



COUNCIL MINUTES

February 14, 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 February 14, 2013 at 7:41 a.m.

COUNCIL PRESENT

Scott Smith
Alex Finter
Christopher Glover
Dennis Kavanaugh
Dave Richins
Scott Somers

COUNCIL ABSENT

Dina Higgins

OFFICERS PRESENT

Christopher Brady
Debbie Spinner
Dee Ann Mickelsen

(Mayor Smith excused Councilwoman Higgins from the entire meeting.)

1-a. Hear a presentation, discuss and provide direction on the ArtPlace concept at the Mesa Arts Center.

Arts and Culture Director Cindy Ornstein displayed a PowerPoint presentation (**See Attachment 1**) and reported that ArtPlace is a collaboration of 13 leading national and regional foundations and six of the nation's largest banks. She explained that the organization has a close working relationship with various federal agencies, such as the National Endowment for the Arts and the U.S. Department of Housing and Urban Development (HUD).

Ms. Ornstein stated that these entities have come together due to their strong belief in the concept of creative placemaking, which is defined as placing art and culture at the heart of a portfolio of integrated strategies that drive vibrancy and diversity in order to transform communities.

Ms. Ornstein advised that the Mesa Arts Center (MAC) is an ArtPlace finalist for a creative placemaking grant. She noted that for more than a year, staff has worked with numerous stakeholders and individuals to develop an ArtPlace concept. She said that in November 2012, the MAC submitted its Letter of Inquiry and was selected as one of 104 finalists out of more than 1,200 applicants. She added that MAC's full proposal to ArtPlace is due February 25, 2013.

Ms. Ornstein offered a short synopsis of the goals of the 21st Century Café Society project. (See Page 4 of Attachment 1)

Ms. Ornstein indicated that the first component of the project is construction of a new stage for the Alliance Pavilion. She pointed out that the stage would not only be used for visual arts demonstrations, but also to host performers, press events and family photos. She commented that in addition, the concrete slab at the head of the Arroyo is an underutilized space and said that staff would propose to include a feature that looked as if it were built at the inception of the MAC. Ms. Ornstein added that the Mesa Arts Alliance has obtained funding for this component of the project.

Ms. Ornstein displayed a series of schematic drawings illustrating the proposed design of the new stage. (See Pages 7 through 15 of Attachment 1)

Ms. Ornstein remarked that the second component of the project is plaza improvements to the north end of the Shadow Walk. She explained that currently, the North Patio of the MAC campus is “a broken up space,” with a large gravel drainage area and a row of scraggly trees that bisects the space and limits usability.

Ms. Ornstein advised that such improvements, which are in the early stages of conceptual development, would provide opportunities to expand the uses at the MAC, such as festivals, a café area with activities, wedding receptions and food and beverage sales. She also said that Benedictine University has expressed an interest in having access to increased plaza space to accommodate its needs. She emphasized that the area would be the “front door of the MAC” for light rail passengers.

Ms. Ornstein referenced an aerial photograph of the current North Patio area (See Page 17 of Attachment 1), as well as the identical photograph with the future Center Street Station superimposed on it. (See Page 18 of Attachment 1) She said that the east end of the Center Street Station will “push” the crosswalk east and provide no pathway for citizens who wish to enter the theaters or reach the Shadow Walk. She added that it was essential that this design element be modified to accommodate such needs.

Ms. Ornstein briefly reviewed the elements to be included in the “Desired Plaza Area.” (See Page 19 of Attachment 1) She indicated that Dave Wilson, a landscape architect with the Environmental Planning Group, created various conceptual designs in an effort to address drainage needs and grading issues in the area. (See Page 21 of Attachment 1) She explained that staff’s initial thoughts were to consider the simplest concept, which would be the most flexible, affordable and provide the most open space.

Ms. Ornstein detailed staff’s vision of Mesa’s 21st Century Café Society as an activated, interactive environment and gathering place on the MAC campus. She stated that the space would be designed by the community and address questions and themes posed by citizens. She commented that it would also feature interactive displays and interfaces enabling on-site creation and expression, as well as digital sharing of work by artists and community groups. She further noted that the setting would feature café tables, food and beverage service and live performances.

Discussion ensued relative to the definition of “Café Society” (See Page 23 of Attachment 1); that staff proposes to solicit input from the community regarding the types of questions, ideas and issues they would like to explore, which would then be voted on by citizens utilizing the iMesa process; that multi-media, interactive platforms will be designed to create and share artistic work and ideas, as well as the opportunity to create and express onsite at the MAC; and examples of different venues that inspired staff to consider the concept of digital community bulletin boards and a café environment. (See Pages 25 through 30 of Attachment 1)

Ms. Ornstein, in addition, reported that staff proposes to use the design of the colored light boxes, which currently exist at the Mesa Contemporary Arts (MCA) museum, and create a similar form for the digital bulletin boards. She explained that some of the panels will act as interactive digital bulletin boards and multi-media screens, with sensors to enable the presentation of interactive art. She also stated that other boxes will have several colored light panels to complement the colors on the light rail platform, the bus stop and existing light boxes.

Ms. Ornstein further reported that some of the screens would feature responses that are created at live interfaces at several café tables, such as writing poetry or creating art. She said that staff would monitor the responses to ensure that nothing unacceptable appeared on the screens and noted that such responses would be disengaged at the nightly closing. She added that other screens would share, among other things, images, words, videos, and “interactives” from college students, community organizations and local artists.

Additional discussion ensued relative to the fact that the environment at the 21st Century Café Society would support college life, light rail extension and encourage visitors to shop, dine and stay late in downtown Mesa; and the various collaborators with respect to the project. (See Page 37 of Attachment 1)

Ms. Ornstein briefly highlighted the estimated costs, both funded and yet to be funded, for the three components. (See Page 38 of Attachment 1) She said that not only does the project respond to the Arts and Culture Department’s goals and objectives (See Pages 39 and 40 respectively of Attachment 1), but it also meets the Council’s Strategic Initiatives. (See Page 41 of Attachment 1)

Councilmember Kavanaugh commented that the project, which has “a lot of moving parts”, has evolved over time. He said that he was hopeful that the MAC would be competitive for the ArtPlace grant.

Further discussion ensued relative to the fact that the concrete slab served as a placeholder for a public sculpture that was not included as part of the MAC’s original design.

Vice Mayor Finter stated that he looked forward to the development of an innovative and creative project that will bring residents and visitors alike to downtown Mesa.

Mayor Smith thanked Ms. Ornstein for her presentation.

1-b. Hear a presentation, discuss and provide direction on the proposed Bike Share Program.

Assistant to the City Manager Natalie Lewis introduced Planner II Jim Hash and Management Intern Niel Curley, who were prepared to address the Council.

Ms. Lewis displayed a PowerPoint presentation (**See Attachment 2**) and reported that the purpose of the Bike Share Program is to expand connections not only to existing infrastructure and public facilities, but also for different types of uses and target audiences, such as downtown visitors, students and major employers. (See Page 2 of Attachment 2) She explained that in conjunction with the pilot program, the City endeavors to partner with local non-profits to assist their clients in accessing downtown services and making regional connections to jobs via the LINK and light rail.

Ms. Lewis noted that the Bike Share Program responds to the Council's Strategic Initiatives (See Pages 3 through 5 of Attachment 2), and in particular, maximizing access and use of new and existing transportation infrastructure and partnering with non-profit agencies.

Mr. Hash indicated that the goals of the Bike Share Program are also in strategic alignment with the City of Mesa's Bicycle Master Plan, Transportation Plan, General Plan and Central Main Plan. He stated that with respect to the Bicycle Master Plan, the Bike Share Program would assist the City in achieving the Platinum Level Bicycle Friendly designation by increasing the "bicycle-ready" opportunities to citizens in the community.

Mr. Curley advised that the Bike Share Program would consist of a strategically placed network of self-service bikes and/or bikes with kiosk stations that would assist citizens in traveling from one destination to another. He explained that new technology has made the systems more flexible and user friendly and also affords increased accountability.

Mr. Curley highlighted various features of the systems as follows:

- Solar-powered design, which would not require a direct link to any sort of utilities.
- The technology would enable the City to establish the network of bikes in different areas that could be adapted and shifted to meet future needs.
- The systems are self-contained and connect back to a central system via a wireless Internet connection. This allows individuals to check out bikes with a credit card or some sort of transit pass.
- The City will be able to obtain data reflecting the name of the bike user and the specific bike that has been checked out.
- A GPS tracker will be installed on each bike to track the location of the bike, which will assist the City in identifying which locations are the most commonly traveled routes in order to adjust/adapt to future uses and needs of the riders.
- From a social media perspective, the bike users would be able to individually track their own personal statistics (i.e., total miles traveled, amount of calories burned, and the carbon offset by riding a bike instead of using a car) to share on Facebook.

Mr. Curley reiterated that the Bike Share Program would be an effective tool to increase a citizen's access to retail, educational and transit opportunities in the downtown area.

Ms. Lewis displayed a series of maps illustrating the study area for the Bike Share Program. She said the first map includes concentric circles beginning at Main Street and expanding one to three miles in distance. (See Page 9 of Attachment 2) She stated that research has shown that people will generally walk between a quarter of a mile to a half a mile in order to access various activities. She added that the Bike Share Program would extend those distances and expand the area of accessibility.

Ms. Lewis highlighted a similar map, but with the addition of the future locations of the light rail stations along Main Street. (See Page 10 of Attachment 2) She noted that staff would propose that the bike hubs/kiosks be situated at most of the station locations.

Ms. Lewis indicated that staff has met with several non-profit partners, such as A New Leaf and Save the Family, and stated that both organizations are very enthusiastic about the program and the opportunities it could afford their clients. (See Page 11 of Attachment 2) She pointed out that as the project moves forward, the City will retain those entities as key partners and eventually expand further.

Ms. Lewis, in addition, highlighted maps illustrating the impact of the Bike Share Program as it expands to additional public facilities, existing/future colleges, and eventually out to the new Chicago Cubs' Stadium. (See Pages 12, 13 and 14 respectively of Attachment 2)

Ms. Lewis reported that Phase 1 of the project will be a pilot program. She said that several months ago, staff made a presentation to the Sustainability & Transportation Committee with respect to the Bike Share proposal. She explained that one of the Committee's key suggestions was that the City work regionally on this program, which has been staff's main focus. She assured the Council that staff would not only continue to work with Phoenix and Tempe as the program moves forward, but also focus on the City's main goals and objectives.

