and improved compliance. (See Page 7 of Attachment 1)

Mr. McVay noted the City has a contract with DMA to provide parking services and this will be the first-year revenues will meet or exceed the contract amount. In addition, he stated that the electronic parking system eases the process for customers when paying for parking.

In response to a question by Councilmember Freeman, Ms. Hormann expressed support for the idea of installing parking meters on Main Street to open spaces in parking garages. She expanded by saying people are willing to pay for the convenience and assurance of finding a parking spot. She noted a potential parking shortage when the Arizona State University (ASU) campus opens Downtown.

Ms. Hormann summarized the City's various media acknowledgments resulting from Downtown development and improvements. She expanded by saying the DMA worked with business and property owners to develop a new brand for Downtown, which received a lot of press. (See Pages 8 through 11 of Attachment 1)

Ms. Hormann highlighted DMA promotional and signature events. She pointed out the gift card program, which directly benefited Downtown businesses, earned approximately \$28,000. She commented that the Golden Mesa Day honored 10 companies that have been in business in Mesa for over 75 years. She mentioned event highlights from the Shop Small program, the Great Honeybee Hunt, I love Mesa Day, Tap into Mesa, the Downtown Farmer's Market, and several Holiday events. (See Pages 12 through 22 of Attachment 1)

Ms. Hormann stated DMA partnered with the Downtown Transformation team to develop a new DMA assessment methodology that was fair and equitable. She recalled conversations with property owners regarding costs and inflation, adding wage increases motivated the need for a new assessment. (See Pages 23 through 26 of Attachment 1)

Mr. McVay commented the new assessment brings forward a methodology that the City can support.

Ms. Hormann outlined the Clean, Safe & Beautiful initiatives and emphasized the importance of creating a desirable destination and improving the overall health of the Downtown area. (See Pages 27 through 28 of Attachment 1)

In response to a question from Vice Mayor Duff regarding the streetscape project, Mr. McVay stated the urban streetscape design is complete, but an interim option is in progress due to higher than anticipated costs. He noted the City is considering a district revitalization through the American Rescue Plan Act (ARPA), which could include some of the streetscape elements.

Vice Mayor Duff shared her support for a streetscape plan, adding a continuous shade element is very attractive and beneficial in the summertime.

Ms. Hormann stated assessments were mailed to property owners inviting questions and comments. She presented the existing and proposed DMA zones, adding that the core of Downtown has grown over the years an influx of businesses wish to be included. She explained that each zone would increase existing services based on a fair and equitable analysis. She reviewed the various services offered in each zone and presented the calculated costs per the modified methodology. (See Pages 29 through 35 of Attachment 1)

Ms. Hormann displayed the new budget for the change in the assessment methodology, and noted the DMA is requesting private property owners to pay an additional \$75,000 which will go to cleaner and safer services Downtown. (See Pages 36 and 37 of Attachment 1)

Mr. McVay pointed out a slight increase in the voluntary assessment for City property from 1.5 cents per square foot to 1.66 cents per square foot, an increase of approximately \$25,000 for the cleaning contract. He mentioned on May 16, 2022, Council will consider the rate increases.

Ms. Hormann presented the assessment timeline and outlined the public notice and hearing dates. She stated if approved, changes will take effect this July. (See Pages 38 and 39 of Attachment 1)

Mr. McVay continued by saying there were three public work sessions and those in attendance gave their support. He remarked there had been no calls with concerns or complaints.

In response to a question posed by Councilmember Freeman regarding construction project contributions, Mr. McVay reiterated that the methodology is based on building square footage, lot square footage, and linear frontage on the streets. He added that the developments under construction have a base rate like others, but most of their assessment is based on a per-unit fee.

Responding to an inquiry from Councilmember Thompson, Ms. Hormann stated DMA has hired several people from the court-ordered community service work program to work Downtown with the Clean Team.

Mayor Giles stated he anticipates the City would take a more prominent role as these challenges arise. He pointed out the demand for Downtown activity exceeds the capacity, and that demand will multiply once the Mesa City Plaza park and other multi-family projects come online. He shared his excitement about continuing to expand the boundaries of the district and emphasized the importance of taking this step forward.

Mayor Giles thanked staff for the presentation.

1-b. Hear a presentation, discuss, and provide direction on the Library Services Department budget.

Library Director Polly Bonnett introduced Management Assistant II Tony Garvey and displayed a PowerPoint presentation on the Library Services Budget. **(See Attachment 2)**

Ms. Bonnett shared the Library Services Department's purpose and stated the library serves as a connection point to people, experiences, materials, and resources for Mesa residents. She shared a picture of the Children's Library Grand Opening event, adding staff has received wonderful feedback from the community and recognized Heather Wolfe for her participation. (See Pages 2 through 4 of Attachment 2)

Ms. Bonnett continued with the Fiscal Year (FY) 21-22 highlights and discussed the Southeast Library project kick-off in August. She expanded by saying the Southeast Library, funded through the 2018 General Obligation Bond, is a 30,000 square-foot, full-service library situated in the Eastmark Community. She discussed the return of in-person learning, the upcoming summer reading program, the Monterey Park project, and the Dobson improvements. She highlighted a newly implemented app called Press Reader, which gives the public access to thousands of news publications. (See Pages 5 and 6 of Attachment 2)

Ms. Bonnett presented a graph showing the library circulation numbers, emphasizing the impact of library closures in 2020, and noted the gradual increase of approximately 80% from pre-pandemic times. She explained the collection turnover for materials and reported an increase month-over-month in 2021. Mr. Garvey pointed out the increases in library cards issued during

library card sign-up month and the summer reading program. He emphasized the importance of community outreach and recognized the marketing team. He highlighted the Better Youth campaign scheduled for launch in January and voiced excitement for registration, access, and community outreach improvements. (See Pages 7 and 8 of Attachment 2)

Ms. Bonnett continued by saying as the in-house library visits increased, so did the ability to provide more programs across age groups and locations. She pointed out the number of programs and attendees from the start of in-person learning in September has doubled.

Ms. Bonnett outlined the library's contribution to the Mesa Climate Action Program and the overall contribution to a healthy environment. She mentioned sustainable programs through material topics that adhere to the Mesa Climate Action Plan six areas of focus. She highlighted the programs offered, including Spring Equinox, Monarch Haven at Red Mountain Library, and Cycling Fundamentals. (See Pages 9 and 10 of Attachment 2)

Ms. Bonnett introduced the new mobile library service, which allows for greater outreach to Mesa residents and extends the library footprint across Mesa to equalize opportunities for library patrons. She emphasized the priorities of this program will be to minimize specific neighborhood barriers and reach under-engaged portions of Mesa. She mentioned 40% of Mesa residents live three or more miles away from a library branch. She highlighted other priorities, including school literacy support, community events, mobile THINKspot, technology, internet access, and workforce development. She remarked the department is requesting an additional position to oversee the mobile library program. (See Pages 11 through 13 of Attachment 2)

Ms. Bonnett reported on the significant decrease from the adopted budget of \$1.5 million due to deferred expenses or savings from items charged to the Coronavirus Aid, Relief, and Economic Security (CARES) program, as well as deferred expenditures while the library locations were closed. She mentioned in FY 21/22, the \$8.7 million budget included carryover for Dobson and Main Library bond projects, and year-end estimates show a \$500,000 savings, including savings from vacancies.

In response to multiple questions from Councilmember Duff, Ms. Bonnett reported the Library Services Department has 96 employees, which includes FTE and part-time employees. She commented the department is coordinating with the Department of Information Technology (DoIT) to target underserved areas and bring e-cards to access digital services.

Responding to an inquiry from Councilmember Freeman regarding the mobile library vehicle, Ms. Bonnett explained staff has been working with fleet services on vehicle options and will procure once approved. She added the vehicle could take up to one year to receive due to inventory issues.

Mr. Brady clarified that the vehicle is funded, and the next steps will be ordering and delivery.

Mayor Giles expressed his enthusiasm for current and upcoming library projects. He emphasized the importance of evaluating the Downtown library to adapt to the changing environment. He reiterated the need to educate the public on Climate Action Plan challenges and determine how to distribute that information through the library system.

Mayor Giles thanked staff for the presentation.

1-c. Hear a presentation, discuss, and provide direction on a summary wrap-up of the fiscal year 2022/2023 budget.

Office of Management and Budget Assistant Director Brian Ritschel displayed a PowerPoint presentation wrapping up the FY 22/23 budget. **(See Attachment 3)**

Mr. Ritschel explained there have been some changes to the proposed budget since initially presented on March 31, 2022. He outlined the budget review process and noted the final budget will be adopted on June 6, 2022. He remarked the City follows General Government Funds and Utility Fund financial principles and incorporates these principles into the budget preparation. (See Pages 2 through 4 of Attachment 3)

Mr. Ritschel stated changes to the proposed budget include adding a Construction Inspector position to address the significant growth and the increase in development activity, as well as a Government Relations Director position to support federal and state initiatives, including CARES and ARPA. (See Page 5 of Attachment 3)

Mr. Ritschel presented changes to the proposed budget by department and reported most changes resulted from continued work on the Utility Fund after the proposed budget presentation. (See Page 6 of Attachment 3)

Mr. Ritschel mentioned items in the proposed budget, including Public Safety personnel, Police and Fire academies, the creation of the Domestic Violence Court, a special events team, small business assistance program support, and a Downtown façade grant match. He highlighted the proposed Transportation, Transit and Utility budget items, including equipment and facilities. (See Pages 7 through 9 of Attachment 3)

Mr. Ritschel summarized the budget adoption timeline. (See Page 10 of Attachment 3)

In response to multiple questions from Vice Mayor Duff and Councilmember Freeman regarding the Fire gap pilot program, City Manager Christopher Brady stated staff is reviewing program details. He added more time is needed to evaluate the protocols and work through the model. He mentioned this model has been effectively used in other communities and emphasized the purpose is to supplement the current level of service, not reduce service.

Responding to an inquiry from Councilmember Thompson, Mr. Brady commented the number of low acuity medical calls continue to increase, adding the two-person medical units would handle these calls so the ladder truck can respond to larger events.

In response to multiple questions from Councilmember Freeman regarding the City's financial forecast, Mr. Ritschel stated revenues and sales tax are coming in strong with an accompanied concern for inflation. He pointed out the significant projects that need equipment and personnel and explained the process for recession forecasting for FY 23/24 and 24/25. He mentioned approximately \$75 to \$80 million would go to the General Fund to support Public Safety. He discussed that the City's Public Safety Retirement System (PSRS) is set at \$80 million for the next 20 years and that the payment plan is currently set at 21 years.

In response to a question from Vice Mayor Duff regarding the Small Business Assistance Center, Downtown Transformation Manager Jeff McVay remarked the design should be completed in the next three months with final completion early next year.



JOHN GILES, MAYOR



ATTEST:



HOLLY MOSELEY, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Regular Council Meeting of the City Council of Mesa, Arizona, held on the 11th day of July. I further certify that the meeting was duly called and held and that a quorum was present.



HOLLY MOSELEY, CITY CLERK

td

Mayor Giles excused Councilmember Thompson from the remainder of the meeting at 9:03 a.m.

Responding to an inquiry from Vice Mayor Duff regarding funding the Downtown façade, Mr. Brady answered there is approximately \$5 million between grants, General Fund match, and ARPA dollars.

In response to a comment from Mayor Giles regarding the concern for the future absence of ARPA dollars, Mr. Brady noted staff is cautious and will update Council on the status of ARPA funds, including dollars spent to date and spending plans over the next couple of years.

Mayor Giles thanked staff for the presentation.

2. Current events summary including meetings and conferences attended.

| | |
|-------------------|--|
| Vice Mayor Duff - | National League of Cities - Large Cities Council Mayor's Youth Committee graduation Fallen Officer Memorial |
| Mayor Giles - | Fallen Officer Memorial Mayor's Youth Committee graduation Meta groundbreaking Mayor Interfaith Breakfast |

Mayor Giles recognized the Mesa Rotary Club for celebrating their 100-year anniversary and thanked them for their ongoing engagement in the City. He announced beginning today through May 9, 2022, the Mesa Arts Center will host an exhibit called Remembering our Fallen, honoring service members who have passed.

3. Scheduling of meetings.

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

Thursday, May 12, 2022, 7:30 a.m.– Study Session

4. Adjournment.

Without objection, the Study Session adjourned at 9:13 a.m.



JOHN GILES, MAYOR

ATTEST:



HOLLY MOSELEY, 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 5th day of May 2022. I further certify that the meeting was duly called and held and that a quorum was present.



HOLLY MOSELEY, CITY CLERK

td
(Attachments – 3)



Downtown Mesa Association

Efforts to Create a Thriving Downtown

2021-2022 Accomplishments

Background

Goals of the District include:

- Improve the appearance and safety of the District
- Increase building occupancy
- Encourage new business development
- Attract businesses and services
- Increase property values and additional investment

What Was New in 2021 / 2022:

- New leadership and team
- New visible and consistent branding
- New programming and events
- New efficiently delivered services
- **NEW RESULTS**



CLEAN, SAFE & BEAUTIFUL INITIATIVES

Clean Team Ambassadors

January 2021 – February 2022

922 Maintenance Calls

*Bulky Items, Graffiti, Shopping Carts,
Overflowing Dumpsters*

7912 Hospitality Interactions

*Business Checks, Directions (in District),
Directions (outside of District), Publications
Distributed*

1011 Quality of Life Issues

*Blocking Sidewalks, Encampments, Mental
Health & Wellness Checks*



498 Drug & Alcohol Paraphernalia Removed

Community Engagement Ambassador Launched November 2021

Challenge:

Empty streets due to COVID created a safe haven for our street population. As downtown reopened, we encountered:

- Increased vandalism
- Harassment and actual food grabbing from customers
- Increased perception of disorder from our businesses and customers



Solution:

Created an Engagement Ambassador Program

- Serves as a visible presence to decrease crime
- Offers enhanced customer service and hospitality
- Provided training related to social service outreach



The priority area of service is **Zone 1**, the only zone that pays for enhanced services. Was done as pilot program, will continue on a limited basis in 2022-23

in Street In Bloom SPONSORSHIPS

Sold Sponsorships for individual baskets

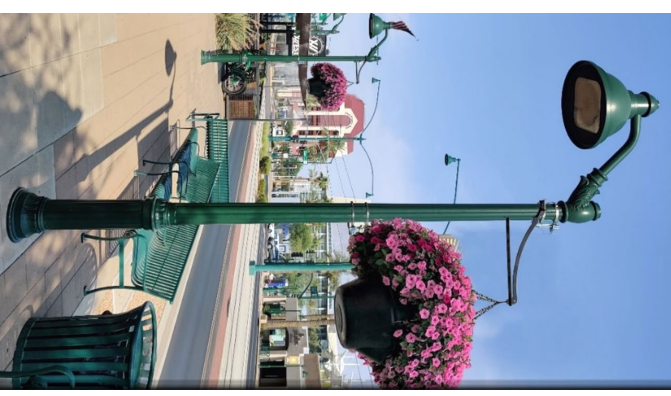
30 Goal

81 Sold



Staffing shortage and supply chain issues delayed the installation of the basket until March 2022.

