



MEMORANDUM

Date: June 23, 2009
To: Mayor and City Council
From: Natalie Lewis, Assistant to the City Manager & Special Projects *Natalie*
Re: Downtown Light Rail Integration – 6/25 Study Session

In response to City Council’s Economic Development and Regional Leadership strategic initiatives and the Economic Development Department’s key role in coordinating downtown-related studies and projects (including the Light Rail Advisory Committee), this study session item will include the following staff discussions for Council’s information and questions, as needed:

1. Review of the Council Strategic Initiatives that respond most directly to downtown-related efforts.
2. Discussion about the various studies, projects and initiatives underway – and that Economic Development will take on an overall “coordination” role in order to ensure efficient communications, avoid duplication, and to identify synergistic opportunities. (See attached graphic)
3. Providing a brief review of the downtown light rail alignment and its place making role to maximize access, linkages, sociability, downtown image, activities, etc.
4. And finally, summarizing the proposed Light Rail Advisory Committee’s purpose and recruitment process.

A PowerPoint -presentation will be provided to Council at the meeting. In the meantime, if you have questions about the purpose of this study session item/discussion, please do not hesitate to contact me directly at ext. 4938. Thank you.

c: Chris Brady, City Manager
Jack Friedline, Deputy City Manager
Mesa Downtown Focus Team (Bill Jabjiniak, Shelly Allen, Shea Joachim, John Wesley, Dan Cleavenger, Mike James, Jodi Sorrell)

MESA DOWNTOWN FOCUS

Council Economic
Development
Strategic Initiative

**DOWNTOWN
VISION
(DMA)**

**CENTRAL
MAIN STREET
PLAN**

**LIGHT RAIL
DOWNTOWN
INTEGRATION**

**TRANSIT-
ORIENTED
DESIGN &
FORM**

**DOWNTOWN
DEVELOPMENT**

**DOWNTOWN
ACTIVATION**