



## COUNCIL MINUTES

August 15, 2013

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 15, 2013 at 7:31 a.m.

COUNCIL PRESENT	COUNCIL ABSENT	OFFICERS PRESENT
Scott Smith Alex Finter Christopher Glover Dennis Kavanaugh Dave Richins Scott Somers	None	Christopher Brady Debbie Spinner* Dee Ann Mickelsen

(\*City Attorney Debbie Spinner participated in the meeting through the use of telephonic equipment.)

1. Review items on the agenda for the August 19, 2013 Regular Council meeting.

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

Conflict of interest: None

Items removed from the consent agenda: None

Items deleted from the agenda: None

2-a. Discuss and provide direction on the process of filling the District 5 Council position.

Mayor Smith stated that District 5 Councilwoman Dina Higgins submitted her resignation, which becomes effective today. He explained that per the City Charter, the Council has two options with respect to filling a vacant Council seat mid-term: 1.) Appoint a new member; or 2.) Call a Special Election.

Responding to a series of questions from Mayor Smith, Deputy City Attorney Alfred Smith clarified that if the Council opted to call a Special Election, it would be necessary for the City to hold the election no later than 120 days following the occurrence of the vacancy, which would be December 15, 2013. He noted, however, that a conflict exists between the City Charter and State law. He stated that several years ago, State law was modified to only allow elections to

occur on four specific dates and added that December 15<sup>th</sup>, unfortunately, is not one of those dates.

Mr. Smith explained that the City would “run into a conundrum” with respect to whether it should follow the City Charter, which would require the election to occur in 120 days or, alternatively, follow State law, which would allow Mesa to hold the election in March or May of 2014. He further commented that he was uncertain whether it would be feasible for the City to hold a Special Election since the law requires candidates to submit their nominating petitions 90 days before the election, which would be September 15, 2013. He added that he would defer to the City Clerk in this regard.

Mayor Smith commented that he was not interested in pursuing a legal challenge just so Mesa could hold an election. He noted, however, that it would be an interesting legal question with respect to which scenario would “trump” the other: 1.) The City conducting a Special Election only on a State-mandated date; or 2.) Fulfilling the need to fill a Council position. He stated that in his opinion, Mesa would have “a pretty good case” that the City Charter argument would prevail, since State law would “thwart” the need to fill a Council seat from December to possibly May.

Mayor Smith restated that the City could hold a December election, which would create a conflict and possibly result in a legal challenge. He noted, however, that if Mesa followed State law, the election would be held on March 11<sup>th</sup>. He also pointed out that the District 5 Council seat is up for election in August 2014 and said that if the Council called a Special Election, but deferred to State law, it would be held in March 2014, with a possible runoff in May 2014. He further remarked that in August, the Council seat would once again be open since, per the City Charter, the person elected in March or May would only serve during the unexpired term, or until January 2015.

Mr. Smith confirmed Mayor Smith’s comments.

Discussion ensued relative to the possible cost that the City would incur to hold a Special Election, which was estimated at \$150,000.

In response to a series of questions from Mayor Smith, Mr. Smith explained that if the Council decided to appoint a new District 5 Councilmember, such appointment must be made within 30 days following the occurrence of the vacancy. He noted that since September 14<sup>th</sup> is a Saturday, he would suggest that the Council make the appointment by Thursday, September 12<sup>th</sup>.

Mr. Smith further remarked that if the Council fails to make such an appointment within 30 days, per the City Charter, they would be required to call a Special Election to fill the vacancy. He reiterated that the District 5 Council seat would remain vacant until such time as the election was held and the election results were certified.

It was moved by Councilmember Somers, seconded by Vice Mayor Finter, that staff be directed to begin the appointment process of filling the District 5 Council seat.

Carried unanimously.

City Manager Christopher Brady displayed a document outlining the proposed dates within which certain processes regarding the District 5 Council position appointment must be completed. **(See Attachment 1)**

Mayor Smith pointed out that although there was no mandated procedure with respect to the appointment process, the Council can define the procedure that they wish to follow. He noted, however, that they must take into consideration the 30-day timeline within which to complete such efforts.

Mr. Smith reported that ironically, the last time a Council position was appointed was in District 5 with the resignation of former Councilmember Rex Griswold.

Mr. Brady advised that today staff is prepared to issue a press release announcing that the District 5 Council position is open for appointment. He noted that staff has already developed an online application, which is similar to Board and Commission applications, but also requests that the citizens provide an explanation of why they are interested in the position and believe they are the most qualified candidate to serve District 5.

Mayor Smith assured everyone that citizens will have access to the application through a prominently-displayed link on the City's website.

Mr. Brady, in addition, remarked that staff would propose a 5:00 p.m. deadline on August 22, 2013 for citizens to submit their applications, which would then be forwarded to the Councilmembers that evening. He stated that at the August 26, 2013 Study Session, the Council would discuss and select the candidates they want to interview; that at the September 5, 2013 Study Session, the Council would conduct the interviews; and that at a September 12, 2013 Special Council meeting, the Council would appoint the new District 5 Councilmember.

It was moved by Councilmember Somers, seconded by Councilmember Glover, that staff be directed to issue applications for the District 5 Council seat vacancy in accordance with Mr. Brady's proposal.

Carried unanimously.

Mayor Smith thanked staff for the presentation.

2-b. Hear a presentation, discuss and provide direction on an update to the proposed Bike Share Program.

Management Assistant Niel Curley introduced Assistant to the City Manager Natalie Lewis, Planner II Jim Hash and Josh Squire, CEO of CycleHop, who were prepared to address the Council.

Mr. Curley displayed a PowerPoint presentation **(See Attachment 2)** and stated that this item was a follow-up to an earlier presentation when staff proposed the creation of a Bike Share Program in Mesa. He explained that since that time, Mesa has been involved in discussions with Phoenix, Tempe, Arizona State University (ASU) and Valley Metro to create a Regional Bike Share Program that would be uniform and consistent from a user standpoint. He added that since the previous presentation, CycleHop has been selected as the Bike Share vendor and operator.

Mr. Hash reported that the primary goals of the Bike Share Program in Mesa are to increase existing access to rail, transit and future infrastructure and also provide a new, affordable transit tool for visitors, students, employers and non-profit clients in the downtown area. He noted that all of the goals are in alignment with the City Council's Strategic Initiatives, Mesa's Bicycle Master Plan, Transportation Plan, General Plan and Central Main Plan.

Mr. Hash indicated that Phoenix envisions its Bike Share Program as the first phase of a regional program. He also said that Mesa, Tempe and Phoenix are working towards establishing a regional governing body that will focus on the expansion of a Regional Bike Share Program not only for the betterment of those municipalities currently involved in the program, but also those that might wish to participate in the future. He added that with these regional goals in mind, it was imperative that a single provider be selected to initiate a Regional Bike Share Program in a seamless manner for the end users.

Mr. Hash, in addition, remarked that the City of Mesa anticipates launching its portion of the Bike Share Program in April 2014, which is designated Valley Bike Month. He stated that the program would begin with 250 bikes that will be funded through sponsorship opportunities with CycleHop, as well as monies that have been earmarked in the Transportation Department's FY 2013/14 budget.

Mr. Squire addressed the Council and stated that CycleHop was excited to be a part of a Regional Bike Share Program in the Valley. He noted that Mesa's participation in the program will enhance its transportation options and promote a sense of community, healthy living and fitness, and economic activity. He also indicated that using a bike is "a great way to get around town," especially for trips that are less than two or three miles. He added that CycleHop is currently in the process of talking to a number of companies that have expressed an interest in sponsoring the program, which would minimize the City's costs.

Mr. Squire further displayed a series of photographs illustrating the type of bike that would be used in the program. (See Pages 5 through 8 of Attachment 2) He explained that the bike's technology maximizes the number of trips with fewer bikes since the user would have the ability to park the bike at a hub station where there may be a group of ten or 15 bikes. He noted, however, that if a person's destination was not near a hub station, the individual would still have the ability to lock the bike to a public bike rack and CycleHop's distribution team would collect the bikes as necessary. He added that each bike is equipped with a GPS unit, which would be utilized by the company to track the equipment and deter thefts.

Mr. Squire also reported that the bike's technology would allow CycleHop to study the trips that users are taking, which would provide data to enhance cycling infrastructure or perhaps increase or decrease the number of bikes that Mesa uses in its Bike Share Program. He said that CycleHop would provide reports to City staff on a monthly basis so that they have access to such information.

Discussion ensued relative to the fact that CycleHop was in the process of branding and hoped to select a brand name that would unify the entire Phoenix metro area.

Vice Mayor Finter stated that the Bike Share Program is "timely and exciting," especially with the opening of two new colleges in downtown Mesa. He recounted a recent trip to Washington,

D.C. in which he and his family used a similar Bike Share Program and found it to be an easy and fun experience.

Mr. Squire referred to a document titled "Regionwide User Prices" and briefly reviewed the proposed costs. (See Page 11 of Attachment 2) He stated that the \$79 annual membership would include a certain amount of free time per day to ride a bike, with the idea to promote the sharing of the bikes. He pointed out that if a person wanted to ride a bike for four or five hours, for example, the Bike Share Program might not be the best option. He added that the program will be promoted to corporate entities and also offer discounted rates for students.

In response to a question from Mayor Smith, Mr. Squire clarified that if an individual does not have a membership, the person could access the bikes through a day pass. He explained that the day pass could be purchased from a cell phone, tablet, PC or the customer service kiosk located at the hub station.

Mr. Hash reported that with respect to Mesa's Bike Share Program, staff has proposed a Phase 1 system, which will include 11 bike hubs, five of which will be located at the existing and new light rail stations, and six hubs that will be situated at or near facilities located by the City's non-profit partners. He said that the City will provide a subsidy program so that the individuals at the non-profit agencies will have the ability to access the bikes for free with help from the cities.

Further discussion ensued relative to the fact that the City has set aside monies for various infrastructure improvements, such as shading and lighting at the kiosks; that the proposed location of the bike hubs are designed so that the riders could connect with existing bus stations; that the stations can be moved easily to accommodate the light rail line; and that as light rail expands, staff's goal would be to expand the Bike Share Program as well.

Councilmember Kavanaugh noted that the Bike Share Program is popular in many communities and commended staff's proposal which, in his opinion, will provide Mesa an upgraded version with respect to the bikes' improved technology.

Responding to a question from Councilmember Glover, Mr. Squire clarified that the bikes are maintained on a consistent basis to ensure their longevity. He acknowledged that Arizona's heat is a consideration and stated that the saddle will be a lighter color so that it does not absorb as much heat. He also noted that the grips will be composed of a material that "does not melt in your hand when you grab them."

Mayor Smith commented that he has seen successful Bike Share Programs in other large communities and stated that he looked forward to the implementation of a Regional Bike Share Program in the Valley.

Mayor Smith thanked everyone for the presentation.

2-c. Appointments to Boards and Committees.

MUSEUM & CULTURAL ADVISORY BOARD

Robert Valverde – Term Expires June 30, 2014

Melissa Johnson – Term Expires June 30, 2014

### TRANSPORTATION ADVISORY BOARD

Jennifer Love – Term Expires June 30, 2016

It was moved by Councilmember Glover, seconded by Councilmember Kavanaugh, that the Council concur with the Mayor's recommendations and the appointments be confirmed.

Carried unanimously.

### 3. Information pertaining to the current Job Order Contracting projects.

There was no presentation or discussion regarding this item.

### 4. Acknowledge receipt of minutes of various boards and committees.

4-a. Mesa Redevelopment Authority Executive Board meeting held May 28, 2013.

4-b. Museum and Cultural Advisory Board meeting held May 23, 2013.