Goal is to have a full basket by the Summer





Parking Program

- Electronic parking permits
- No touch parking enforcement
- Created additional parking availability by eliminating duplicate vehicles on the same permit




ELECTRA
MECCANICA

DOWNTOWN MESA IN THE MEDIA

966 Media Mentions January 2021 – March 2022

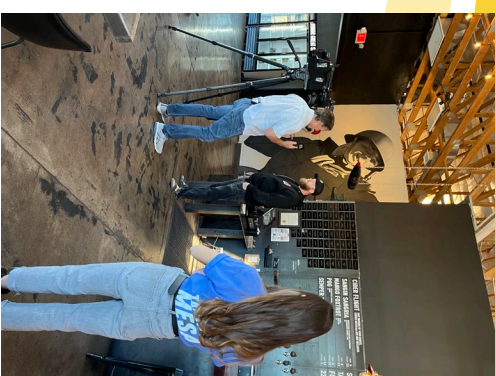
Need all new numbers

76,372,497 Total Online + Print Audience

6,433,621 Total TV Audience

3,644,637 Total Radio Audience

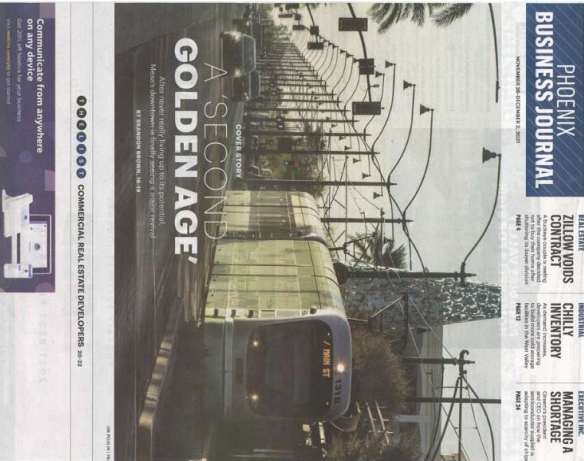
\$7,966,343 Total Publicity Value



Highlights



Phoenix Magazine
July 2021



Phoenix Business Journal
November 2021

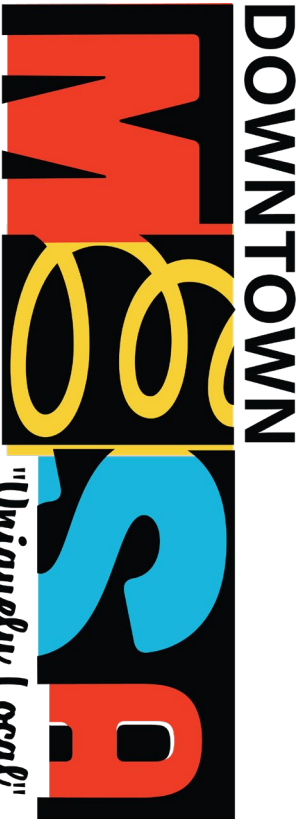
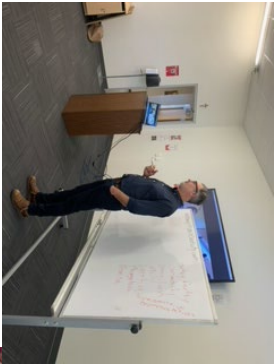
“Over \$500 Million in New Projects Coming to Downtown Mesa”
Dec 1, 2021 | KJZZ

“12 Places to Shop Local on Small Business Saturday”
Nov 26, 2021 | 12 News

“A ‘Ghost Town’ No More: Downtown Mesa now has \$500 M in development projects in the works”
Nov 24, 2021 | Phoenix Business Journal

Branding

Held workshops and meetings with
Downtown Property Owners, Business
Owners, the City's Downtown
Transformation, Communication's and
Economic Development departments to
develop a robust and coordinated brand
for Downtown Mesa





Study Session
May 5, 2022
Attachment 1
Page 12 of 40

Promotional & Signature Events

Downtown Mesa Gift Card Program

plemented a higher quality and more efficient program with trackable cards



2020 – \$9,215 sold
2021 - \$28,900 sold

More than **\$28,900** sold in less than one year, providing a **direct benefit** to downtown businesses

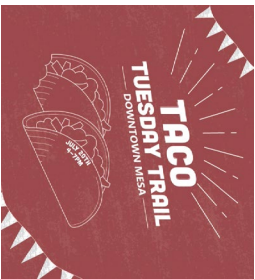
40+

Participating **Downtown Mesa Merchants**, including Shopping, Dining and Specialty

14+

Downtown Mesa **Farmers Market** Vendors

Additional Events January – December 2021



TACO TRAIL

- 140 tickets sold
- 6 restaurants participated



MESA MOVIE MAYHEM

- More than 300 attendees over 2 nights



VINTAGE STROLL

- 55 entries
- 8 retailers participated



- 2020 - \$4,200+
- 2021 - \$52,000+ (completed shopping passport)
- 50+ retailers participated
- Encourages participants to shop small throughout the entire holiday season

Promotional Events Cont'd

GREAT HONEY BEE HUNT

NEW!



- Supported the opening of the Temple
- 126 entries

"This was a great way to get my family out and around downtown."

"What a fun experience! 😊😊 My grand-daughter and I spent 2 days downtown and now we have new stores and restaurants on our list to try."

"What a cute idea! We loved the opportunity to walk around and see the diverse shops in Downtown Mesa! Thanks for putting this on!"

"I couldn't find some, but I found most. This was still so fun and should happen more often even if there aren't any prizes. Thankyou!!"

"We had so much fun looking for the bees over the past 3 days with our parents & little brother. Thankyou for such a fun scavenger hunt..!"



emotional Events Cont'd

EN MESA DAY



New annual ceremony honoring businesses in existence for 50+ years

- 10 merchants (all 75+ years) honored by Mayor Giles and Vice Mayor Duff
- Covered on Channel 3, The Mesa Tribune, Fox10, and ABC15



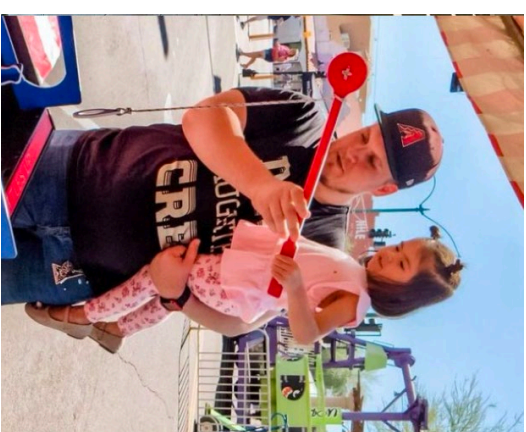
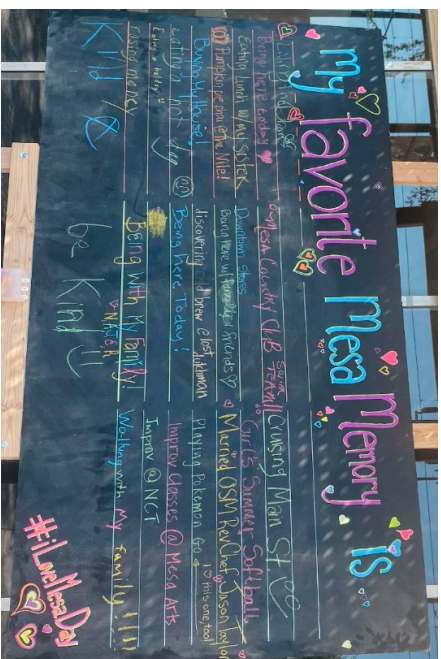
Signature Events

I LOVE MESA DAY – NEW!

Collaboration with the City of Mesa

- 20,000 attendees all day
- 15 media outlet features
- 40+ businesses participated
- 4,000 + Museum visitors all day
- 160+ social media mentions
- 18 live performances downtown
- 1,500+ submissions to the Wishing Well

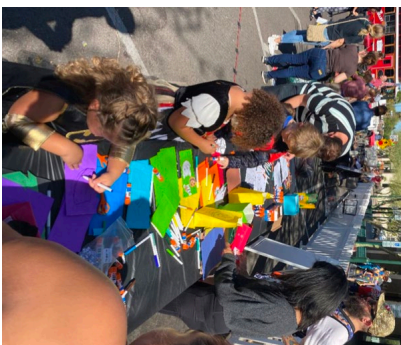
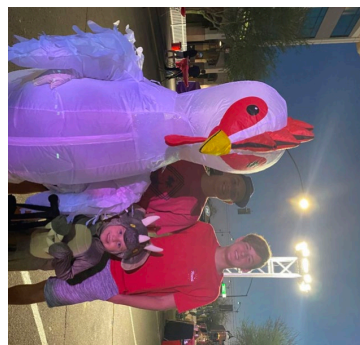
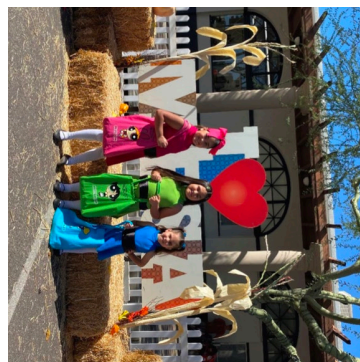
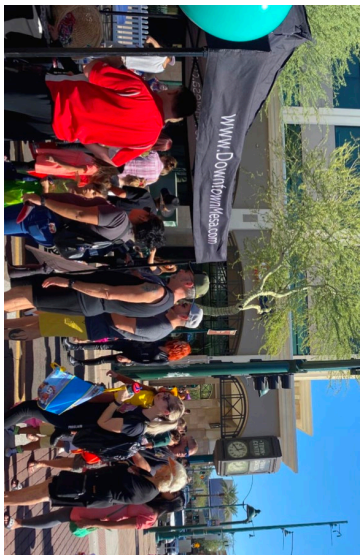
We hope to make this an annual event!



Signature Events Cont'd

LOWEEN

- 5,000+ visitors throughout the day
- 37 merchant & museum trick-or-treat stations
- First time ever having the Mesa Main Public Library, MAC, AZ Museum of Natural History and i.d.e.a. Museum participate
- Distributed over 40 bags of candy to participants
- Partnered with My Darling Dragon to activate two sold out Haunted Downtown Mesa Tours
- Partnered with all 5 downtown breweries for our Spirits Stroll & Beer Garden



Signature Events Cont'd

- 5,000 visitors throughout the event
- 11,000 Easter eggs hidden along Main Street
- 15+ businesses participated in the egg hunt
- Activities, arts and crafts, Easter Bunny photos, and interactive entertainment along Main Street



ature Events Cont'd

TO MESA

3000 ATTENDEES

- 300 pre-sale tickets sold
- 6 downtown breweries participated
- 30+ restaurant & retail specials

"The event on Saturday was so fun... We made many new customers which is always a win."

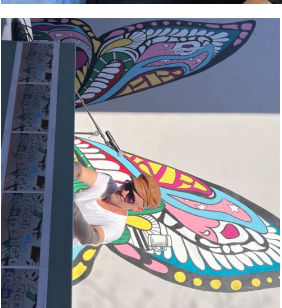
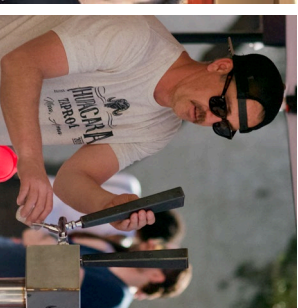
- Amanda Kennedy, Atomic Age Modern

"We did notice an increase in sales due to the Beer Festival. We appreciate all of the hard work that went into it and support it taking place again in the future, (and more events like this one)."

- Kelsey Strothers, Worth Takeaway

"Our location did see an increase in business from the event...It was also an easy upsell for me to direct them into the restaurant because I was located so close."

- Jake Johnston, 12 West Brewing Co



uture Events Cont'd

DOWNTOWN MESA FARMERS MARKET



New Location

- Center Street at Mesa Arts Center

Increased Variety

- Partnered with:
 - Sun Produce Co: additional local produce
 - Pinnacle Prevention: SNAP and EBT payments accepted at the market beginning 2022
 - Local First AZ: as of July 2021, DMFM is a part of the Local First residency program for small businesses
 - Recycled City, LLC: promoting sustainable practices at the market

Increased Vendors

- Over 70 vendors have participated in the past year
- Increased the number of Mesa-based farms from 1 to 3.