Ms. Lewis commented that on April 6, 2013, the Great Arizona Bicycle Festival will be held at the Mesa Convention Center. She noted that staff has invited a number of Bike Share providers to the event and asked that they bring their bikes and provide public demonstrations. She also said that staff will conduct a survey in an effort to solicit feedback from the community regarding the program. She added that staff will consult with user groups, community members, stakeholders and partners to ensure that the initial pilot program is responsive and collaborative.

Ms. Lewis further remarked that the pilot program will begin with 60 to 72 bikes strategically located in the downtown area by the end of the year. She noted that staff will conduct ongoing evaluations of the program to determine, for instance, where the bikes are being ridden, who the bike users are, and which hubs or kiosks have the most use.

Ms. Lewis stated that during Phase 2, staff would consider increasing the number of bikes to approximately 100 to 120 and in early 2015, leverage the opening of light rail to Mesa Drive. She indicated that Phase 3, which is merely conceptual at this point in time, would continue to build on the success of the program and further leverage light rail expansion to Gilbert Road and beyond.

Mayor Smith stated that the Council was comfortable with the approach that staff was taking with regard to the Bike Share Program and thanked everyone for the presentation.

1-c. Appointments to Boards and Committees.

HOUSING GOVERNING BOARD

William Egan – Term Expires December 31, 2013

HUMAN RELATIONS ADVISORY BOARD

Heather McAlister – Term Expires June 30, 2013

Susan Lotz – Term Expires June 30, 2015

iMESA STEERING COMMITTEE

Terry Benelli

Stephen Viramontes

Ronald Barnes

SELF INSURANCE BOARD OF TRUSTEES

Mike Kennington

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

Mayor Smith declared the motion carried unanimously by those present.

2. Acknowledge receipt of minutes of various boards and committees.

2-a. Judicial Advisory Board meeting held October 3, 2012.

2-b. Mesa Redevelopment Authority Executive Board meeting held November 27, 2012.

2-c. Human Relations Advisory Board meeting held November 28, 2012.

2-d. Economic Development Advisory Board meeting held January 8, 2013.

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

Mayor Smith declared the motion carried unanimously by those present.

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

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

4. Scheduling of meetings and general information.

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

Thursday, February 21, 2013, 7:30 a.m. – Council Strategic Planning Session

Saturday, February 23, 2013, 8:00 a.m. – City of Mesa Shred-A-Thon

Sunday, February 24, 2013, 1:00 p.m. – Chicago Cubs Spring Training Game

Monday, February 25, 2013, TBA – Study Session

Monday, February 25, 2013, 5:45 p.m. – Regular Council Meeting

5. Items from citizens present.

There were no items from citizens present.

6. Adjournment.

Without objection, the Study Session adjourned at 8:25 a.m.

SCOTT SMITH, MAYOR

ATTEST:

DEE ANN MICKELSEN, INTERIM 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 14th day of February, 2013. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, INTERIM CITY CLERK

pag
(attachments – 2)



21st Century Café Society at the MAC

An ArtPlace Concept



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What is ArtPlace?

- ▶ A collaboration of 13 leading national and regional foundations and six of the nation's largest banks
- ▶ Close working relationships with federal agencies, including National Endowment for the Arts, HUD, Health & Human Services, Education, Transportation
- ▶ Investing in Creative Placemaking--art and culture at the heart of a portfolio of integrated strategies that drive vibrancy and diversity to transform communities



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City of Mesa an ArtPlace Finalist

- ▶ Inclusive process to develop ArtPlace concept, working over six months and engaging dozens of individuals and stakeholder orgs, including DMA, local artists and arts orgs, merchants, City Planning Dept., and many others
- ▶ Submitted Letter of Inquiry in November 2012
- ▶ Selected as one of 104 Finalists out of over 1,200 applicants; full proposal due February 25, 2013



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Goals of 21st Century Café Society

Multi-faceted project seeks to:

- ▶ Expand events/activities with open, flexible space
- ▶ Offer social gathering place that engages a broad and diverse population, especially students
- ▶ Provide a place for visual arts demonstrations, small performances, press events
- ▶ Continue to increase ongoing activity at the MAC
- ▶ Create a welcoming environment for Light Rail riders



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Three Components

- ▶ Alliance Pavilion—new stage, already funded by Mesa Arts Alliance, for visual arts demos and performances
 - ▶ Plaza Improvements to north end of the Shadow Walk—early conceptual development
 - ▶ Digital Community Bulletin Boards and Café
- Environment—funding being requested from ArtPlace



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Mesa Arts Alliance Pavilion

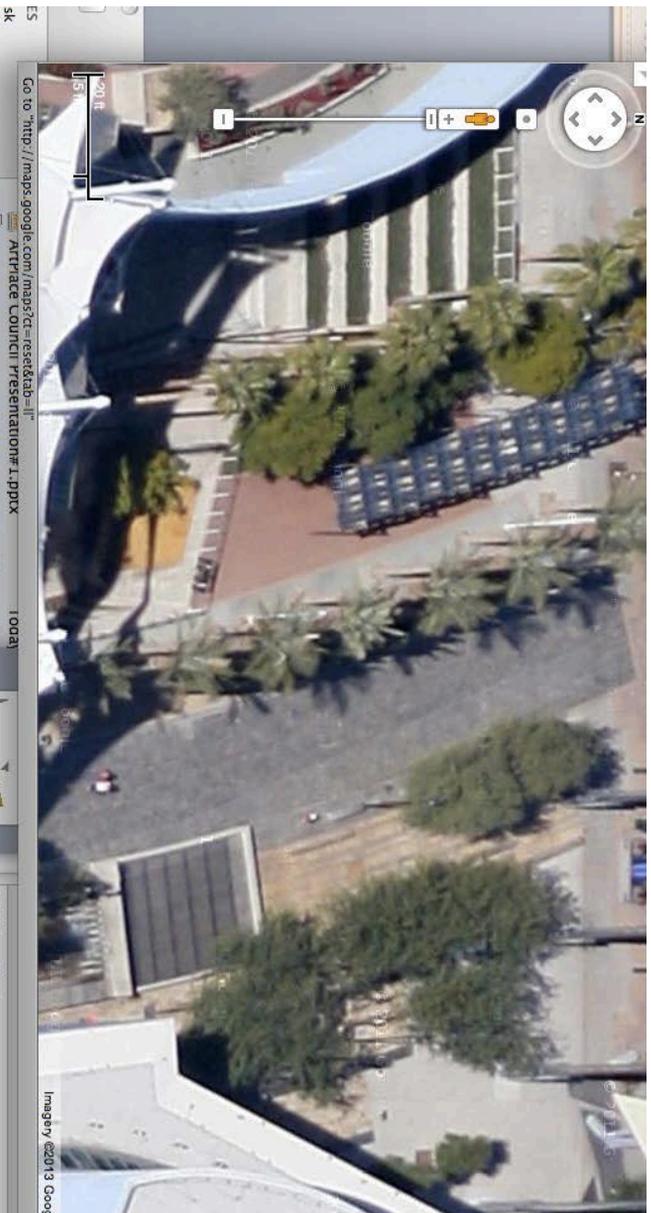
- ▶ Desire to have a place for Visual Arts Demonstrations
- ▶ Wanted versatile stage that could also host performers, press events, family photos
- ▶ Concrete slab at head of Arroyo underutilized space
- ▶ Wanted feature that looked like it was built at inception of the MAC
- ▶ Funding from Mesa Arts Alliance; Designed by DWL