4-c. Economic Development Advisory Board meeting held June 4, 2013.

4-d. Judicial Advisory Board meeting held April 29, 2013.

4-e. Public Safety Committee meeting held May 30, 2013.

4-f. Sustainability & Transportation Committee meeting held June 17, 2013.

4-g. Audit, Finance & Enterprise Committee meeting held July 1, 2013.

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

Carried unanimously.

### 5. Hear reports on meetings and/or conferences attended.

Councilmember Glover: Visited the home campuses of Wilkes University, Westminster College and Albright College

Councilmember Glover expressed appreciation to staff from Parks and Recreation, the Mesa Police Department and the City Prosecutor's Office for their efforts and hard work in cleaning up Guerrero Park and making the neighborhood "a great place to live."

### 6. Scheduling of meetings and general information.

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

Thursday, August 15, 2013, 10:00 a.m. – Mesa Center for Higher Education Grand Opening

Monday, August 19, 2013, TBA – Study Session

Monday, August 19, 2013, 5:45 p.m. – Regular Council Meeting

7. Items from citizens present.

There were no items from citizens present.

8. Adjournment.

Without objection, the Study Session adjourned at 8:13 a.m.

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SCOTT SMITH, MAYOR

ATTEST:

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DEE ANN MICKELSEN, 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 15<sup>th</sup> day of August, 2013. I further certify that the meeting was duly called and held and that a quorum was present.

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DEE ANN MICKELSEN, CITY CLERK

pag  
(attachments – 2)

# Proposed Appointment Timeline

- ▶ August 15 Study Session – Receive Council direction on the process of filling the District 5 Council position by appointment
- ▶ August 22 Study Session – 5:00 p.m. deadline for applications
- ▶ August 26 Study Session – Discuss and select interview candidates
- ▶ September 5 Study Session – Candidate interviews
- ▶ September 12 Special Council Meeting – Appoint District 5 Councilmember





# Regional Bike Share

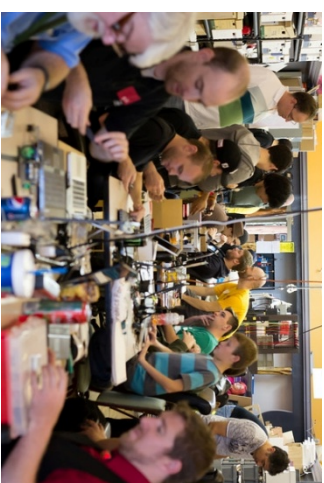
Downtown Mesa Pilot Program

City Council Study Session

August 15, 2013

# Purpose

- **Expanding local and regional connections** for differing target audiences:
  - Downtown visitors
  - Students
  - Major employers
  - Non-Profit clients



# Goals

## ● Strategic Alignment

- City Council Strategic Initiatives
- Bicycle Master Plan
- Transportation Plan
- General Plan
- Central Main Plan



# Cooperative Agreement

- Operator: CycleHop
- Bike provider: Social Bicycles (Sobi)
- Valley cities: Phoenix, Mesa, Tempe