Programming

- Collaborating with 3 wellness businesses to bring weekly-based fitness classes to the community
- Supporting local artists with a different musician featured weekly

Signature Events Cont'd

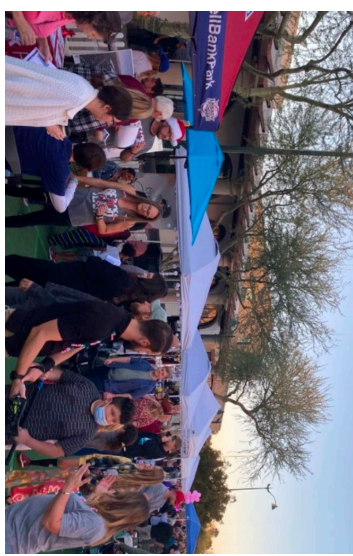
MERRY MAIN STREET

Santa's Merry Makers Marketplace:

- *Holiday night market on Main & Macdonald*
- *31 vendors participated in the first weekend (Nov. 26 & 27)*
- *10,000+ attended the first weekend*
- *Goal: increase to 40 vendors for the Dec. 17 & 18 dates*

Holiday Lights

- DMA led efforts to light and decorate downtown





Preparing for Next Year A Call To Action For A Thriving Downtown Mesa

Modifying the Assessment Methodology

Background

Mesa Town Center Improvement District (EMSD) was formed in 1985

Private property owners voted to assess themselves for enhanced services

The City contributes and pays a voluntary contribution

The Downtown Mesa Association (DMA) delivers services on behalf of property owners

Benefits of the District include:

- Improve the appearance and safety of the District
- Increase building occupancy
- Encourage new business development
- Attract businesses and services
- Increase property values and additional investment

Why Modify?

The assessment has only increased slightly over the past 37 years - and just by 16%, while inflation during that time period increased cost by 177%

Downtown Mesa has grown exponentially

Property owners are asking for more services, and more frequently

Minimum wage in 1984 was \$3.35 hr – today it is \$12.80 hr

Most importantly to create a Fair and Equitable methodology to ensure everyone pays their fair share and receives the services they pay for



About the **NEW** Service Delivery Plan

The new service plan is designed to be fair and equitable to rate payers and meets the needs of a growing downtown

Clean, Safe & Beautiful Initiatives

Responding to stakeholder requests & priorities, DMA plans to provide the following increased services:

- Fund Community Engagement Team to create *welcoming environment & provide extra eyes and ears*
- Increase Clean Team services for improved and more *frequent maintenance of public spaces*
- Support beautification amenities (*streetscape furniture, bike racks, flowers, holiday décor, etc*)

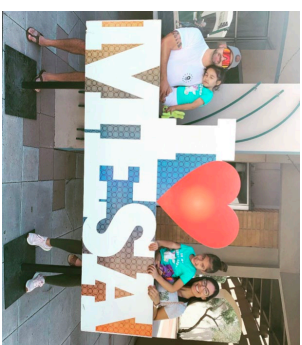
These efforts are necessary to enhance the appearance & walkability of the district – leading to more customer traffic, extended stays and increased spending.



Economic Vitality

Downtown Mesa is poised to be **THE** urban redevelopment center of the metropolitan area

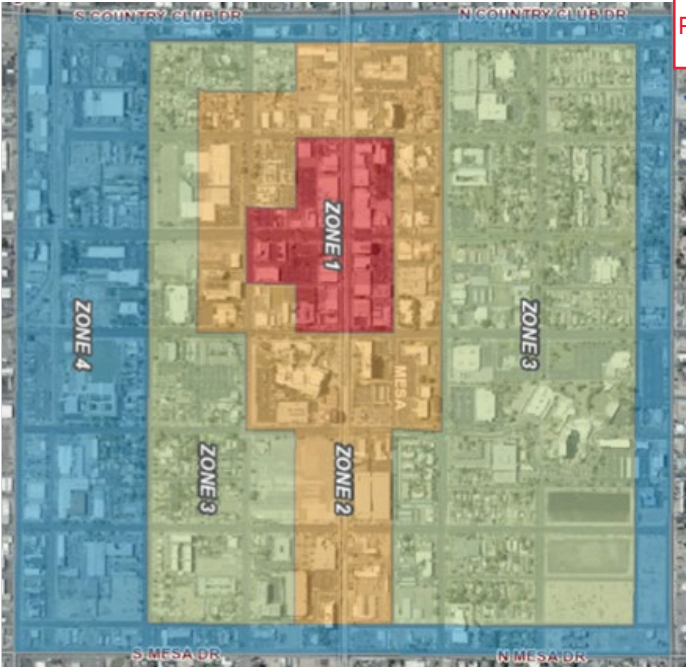
- Offer more special events and promotions
 - Activate public spaces
- Grow robust marketing programs
- Conduct market research and coordinate with real estate brokers and City partners to recruit new businesses and investment



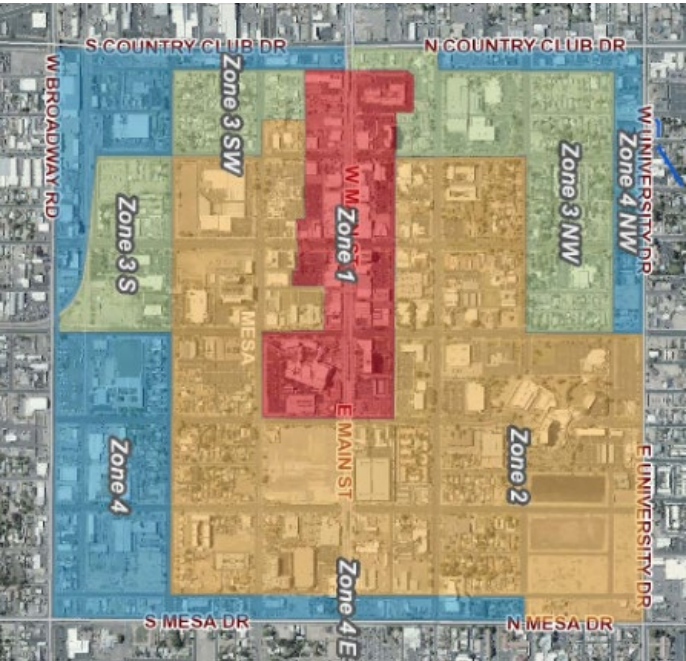
About the **NEW** Benefit Zones

The new benefit zones are designed to be fair and equitable to rate payers and meets the needs of a growing downtown

The NEW Benefit Zones



Existing Zones



Proposed Zones

The NEW Benefit Zones

Existing Services

Proposed Services

Zone 1:

Limited to where colonnades are located. This zone receives the highest level of services.

Expand zone to include most of Main Street. This zone will continue to receive the highest level of services.

Existing Cleaning Services are **3 days a week**.

New:

- Community Engagement Ambassadors
- Cleaning at least 5 days a week + on call

Zone 2:

Services received include Cleaning, Marketing & Communications and Management.

An enhanced level of services is necessary to retain and attract new residents and complimentary businesses.

Existing Cleaning Services are **2 days a week**.

New:

- Cleaning at least 4 days a week + on call

Zone 3:

Services received are slightly reduced from Zone 2 and include Marketing & Communications and Management.

This zone will receive similar services to Zone 2, although slightly decreased levels.

New:

- Cleaning at least 3 ½ days a week + on call

This zone only receives on **call cleaning services**.

Zone 4:

Includes the perimeter and area South of Second Avenue. Has an assessment rate of zero.

This zone is the boundary streets. Cleaning has been added to help with debris and encampments.

This zone **only on-call cleaning services**.

