



## Minutes City of Tempe Transportation Commission Public Involvement/Marketing Committee July 13, 2009

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, July 13, 2009 at 3 p.m. in the City of Tempe Transportation Center located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

**Members Present:** Monica Allread, Jayson Matthews, David Strang

**Members Absent:** Pen Johnson, Lucy Logan, Catherine Mayorga, Judi Nelson, Edward Smith, Amanda Ormond, Steven Saiz, Jackie Terry

**City Staff Present:** Sue Taaffe

**Guests Present:** None

### **Agenda Item 1 – Public Appearances**

There were no public appearances.

### **Agenda Item 2 — Transportation Marketing/Public Involvement Budget**

Staff presented proposed reductions to fiscal year 2010/2011 marketing and public involvement budget. The budget for FY 2010/11 is \$519,800. Committee Consensus: Committee approved the following:

- o Eliminate transportation annual report - *\$4,500 savings*
- o Have each city department pay for the Platinum Passes used by city employees in their departments - *\$75,000 savings* OR reduce the subsidy amount that the city pays for the Platinum Pass – *\$37,5000 savings*
- o Eliminate Walk to School Day. Use \$1,500 of the funds to augment Bike to Work and School Day - *\$8,500 total savings*
- o Consider having a donation jar at the Tour de Tempe
- o Have the city's Housing section use reoccurring grant funds to pay for homeless transit passes - *\$9,000 savings*. This option would only be considered if reoccurring grant opportunities are available.
- o Have each city department pay for the transit passes used for volunteers - *\$2,000 savings*
- o Research grant opportunities for covering the costs of the Special Assistance/Low Income passes - *\$17,000 savings*. This option would only be considered if reoccurring grant opportunities are available.

Based on the recommendation, the total potential savings is up to \$116,000 or 22.3% of Marketing/Public Involvement budget. The next step is for the Marketing Committee chair to present these ideas to the Adhoc Transit Fund Committee on Aug. 6.

### **Agenda Item 3 — Creative Concepts**

Staff presented creative concepts for the general adult Tempe population, teens and Arizona State University students. The goal is to encourage the target markets to try Tempe's "green" alternative modes of transportation. Committee Consensus: Committee approved the following concepts:

Adult:

- Save the Earth... before work.
- Kermit was wrong. It is easy being green.
- In life, you have choices. Bus, bike, walk, rail.
- There are no free lunches, but there are free rides to lunch.

ASU:

- Wanna try new things in college? Ditch your car.
- Girls love to go home with Tim. (So do guys.)
- Consider us Environmental Studies 101.

Teen:

- Have more time for texting, um, studying.
- Riding the bus. No fare.
- Get around Tempe without your mom.

**Agenda Item 4 – Next Meeting- Aug. 3 or Sept. 14**

The next meeting is scheduled for Sept. 14 at 3 p.m. in the City of Tempe Transportation Center located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

**Agenda Item 5 – Adjournment**

David Strang adjourned the meeting at 3:49 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson