IT ALL STARTS WITH A SPARK OF IMAGINATION.
YOUR IDEAS, OUR FUTURE.
Share your ideas for making Mesa amazing!

ImagineMesa.com

- Terry Benelli, Committee Co-Chair
- Levi Leyba, Committee Co-Chair
- Jo Martin, Committee Member
- Deanna Villanueva-Saucedo, Committee Member
Imagine Mesa Advisory Committee

Terry Benelli: Co-Chair
Executive Director, Local Initiatives Support Corporation

Levi Leyba: Co-Chair
Creative Entrepreneur

Greg Arnett
Owner, Sunburst Shutters and Window Fashions

Jake Brown
Attorney

Winnie Kho Kaplan
Realtor and Executive Director, Arizona Asian American Association

Patrick Kee
Instructional Designer

Matt Law
Creative Services Manager, First Solar

Jo Martin
Owner, TM3 Consulting

Frank Mizner
President, Dobson Ranch HOA Board of Directors

Linda Moeser
Life Group Care Coordinator, Central Christian Church

Justin Murdock
Chair, City of Mesa Parks & Recreation Advisory Board

Jenni Richardson
Community Volunteer and Mesa Public Schools Governing Board member

Gina Rodriguez
General Manager, Arizona Golf Resort

Kelly Smith
Founder & CEO, Prenda

Deanna Villanueva-Saucedo
Board Chair, Mesa Association of Hispanic Citizens
Imagine Mesa Strategies

Imagine Mesa aimed to engage Mesa residents, businesses and visitors to share their ideas for shaping Mesa’s future by:

• Using digital strategies that compelled engagement
• Developing diverse communications and content that was appealing to multiple interests
• Utilizing data from social media and website interactions to ensure community-wide representation
Campaign Results

• 67,111 visitors to the website
• 10,113 active participants
• 465 ideas submitted
• 26 events and presentations by committee members
• 24 events and presentations by staff
• 137 City social media posts that showed up in 238,000 social media feeds
• 2.9 million digital campaign impressions
• 4,872 new followers on main City social media channels since campaign kick-off
Neighborhood benchmarks: San Francisco

- Visits: 78,801
- Bounce rate: 58%
- Time on site: 2:43
- Pages per visit: 3.2
85% of survey respondents reported they live in Mesa.
Imagine Mesa Advisory Committee

- 15-member citizen advisory committee
- Tasked with evaluating and prioritizing ideas
- 9 committee meetings from August 14 - November 16
Committee Review Process

- Evaluated, discussed and prioritized ideas
- Success factors used to help evaluate
  - *Existing programs, potential costs/revenues, public support (Me Too’s), existing infrastructure and assets, Impact/Effort Matrix*
- Subcommittees
  - Work and Innovation
  - Green Future
  - Home
  - Play
Imagine Mesa at Play

1. Multi-purpose, multi-field youth and amateur sports complex
   - Support Red Mountain Youth Sports Complex
   - Year round professional quality fields
   - Field house to provide indoor sports and events
   - Will encourage additional supporting development
Imagine Mesa at Play

2. Bike/pedestrian trail program

• Continue the creation of an exceptional citywide trail system
• Incorporate art, restrooms, etc.
• Seek opportunities for economic development adjacent to trail system catering to trail users (coffee shop, bike shop, restaurants, etc.)
• Connection to destinations and regional trail systems
Imagine Mesa at Play

3. Park features and 2012 park bond continuation

• Consider new high-impact destination facilities and features (ex. splash pads, shade structures, dog parks, skate features, etc.)

• Fund the remainder of the 2012 park bond projects that were not entirely completed (Signal Butte & Elliot Park, Monterey Park, and the Federal Building)
Imagine Mesa at Home

1. Code Enforcement: Proactive code compliance officers
   • Suggest adding two new full-time officers and two part-time officers with an emphasis on proactive enforcement
   • Proactively address bandit signs and other code issues
Imagine Mesa at Home

2. Control of the feral cat population

• Work with Arizona League of Cities and Towns to lobby the State and ask them to consider changes to how cats are classified

• Support City of Mesa staff as they continue researching best practices and models across the country for ideas on how to work with this issue

• Increased funds for targeted Trap Neuter Release in problem areas
3. Increase numbers of police officers

- Many of the comments related to “more” police and public safety while others referenced increased enforcement and community-focused service
- Focus on community interactions and proactive enforcement with a dedicated team in each district
- Similar to the Community Actions Teams utilized in years past in each police district
Imagine Mesa’s Green Future

1. Light rail to extend to Superstition Springs Mall and more bus routes on north/south roads between Gilbert and Power in East Mesa
   • Explore expanding the current direction of Transit to increase transit accessibility east of Gilbert Road
   • Pursue at least one north/south bus route between Gilbert and Power roads. Options are Greenfield Road and/or Val Vista Drive
Imagine Mesa’s Green Future

2. Food waste composting facility/anaerobic digestion
   • Increase diversion of waste out of the landfill, reducing costs of disposal
   • Turn food waste into a commodity, cost avoidance
     • Anaerobic Digestion
       • Renewable Natural Gas
       • Electricity
     • Compost
   • Pilot program – technical and financial
     • Partnership with ASU and Water Resources on bench scale testing
     • Partnership with EVIT and Bashas on food waste composition
Imagine Mesa’s Green Future

3. Expand bulk pick-up days and large metal City clean-up bins available to neighborhoods four times per year

• Increase the bulk item program from 2 days per week to 4 days per week, scheduled service

• Invest in expanding the marketing efforts

• Expand Clean Sweep/Green Sweep roll-off box metal-bin program from 1 time per year to 2 times per year (per neighborhood).
Imagine Mesa Work and Innovation

1. Innovation District and technology committee
   - Build/adapt space to bring a major, top-tier university downtown
   - Support HeatSync
   - Add a co-working space for new businesses and startups
   - Create, fund, and empower a committee/process to make Mesa a test bed for cutting edge technology
Imagine Mesa Work and Innovation

2. Build a STEAM center on Las Sendas Mountain
   • Include an observatory at the highest and darkest point in Mesa and code academy
Imagine Mesa Work and Innovation

3. Create a restaurant innovation district
   • Find a City space and create a restaurant innovation district
## Support Existing Projects

<table>
<thead>
<tr>
<th>Idea</th>
<th>Committee Support/Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Library in Eastmark or SE Mesa</td>
<td>Support Library’s need analysis for this area of Mesa</td>
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<tr>
<td>2. For Mesa address the homeless situation</td>
<td>Support the work and continued convening of the Mayor’s Homelessness Taskforce</td>
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<tr>
<td>3. For the Broadway Rd corridor to look nice and attract more businesses</td>
<td>Continue work on the Broadway Corridor transportation plan</td>
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<tr>
<td>4. Honor military, police, and fire with banners displayed downtown</td>
<td>Keep the current banner program that spotlights military and first responders</td>
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<tr>
<td>5. A new fire station in Eastmark</td>
<td>Support the Fire &amp; Medical Department’s study/needs analysis</td>
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<tr>
<td>6. Early education opportunities for young learners in Mesa</td>
<td>Continued support for early learning initiative in Mesa</td>
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Honorable Mentions

<table>
<thead>
<tr>
<th>Idea</th>
<th>Committee Support/Rationale</th>
</tr>
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<tbody>
<tr>
<td>1. Little free library in neighborhoods</td>
<td>Ask Neighborhood Outreach to develop a pilot program with minimal cost and offer to registered neighborhoods</td>
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<tr>
<td>2. Entry / monument signs into Mesa</td>
<td>Ask Transportation to conduct an analysis of what entry points into Mesa are viable for signs and potential cost</td>
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<tr>
<td>3. Downtown to be serviced by expanded City chilling system</td>
<td>Potential for downtown businesses to subscribe if chillers are expanded for large scale projects in the future</td>
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<tr>
<td>4. The Landing at Lehi Falls</td>
<td>Potential future project when financing is available and land ownership issues are resolved</td>
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<tr>
<td>5. Food Forest, community garden, nursery, community education center and farmers market</td>
<td>Potential for future urban agriculture, food forests, and green infrastructure</td>
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# Top 10 Most Popular Ideas

<table>
<thead>
<tr>
<th>Idea</th>
<th>Me Toos</th>
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</thead>
<tbody>
<tr>
<td>1. Bring an ASU campus to Downtown Mesa - without a tax increase.</td>
<td>435</td>
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<tr>
<td>2. Multi-purpose, multi-field youth and amateur sports complex.</td>
<td>421</td>
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<tr>
<td>3. Site 17 (University &amp; Mesa Drive) to be AMAZING.</td>
<td>360</td>
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<tr>
<td>4. A food forest, community garden, nursery, community education center, and a farmer's market downtown.</td>
<td>330</td>
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<tr>
<td>5. More covered parks and splash pads.</td>
<td>308</td>
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<tr>
<td>6. More bike and pedestrian paths that keep riders separated from street traffic.</td>
<td>247</td>
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<tr>
<td>7. Free bulk pick up days.</td>
<td>232</td>
</tr>
<tr>
<td>8. The Landing At Lehi Falls.</td>
<td>227</td>
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<tr>
<td>9. More indoor recreation space for kids and adults to gather year-round to exercise and play.</td>
<td>210</td>
</tr>
<tr>
<td>10. A new fire station in Eastmark.</td>
<td>195</td>
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