



Minutes City Council Issue Review Session April 3, 2008

Minutes of the Tempe City Council Issue Review Session held on Thursday, April 3, 2008, 6:00 p.m., in the City Council Chambers, Tempe City Hall, 31 E. Fifth Street, Tempe, Arizona.

COUNCIL PRESENT:

Mayor Hugh Hallman
Vice Mayor Hut Hutson
Councilmember P. Ben Arredondo
Councilmember Barbara J. Carter
Councilmember Shana Ellis
Councilmember Mark W. Mitchell
Councilmember Onnie Shekerjian

Mayor Hallman called the meeting to order at 6:15 p.m.

Call to the Audience

Elias Esquer, Tempe, re: Item #2, reiterated his thanks to Council for the naming of Esquer Park, and in addition, they would like to see the two ramadas named in honor of Lupe Hernandez Esquer and Isabelle Cortez Avila. Lupe Hernandez Esquer left a long and lasting presence in Victory Acres through her work with Escalante Center and the community.

Ruth Medina, Tempe, re: Item #2, expressed her appreciation for the naming of a ramada in honor of her mother. Her mother was very active in the community, always there when anyone needed something, she was there when Victory Acres was going to be incorporated into Tempe, and she started the senior center on a volunteer basis. This is a great honor.

Proposed Naming of Ramada Structures in Esquer Park

INFORMATIONAL BACKGROUND available in City Clerk's Office.

DISCUSSION – Presenter: Parks and Recreation Manager Mark Richwine

Mark Richwine summarized that staff has received a request to name the two ramadas in Esquer Park after Lupe Hernandez Esquer and Isabelle Cortez Avila. Council policy is for Council to make the final determination of naming rights within all City facilities. Staff is seeking direction to bring this forward to Council.

Councilmember Arredondo stated that he knows the families very well and those two ladies started social services in the 1950's before we knew what social services were. More importantly, he would agree that Council move this forward tonight, but it is important that Council relays to staff that this does not set a precedent. Council's intention tonight is to do this to honor these two women.

Mayor Hallman added that this process has just been started and we need to see what other communities are doing and how these kinds of things are being handled, even the federal government. It will be important to set some standard for appropriate items to be named.

Councilmember Carter concurred that a process needs to be developed.

Vice Mayor Hutson added that this is a special park and this is a good idea.

Andrew Ching added that a formal licensing agreement will be brought to Council.

CONSENSUS

- Council recognized this as a special case.
- Unanimous consent to move forward to Council for approval of the naming of the ramada structures in Esquer Park.
- Staff to begin development of a naming process.

Follow-up Responsibility: Mark Richwine

LRT Safety Campaign Presentation

INFORMATIONAL BACKGROUND available in City Clerk's Office.

DISCUSSION – Light Rail Project Manager Jyme Sue McLaren; Richard Simonetta, Chief Executive Officer of Valley Metro Rail, Inc.; Marty McNeil, Marketing Manager, Valley Metro Rail, Inc.

Jyme Sue McLaren stated testing of vehicles will begin in downtown Tempe the second week of April and ultimately move to Apache Boulevard by the middle of the summer.

Rick Simonetta summarized that safety is the highest priority. The best practices of other cities have been studied to capitalize on positive safety features. There are two aspects of this public safety campaign that are key to the success of the program. The first aspect is that the campaign will be continuous. Second, partnerships are being leveraged with businesses and schools.

Marty McNeil continued:

- Leveraging Partnerships
 - City of Tempe
 - Mill Avenue District
 - AAA Arizona

- ADOT Motor Vehicle Division
- ASU – Phoenix Suns, AZ Diamondbacks
- AZ Injury-Free Coalition for Kids
- AZ Driver Safety Education Association
- Sky Harbor Airport
- Tempe Convention and Visitors Bureau
- Valley businesses and employers
- Boys & Girls Clubs
- Education Materials
 - All City of Tempe communication channels
 - Brochures
 - Driver education video
 - www.MetroLightRail.org/Safety
 - News media
 - Advertising – TV, radio, print, outdoor
 - Door-hangers and direct mail
 - Personal presentations
 - Fliers and posters
 - Paycheck stuffers and employee newsletters

She continued that they will use any and all means available to spread the word. About \$200K will be spent in the coming fiscal year for purchase of advertising, and they will tap into the partnerships to reach more people. Through the AAA, about 25% of the drivers in Arizona will be reached. The messages are very simple, and will highlight the new traffic signals. The same messages currently being taught to children will continue: “Stop, Look and Listen”, use the crosswalk and obey the signals, and don’t hang out near the tracks. A full packet of information has been developed for kids and they feel confident that educators will use that information. The materials are also easily printable from home computers. METRO safety information has been put into the Arizona driver’s license manual and exam, and a training video will be distributed to public and private school driver education teachers, as well as to the Arizona Supreme Court diversion program. Testing will be conducted in partnership with the Tempe Police Department. Discussion has been held to use School Resource Officers, as well as some targeted enforcement as a means of education as the vehicles begin moving in particular areas.

Mr. Simonetta emphasized that they will continue to work with the Tempe Police Department to make sure the testing is done in a safe manner. The initial testing done in the City of Phoenix was done in a safe environment and he expects the same as it expands into Tempe.

Councilmember Arredondo asked about the budget.

Ms. McLaren responded that the City of Tempe’s construction project is currently \$20M under budget and is a little ahead of schedule.

Councilmember Ellis asked whether there are school crosswalks that cross light rail.

Ms. McLaren responded that there are no elementary schools. The new School for the Arts is not directly adjacent to the line and is staggered from the light rail station. The Pappas School is also adjacent to the Smith/Martin location and there is a school behind the Escalante Center.

Councilmember Shekerjian added that several transportation-related items are on her Education, Technology and Economic Development Committee's work plan. It might be worthwhile to work with her committee on the education piece, because the School Superintendents do attend those meetings.

Councilmember Ellis asked if the safety information will be distributed with the Youth Transit Pass.

Ms. McLaren responded that they will add that suggestion to their list.

Councilmember Arredondo suggested that every Tempe kid should get a token to ride one time. Education is the key to success.

Mayor Hallman asked what approach will be taken for the grand opening and the possibility of providing one free pass.

Mr. Simonetta responded that the opening event will be a three-day event. The first day will be the day after Christmas, which will be a Friday. On that Friday, a lot of media, elected officials, and community advisory board members will be riding, as well as any special groups, and it could be opened to the schools. Saturday and Sunday will be free days.

Councilmember Arredondo added that during those three days, all the City will have to do is publicize it.

Mayor Hallman added that the Insight Bowl will be held a few days after that, as well as the Block Party. What should the City be doing in preparation for that?

Mr. Simonetta responded that they have been considering special events and how they are going to operate. That will be the first major event and they will work with the City on planning. They observed the previous event and they feel they have a good plan. During testing, they will do simulations and they might try to simulate what might be necessary in terms of the service levels for that event.

Mayor Hallman added that the Fourth of July will bring 125,000 to 175,000 people in and around the downtown. That might be an opportunity to simulate tests for large crowds. He also suggested that Disney should be contacted because this keeps coming back to the old Jiminy Crickett, "Stop, Look and Listen" campaign. That campaign was done for the railroads at that time.

Councilmember Carter asked about the education kits.

Ms. McNeill added that they have education kits for K-8, and additionally they are working with the Arizona Governor's Office to pursue grants specifically directed at middle and high school students to talk about safety

behaviors not only in the street, but on the light rail platform and in the vehicles.

Councilmember Carter asked staff to bring some of those packets to the next Education, Technology and Economic Development Committee meeting.

UPDATE ONLY – NO CONSENSUS

SACA Grant Program Update

Item deleted by Staff.

Formal Council Agenda Items

No agenda items were discussed.

Future Agenda Items

Councilmember Arredondo requested that staff bring an update on the graffiti issue.

Mayor Hallman responded that this issue is currently scheduled for April 17th.

Councilmember Shekerjian stated that she was impressed with the results of the community survey and how it was geographically charted. She suggested looking at creating a systemic cross-departmental approach to constituents' concerns in order to track them and look at the areas.

Mayor Hallman responded that would be similar to what the Police Department is doing in connection to the PD survey. He asked staff to agendize the systemic cross-departmental process for the April 17th IRS Session for a referral to the Education, Technology and Economic Development Committee.

Mayor's Announcements/Manager's Announcements

None.

Meeting adjourned at 6:47 p.m.

Jan Hort
City Clerk