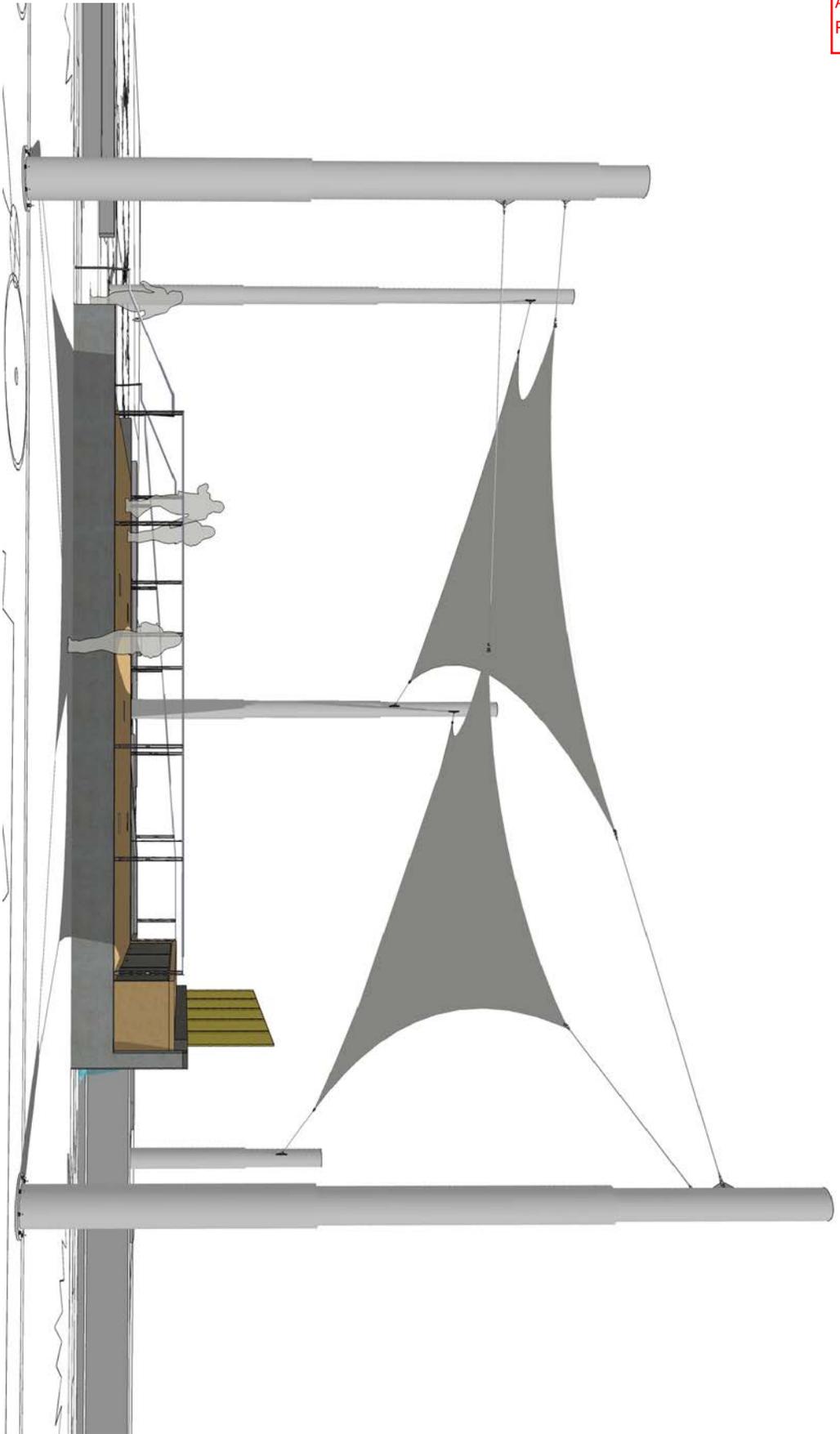
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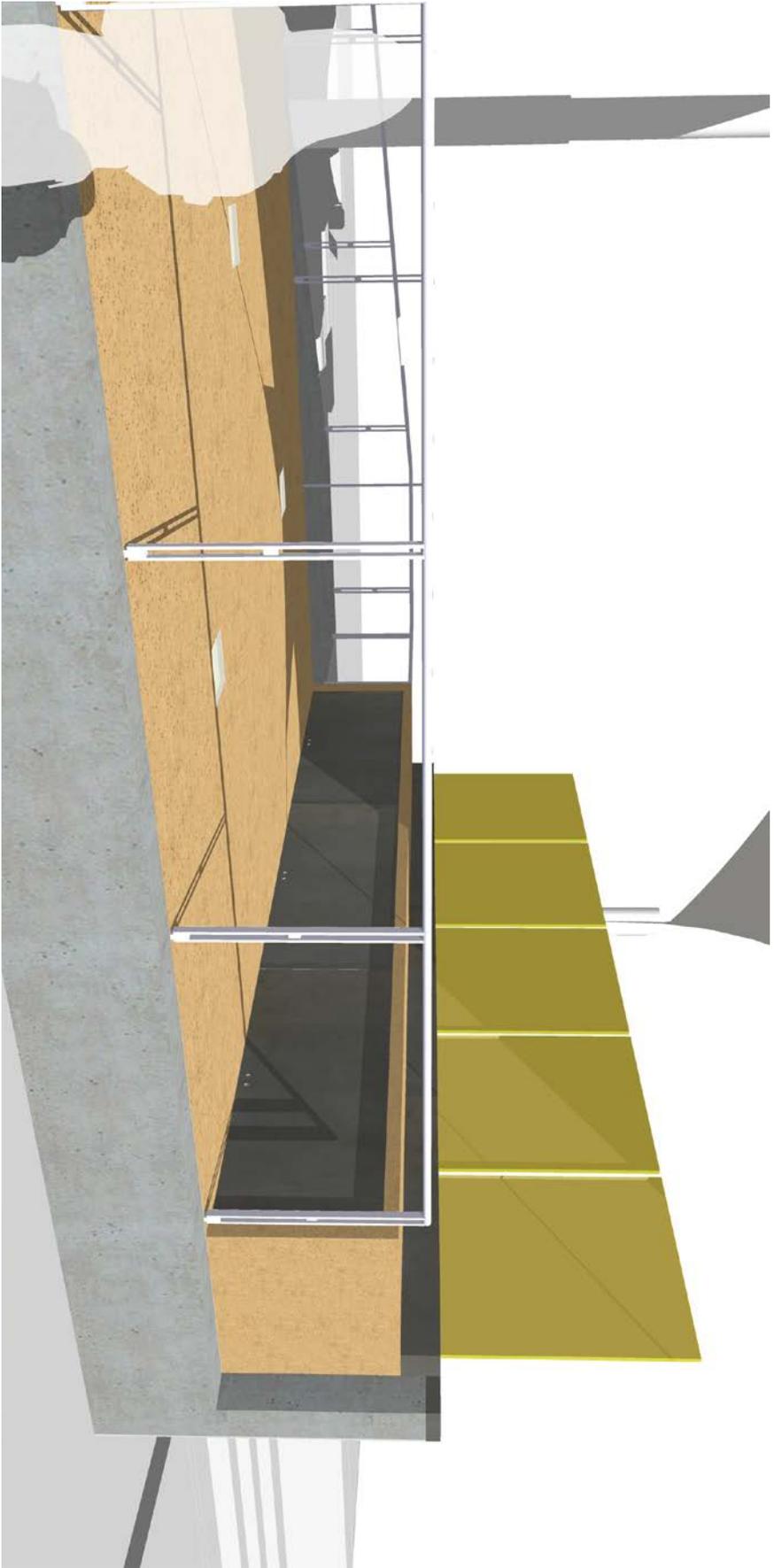
Mesa Arts Alliance Pavilion

- ▶ Currently, concrete rectangle with grate at north end of the Arroyo



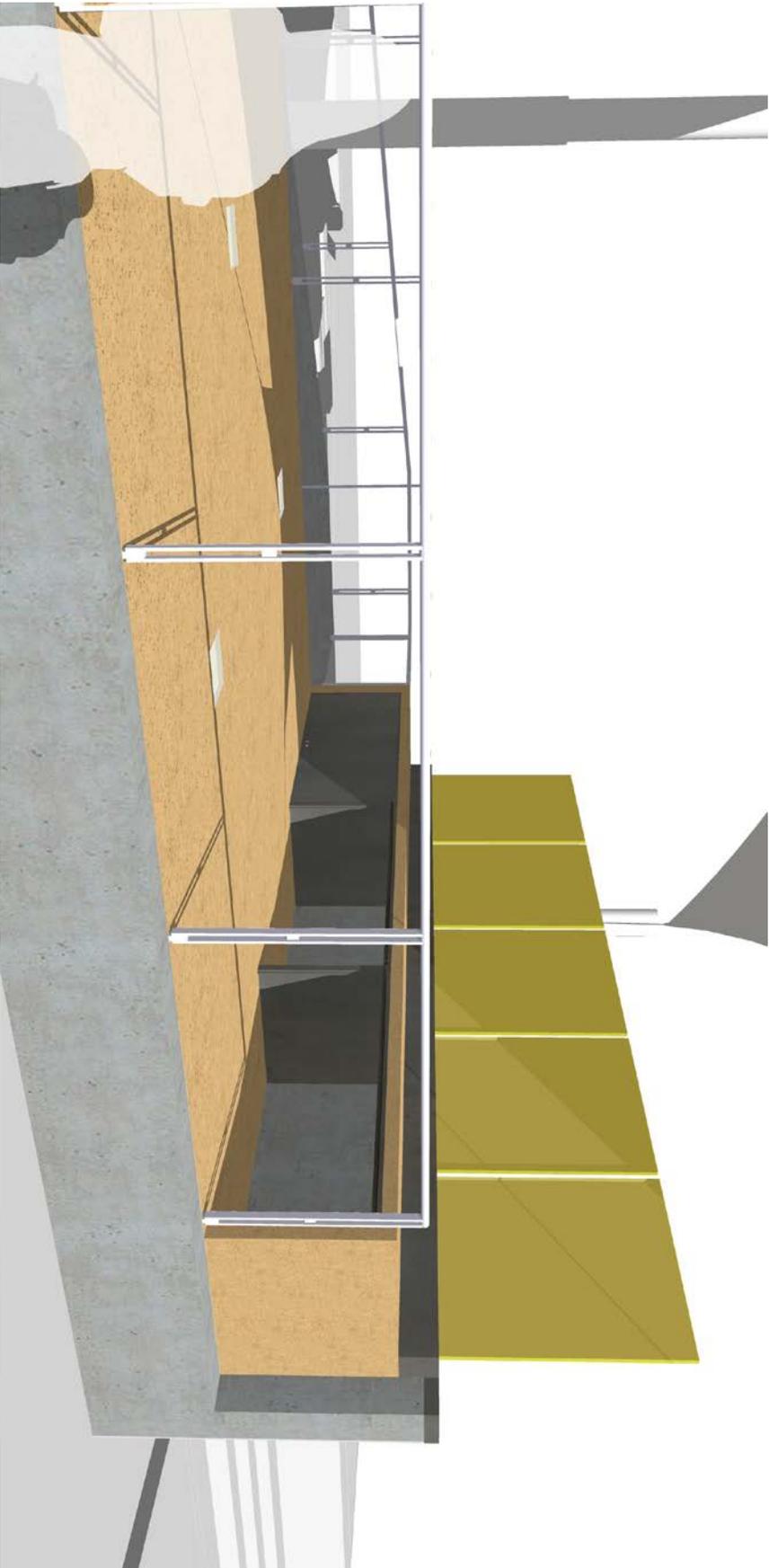






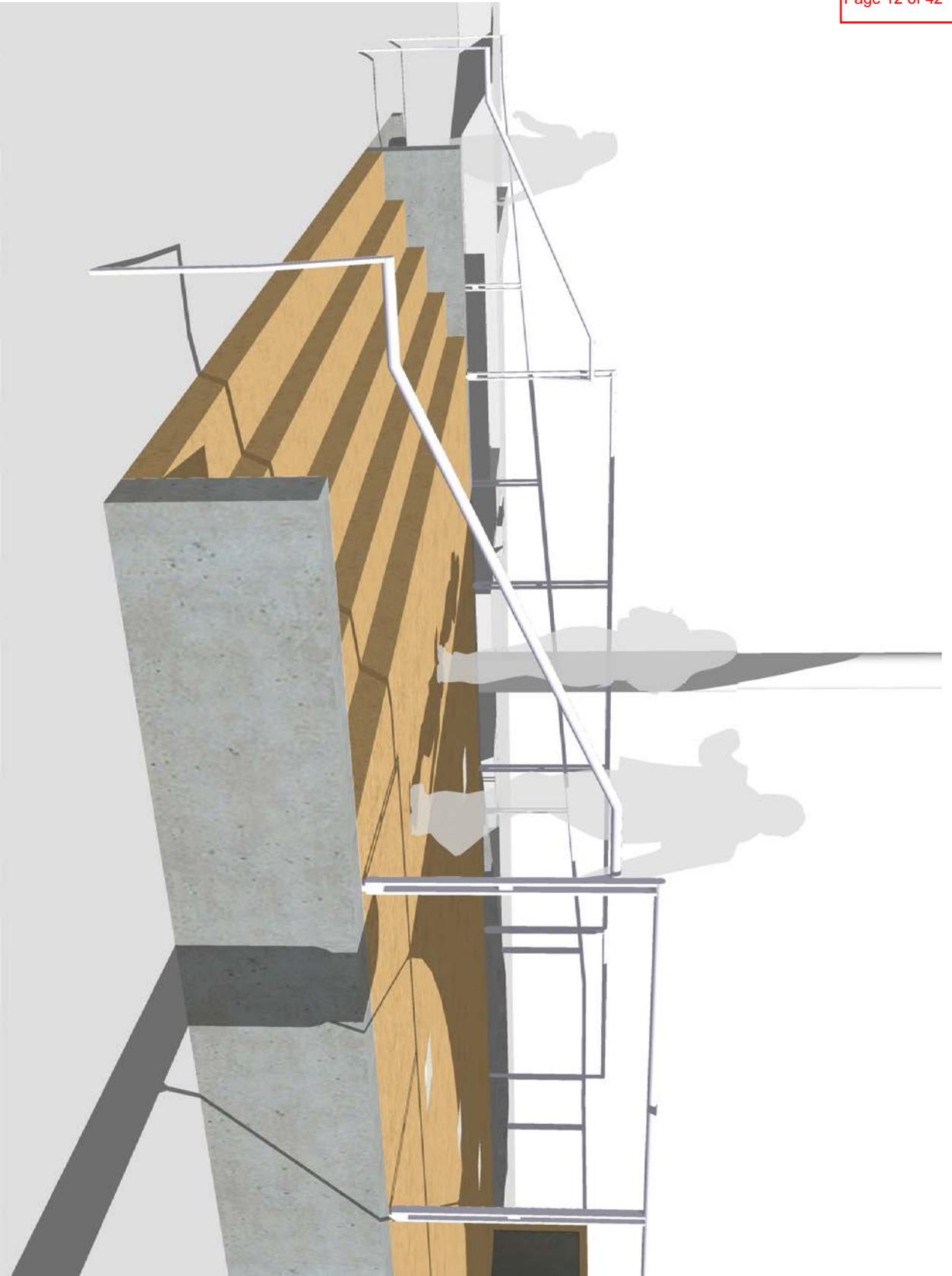
Stage details

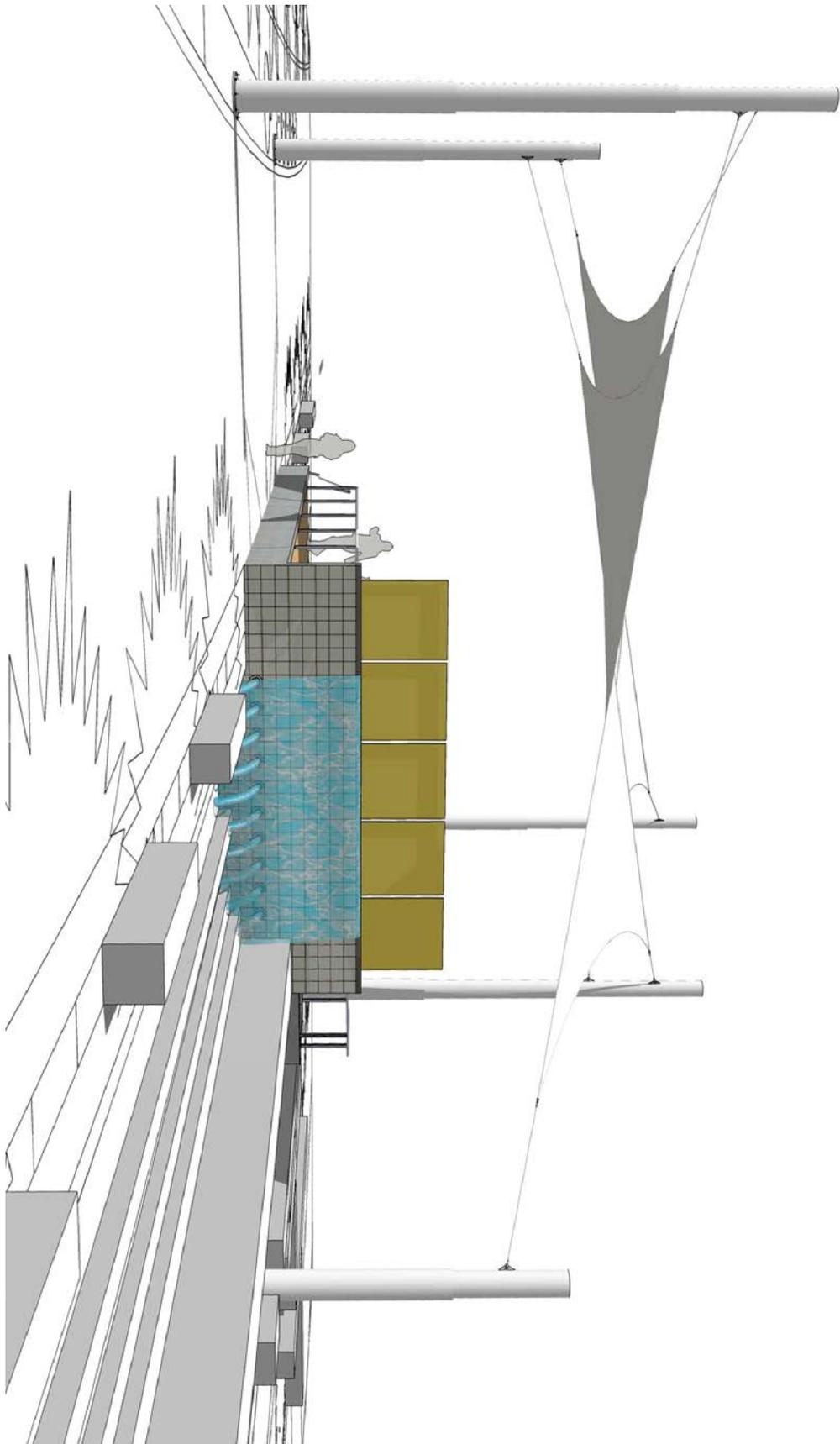
Counter/ Storage Area



Stage details

Counter/ Storage Area











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North Patio of MAC Campus

- ▶ Broken up space, with large gravel drainage area, row of scraggly trees bisecting space; limits usability
- ▶ Opportunities to expand uses for festivals, café area with activities, food & beverage sales, receptions
- ▶ Benedictine would also like increased plaza space
- ▶ Front door of MAC for Light Rail travelers
- ▶ East end of Center Street Station pushes crosswalk east; arrival with no good path to the MAC, theaters



Current North Patio Area







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Desired Plaza Area

- ▶ Open and inviting; expanded useable surface
- ▶ No obstructions for visitor arriving from crosswalk
- ▶ Design and landscape welcoming; signal direction to enter theaters or reach Shadow Walk
- ▶ Will accommodate café tables, food and beverage service area, interactive components for engagement, additional temporary stages/performance space when desired/needed

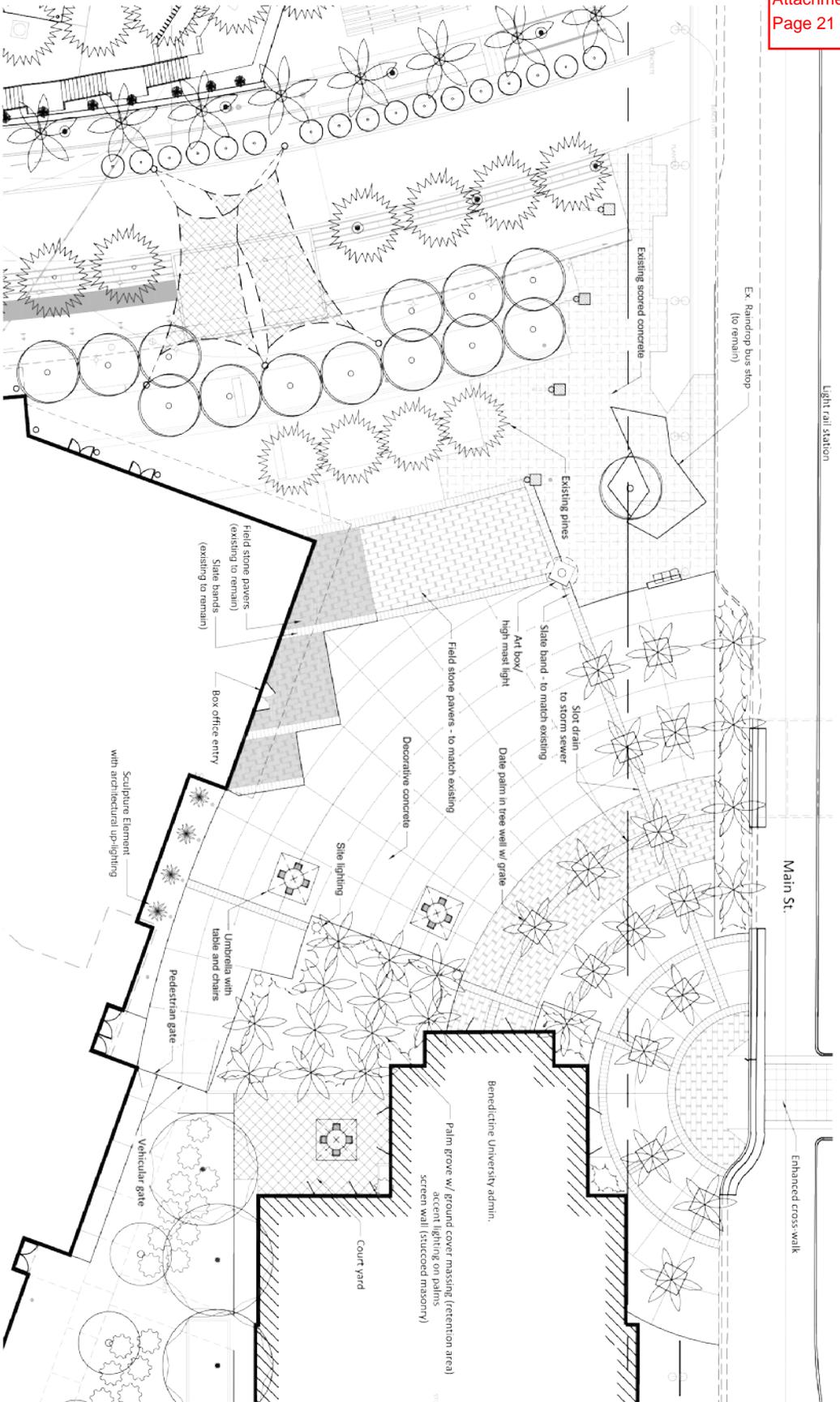


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Conceptual Design

- ▶ Needed to get a sense of what was possible, accommodating drainage needs, grading issues
- ▶ Dave Wilson, landscape architect with Environmental Planning Group, created some conceptual designs
- ▶ Initial thinking leads toward simplest concept—most flexible, more affordable, most open





Mesa Arts Center-Benedictine University
 Plaza Design: Preferred Alternative - No. 3 (Radial)



January 2013



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Mesa's 21st Century Café Society

An activated, interactive environment and gathering place on the MAC campus:

- ▶ community-designed and addressing questions/themes provided by the community,
- ▶ featuring interactive displays and interfaces enabling on-site creation and expression, and digital sharing of work by artists and community groups,
- ▶ in a setting featuring café tables, food/beverage service, and live performances.



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Mesa's 21st Century Café Society

- ▶ A place for all people to engage, have fun, share ideas, create, socialize—a place to celebrate community

Two meanings for “Café Society”:

- ▶ so-called “Beautiful People” and “Bright Young Things” who gathered in fashionable cafes and restaurants in New York, Paris, and London 1890-1930
- ▶ A NYC nightclub opened in 1938, the first racially integrated club, both artists and audience, in the U.S.; first performance by Billie Holiday of “Strange Fruit”



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Digital Community Bulletin Boards and Café Environment

- ▶ Want to build off the engagement of iMesa, Town Halls, Pancake Breakfasts, community festivals
- ▶ Community identifies questions, ideas, issues they want to explore; votes using iMesa
- ▶ Create multi-media, interactive platforms for creation and sharing of artistic work and ideas, and the opportunity to create and express on-site at the MAC





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Digital Community Bulletin Boards and Café Environment

► Inspired by European Urban Plazas





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Digital Community Bulletin Boards and Café Environment

- ▶ Inspired by the “Before I Die” Project by New Orleans artist Candy Chang

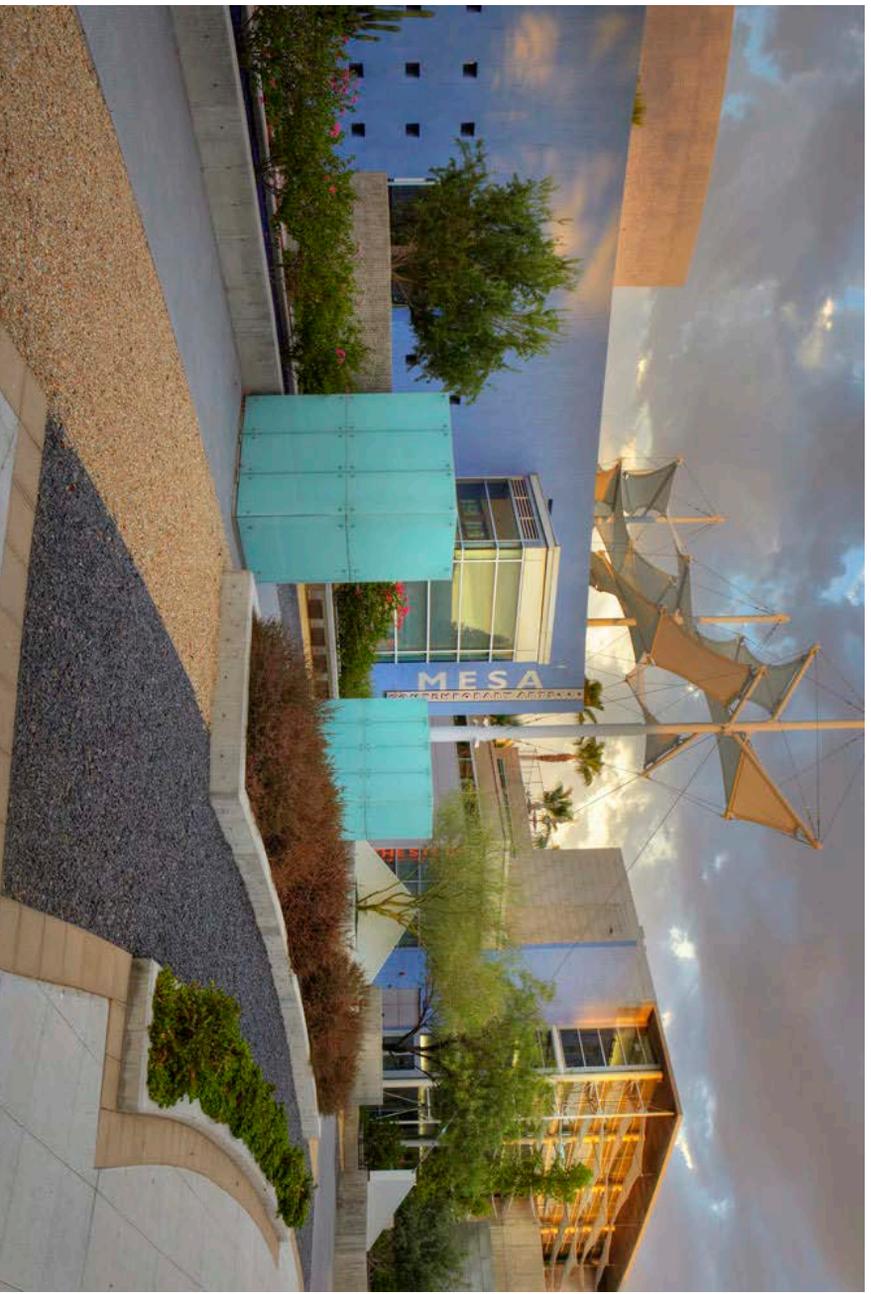








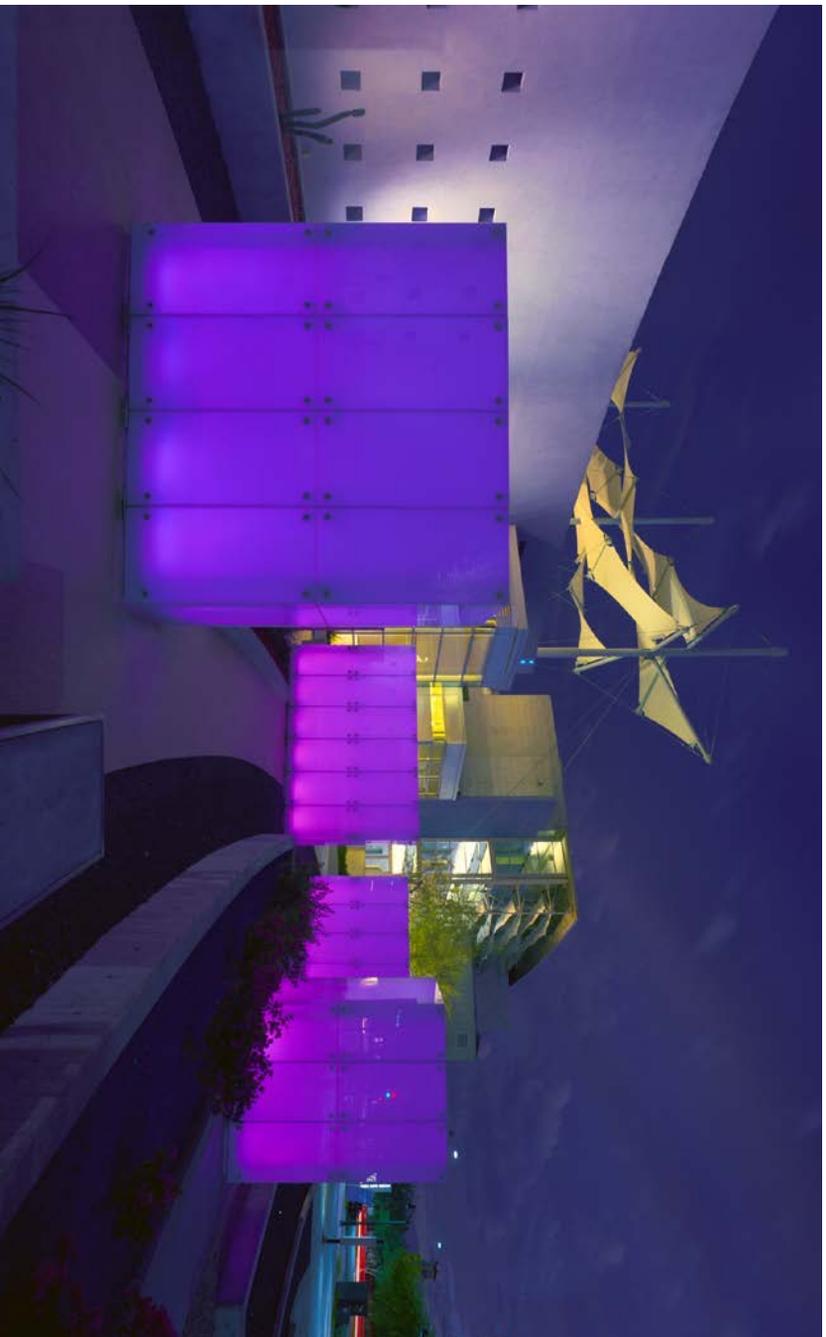
Light Boxes by MCA





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Similar Form in Digital Bulletin Boards—Multimedia, Interactive





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Mesa's 21st Century Café Society

- ▶ Boxes will have several colored light panels to pick and complement colors on Light Rail platform, at bus stop, on existing light boxes
- ▶ Other panels act as interactive digital bulletin boards, multi-media screens, with sensors to enable presentation of interactive art.
- ▶ Online community voting on iMesa to identify the monthly or bimonthly theme/question/idea to be addressed.





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Mesa's 21st Century Café Society

- ▶ Some screens feature responses created at live interfaces at several café tables—art, poetry.
- ▶ Monitored by staff, uses blocking software, disengaged at nightly closing.
- ▶ Other screens share images, words, video, interactives from college students, artists, community orgs, community artist residencies, K-12 schools.





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Mesa's 21st Century Café Society

- ▶ Café tables, chairs, umbrellas create inviting environment (flexible, moveable)
- ▶ Live performances (music, SSC, students), visual arts demos will further animate weekend environment
- ▶ Beverage and limited food service on weekends.
- ▶ Café Society will continually change, compelling visitors to come early, stay late, and linger in Downtown Mesa.



Mesa's 21st Century Café Society

- ▶ A place to have fun.
- ▶ A place to exchange and explore art, poetry, aspirations, ideas—facilitating a constantly evolving community dialogue.
- ▶ Ties to and supports college life, Light Rail extension, longer visits that stimulate spending at shops and restaurants, MUG, i.d.e.a. Museum, potential Artspace development, possible larger Central Urban Plaza



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Collaborators

- ▶ DMA, NEDCCO, West Mesa CDC
- ▶ Valley Metro/Light Rail
- ▶ Mesa Chamber of Commerce
- ▶ City of Mesa Planning Department
- ▶ I Believe In Downtown Mesa Committee
- ▶ Area Artists & Arts Organizations, 2nd Friday
- ▶ MAC, AMY and AZMNH staff, MCAB, MACF
- ▶ ASU Polytechnic CTI; Benedictine University



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Estimated Costs

Funded:

- ▶ Mesa Arts Alliance Pavilion—\$488,000

Funding TBD:

- ▶ North Plaza Renovation—\$200,000-\$300,000 (est.)
- ▶ Café Tables, Chairs, Umbrellas—\$40,000 (est.)

Funding to be requested from ArtPlace:

- ▶ Digital Bulletin Boards and On-site Interfaces—
\$575,000 (est.)





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Responds to Arts & Culture Goals

- ▶ Enhance and promote Mesa as a city offering extraordinary opportunities for learning, discovery and creativity
- ▶ Support the development and sustainability of a strong Creative Economy
- ▶ Increase the value the public places on arts and culture
- ▶ Strengthen the sustainability of Mesa's arts and culture community



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Responds to Two Key Arts & Culture Objectives

- ▶ Connect the diverse segments of our community with our organizations and programs through active engagement, outreach and education
- ▶ Act as a catalyst for the creation of activated public spaces and a visual strategy for Downtown Mesa





Responds to City Council Strategic Initiatives

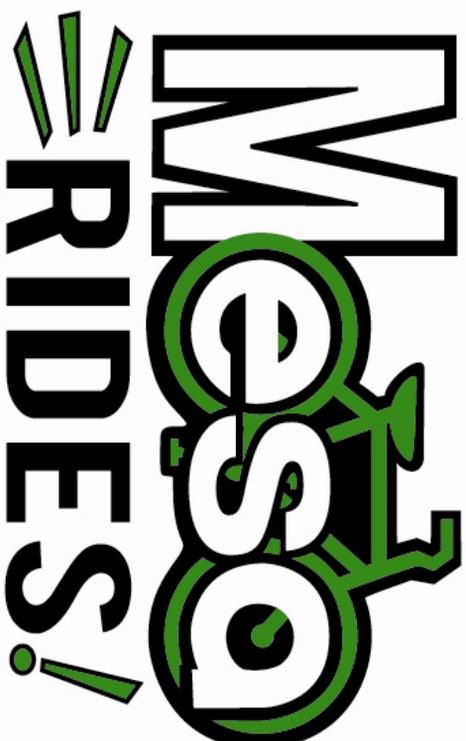


- ▶ Economic Development (increased merchant traffic)
- ▶ Quality of Life (cultural amenities, educational tie-ins)
- ▶ Community Engagement (citizen participation in leading topics, dialogue, creation)
- ▶ Financial Stability (leverages large private gifts, opportunities to build community ownership)
- ▶ Regional Leadership (model innovative project, opportunity to engage universities, other partners)



Questions?





Bike Share Proposal

City Council Study Session

February 14, 2013

Purpose of “Bike Share.”

- **Expanding connections** for differing target audiences:
 - **Downtown Visitors** to quickly get in and around downtown.
 - **Students** who seek out healthy and sustainable ways to get around and connect to school, home, downtown retail/restaurants and also to regional opportunities.
 - **Major employers** who want to provide commuting options for employees while also helping environment and reducing parking needs.

Non-Profit clients to help them reach downtown services and to make regional connections to jobs via LINK and light rail.

Meso RIDES! Goals

- **Respond to Council Strategic Initiatives.**



Connecting people to jobs, housing and resources.



Delivering transportation choices and independence.



Partnering with non-profits, major employers.



Maximizing access and use of new/existing transportation infrastructure



Seeking regional solutions and cooperation.

Meso RIDES! Goals

- **Respond to Council Strategic Initiatives.**



Connecting people to jobs, housing and resources.



Delivering transportation choices and independence.



Partnering with non-profits, major employers.



Maximizing access and use of new/existing transportation infrastructure



Seeking regional solutions and cooperation.

Meso RIDES! Goals

- **Respond to Council Strategic Initiatives.**



Connecting people to jobs, housing and resources.



Delivering transportation choices and independence.



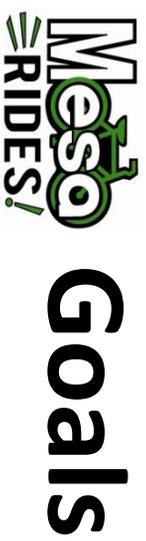
Partnering with non-profits, major employers.



Maximizing access and use of new/existing transportation infrastructure



Seeking regional solutions and cooperation.



- **Strategic Alignment with Mesa's Bicycle Master Plan, Transportation Plan, General Plan, and Central Main Plan**

- Achieve Platinum Level Bicycle Friendly designation by increasing bicycle mode share to 5%
- Tie into citywide and regional bicycle systems
- Incorporate and use sustainable practices
- Encourage transit-oriented development
- Work regionally to create system consistency, ease of use, and cost efficiencies.

How “bike share” works.



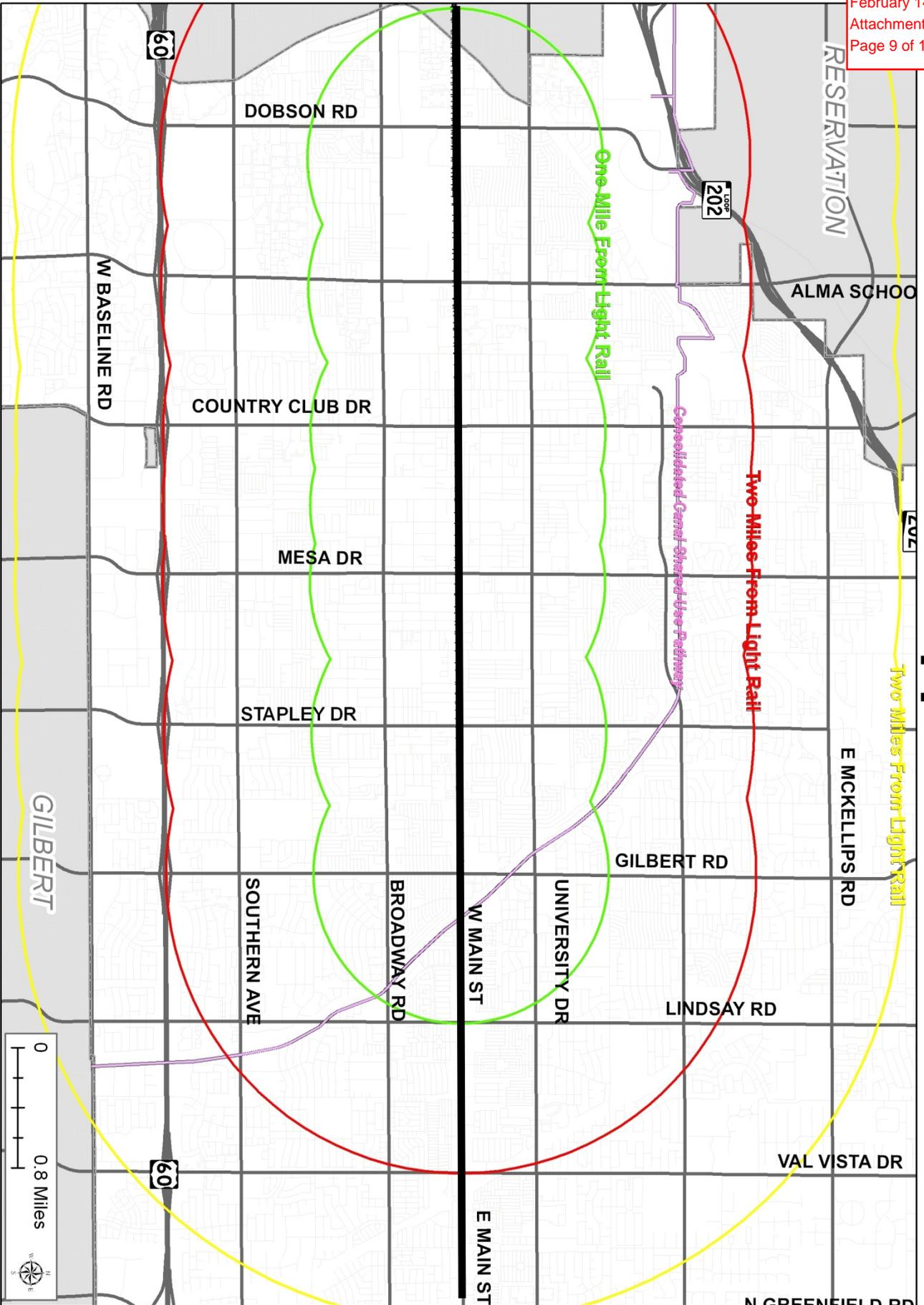
- Strategically placed network of self-service bicycles and/or bicycles with kiosk stations.
 - Adjustable bicycle seats & baskets
- User “checks out” a bicycle, rides to their destination, then returns bicycle to hub/kiosk.
 - Flexible and sustainable (solar-powered) design.

How “bike share” works.

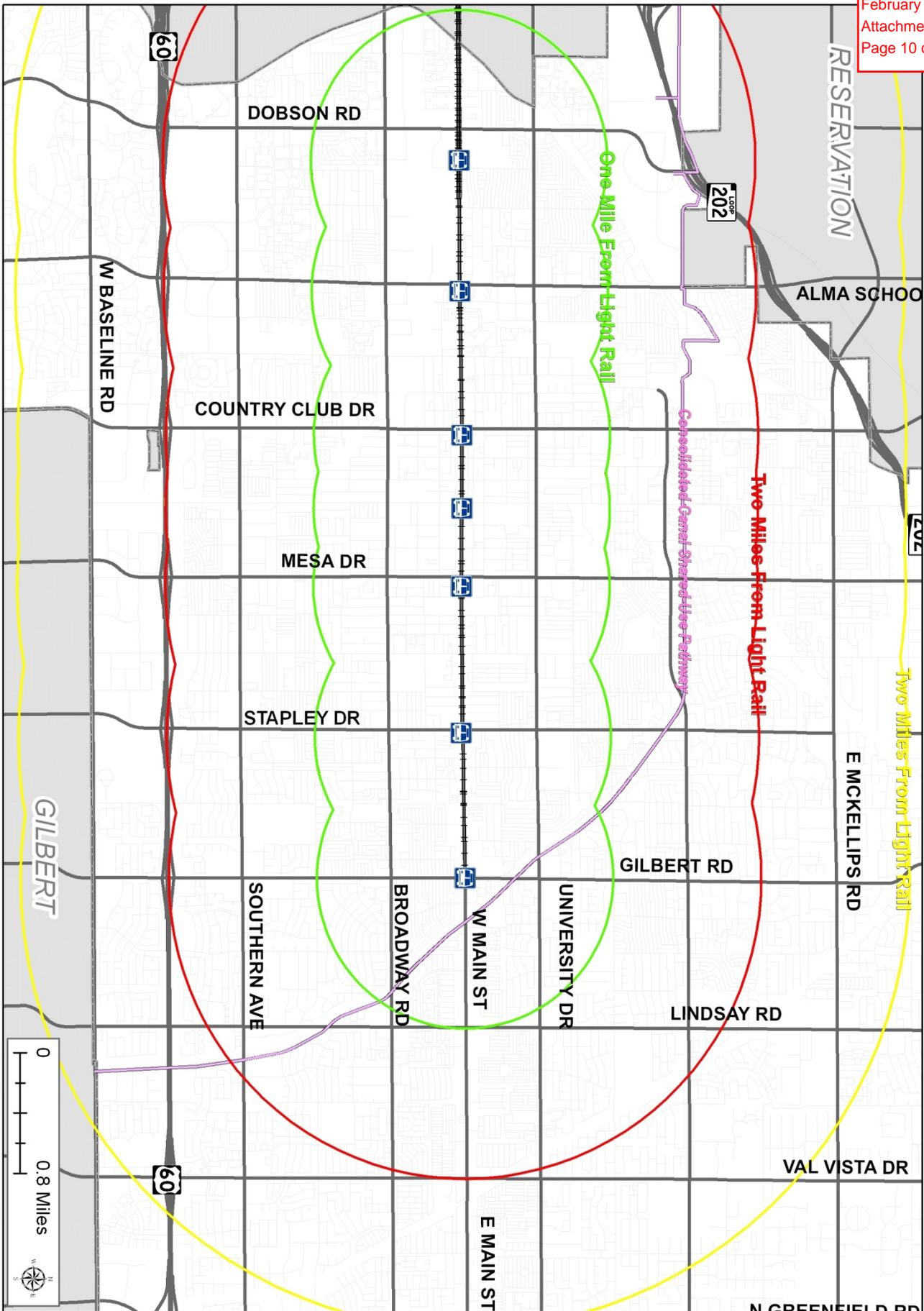
- Short durations FREE. Small incremental cost thereafter.
- Weekly, monthly and annual passes available.
 - METRO cards, credit cards, key-fobs.
- Smart-phone/iPad technologies may be integrated. GPS technology:
 - Health/distance tracker for users
 - Use by bicycle, location by kiosk and in aggregate for City
 - Accountability tool.



