
Minutes City of Tempe Transportation Commission October 13, 2009

Minutes of the City of Tempe Transportation Commission held on Tuesday, October 13, 2009, 7:30 a.m., at the Transportation Center Don Cassano Community Room, Tempe, Arizona.

(MEMBERS) Present:

Don Cassano, Ben Goren, Jayson Matthews, Gary Roberts, Peter Schelstraete, Edward Smith, David Strang, Bryan Young

(MEMBERS) Absent:

Bill Haas, Marcellus Lisotta, Catherine Mayorga, Steven Saiz, Augustus Shaw IV, Marco Valenzuela, Joan Westlake

City Staff Present:

Joe Clements, Dawn Coomer, Carlos de Leon, Jerry Hart, Eric Iwersen, Dana Janofsky, Greg Jordan, Gregg Kent, Jyme Sue McLaren, Elizabeth Mieth, R.C. Noderer, Robert Yabes

Guests Present:

Wulf Grote, Judi Nelson, Marc Soronson

Jayson Matthews called the meeting to order at 7:34 a.m.

Agenda Item 1 – Consideration of Meeting Minutes

Don Cassano made a motion to approve all minutes. David Strang seconded the motion. The following minutes were approved:

- Ad hoc Transit Fund Minutes – August 6, 2009
- Transportation Commission Minutes – August 11, 2009
- Multi-Modal Planning and Project Review – August 12, 2009
- Accountability and Governance Committee – August 18, 2009
- Accountability and Governance Committee – September 4, 2009
- Ad hoc Transit Fund Minutes – September 4, 2009
- Transportation Commission Minutes – September 8, 2009
- Multi-Modal Planning and Project Review – September 9, 2009
- Public Involvement and Marketing Committee – September 14, 2009

Agenda Item 2 – Public Appearances

There were no public appearances.

Agenda Item 3 – Committee Procedures

Carlos de Leon presented the following information:

- The ordinance establishing the Tempe Transportation Commission empowers the Commission to establish committees, as it deems appropriate. Once a committee is established, the following practices will be followed concerning committee chairs and membership.
 - The Commission Chair will appoint Commissioners to serve as committee members. Commissioners may request to serve on a particular committee, subject to appointment by the Commission Chair. Non-commissioners may request in writing to become a non-voting committee member for a term of one year. This request is subject to the approval of the Commission Chair. Non-commission members may serve no more than three consecutive terms on the committee.
 - The committee members shall select a Commissioner member to serve as committee chair. They should also select a Commissioner to serve as committee vice-chair to conduct committee meetings in the absence of the committee chair. All committee chairs and members will serve at the pleasure of the Commission Chair. They will continue to serve until either they resign their committee post or in the case of Commissioners until their service on the Commission comes to an end.
 - The Commission Chair will be promptly informed about any of the following changes concerning committee chairmanships and membership:
 - The committee member involved
 - The chair of the committee involved
 - Key city transportation staff members
 - The Commission Chair will request that city staff maintain a current listing of commissioners and committee membership and distribute revised lists at the next Commission meeting following any changes.
 - Formal recommendations from the committee to the Commission require a vote of the Commission committee members. Non-commission committee members may participate in discussion of all committee items, however, may not vote on formal recommendations.

Agenda Item 4 – Proposed Bus Service Changes

Greg Jordan presented the following information:

- These range of options approximately generated \$6.2 million in annual recurring operating saving from route changes, frequency changes and hours of operations changes by FY 13.
- These options were taken to the public. There were three public meetings and received over 300 comments by the end of the feedback period of September 30, 2009.

Commissioner Bryan Young inquired has there been any trend some far from the comments collected. Greg Jordan stated that most of comments received were in regards to Orbit. There was lots of displeasure on the Orbit frequency. Also tested the idea of an Orbit fare, it was received begrudgingly but positively. If it meant preserving the service and there was a general acceptance of a \$0.50 fare.

Commissioner Jayson Matthews inquired what is the timeline for when these recommendations for consideration or possible adoption for this commission and council. Greg Jordan stated that tomorrow's Accountability and Governance will finalize the changes to bring to public comment. There are three public meetings scheduled in November. Based on the second round of feedback we will report it to the Accountability and Governance, Ad Hoc Committees as well as the Transportation Commission by the end of November then posting to Council by the end of December.

Commissioner Gary Roberts inquired that the yield is approximately \$6.2 million by FY 13 and we need to come up with \$7.4 million so we are still \$1.2 million short. Carlos de Leon stated that we are

looking at bus service changes and other revenue sources. Commissioner Gary Roberts inquired what are the chances of any influx coming from funds programmed for construction costs for different projects. Carlos de Leon stated that this is being discussed by Valley Metro right now and that there is a possibility that this can happen.

