



**Minutes**  
**City of Tempe Transportation Commission**  
**Public Involvement/Marketing Committee**  
**November 17, 2009**

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Tuesday, November 17, 2009 at 7:25 a.m. in the City of Tempe Transportation Center located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

**Members Present:** Don Cassano, Jayson Matthews, Augustus Shaw, Bryan Young, Ben Goren, Bill Haas, Gary Roberts, Peter Schelstraete

**Members Absent:** Catherine Mayorga, Edward Smith, Steven Saiz, Joan Wakefield, Marcellus Lisotta, Marco Valenzuela, David Strang

**City Staff Present:** Amanda Nelson, Sue Taaffe, Dana Janofsky, Darcie Bontems, Jerry Hart, Glen Kephart, Joe Clements, Dawn Coomer, Carlos de Leon, Tom Duensing, Greg Jordan, Gregg Kent, RC Noderer, Shawn Yunt

**Guests Present:** PF Leyva

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

**Agenda Item 1 – Public Appearances**

There were no public appearances.

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

Don Cassano made a motion to ratify the meeting minutes from September 14, 2009. Augustus Shaw seconded the motion.

**Agenda Item 3 – Adjournment**

Jayson Matthews adjourned the meeting at 7:35 a.m.

Prepared by: Dana Janofsky

Reviewed by: Sue Taaffe



## Minutes City of Tempe Transportation Commission Public Involvement/Marketing Committee September 14, 2009

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, September 14, 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, Pen Johnson, Jayson Matthews, Judi Nelson, David Strang

**Members Absent:** Catherine Mayorga, Edward Smith, Steven Saiz, Jackie Terry

**City Staff Present:** Tanya Chavez, Amanda Nelson, 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:

- Eliminate transportation annual report - *\$4,500 savings.*
- Eliminate transit passes for city volunteers - *\$2,000 savings.*
- Reduce Walk to School Day costs - *\$5,000 savings.*
- Reduce Tour de Tempe costs- *\$4,500 savings.*
- Reduce Trip Reduction Bike Program costs - *\$2,500 savings.*
- Reduce Trip Reduction Clean Air Challenge costs - *\$2,600 savings.*
- Reduce Youth Program Promotion costs - *\$3,500 savings.*
- Reduce the subsidy amount that the city pays for the Platinum Pass by having employees pay \$10 per paycheck for the pass or by having employees pay 25 percent of total monthly usage – *approximately between \$25,000 and \$38,000 savings with \$10 per paycheck option. More research is needed to determine if the 25 percent of total monthly boardings approach is feasible and what savings would be realized.*
- Allow advertising on interior and exterior of most Tempe buses, at all non artist-designed Tempe bus shelters and in kiosks at all nine Tempe light rail stations - *\$345,000 potential revenue generation.*
- Limit the program participation age for the Youth Transit Pass Program to youth ages 11 to 18 OR put a cap on the number of passes distributed each year – *savings TBD.*

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Based on the recommendation, the total potential savings is estimated to be between \$49,600 and \$62,600 annually of the Marketing/Public Involvement budget with a potential for additional revenue generation of \$345,000 annually. The next step is for the Marketing Committee chair to present these ideas to the Adhoc Transit Fund Committee.

**Agenda Item 3 — Light Rail Station Advertising**

Amanda Nelson presented information on the METRO Adopt-A-Station program and light rail train wraps. 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. 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. 10 trains have been set aside for full train wrap paid advertising and an additional four trains for member cities to use for community advertising.

Committee Consensus: As discussed during Agenda Item # 2, the Committee recommends allowing kiosk and station advertising at all nine Tempe light rail stations.

**Agenda Item 4 – Walk to School Day**

Tanya Chavez presented information regarding Walk to School Day activities. The event will be held Wednesday, Oct. 7 with 18 Tempe and Kyrene elementary schools participating. All participating children will receive free breakfast and a giveaway for walking. Each school will receive a tree to demonstrate how trees make walking more pleasant and help the environment. ERIC (Education Recycling and Information Center) and Nike Reuse-A-Shoe program information will be on site at Kyrene de la Mariposa for demonstration.

**Agenda Item 5 – Tour de Tempe**

Tanya Chavez presented information regarding Tour de Tempe activities. The free leisurely 12-14 mile community bike ride will be held on Sunday, Oct. 25 at Kiwanis Park. All riders will receive free breakfast snacks, and artist-designed T-shirts will be distributed to the first 800 registrants.

**Agenda Item 6 – Next Meeting**

The next meeting is scheduled for Nov. 2 at 3 p.m. in the City of Tempe Transportation Center located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

**Agenda Item 7 – Adjournment**

David Strang adjourned the meeting at 4:21 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson