



**Minutes**  
**City of Tempe Transportation Commission**  
**Public Involvement/Marketing Committee**  
**March 2, 2009**

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, March 2, 2009 at 3 p.m. in the City of Tempe Transportation Center located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

**Members Present:** Pen Johnson, Lucy Logan, Catherine Mayorga, Judi Nelson, Steven Saiz, Edward Smith, David Strang, Jackie Terry

**Members Absent:** Monica Allread, Jayson Matthews, Amanda Ormond

**City Staff Present:** Sue Taaffe

**Guests Present:** Timothy Plainfeather

**Agenda Item 1 – Public Appearances**

Timothy Plainfeather identified himself as a junior at Arizona State University.

**Agenda Item 2 — Magic Man TV Spot**

The Magic Man TV spot was shot on Feb. 26 at various downtown Tempe locations. Staff will view a rough-cut on March 5 and approve the final spot on March 16. Prior to airing in late March, Staff will email a web link of the spot to the Committee as an FYI.

**Agenda Item 3 — 2009/10 Transportation Marketing/Public Involvement Budget**

Staff presented the 2009/10 marketing/public involvement budget. The major changes from 2008/09 to 2009/10 include:

- Increases in Youth Transit Pass program
- Increases in employee Platinum Pass program
- Decreases in transit advertising

The overall budget will remain at approximately \$827,000. Committee Consensus: The Committee would like a more detailed explanation at the May meeting as to why the Trip Reduction Program costs are funded by the transit sales tax. The Committee would also like more information on how the Tempe Youth Transit Program is budgeted.

**Agenda Item 4 – Youth Transit Pass Program Update**

Staff presented demographic data related to the Tempe Youth Transit Program. Ridership data is not readily available due to the complexity of the new fare boxes. Committee Consensus: The Committee would like a more detailed explanation at the May meeting as to what remedies are being explored to acquire the ridership data. The Committee also requested an explanation as to why the gross costs for the program are budgeted instead of the net costs.

**Agenda Item 5 – Valley Metro/Metro Fare Increase Status**

Staff provided an update on the status of the regional fare policy increase. The proposal goes to the Valley Metro Board for a vote on March 19. Judi stated that fares will likely increase by 40 percent with one-way rides increasing from \$1.25 to \$1.75. Lucy suggested that the Committee take a formal position on the fare increases. David said that the Transportation Commission will discuss the fare increases at the March meeting.

**Agenda Item 6 – Bike Month**

Bike-A-Palooza will be held April 5 at Kiwanis Park, and Bike to Work and School Day will be held April 22. There will be five breakfast sites with various community rides to the Tempe Transportation Center. Staff will email the Committee a press release once drafted.

**Agenda Item 7 – Next Meeting**

The next meeting is scheduled for May 4 at 3 p.m. in the City of Tempe Transportation Center located at 200 E. Fifth Street, Second Floor, Tempe, AZ. Future agenda items will include:

- Magic Man TV Spot
- Transportation Marketing/Public Involvement Budget
- Youth Transit Pass Program Data Collection
- 2009/10 Media Plan

**Agenda Item 8 – Adjournment**

David Strang adjourned the meeting at 3:45 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson