



Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
February 1, 2010

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, February 1, 2010 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, Catherine Mayorga, Judi Nelson, David Strang

Members Absent: Edward Smith, Steven Saiz, Jackie Terry

City Staff Present: Tanya Chavez, Shelley Hearn, Sue Taaffe

Guests Present: None

Agenda Item 1 – Public Appearances

There were no public appearances.

Agenda Item 2 —City Reorganization

Shelley Hearn provided an update on the reorganization of the Community Relations Department. Based on the direction from the City Manager to reduce approximately \$500,000 in costs from the department, Shelley restructured the department to make it more efficient while best utilizing existing resources. As it relates to the three Transit marketing employees, one Community Outreach/Marketing Coordinator will move to the Neighborhoods Division and one Community Outreach/Marketing Coordinator will support the Public Works/Water Department. The Community Outreach/Marketing Supervisor become a Senior Community Outreach/Marketing Coordinator and will no longer supervise. This senior position will handle marketing and public relations for the Transportation Division and support to City Hall.

Agenda Item 3 — Transportation Marketing/Public Involvement Budget

Staff presented proposed reductions to fiscal year 2010/2011 marketing/public involvement budget. The marketing/public involvement budget for FY 2009/10 is \$519,800. In September 2009, it was estimated that the annual transit deficit was \$9 million. Due primarily to the downturn in sales tax revenues and increasing program costs, the most recent financial forecast for the Transit Fund indicates that the fund deficit is approaching \$18 million in annual recurring operating expenses. Costs are currently projected to exceed revenue; therefore, if no action is taken, it is estimated that the fund balance will be depleted in FY 2015/16. Committee Consensus: Committee approved the following:

Description	FY 2009/10 Budget	Proposed FY 2010/11 Budget	Committee Recommendation
Trip Reduction Program	\$88,100	\$29,260	<ul style="list-style-type: none"> • Bike Reimbursement – Reduce costs of program to \$5,000. • Clean Air Challenge - Reduce costs of program to \$2,600. • Employee Platinum Pass – Reduce costs of program to \$18,760 by having employees pay \$10 a pay period for the pass. • Change Bike Month to Bike to Work Day, move under Trip Reduction Program and reduce budget to \$2,500.
Public Involvement	\$15,000	\$25,000	<ul style="list-style-type: none"> • Increase budget to \$25,000 to cover costs due to amount of public involvement anticipated during FY 2010/11.
Transit Collateral & Signage	\$56,500	\$28,500	<ul style="list-style-type: none"> • Lower costs to \$28,500 annually by reducing quantities and revising layouts. • Eliminate Green Facilities brochure. • Eliminate Transit Annual report.
Market Research	\$0	\$18,500	<ul style="list-style-type: none"> • Maintain current biennial budget of \$18,500. • Conduct survey every three years instead of every two years. • Rebid RFP to see if a lower cost can be realized.
Postage	\$550	\$550	<ul style="list-style-type: none"> • Maintain current budget of \$550.
Youth Transit Pass Program Promotion	\$7,500	\$2,500	<ul style="list-style-type: none"> • Lower costs to \$2,500 annually by reducing quantities and reformatting brochure.
Special Assistance/Low Income & Homeless Pass Program	\$26,000	\$30,000	<ul style="list-style-type: none"> • Increase budget to \$30,000 given the increased need for this program.
Publications	\$50	\$50	<ul style="list-style-type: none"> • Maintain current budget of \$50.
Memberships	\$1,500	\$500	<ul style="list-style-type: none"> • Reduce budget to \$500.
Training	\$1,000	\$500	<ul style="list-style-type: none"> • Reduce budget to \$500.
Giveaways	\$1,500	\$5,500	<ul style="list-style-type: none"> • Increase budget to \$5,500. Given the proposal to significantly reduce the marketing and advertising budget, staff recommends taking a grassroots approach to marketing the program by attending more community events.
Award Nominations	\$2,500	\$1,000	<ul style="list-style-type: none"> • Reduce budget to \$1,000.
Advertising	\$272,500	\$50,000	<ul style="list-style-type: none"> • Eliminate advertising agency. • Reduce budget to \$50,000 and advertise online, in limited print mediums and on street banners. • List as number 1 priority to reinstate advertising budget as the economy improves and services are reintroduced.
Events	\$45,100	\$7,700	<ul style="list-style-type: none"> • Eliminate Walk to School Day. • Reduce Tour de Tempe costs to \$7,500 and solicit a sponsor to cover the remainder of the event costs. • Change Bike Month to Bike to Work Day, move under Trip Reduction Program and reduce budget to \$2,500. • List as number 2 priority to reinstate events as the

Description	FY 2009/10 Budget	Proposed FY 2010/11 Budget	Committee Recommendation
			economy improves.
Volunteer Pass Program	\$2,000	\$0	<ul style="list-style-type: none">Eliminate free transit passes for city volunteers.

Based on the recommendation, the total potential savings to the marketing/public involvement budget is estimated at \$320,240 annually with a potential for additional revenue generation of \$303,000 annually. The next step is for the Marketing Committee chair to present these ideas to the Ad Hoc Committee.

Agenda Item 4 – Next Meeting

The next meeting is scheduled for March 1 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 4:20 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson