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## Minutes City of Tempe Transportation Commission November 17, 2009

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**Minutes of the City of Tempe Transportation Commission held on Tuesday, November 17, 2009, 7:30 a.m., at the Transportation Center Don Cassano Community Room, Tempe, Arizona.**

**(MEMBERS) Present:**

Don Cassano, Ben Goren, Bill Haas, Jayson Matthews, Gary Roberts, Steven Saiz, Peter Schelstraete, Augustus Shaw IV, Joan Westlake, Bryan Young

**(MEMBERS) Absent:**

Marcellus Lisotta, Catherine Mayorga, Edward Smith, David Strang, Marco Valenzuela

**City Staff Present:**

Darcie Bontems, Joe Clements, Dawn Coomer, Carlos de Leon, Tom Duensing, Jerry Hart, Dana Janofsky, Greg Jordan, Gregg Kent, Glenn Kephart, Amanda Nelson, R.C. Noderer, Sue Taaffe, Shaun Yunt

**Guests Present:**

P.F. Leyva, Michelle Parks, Nathan Porter

Jayson Matthews called the meeting to order at 7:35 a.m.

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

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

- Accountability and Governance Committee – August 6, 2009
- Ad hoc Transit Fund Minutes – October 9, 2009
- Transportation Commission Minutes – October 13, 2009
- Multi-Modal Planning and Project Review – September 9, 2009
- Accountability and Governance Committee – October 14, 2009

**Agenda Item 2 – Public Appearances**

The Transportation Commission welcomed public comment only for items listed on this agenda with a three-minute time limit per citizen.

P.F. Leyva, a Tempe Resident, made the following comments:

- Mr. Leyva has concerns about the proposal to extend route 62 to Tempe Market Place, with the last bus arriving a little after midnight.

- He believes 5 miles of deadhead could be saved by turning the westbound 81 into a live bus at College.
- Mr. Leyva feels using the westbound 81 makes more sense than extending the 62 to Tempe Market Place since more people are leaving Tempe Market Place that late in the evening.

Nathan Porter, a Tempe employee, made the following comments:

- He has been a regular 76 rider since the route was established and is concerned with the proposed elimination of route 76 into Tempe.
- He lives in Scottsdale and commutes to work in Tempe.
- He feels the purpose of public transportation is to provide reasonable priced transportation alternatives to driving a vehicle and the elimination of route 76 is going to force people to rely more on their vehicles.
- Using Route 72 as an alternative will be much less convenient since he will now have to walk a half mile to get to the 72.
- He has noticed ridership has increased on route 76 since the economy has gone down.
- He has spoken with many riders and most people use the 76 to come into Tempe for school, work or to meet the light rail into Phoenix.
- Many SCC students use the route as well to transfer from ASU to SCC and with the elimination of the 76 there will be no easy way to get to SCC from ASU.
- The alternative route would be to take the 72 to the 50 however, the 50 stops at 7:30 p.m. so students wishing to participate in night classes would be locked into driving.
- Suggested reducing weekend hours.

### **Agenda Item 3 – January 2010 Bus Service Changes**

Greg Jordan presented the following information:

- A two-stage public involvement process took place over the months of September and October.
- Stage one of the public involvement process took place in September and included an impact analysis and an assessment of 292 public comments.
- Stage two of the public involvement process took place in October and included a set of revised recommendations presented to the public and an assessment of approximately 210 public comments with both positive and negative impacts associated with the proposed changes.
- Tempe staff provided the city of Phoenix with all proposed bus service changes for Title VI analysis.
- Recommended bus service changes would take effect between January and July 2010 if approved and would yield an annual savings of up to \$3.2 million in FY 2010-11.
- The recommended bus service changes include route restructuring on routes 30, 62, 65, 66, 81, 92, Orbit Mercury, Orbit Earth, Orbit Mars and Orbit Jupiter.
- The recommended bus service changes also include system reductions by eliminating route 76, reducing frequency on route 77 and reducing frequency as well as Saturday/Sunday hours on all Orbit routes.
- Staff is seeking a recommendation from the Transportation Commission to move forward to present the January 2010 Bus Service Changes to Mayor and Council in December.

Commissioner Don Cassano made a motion to approve and forward agenda item 3 to the Council Transportation Committee. Second by Commissioner Gary Roberts. Motion passes on a vote of 8-2. Commissioners Bill Haas and Augustus Shaw IV dissenting.

#### **Agenda Item 4 – Transit Advertising**

Sue Taafe presented the following information:

- The city has multiple options for transit advertising including bus exteriors, interiors and shelters as well as light rail station platform kiosks & station wraps.
- The Tempe bus fleet could potentially generate up to \$225,000 annually in paid advertising revenue.
- The standard format for bus fleet advertising is a direct application to the vehicles eliminating the need to purchase frames/hardware.
- Orbit and Express buses are excluded from use for advertising due to the limited exterior space availability.
- Minimum annual rate guarantee for bus shelter advertising.
- Advertising contractors typically provide frames/hardware with no cost to the city.
- Each member city will decide to what extent advertising will occur in the platform kiosks at each station, including station wraps.
- There are four, two-sided kiosks at each Tempe Station. Metro systems information would be placed on one, two-sided kiosk and the remainder of the kiosk space would be available for paid advertising.
- Revenue estimate for advertising at Tempe light rail stations is approximately \$96,000 per year.
- The Public Involvement/Marketing Committee's recommendation is to allow for bus, shelter and light rail kiosk and station advertising of city-related events and promotions along with general market advertising for qualified advertisers.

Commissioner Don Cassano made a motion to approve and forward agenda item 4 to the Council Transportation Committee. Second by Commissioner Steven Saiz. Motion passes on a vote of 8-2. Commissioners Bryan Young and Ben Goren dissenting.

#### **Agenda Item 5 – Long Range Transit Fund Financial Update**

Carlos de Leon and Joe Clements presented the following information:

- Major variables affecting the structural operating deficit are the actual projected sales tax revenue and the anticipated reduction in regional transit funding.
- The expected effect of these variables will significantly increase the structural deficit from the prior forecast of \$8.7 million.
- Staff will provide an update at the next scheduled Commission meeting.

#### **Agenda Item 6 – Future Agenda Items**

- Long Range Transit Fund Financial Update
- Review of Commission Procedures

The meeting adjourned at 8:44 a.m.

The Commission's next regular meeting will be held Tuesday, December 8, 2009 at 7:30 a.m. in the Don Cassano Community Room, 200 E. Fifth Street, Tempe, Arizona.

Prepared by:  
Darcie Bontems

Reviewed by:  
Carlos de Leon