



## Minutes City of Tempe Transportation Commission November 8, 2011

**Minutes of the City of Tempe Transportation Commission held on Tuesday, November 8, 2011, 7:30 a.m., at the Transportation Center Don Cassano Community Room, Tempe, Arizona.**

**(MEMBERS) Present:**

Alana Chavez-Langdon, Matthew Garcia, Pam Goronkin, Charles Huellmantel, Marcellus Lisotta, Phillip Luna, Catherine Mayorga, Gary Roberts, Steven Saiz, Peter Schelstraete, David Strang

**(MEMBERS) Absent:**

Augustus H. Shaw IV, Ben Goren, Bryan Young

**City Staff Present:**

Joe Clements, Dana Janofsky, Greg Jordan, Bonnie Richardson, Shelly Seyler, Sue Taaffe, Robert Yabes.

**Guests Present:**

Jim Dickey (AzTA); Terry Gruver (INFRACONSULT); Mario Diaz (Valley Metro RPTA);

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

**Agenda Item 1 – Public Appearances**

None

**Agenda Item 2 – Approval of Minutes**

Commissioner Strang called to approve. Peter Schelstraete made a motion to approve the Transportation Commission Minutes, Commissioner Luna seconded the motion. All approved except Commissioners Mayorga, Chavez and Huellmantel who arrived later. Commissioner Roberts made a motion to approve the Accountability and Governance Committee Minutes. Commissioner Luna seconded the motion. All approved except Commissioners Mayorga, Chavez and Huellmantel who arrived later. The following minutes were approved:

- Transportation Commission Meeting Minutes – October 11, 2011
- Accountability and Governance Committee Minutes – August 9, 2011

**Agenda Item 3 – Unexcused Absence**

Introduced by Commissioner Strang

Commissioner Strang introduced agenda item 3 – Unexcused Absence indicating action was requested to deem the position of Mr. Shaw vacant due to the number of absences. Shelly presented the memo

which refers to the Tempe City Code section 2-18(4) and how this pertains to Commissioner Shaw's absences from the Commission meetings.

Commissioner Schelstraete inquired if anyone has given Mr. Shaw a call. Shelly explained that no one has made direct contact with Mr. Shaw other than the Commission e-mails for meeting notifications and quorum requests and Commission materials. Mr. Shaw has in turn been in contact with staff regarding his absences. Shelly included that this course of action has been recommended by the City Attorney's Office. Commissioner Huellmantel inquired if there is anything in code about future reappointment. Shelly stated that if the Commission moves to make his position vacant, Mr. Shaw can reapply in the future. Commissioner Schelstraete stated that perhaps there were reasons that the Commission was unaware of and didn't feel this was right. Commissioner Goronkin stated there is a responsibility of the Commissioners and the obligations are very clear.

Commissioner Huellmantel made a motion to deem Commissioner Shaw's position vacant. Commissioner Goronkin seconded the motion. All approved excepted Commissioner Schelstraete who opposed and Commissioner Mayorga who abstained.

#### **Agenda Item 4 – Statewide Transit Funding**

Jim Dickey, Executive Director, Arizona Transit Association presented.

Mr. Dickey provided information about AzTA. AzTA has 25 years of service to Arizona, consists of 400 members statewide, and has a 22 member Board of Directors. The major Transit issues are funding, sustainability, mobility, economic vitality, and growth management. The benefits of the state investing in public transportation programs are economic and equity, mobility, health and safety, and environmental/energy security. Mr. Dickey explains the "Arizona Test" and examples of state funding criteria. AzTa roles are creating a plan that works, creating a message by recruiting partners, engaging stakeholders to keep it local, and to identify funding options and plans. AzTa is doing statewide visioning, polling, coalition building and advocacy.

Commissioner Chavez-Langdon asked if COGs and MPO's are getting involved in Arizona League of Cities and Towns, State Economic Organizations, and employment centers. Mr. Dickey responded that they have presented the AED.