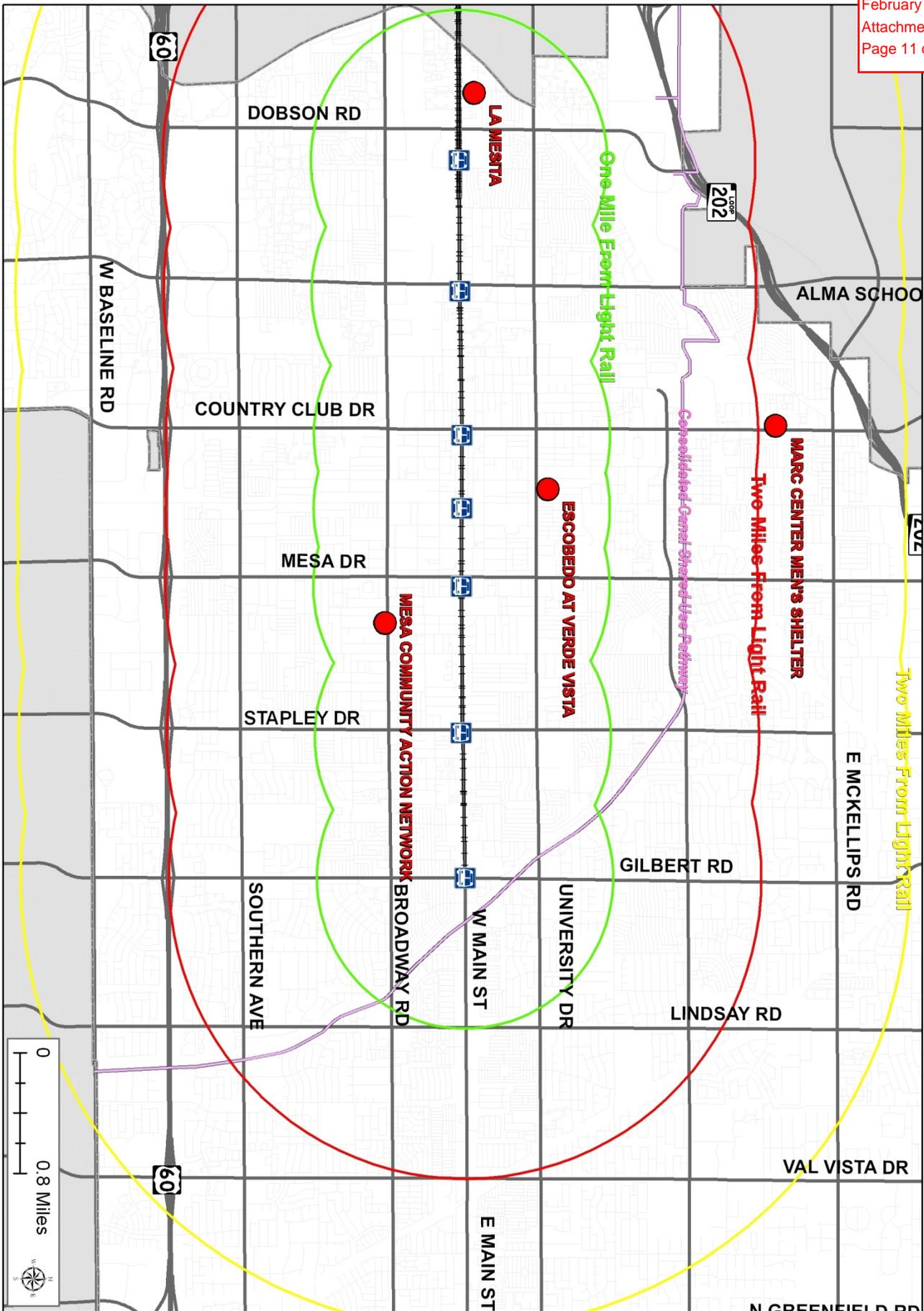
Bike Share Opportunities



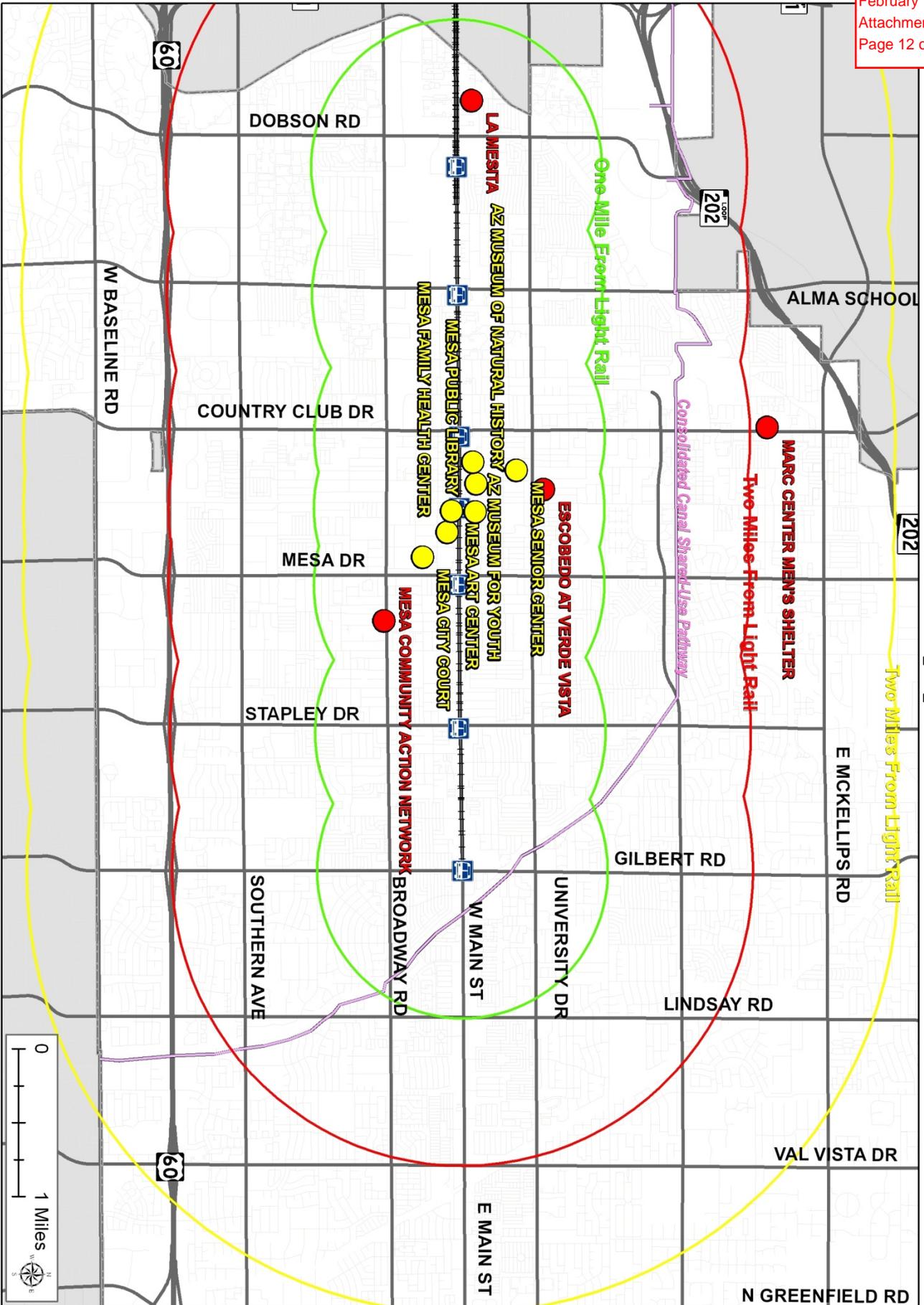
Bike Share Opportunities



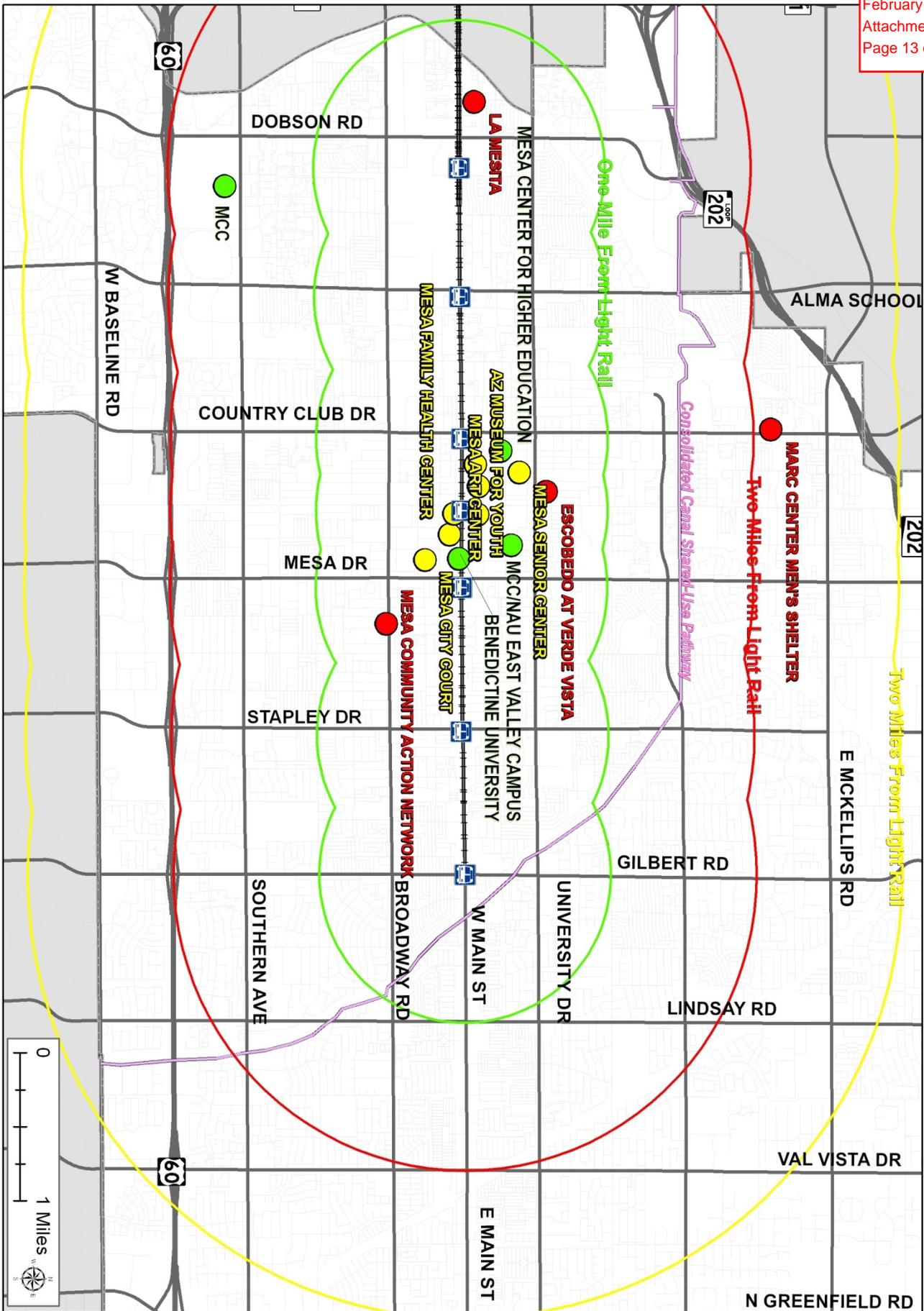
Bike Share Opportunities



Bike Share Opportunities



Bike Share Opportunities



DOBSON RD

MCC

W BASELINE RD

COUNTRY CLUB DR

MESA DR

STAPLEY DR

SOUTHERN AVE

60

60

LAMESITA

MESA FAMILY HEALTH CENTER

AZ MUSEUM FOR YOUTH

MESA ART CENTER

MESA CITY COURTS

MESA COMMUNITY ACTION NETWORK

MESA CENTER FOR HIGHER EDUCATION

MESA SENIOR CENTER

MCC/NAU EAST VALLEY CAMPUS

BENEDICTINE UNIVERSITY

UNIVERSITY DR

E MAIN ST

ALMA SCHOOL

MARC CENTER MEN'S SHELTER

ESCOBEDO AT VERDE VISTA

Two Miles From Light Rail

Consolidated Canal Shared-Use Pathway

GILBERT RD

LINDSAY RD

VAL VISTA DR

N GREENFIELD RD

One Mile From Light Rail

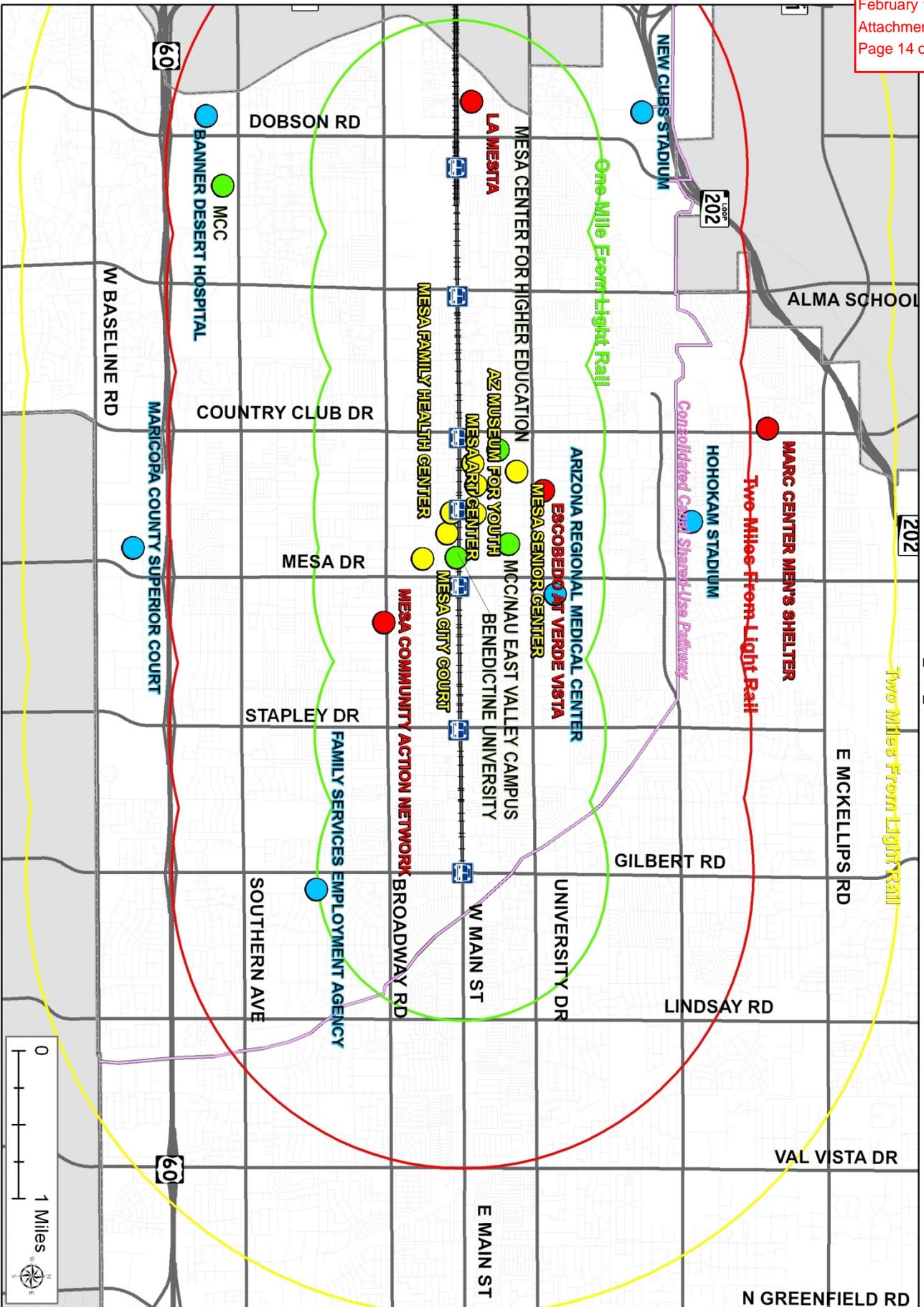
Two Miles From Light Rail

202

202



Bike Share Opportunities





Phase I – Pilot Program

- Cooperative proposal issued next month.
 - Consider regional approach/efficiencies.
 - Mesa Focus: partnering with social service agencies.
- April 6th Great AZ Bicycle Festival public demonstration and ongoing community/user feedback.
- With collaboration with non-profits, pilot the first 60-72 bicycles in downtown by end of year.
- **Evaluate. Evaluate. Evaluate for the future.**



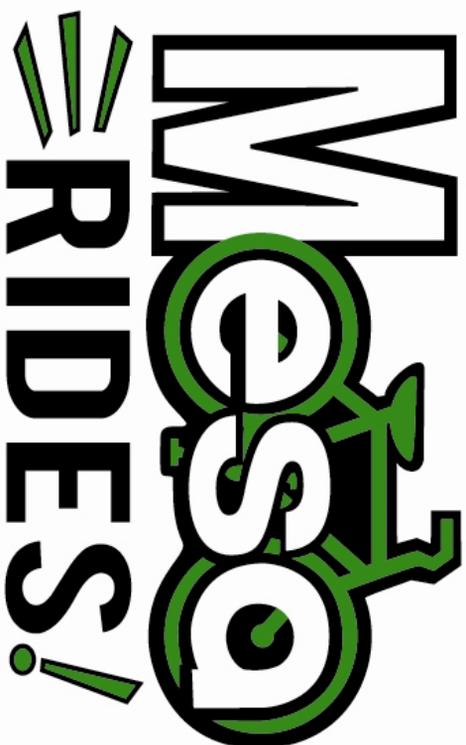
Phase 2 Concept

- Leverage opening of light rail to Mesa Drive in early 2015.
- Consider increasing number of bicycles to 100-120.
 - Use insights from Phase 1, make locational or system adjustments as needed.
 - City facilities, colleges, major employers, healthcare, other social service agencies or public agencies.



Phase 3 Concept

- Again, leveraging light rail expansion to Gilbert Road.
- Up to 200+ bicycles available in Mesa.
- Hubs/stations along Main Street to connect with future light rail stations, existing METRO Link service and/or other points of interest in Mesa.
 - Examples new Cubs stadium. Mesa Convention Center. Banner Baywood. Gateway Airport/ASU Poly and others on Power Rd Knowledge Corridor.



Questions?

City Council Study Session

February 14, 2013