Example  
Concept

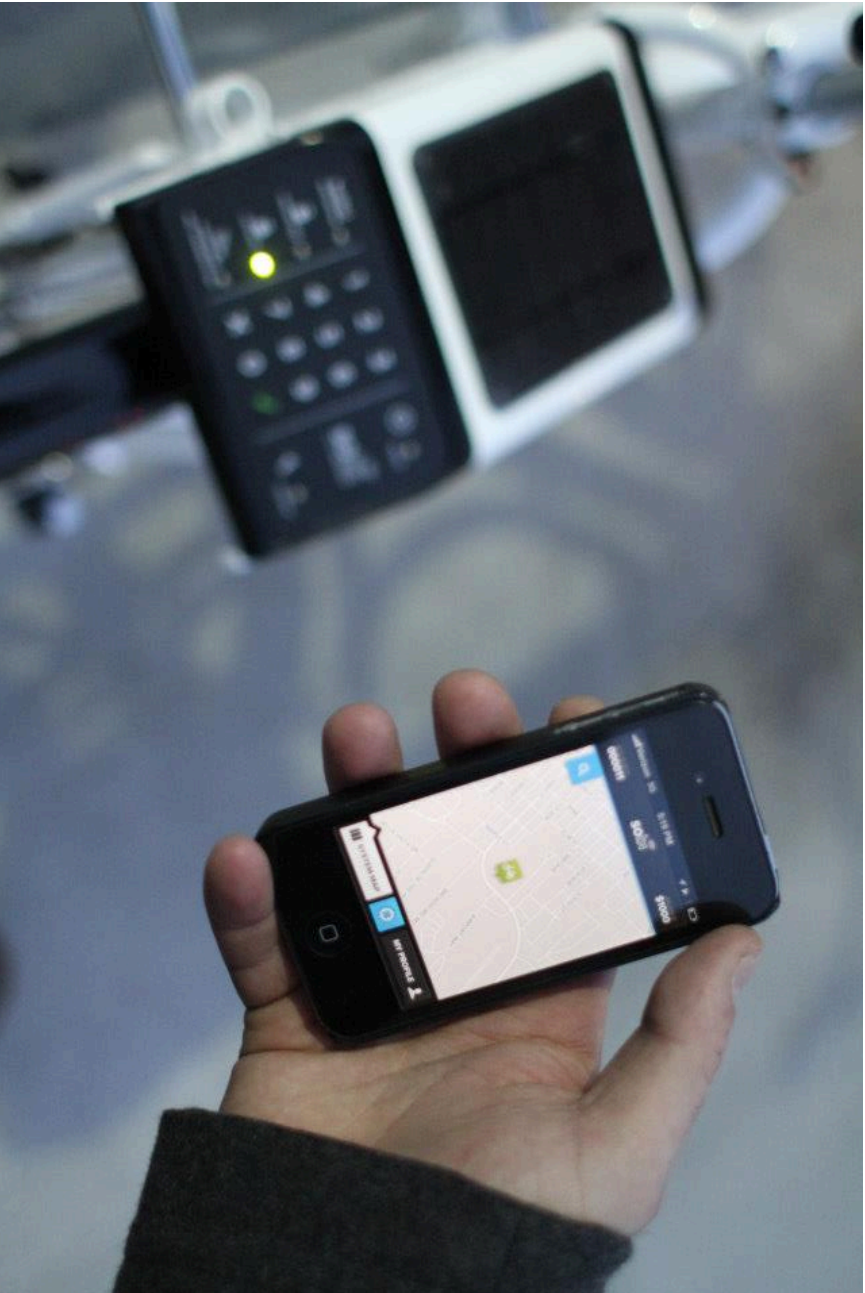


# Sobi Technology





# SObi Technology



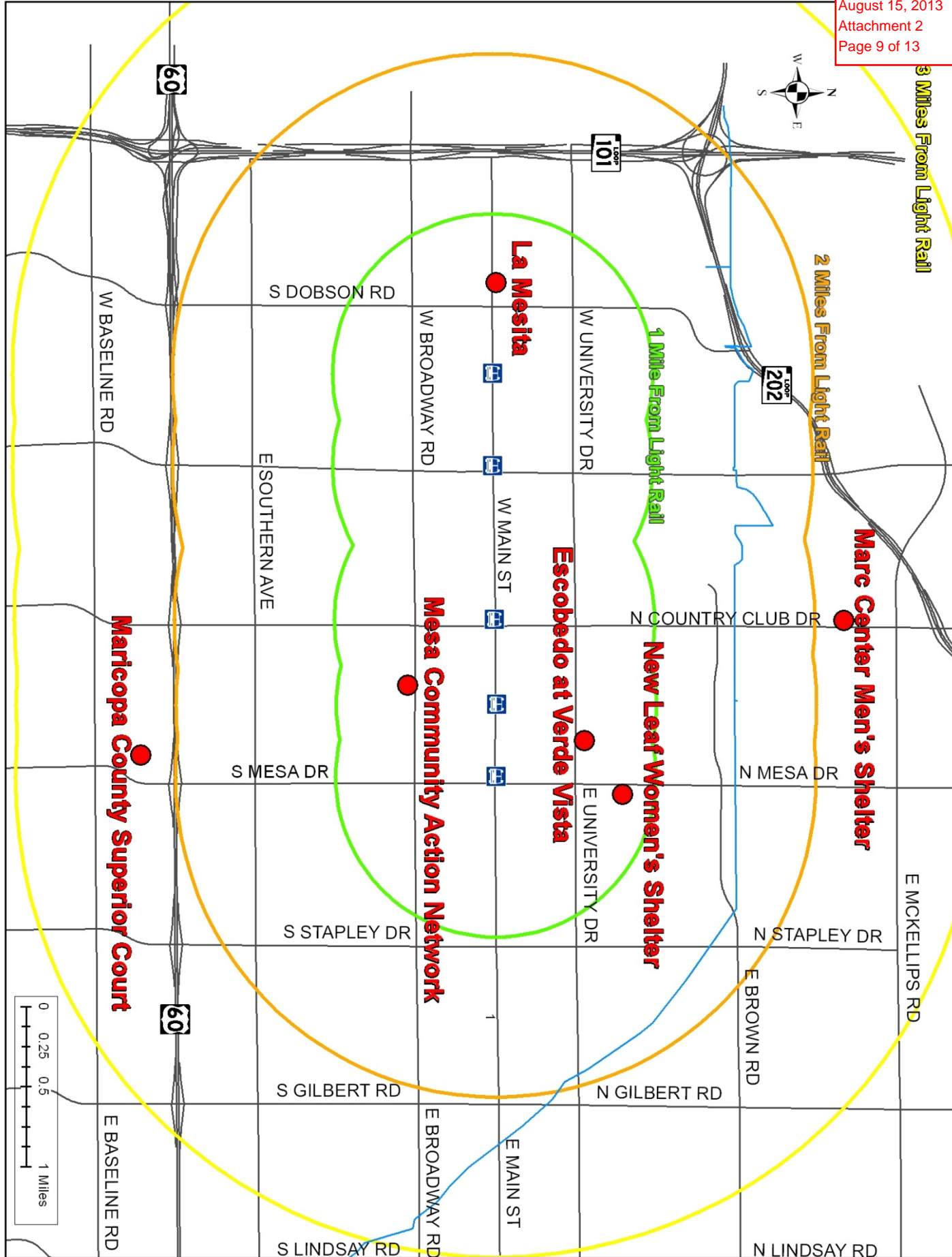




# SObi Technology







3 Miles From Light Rail

2 Miles From Light Rail

1 Mile From Light Rail

**Marc Center Men's Shelter**

**New Leaf Women's Shelter**

**Escobedo at Verde Vista**

**Mesa Community Action Network**

**La Mesita**

**Maricopa County Superior Court**

60

101

202

60



# Funding

- Regional sponsorship dollars (CycleHop)
  - Provide pilot program bikes
- Other pilot program needs (FY 13/14 Budget)
  - Hub customer service kiosks
  - Shading & lighting
  - Non-profit memberships



# Regionwide User Prices

Membership Period	Normal Price	Student Price
1 Day	\$5	\$5
3 Days	\$15	\$15
7 Days	\$20	\$20
30 Days	\$30	\$30
Annual	\$79	\$59

Ride Time Per Day	Cost
1 hour or less	Free
Every 30 min. thereafter	\$2



# Timeline

- Aug. 2013 – Phoenix-CycleHop contract
- Fall 2013 – Mesa CycleHop contract
- Dec. 2013 – Phoenix Phase I launch(200 bikes)
- Feb. 2014 – Phoenix Phase II launch (300 bikes)
- Spring 2014 – Mesa and Tempe launch (up to 500 bikes).



# QUESTIONS?

## Downtown Mesa Bike Share Pilot Program