

TO: James L. App, City Manager
FROM: Mike Compton, Director of Administrative Services
SUBJECT: Short Range Transit Plan Update and Marketing Plan Workshop
DATE: May 2, 2006

Needs: For the Council to consider setting a date for workshop presentation of Short Range Transit Plan Update and Marketing Plan by the Transit Resource Center.

Facts:

1. The Council awarded a contract to Transit Resource Center to update the City's Short Range Transit Plan (SRTP) as required by Transportation Development Act regulations and to prepare a marketing plan for the transit system.
2. The draft marketing plan has been previously distributed to Council and the draft SRTP will be distributed soon.
3. Presentation of both plans could take place at a regularly scheduled council meeting or be scheduled at a different day and time as the sole topic.
4. It will likely take about one hour for both presentations not including questions and followup discussion.
5. Transit Resource Center will be looking for feedback from Council before preparing and submitting the final plans.
6. Transit Resource Center has identified Thursday, May 25th as the preferred date for the workshop. Otherwise, the workshop will have to be postponed until August as the preparer of the SRTP will be unavailable from June 7th through the end of July.

Analysis
and
Conclusion:

The marketing plan presentation when given to staff took a full hour not including the followup discussion. It will be possible to shorten the presentation for Council viewing as the portion relating to the current system could be left out. Doing would assist in shortening the presentation to 20 to 30 minutes. Staff recommends that the Council view the presentation as the concepts and recommendations will have a significant impact upon the "look and feel" of existing transit system.

Presentation of the draft SRTP, even presented in an “executive summary” format would likely take 20 to 30 minutes plus questions, comments and discussion.

Given the importance and impact on existing transit services, it is expected that the presentations noted above with questions, comments and discussion will take two hours.

Rather than schedule these matters on a regular agenda, the Council may wish to consider a workshop forum. If so, the consultants have suggested that the Council consider Thursday, May 25th for the workshop as this date provides ample opportunity for council ad hoc committee review of both plans prior to public presentation. If the Council does not wish to meet on May 25th, the workshop will need to be postponed until August.

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Impact:

None.

Options:

- a. That the Council set Thursday, May 25, 2006 at 7:00 p.m. for a SRTP and marketing plan presentation workshop; or
- b. That the Council identify a date in August for a SRTP and marketing plan presentation workshop; or
- c. Amend, modify, or reject the above option.