



## Minutes City of Tempe Transportation Commission June 8, 2010

**Minutes of the City of Tempe Transportation Commission held on Tuesday, June 8, 2010, 7:30 a.m., at the Transportation Center Don Cassano Community Room, Tempe, Arizona.**

**(MEMBERS) Present:**

Ben Goren, Bil Haas, Jayson Matthews, Catherine Mayorga, Gary Roberts, Steven Saiz, Peter Schelstraete, David Strang, Joan Westlake, Bryan Young

**(MEMBERS) Absent:**

Charles Huellmantel, Marcellus Lisotta, Augustus Shaw IV, Marco Valenzuela

**City Staff Present:**

Joe Clements, Dawn Coomer, Shana Ellis, Jerry Hart, Greg Jordan, Gregg Kent, Carlos de Leon, Elizabeth Mieth, Bonnie Richardson, Sue Taaffe, Robert Yabes

**Guests Present:**

Carla Kahn, PF Leyva, Judi Nelson

David Strang called the meeting to order at 7:31 a.m.

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

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

- Multi-modal Planning and Project Review Minutes – April 14, 2010
- Ad Hoc Transit Fund Minutes – April 20, 2010
- Transportation Commission Minutes – April 27, 2010

**Agenda Item 2 – Public Appearances**

There were no public appearances.

**Agenda Item 3 – Proposed Bus Service Changes**

Greg Jordan presented the following information:

- \$3.3 million in bus-rail budget reductions in FY 10-11
  - Cost savings & additional revenue: \$1.8 million (54%)
  - Service reductions: \$1.5 million (46%)

- City Council approved changes effective July 26, 2010
- Report contains detailed information on:
  - Cost savings & additional revenue
  - Public involvement process and methods
  - Communication methods
  - Survey instrument
  - Current ridership
- Proposed bus service changes
  - All Local Routes – Eliminate local bus service before 5:00 a.m.
    - Consistent with regional bus and light rail service
  - Local Route 40 (Apache) – Eliminate segment
  - Local Route 72 (Rural/Scottsdale) – Reduce frequency
  - Express Route 536 – Eliminate route
  - Express Route 511 – Restructure route
  - FLASH – System restructure

Commissioner Jayson Matthews inquired how the other communities around us are making those changes as a result of reduced regional numbers. Greg Jordan stated Scottsdale, Chandler, Phoenix and Mesa are implementing eliminations as well. Phoenix for example is cutting two of their full circulator routes.

Commissioner Ben Goren inquired would there be a rerouting of the Orbit in regards to the 66. Greg Jordan stated that we will that evolve with the public process. Commissioner Peter Schelstraete inquired will Scottsdale eliminate route 66. Greg Jordan stated that they will reroute their trolley to meet the Orbit.

Commissioner Steven Saiz inquired how much does the elimination of route 536 alone account for. Greg Jordan stated that both routes 511 and 536 are small amounts and those savings are accounted at the regional level and not hitting the budget. The savings for both are around \$30,000 - \$50,000 a year.

Commissioner Ben Goren made a motion to approve all proposed bus service changes. Commissioner Peter Schelstraete seconded the motion

#### **Agenda Item 4 – Transit and Transportation Fund Update**

Carlos de Leon presented the following information:

- Transportation fund balancing plan
  - Elimination of structural deficit by FY 2012-13 by phasing in the following reductions over the next three fiscal years:
    - \$1.7 million in FY 10-11
    - \$650,000 in FY 11-12
    - \$590,000 in FY 12-13
  - Organizational consolidation of Transportation Fund programs and positions
  - A 29% reduction in personnel in FY 2010-11
  - Base budget reductions of \$200,000 in FY 2010-11
  - Additional expenditure reductions of over \$1.2 million by 2012-13
  - Significant service impacts in streets maintenance, alley maintenance, traffic control and traffic signal maintenance
- Transit Fund Update
  - Elimination of 4 currently-filled positions (2 Management Assistants, 1 Principal Planner and one .5 FTE Financial Services Tech). [NOTE: A vacant Senior Management Position will be filled with consolidation of new Transportation Division].
  - Elimination of 1 vacant ITS Network Engineer vacant position.
  - Reclass 2 vacant Transportation Workers (Bus Shelter Maintenance) to 2 Groundskeeper positions to provide landscape maintenance service at transit facilities.\*

- Termination of a contract for a LRT Security Liaison.
- Reduction of the allocation of 2 Deputy Managers' salaries from the Transit Fund following department reorganizations.
- Assumption of an across-the-board 5% reduction to salaries (the current budget assumes a 2.5% increase).
- Transfer one custodial supervisor position to the General Fund.
- Fund 50% of a custodial supervisor position, currently 100% funded by the Performing Arts Fund, to supervisor custodial personnel at East Valley Bus Operations and Maintenance Facility.
- **FY 10-11 Budget** - The Public Involvement/Marketing Committee classified the transit public involvement/marketing program elements into categories in order to identify the core functions of the program. These include:
  - Mandated program elements (M1 and M2)
  - Essential program elements (M3 through M10)
  - Semi-Essential program elements (M11 through M13)
  - Non-Essential program elements (M14 and M15)
  - Based on this ranking, the Committee evaluated each program element to determine the appropriate funding level with less emphasis on semi-essential and non-essential elements.

	<b>Program Element</b>	<b>FY 2009/10 Budget</b>	<b>Proposed FY 2010/11 Budget</b>	<b>Committee Recommendation</b>
M1	Trip Reduction Program	\$88,100	\$85,500	<ul style="list-style-type: none"> <li>• Bike Reimbursement – Reduce costs of program to \$5,000.</li> <li>• Clean Air Challenge - Reduce costs of program to \$2,600.</li> <li>• Change Bike Month to Bike to Work Day, move under Trip Reduction Program and reduce budget to \$2,500.</li> <li>• Maintain Guaranteed Ride Home program budget of \$100 and High Pollution Advisory program at \$300.</li> </ul>
M2	Public Involvement	\$15,000	\$25,000	<ul style="list-style-type: none"> <li>• Increase budget to \$25,000 to cover costs due to amount of public involvement anticipated during FY 2010/11.</li> </ul>
M3	Transit Collateral & Signage	\$56,500	\$28,500	<ul style="list-style-type: none"> <li>• Lower costs to \$28,500 annually by reducing quantities and revising layouts.</li> <li>• Eliminate Green Facilities brochure and Transit Annual report.</li> </ul>
M4	Market Research	\$0 (\$18,500 is budgeted for every two years)	\$18,500	<ul style="list-style-type: none"> <li>• Maintain current budget of \$18,500.</li> <li>• Conduct survey every three years instead of every two years.</li> <li>• Rebid RFP to see if a lower cost can be realized.</li> </ul>
M5	Postage	\$550	\$550	<ul style="list-style-type: none"> <li>• Maintain current budget of \$550.</li> </ul>
M6	Youth Transit Pass Program Promotion	\$7,500	\$2,500	<ul style="list-style-type: none"> <li>• Lower costs to \$2,500 annually by reducing quantities and</li> </ul>

	<b>Program Element</b>	<b>FY 2009/10 Budget</b>	<b>Proposed FY 2010/11 Budget</b>	<b>Committee Recommendation</b>
				reformatting brochure.
M7	Special Assistance/Low Income & Homeless Pass Program	\$26,000	\$30,000	<ul style="list-style-type: none"> <li>• Increase budget to \$30,000 given the increased need for this program.</li> </ul>
M8	Publications	\$50	\$50	<ul style="list-style-type: none"> <li>• Maintain current budget of \$50.</li> </ul>
M9	Memberships	\$1,500	\$500	<ul style="list-style-type: none"> <li>• Reduce budget to \$500.</li> </ul>
M10	Training	\$1,000	\$500	<ul style="list-style-type: none"> <li>• Reduce budget to \$500.</li> </ul>
M11	Giveaways	\$1,500	\$5,500	<ul style="list-style-type: none"> <li>• Increase budget to \$5,500. Given the proposal to significantly reduce the marketing and advertising budget, the Committee recommends taking a grassroots approach to marketing the program by attending more community events.</li> </ul>
M12	Award Nominations	\$2,500	\$1,000	<ul style="list-style-type: none"> <li>• Reduce budget to \$1,000.</li> </ul>
M13	Advertising	\$272,500	\$50,000	<ul style="list-style-type: none"> <li>• Eliminate advertising agency.</li> <li>• Reduce budget to \$50,000 and advertise online, in limited print mediums and on street banners.</li> </ul>
M14	Events	\$45,100	\$7,700	<ul style="list-style-type: none"> <li>• Eliminate Walk to School Day.</li> <li>• Reduce Tour de Tempe costs to \$7,500 and solicit a sponsor to cover the remainder of the event costs.</li> <li>• Change Bike Month to Bike to Work Day, move under Trip Reduction Program and reduce budget to \$2,500.</li> <li>• Maintain Haunted Halloween event participation at \$200.</li> </ul>
M15	Volunteer Pass Program	\$2,000	\$0	<ul style="list-style-type: none"> <li>• Eliminate free transit passes for city volunteers.</li> </ul>
	<b>TOTAL</b>	<b>\$519,800</b>	<b>\$255,800</b>	\$264,000 reduction

Commissioner Ben Goren inquired what is the life cycle of the circulator buses. Carlos de Leon stated that they are three to four years.

Commissioner Steven Saiz inquired are there any talks in privatizing street lights and traffic signals maintenance. Carlos de Leon stated that there is a contract right now for a private firm to do repairs on the street signal system.

Commissioner Peter Schelstraete inquired is the City looking at replacing the street lamps from halogen to a LED. Carlos de Leon stated there is currently an RFP out for vendors to provide information on replacement bulbs.

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**Agenda Item 5 – City Organizational Update**

Carlos de Leon presented the following information:

- In February, the City Council approved a plan for the upcoming fiscal year to consolidate eight departments (Public Works and Water Utilities, Development Services and Community Development, Community Services and Parks and Recreation, Financial Services and Information Technology) into four departments and designating three departments (Audit, Community Relations and Diversity) into offices.
- The head of each new department will be called director instead of manager in order to conform to the general usage in city government.
- The new Public Works Department will consist of four divisions: Water Utilities, Engineering, Transportation and Field Operations. The new Transportation Division will be organized with four sections:
  - Administration and Customer Service
  - Transit Operations
  - Traffic Engineering
  - Streets and Traffic Operations
- Recruitment for the four consolidated department director positions started in February and closed on March 22. Fifty-four applicants were received for the Public Works Director position. Preliminary interviews were held in mid-May and were followed by additional interviews with finalists at the end of May. It is expected that the department director positions will be offered to selected candidates by mid-June. Upon completion of the department director recruitments, the deputy director recruitments for positions where job duties changed in nature and magnitude will begin.

**Agenda Item 6 – Broadway Road Streetscape Project Update**

Robert Yabes and Sue Taaffe presented the following information:

- Congestion Mitigation and Air Quality (CMAQ) Improvement Program federal funds totaling \$2.57 million were secured for the design and construction of the project. If the funds are not obligated by October 2010, they will be forfeited for another project within the region. As part of the CMAQ requirements, local matching dollars are required. As such, an additional \$600,000 in transit funds is budgeted for the project. The total project budget is \$3.17 million.
- The goals of the project are to add bicycle and pedestrian amenities, protect community character, improve safety, retain Broadway Lane, discourage cut-through traffic and address congestion on Broadway between Mill Avenue and Rural Road while improving the streetscape. In order to include the desired traffic calming amenities like a bicycle lanes, sidewalks and a safety wall, a center median is needed to provide separation of travel lanes as there is not enough right-of-way to provide a left turn lane. However, if additional right-of-way were to become available or if the bicycle lane on the north side of Broadway Road were to be relocated, it is possible that a center median would be not necessary.
- In May 2010, staff met one-on-one with a dozen property and business owners to discuss the proposed design. The comments received from the business community along Broadway Road included:
  - Median restricts business access
  - Streetscape with median may actually increase traffic speeds
  - U-turns at College will be dangerous
  - Concerned with trees covering property signage
  - Traffic for business will cut through neighborhoods
- Valid concerns have been raised by residents and businesses regarding the most recent design concept. Through the public input process, staff will continue to work with businesses and residents to make the Broadway Road Streetscape project beneficial for both residents and businesses. Staff will use the design concept below as a point of reference to continue discussing the various project elements.

Commissioner Ben Goren stated that it's a state law that cars keep at least a three foot separation when they're passing and eleven foot lane is not enough to keep the three foot separation without changing lanes. How will there be a three foot separation. Robert Yabes stated at this time there is no answer for that.

Commissioner Steven Saiz inquired what's driving this wall. Sue Taaffe stated it's a privacy wall for the residents.

#### **Agenda Item 7 – Tempe South Corridor**

Dawn Coomer presented the following information:

- Two public meetings are scheduled in June to update the community on recent technical work and to obtain feedback on whether to evaluate an Ash Avenue alignment option through the downtown as part of the modern streetcar project.
  - Tuesday, June 15, 2010 – 6:00 to 8:00 p.m. - Chandler Fashion Center Mall, Community Room -3111 W. Chandler Blvd., Chandler. The Community Room is located down the hallway next to Paradise Bakery in the food court.
  - Wednesday, June 16, 2010 – 6:00 to 8:00 p.m. - Pyle Adult Recreation Center - 655 E. Southern Ave., Tempe
- METRO and Tempe staff are continuing to schedule meetings to provide information and obtain public feedback on the Tempe South Corridor Study. Additional meetings scheduled in June include the Neighborhood Advisory Commission, Maple Ash Neighborhood Association and Superstition Neighborhood Association.
- At the May 4, 2010 Council Transportation Committee meeting, staff was directed to draft a resolution for council consideration that reaffirms direction and focus on the modern streetcar project, advances both modern streetcar and bus rapid transit as study recommendations, commit to operating funds prior to the project construction grant agreement by FY 2014, and to continue to engage the public in bus service changes and funding options. The resolution was approved at the May 20, 2010 council meeting.

Commissioner Joan Westlake inquired is the BRT out completely. Dawn Coomer stated that at the regional level there were pretty significant shortfalls in the public transportation fund proposition 400. As part of the Tempe South Corridor Study we are still recommending that we keep BRT on Rural Rd in the mix.

Commissioner David Strang inquired if everything went well when would we be riding this. Dawn Coomer stated 2017.

#### **Agenda Item 8 – Future Agenda Items**

No future agenda items noted.

The meeting adjourned at 8:40 a.m.

The Commission's next regular meeting will be held Tuesday, July 13, 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