

TO: James L. App, City Manager

FROM: Mike Compton, Director of Administrative Services

SUBJECT: Appointment of Council Ad Hoc Committee – Short Range Transit Plan and Marketing Plan

DATE: March 21, 2006

---

Needs: For the City Council to appoint an ad hoc committee to review the Short Range Transit Plan (SRTP) and Marketing Plan.

Facts:

1. The Council previously awarded a contract to Transit Resource Center to update the City's SRTP and develop a marketing plan last December.
2. Transit Resource Center has been working on both plans and hopes to unveil some of their findings at a public workshop on April 6, 2006.
3. The objective is for the Council to adopt both plans in June or July.

Analysis & Conclusion:

It is requested that the Council appoint an ad hoc committee to assist in the review and finalization of the SRTP and marketing plan (in draft form).

Fiscal Impact:

None.

Options:

- a. That the Council appoint a two member ad hoc committee to assist with the review and finalization of the SRTP and marketing plan in DRAFT form and report back to the full Council by July 5, 2006.
- b. Amend, modify, or reject the above option.