

## **Minutes City of Tempe Transportation Commission February 9, 2010**

**Minutes of the City of Tempe Transportation Commission held on Tuesday, February 9, 2010, 7:30 a.m., at the Transportation Center Don Cassano Community Room, Tempe, Arizona.**

**(MEMBERS) Present:**

Ben Goren, Bil Haas, Marcellus Lisotta, Jayson Matthews, Steven Saiz, Augustus Shaw IV, David Strang, Joan Westlake, Bryan Young

**(MEMBERS) Absent:**

Catherine Mayorga, Gary Roberts, Peter Schelstraete, Edward Smith, Marco Valenzuela,

**City Staff Present:**

Joe Clements, Dawn Coomer, Gregg Kent, Carlos de Leon, Dana Janofsky, Greg Jordan, Elizabeth Mieth, Amanda Nelson, Bonnie Richardson, Sue Taaffe

**Guests Present:**

None

David Strang called the meeting to order at 7:35 a.m.

**Agenda Item 1 – Consideration of Meeting Minutes**

Steven Saiz made a motion to approve all minutes. Jayson Matthews seconded the motion. The following minutes were approved:

- Ad Hoc Transit Fund Minutes – January 7, 2010
- Transportation Commission Minutes – January 12, 2010
- Public Involvement and Marketing Committee Minutes – February 1, 2010

**Agenda Item 2 – Public Appearances**

There were no public appearances.

**Agenda Item 3 – Public Involvement and Marketing Budget**

Sue Taaffe presented the following information:

- 63% of the Marketing budget has been cut.
- Trip Reduction Program budget for FY09/10 \$88,100 reduced to \$29,260 for FY10/11. Have employees pay \$10 per pay period for Platinum passes.
- Increase Public Involvement from \$15,000 for FY09/10 to \$25,000 for FY10/11 this is due to cover the amount of public involvement anticipated during FY10/11.

- Transit Collateral and Signage budget from \$56,500 for FY09/10 to \$28,500 for FY10/11 push people to go to the website. There will be less printing and some pamphlets will be printed in black and white. Eliminate Green Facilities brochure and Transit Annual report.
- Increase Special Assistance/Low income & Homeless Pass Program from \$26,000 for FY09/10 to \$30,000 for FY10/11. The increase is due to the increased need for this program.
- Advertising budget from \$272,000 for FY09/10 to \$50,000 for FY10/11. There will be an elimination of the advertising agency, advertise online, limited print mediums and on street banners. List as number one priority to reinstate when economy improves.
- Events budget from \$45,100 for FY09/10 to \$7,700 for FY10/11. Eliminate Walk to School day, charge for T-shirts and reduce Tour de Tempe costs to \$7,500 and solicit a sponsor to cover the remainder of event costs. List as number two priority to reinstate when economy improves.

Commissioner Steven Saiz inquired what the initial cost for Tour de Tempe. Sue Taaffe stated that the cost is \$20,000 and they're looking at T.B.A.G. to sponsor or another corporate sponsor. Commissioner Joan Westlake inquired have you asked Fat Tire to be a sponsor. Sue Taaffe stated that they have not yet asked any corporate sponsors yet since the committee has just met on February 1, 2010.

Commissioner David Strang stated that this will go to the Ad Hoc Fund Committee see how everything mixes in together. There could be changes to this as we move along.

Commissioner Bryan Young inquired that there was an increase on Market Research and would like some further information. Sue Taaffe stated that the research project is done every other year. So it doesn't show up in the budget every fiscal year. Right now planning on doing Market Research every three years. It is the phone survey and as technology changes thinking of doing a cell phone or email survey.

#### **Agenda Item 4 – Accountability and Governance Committee Update**

Greg Jordan presented the following information:

- Moving forward with three year plan covering FY 2011-13 to bring bus and Orbit service net expenditures in line with forecasted revenue.
- General consensus of committee to be more aggressive in 2011 and less so in 2012 and 2013. Possibly in 2013 put more bus service back depending on economy.
- Additional sources of revenue or costs to offsets may include:
  - Improvements in sales tax revenue not forecasted.
  - Identification of additional system efficiency improvements.
  - Additional cost reductions not already factored into model.
  - Extension of alternative fuel tax credit.
  - Additional federal funds offsetting the capital cost of preventative maintenance.
  - Valley Metro fare increase (when regional fare recovery target drops below 25%)
  - Introduction of Orbit fare.
  - ASU financial support for Orbit system.
  - Convert Orbit fleet to alternative fuel (lower prices and eligibility for tax credit)
- Planning a two round public involvement process that will start later this month. Round one will start by going out with a survey that covers light rail, bus, Express, Orbit and service reductions. Getting public feedback on how important these services are to draft final recommendations for the committees. Round two which will be the March to April timeframe a chance to make actual recommendations to the public. After that refine those and then get approval from the council for FY 11.

#### **Agenda Item 5 – Ad hoc Transit Fund Committee Update**

Carlos de Leon presented the following information:

- The forecast assumes an economic recovery beginning in FY 2010/12 and a revised sales tax growth rate of -5% in fiscal year 2010/11, 7% in FY2011/12, 13% in FY2012/13 and 5% in FY2013/14.
- If no action is taken, the Transit Fund structural deficit will increase to an estimated \$17.5 million. In addition, the fund balance would be depleted by FY14/15.

**Agenda Item 6 – Future Agenda Items**

- Mill Ave Trolley
- South Corridor Study

The meeting adjourned at 8:23 a.m.

The Commission's next regular meeting will be held Tuesday, March 9, 2010 at 7:30 a.m. in the Don Cassano Community Room, 200 E. Fifth Street, Tempe, Arizona.

Prepared by:  
Elizabeth Mieth

Reviewed by:  
Carlos de Leon