New:

- Cleaning at least 2 days a week + on call

Benefit Zones and Services – At A Glance

| EMSD Activity | Zone 4 x .05 | Zone 3 x 1.0 | Zone 2 x 1.5 | Zone 1 x 2.0 |
|-------------------------------|-----------------|-----------------|-----------------|-----------------|
| Community Engagement Team | | | | X |
| Maintenance Team | X | X | X | X |
| Marketing | | X | X | X |
| Special Events and Promotions | | | | X |
| Beautification | | | | X |
| Management | X | X | X | X |

About the **MODIFIED** Methodology

The new budget is designed to be fair and equitable to rate payers and meets the needs of a growing downtown

About the MODIFIED Methodology

| Cost per Foot | | | | | |
|-----------------------------------|-----------|-------------|-----------|--------------------------|--------------------------------------|
| Measurement Category | | | | | |
| Benefit Zone | Parcel Sf | Building Sf | Linear Sf | Vacant Land Surcharge Sf | Multifamily / Nursing Home Parcel Sf |
| Zone One | \$0.062 | \$0.049 | \$1.750 | \$0.020 | \$0.011 |
| Zone Two | \$0.045 | \$0.033 | \$1.200 | \$0.020 | \$0.004 |
| Zone Three | \$0.044 | \$0.030 | \$1.200 | \$0.025 | \$0.004 |
| Zone Four | \$0.000 | \$0.000 | \$1.200 | \$0.025 | \$0.000 |
| Base Rate for All Properties: | | \$.003 | | | |
| Multifamily Assessment per Unit: | | \$8.00 | | | |
| Hotel Assessment per Unit: | | \$27.00 | | | |
| Nursing Home Assessment per Unit: | | \$8.00 | | | |

Assessment Examples

Calculations are based on 5,000 building square feet,
5,000 lot square feet, and 50 linear feet

| | | |
|---------------|--|-----------------|
| ZONE 1 | All parcels have a base rate of \$.003 per square foot of lot rate (5,000 x \$0.003) = | \$15.00 |
| | Lot square footage x the assessment rate (5,000 x \$0.062) = | \$310.00 |
| | Building square footage x the assessment rate (5,000 x \$0.049) = | \$245.00 |
| | Linear street frontage x the assessment rate (50 x \$1.75) = | \$87.50 |
| | ANNUAL PARCEL ASSESSMENT TOTAL | \$657.50 |

| | | |
|---------------|--|-----------------|
| ZONE 2 | All parcels have a base rate of \$.003 per square foot of lot rate (5,000 x \$0.003) = | \$15.00 |
| | Lot square footage x the assessment rate (5,000 x \$0.045) = | \$225.00 |
| | Building square footage x the assessment rate (5,000 x \$0.033) = | \$165.00 |
| | Linear street frontage x the assessment rate (50 x \$1.20) = | \$60.00 |
| | ANNUAL PARCEL ASSESSMENT TOTAL | \$465.00 |

| | | |
|---------------|--|-----------------|
| ZONE 3 | All parcels have a base rate of \$.003 per square foot of lot rate (5,000 x \$0.003) = | \$15.00 |
| | Lot square footage x the assessment rate (5,000 x \$0.044) = | \$220.00 |
| | Building square footage x the assessment rate (5,000 x \$0.030) = | \$150.00 |
| | Linear street frontage x the assessment rate (50 x \$1.20) = | \$60.00 |
| | ANNUAL PARCEL ASSESSMENT TOTAL | \$445.00 |

| | | |
|---------------|--|----------------|
| ZONE 4 | All parcels have a base rate of \$.003 per square foot of lot rate (5,000 x \$0.003) = | \$15.00 |
| | Linear street frontage x the assessment rate (50 x \$1.20) = | \$60.00 |
| | ANNUAL PARCEL ASSESSMENT TOTAL | \$75.00 |

About the **NEW** Budget

The new budget is designed to be fair and equitable to rate payers and meets the needs of a growing downtown

About the **NEW** Budget

| 2021-2022 Budget | | Proposed 2022-2023 Budget | |
|---------------------------|-------------------|--|-------------------|
| Income | | Income | |
| Private Property | | Private Property | |
| Property Owner Assessment | \$ 304,000 | Property Owner Assessment | \$ 375,628 |
| City of Mesa | | City of Mesa | |
| City Voluntary Assessment | \$ 224,837 | Requested Increase to City Voluntary Assessment | \$ 249,509 |
| Cleaning Contract | \$ 222,730 | Cleaning Contract | \$ 247,894 |
| Parking Contract | \$ 83,737 | Parking Contract | \$ 108,901 |
| Total City of Mesa | \$ 531,304 | Total City of Mesa | \$ 606,304 |
| Total Income | \$ 835,304 | Total Income | \$ 981,932 |
| Expense | | Expense | |
| Admin | \$ 300,000 | Admin | \$ 335,000 |
| Operations | \$ 361,457 | Operations | \$ 441,972 |
| Marketing | \$ 123,847 | Marketing | \$ 154,287 |
| Promotions/Beautification | \$ 50,000 | Promotions/Beautification | \$ 50,000 |
| Total Expense | \$ 835,304 | Total Expense | \$ 981,259 |

Note:

- Includes commercial, industrial and rental residential with more than 4 units
- The City also pays its fair share on City owned properties and right of way

About the Timeline

MAY 2022

Draft Plan with Methodology Approved

APRIL 2022

Council Hearing Date Set

APRIL 2022

**Notice of Hearing With New Methodology
Mailed to Property Owners – Workshops
Conducted**

MAY 2022

**Council Conducts the 2023 / 2024 Annual
Assessment Hearing**

MAY 16, 2022

**Resolution Approving the 2023 / 2024
Town Center Assessments**

JULY 2022

New District Methodology Takes Effect

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Library Services

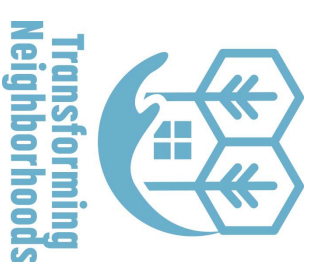
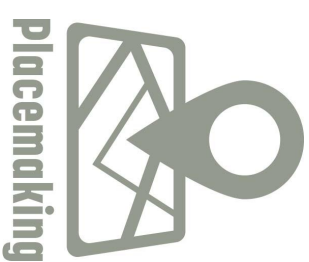
Fiscal Year 22/23 Proposed Budget

MAY 5, 2022

POLLY BONNETT & TONY GARVEY

Department's Purpose

Mesa Public Library **supports lifelong learning, empowers individuals, and strengthens the community** by providing guidance to free information and resources.



Curiosity
Learning
Connection
Inspiration
Creativity
Dreaming starts here.

To View the Library Services Department Video, please visit:

<https://www.youtube.com/watch?v=RjFYEH3Q53s&t=88s>

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Highlights

FY 21-22 Highlights

Children’s Library opens at Main

SE Library project kick-off

In-person programming returns

Dobson Improvements begin

New digital offerings

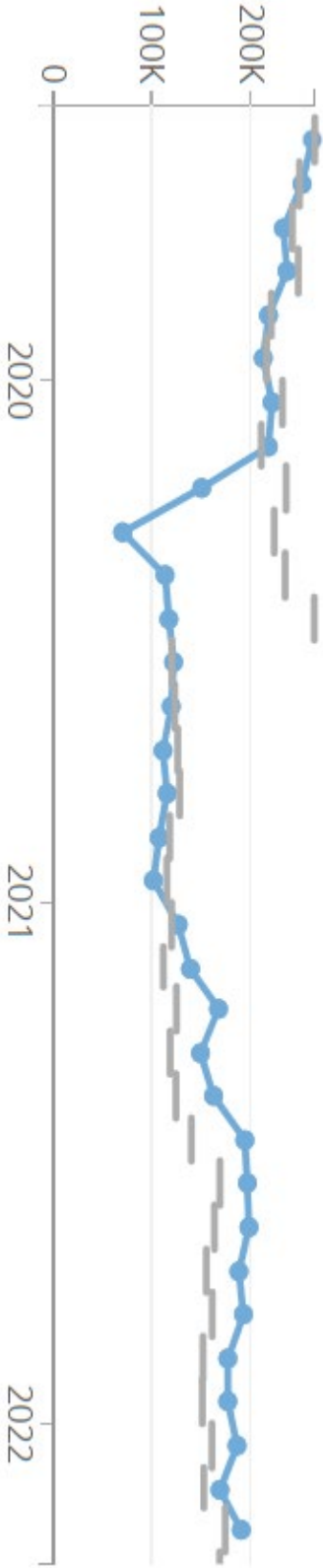
Monterey Park progresses

...And new staff welcomed!

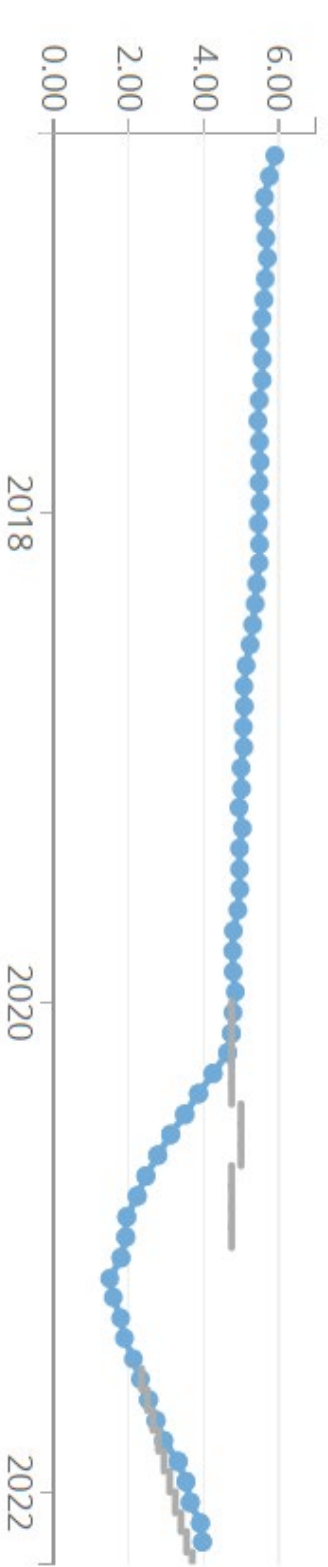
To View Library Services Department Video, please visit:
<https://www.youtube.com/watch?v=RjFYEH3Q53s&t=88s>

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Library Circulation



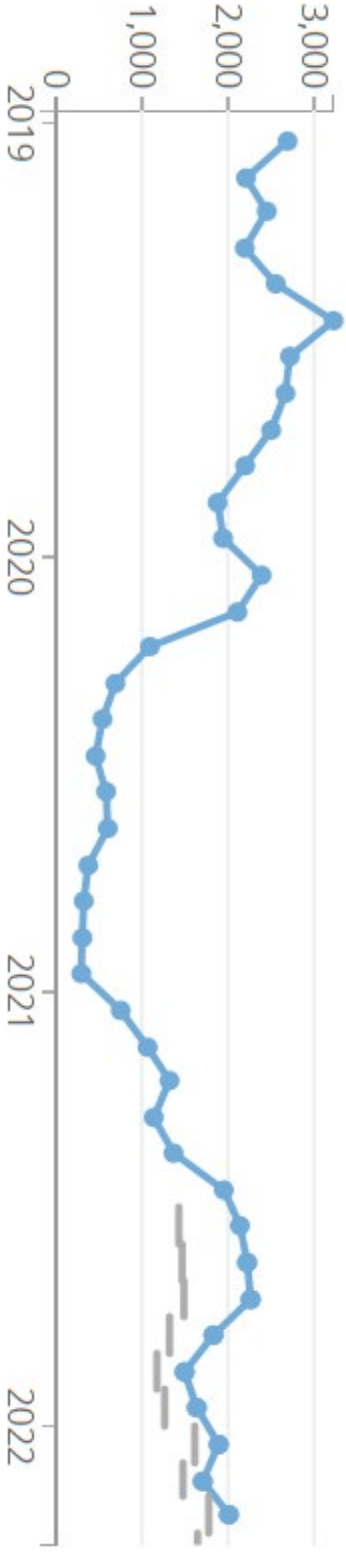
Library Services - Collection Turnover Rate



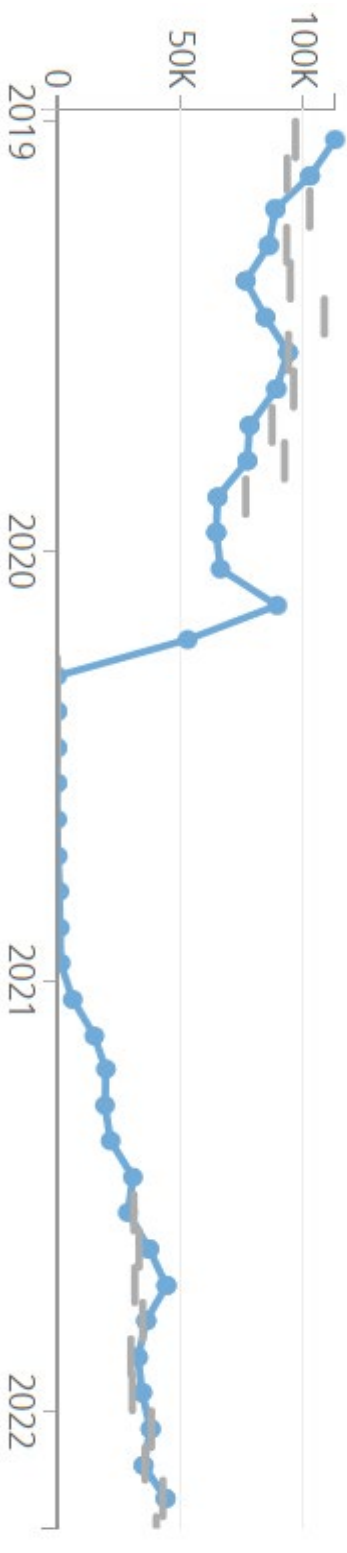


Spring 2022

Library Cards Issued



Library In-House Visits



The Mesa Climate Action Plan

A library program is designated *sustainable* if it meets one or more of the following criteria:

- Select materials used in the program are recycled, reused, repurposed, or compostable.
- The program aligns with one or more of the City of Mesa’s *Climate Action Plan’s* 6 focus areas.
- The topic and content of the program offers information on sustainable practices, i.e. biking, public transportation, and renewable energy.



The Mesa Climate Action Plan

Sustainability Programming

Goals - FY22/23

- Q1 – 15 programs
- Q2 – 15 programs
- Q3 – 15 programs
- Q4 – 15 programs



New Program – Mobile Library

Bringing library services to under-engaged communities through outreach events, public stops and school visits.



Mobile Library Priorities

- Under-engaged Communities
- Schools & Literacy
- Community Events
- THINKspot
- Technology & Internet Access
- Workforce Development



FY 22/23 Budget Request Summary



Senior Program Assistant (1 FTE)

Ongoing cost: \$81,612

Duties:

- Program Administration
- Outreach Coordination
- Event Scheduling
- Collection Management
- Staff Training

Expenditure Summary

| Core Business Process (or Service Level) | FY 20/21 Year End Actuals | FY 21/22 Revised Budget | FY 21/22 Year End Estimate | FY 22/23 Proposed Budget |
|---|------------------------------|----------------------------|-------------------------------|-----------------------------|
| Library Resources | \$2.4 | \$3.2 | \$3.0 | \$3.1 |
| Library Programs and Services | \$4.3 | \$5.5 | \$5.2 | \$5.7 |
| Total | \$6.7 | \$8.7 | \$8.2 | \$8.8 |

| | | | | |
|-----------|------|------|------|------|
| Total FTE | 82.3 | 82.7 | 82.7 | 83.7 |
|-----------|------|------|------|------|

Dollars in Millions

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Performance Measure Impact

- Library Circulation
- Collection Turnover Rate
- Library Cards Issued
- Library In-House Visits



Fiscal Year 2022/23 Budget Wrap-up

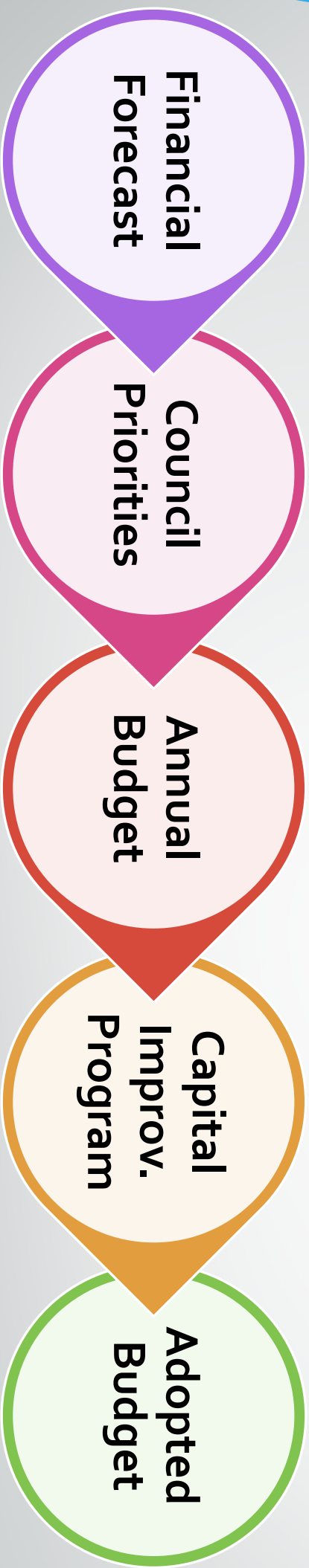
May 5, 2022

City of Mesa

Presented by: Brian A. Ritschel – Management & Budget
Assistant Director



The FY 22/23 Budget Review Process



General Governmental Funds Financial Principles

Sustain Quality Services



Balance net sources and uses



10% – 15% reserve fund balance over the 5-
year forecasted period



Sustainability of programs and services



Keep wages and benefits competitive
compared to other valley cities in order to
retain and recruit quality staff



Investment in capital and lifecycle
replacement projects

Utility Fund Financial Principles

Sustain Quality Services



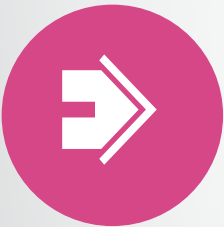
BALANCE NET
SOURCES AND
USES



20% OR HIGHER
RESERVE FUND
BALANCE



RATE
ADJUSTMENTS
THAT ARE
PREDICTABLE
AND SMOOTHED
THROUGHOUT
THE FORECAST



EQUITY BETWEEN
RESIDENTIAL AND
NON-
RESIDENTIAL
RATES

AFFORDABLE
UTILITY SERVICES



Changes to the Proposed Budget



- **Meeting Community Needs and Growth**
 - Addition of a Construction Inspector due to the significant increase in development activity
 - Addition of a Government Relations Director position to support federal and state initiatives

Sustain Quality Services



Changes to the Proposed Budget Included in Departments Budget Presentations

- Animal Control Specialist (1 FTE)
- Housing Solutions Specialist (1 FTE)
- Reclassify chemist from 0.5 FTE to 1.0 FTE
- Greenfield Water Reclamation Plant Water Resources Maintenance Specialists (2 FTE)
- Water Resources Valve Truck (1)
- Solid Waste Equipment Operators (8 FTE)
- Solid Waste Routing Specialist (1 FTE)
- Front Load Trucks (2), Container Truck (1), and Automated Side-Loader (ASL) (1)
- Lead Utility Locator and a Utility Locator (2 FTE)
- Energy Control Room Supervisor (1 FTE)

Sustain Quality Services

Included in the Proposed Budget

- Police Records Division positions (7 FTE)
- Police Department Psychologist position (1 FTE)
- Patrol Unit sworn officers (14 FTE)
- Fire academy for 40 recruits (12 for Station 222, 28 to fill vacancies)
- Creation of a Domestic Violence Court
- Creation of a Special Events Coordination team
- Small business assistance support
- Downtown façade grant match

Sustain Quality Services

Included in the Proposed Budget

- Fiesta Buzz Neighborhood Circulator Pilot Program
- 14 additional bus stop shelters
- Transit Oriented Development grant match for Streetcar Extension Feasibility Study
- Increase Transportation Department's street overlay program (\$10M)
- Alleyway and graffiti cleanup increase in staff (2 FTE)
- Mesa Climate Action Plan implementation (\$10M)

Sustain Quality Services

Included in the Proposed Budget

- Signal Butte Water Treatment Plant Expansion
 - Treatment Process Specialist (1 FTE)
- Central Mesa Reuse Pipeline
 - Water/Wastewater Field Coordinator (2 FTE), Utility Systems Crew Leader (1 FTE), Equipment Operator (1 FTE), Fieldworker (1 FTE), Backhoe (1), and 10-yard dump truck (1)
- Northwest Water Reclamation Plant
 - Water Resources Operator (1 FTE) and Maintenance Specialist (1 FTE)
- Divide the solid waste trucks between the West and East Mesa Service Centers to reduce windshield time

Sustain Quality Services

The Adoption Timeline

May 16 - Capital Improvement Program, Public Hearing and Adoption

- Annual Budget, Tentative Adoption

June 6 - Annual Budget and Secondary Property Tax Levy, Public Hearing

- Annual Budget, Final Adoption

June 20 - Secondary Property Tax Levy Adoption

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