

COUNCIL MINUTES

August 16, 2004

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 August 16, 2004 at 4:50 p.m.

COUNCIL PRESENT

Mayor Keno Hawker
Rex Griswold
Kyle Jones
Janie Thom
Claudia Walters
Mike Whalen

COUNCIL ABSENT

Tom Rawles

OFFICERS PRESENT

Mike Hutchinson
Debbie Spinner
Barbara Jones

(Mayor Hawker excused Councilmember Rawles from the meeting.)

1. Review items on the agenda for the August 16, 2004 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflicts of interest declared: 5n, 5q, 5r, 7e and 7.3 (Hawker)

Items added to the consent agenda: 10

Items removed from the consent agenda: 3a, 5j and 7g

2. Hear a presentation on various transportation options for seniors and disabled adults in the City of Mesa.

Assistant Development Services Manager Jeff Martin, Marketing and Communications Director Jamie Brennen and Transit Operations Administrator Jim Wright addressed the Council relative to this agenda item.

Mr. Martin reported that in an effort to expand the Enabling Transportation (ET) program, Transit staff has been working with Marketing and Communications to develop a new marketing program. He explained that as part of the new strategy, a name change is being recommended to the ET program. Mr. Martin stated that the new program name, *RideChoice*, would represent

all of the alternative transportation programs available to accommodate the disabled and seniors in the community who do not have access or the ability to use standard public transportation services.

Mr. Wright displayed graphics in the Council Chambers and briefly highlighted the following transportation programs:

- Discount Valley Metro Bus Fare – Seniors 65 years of age and older, as well as disabled citizens, are eligible for half-fare rates on Valley Metro bus services.
- Mileage Reimbursement – Client transportation is provided by client's volunteer driver. Client receives \$.37/mile for rides provided by volunteer driver for up to 300 miles per month.
- Coupons for Cabs – Clients registered with Mesa Senior Services can purchase \$60 worth of taxi fare vouchers per month for \$15.
- East Valley Dial-a-Ride – Shared ride, door-to-door transportation service provided every day of the year from 7:00 a.m. to 7:00 p.m.

Mr. Wright added that as a result of a FY 2003-04 ET program fiscal review, staff has implemented a series of changes with regard to overhead costs and has reinvested a portion of those costs back into the Transportation budget.

Ms. Brennen provided a short synopsis of the *RideChoice* marketing plan objectives, including the implementation of a comprehensive campaign that focuses on creating a strong identity and strengthening the awareness of alternative transportation programs within Mesa. She explained that the plan would also employ a media campaign targeted at senior citizens and the disabled community and would consist of a direct mail campaign (in English and Spanish), advertisements for publications, public service announcements on Mesa Channel 11, and presentations to senior living areas within the community.

Mr. Martin informed the Council that the funds for the *RideChoice* marketing plan would be derived from a \$6,000 savings realized from the 2003-04 fiscal review, as well as Local Transportation Assistance Fund (LTAF II) lottery monies generated from the State lottery's Powerball game.

The Council expressed appreciation to staff for their efforts and hard work relative to this matter.

3. Acknowledge receipt of minutes of boards and committees.

- a. Ad Hoc Redevelopment Advisory Committee meeting held June 22, 2004.
- b. Development Advisory Board meeting held June 8, 2004.

It was moved by Vice Mayor Walters, seconded by Councilmember Whalen, that receipt of the above-listed minutes be acknowledged.

Mayor Hawker declared the motion carried unanimously by those present.

4. Hear reports on meetings and/or conferences attended.

There were no reports on meetings and/or conferences attended.

5. Scheduling of meetings and general information.

City Manager Mike Hutchinson stated that the meeting schedule is as follows:

Thursday, August 19, 2004, 7:30 a.m. – Study Session

Thursday, August 26, 2004, 7:30 a.m. – Study Session

Thursday, August 26, 2004, 9:30 a.m. – General Development Committee Meeting

Monday, August 30, 2004, 3:00 p.m. – Police Committee Meeting

Monday, August 30, 2004, TBA – Study Session

Monday, August 30, 2004, 5:45 p.m. – Regular Council Meeting

Thursday, September 2, 2004 – Study Session (Cancelled)

6. Prescheduled public opinion appearances.

There were no prescheduled public opinion appearances.

7. Adjournment.

Without objection, the Study Session adjourned at 5:35 p.m.

KENO HAWKER, MAYOR

ATTEST:

BARBARA JONES, 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 16th day of August 2004. I further certify that the meeting was duly called and held and that a quorum was present.

BARBARA JONES, CITY CLERK

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