Commissioner Jayson Matthews stated that the numbers presented are from earlier estimates.

Agenda Item 5 – LRT Advertising

Carlos de Leon presented the following information:

- Adopt – a – station: Local businesses and civic groups are able to adopt a light rail station for \$100 and receive their name on a station plaque. Adopt-a-station responsibilities include occasionally picking up trash at the station. To date, all Tempe stations except Priest/Washington, Center Parkway and Apache/101 have received adopt-a-station applicants.
- Train Wraps: On April 15, 2009, the METRO Board voted to permit advertising on train exteriors, interiors and on station platforms. Costs associated with train wraps have already been programmed into the operational cost of light rail. Each city receives the proportional dollar amount based on mileage in its city. Ten train cars have been set aside for full train wrap paid advertising, and an additional four trains for member cities to use for community advertising.
- Platform Kiosks & Station Wraps: Each member city (Tempe, Mesa and Phoenix) will decide to what extent advertising will occur in the platform kiosks and at the stations. Historically, the city of Tempe has maintained a strict no-advertising policy for its bus fleet and shelters, as outlined in the Tempe City Code. There are four, two-sided kiosks located at each Tempe station. METRO system information would be placed in one, two-sided kiosk and the remainder of the kiosk space would be available for paid advertising. METRO estimates that Tempe's nine stations could generate up to \$96,000 annually in revenue. This includes station wraps, which are large scale advertisements encompassing most of the station.
- In April 2009, Staff identified three options for advertising on station platforms in Tempe:
 - Having no advertising of any kind.
 - Allowing advertising of city-related events and promotions only.
 - Allowing advertising of city-related events and promotions along with general market advertising for qualified advertisers.
- The Public Involvement/Marketing Committee's recommendation is to allow for kiosk and station advertising city-related events and promotions along with general market advertising for qualified advertisers at all nine Tempe light rail stations.

Agenda Item 6 – Ad Hoc Transit Fund Update

Carlos de Leon presented the following information:

- Financial Strategy: After two meetings, the Committee identified a preferred overall financial strategy which involves:
 - Using approximately \$40 million in fund balance to partially retire debt principal, which reduces annual recurring operating expenses by \$1.3 million.
 - Reducing a total of \$7.4 million in annual recurring operating expenses by phasing in major reductions over the following years:
 - \$1.2 million in the current fiscal year
 - \$5.4 million from the next three fiscal years (FY10-11 to FY12-13)
 - \$0.8 million beyond FY13-14.
- The Committee agreed with a four step process: 1) categorizing the major program elements; 2) identifying and the documenting potential measures; 3) evaluating potential measures across categories, and; 4) determining the combined financial impact of the preferred measures. The

table below provides an update on each step of the process by program category.

STEP			
1 Categories	2 Potential Measures	3 Evaluation	4 Potential Financial Impact
Transit Service	<ul style="list-style-type: none"> ▪ The Accountability and Governance Committee has identified potential service changes. ▪ Public input process on potential service changes started. 	Pending public process and identification of measures for all categories	If all changes approved, \$6.2 million in annual recurring costs by 2012-13
Other Operations <ul style="list-style-type: none"> ▪ Transit Administration ▪ Transportation Center Operations ▪ Marketing and Community Outreach ▪ Bus Stop Maintenance ▪ Landscape Maintenance ▪ Planning and Project Review 	<ul style="list-style-type: none"> ▪ To be discussed by Ad Hoc Transit Fund Committee ▪ Public Involvement/Marketing Committee has reviewed marketing budget 	Pending identification of measures for all categories	
Capital Projects	<ul style="list-style-type: none"> ▪ To be discussed by Multi-modal and Planning Project Review Committee 	Pending identification of measures for all categories	
Staffing	<ul style="list-style-type: none"> ▪ Employee salaries and benefits part of overall city wide policy ▪ After transit service, other operations, and capital projects are determined, depts. to evaluate staffing levels and report to Ad Hoc Committee 	Pending identification of measures for all categories	

Agenda Item 7 – November Meeting Date

Carlos de Leon presented the following information:

- Staff is requesting that the November 10, 2009 Transportation Commission meeting be moved to Tuesday, November 17. The rescheduled meeting date would provide staff additional time to prepare public comment information regarding proposed bus service changes for the November Transportation Commission meeting. Public comments close on Monday, November 9.

Agenda Item 8 – Future Agenda Items

The meeting adjourned at 8:38 a.m.

The Commission's next regular meeting will be held Tuesday, October 13, 2009 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