Commissioner Schelstraete asked if they are a non-profit. Mr. Dickey responded yes. The Board is made up of public and private entities and is equal, but must be a paid member. Commissioner Schelstraete asked how much. Mr. Dickey said \$40,000 in annual dues from cities, towns, and MAG. \$28,000 for 21 rural public transit. Companies pay based on their size from \$250 – \$3,000. Robert Yabes asked about the regional tax sun setting in 11 years and how the state tax fits in. Mr. Dickey explained that there is talk of consolidating the sales tax for transportation and talks on restructuring. Considerations for going back to the voters on prop 400 in 2016 to extend the tax and increase it.

#### **Agenda Item 5 – Valley Metro Regional Rider Satisfaction**

Mario Diaz, Chief Marketing Officer at Valley Metro presented.

Mario presented the Valley Metro 2011 Rider Satisfaction Survey Results from July 2011.

Mario presented that there were 761 twelve minute surveys completed at a 95% confidence level. 561 were one on one at the top 10 -15 locations. 200 were by telephone.

Highlighted facts from the survey:

- 81% had cell phones
- 78% had access to the internet

- Decrease in the average length of usage mean more new riders are using transit
- The percentage of riders purchasing passes at the grocery store has increased by 30% from last year
- Top three satisfaction with bus elements are: Driver's safe driving, ease of understanding schedules are routes, availability of schedule and route information
- Top satisfaction with light rail elements are: trains running on time and ease of fare payment
- Overall satisfaction with transit service is on an upward trend and is at 78%
- Over four in five transit users are likely to recommend transit service to others
- The likelihood to continue rising public transit increased to a level consistent with 2009
- Transit Book use for information has decreased

Conclusions from the survey:

- Changes in ridership that occurred last year have sustained
- Intercept interviews is more representative
- Increase in transit users indicating they will constitute to use transit next year
- Rider angst about fare increase in 2010 was short lived
- Significant increase in use of cell phones to get information

Commission Chavez-Langdon inquired if people were asked if they were getting to where they wanted to go. Mr. Diaz explained that these were only excerpts from the report and he would give Commission the complete report. Commissioner Lisotta inquired as to the correlation between the high use of the book and the high ranking of low accuracy of route information. Mario explained that it probably due to the book interpretation. Commissioner Lisotta asked about net/internet under preferred information. Mario explained that it is web vs. valleymetro.org.

Mario also presented the NextRide program where a user at a bus stop can call or text a stop# and the next bus time will be given. The Commission was given a test and tried it out themselves if they had a phone available.

#### **Agenda Item 6 – Marketing Program**

Sue Taaffe presented.

History of TIM Marketing. In 1996 the Transit Tax identified marketing as a priority. The budget has historically ranged from \$425k to \$50k.

TIM products include Orbit, Metro, valley Metro, and Flash.

Sue presented: Current Research, Strengths, Weaknesses, Opportunities, Threats, Marketing Program Objectives, Measurable Goals, and Targets, Key Messages.

Paid media currently has a \$50k Budget. Other marketing tactics include: Transit booths at Tempe events, Tempe 11, Tempe.gov/Tim, Twitter, Facebook, and YouTube.

Events and promotions: Tour de Tempe, Bike Month, Bike Hero, Adopt-A-Path and Adopt-A- Street, Bike Safety, Special Assistance, Youth Transit Program, Public Meetings, and Bus 101s.

Commission Schelstraete asked who comes up with the ads. Sue explained that we used to have an ad agency, some are from Sue, and some are from journalism students at Corona.

Commissioner Lisotta stated that you are doing a great job.

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**Agenda Item 7 – Deputy Director’s Report**

Greg Jordan presented.

**Agenda Item 8 – Future Agenda Items**

No one added to the list.

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| Update on staff attending regional meetings. | November |
| Overview on funding sources                  | November |
| Procedures for conflicts of interest         | December |
| Commissioners attending regional meetings    | TBD      |
| Capital projects update                      | November |
| Calendar of events on agendas                | October  |

Commissioner Schelstraete asked about the 2008 Ordinance that requires bike registration. Eric Iwersen said that the ordinance was revised and bike registration was stricken. He will research.

Meeting adjourned at 9:08am

The Commission’s next regular meeting will be held Tuesday, December 13, 2011 at 7:30 a.m. in the Don Cassano Community Room, 200 E. Fifth Street, Tempe, Arizona.