

Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
April 5, 2010

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, April 5, 2010 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, Jayson Matthews, Judi Nelson, David Strang, Jackie Terry

Members Absent: Monica Allread, Catherine Mayorga, Steven Saiz

City Staff Present: Tanya Chavez, Sue Taaffe

Guests Present: Amro Bissat, Karl Kargbo, Matt Palma

Agenda Item 1 – Public Appearances

There were no public appearances.

Agenda Item 2 — Transportation Marketing/Public Involvement Budget Update

Staff provided a memo that was presented to the Ad Hoc Transit Fund Committee on February 10 which included the budget reduction recommendations of the Public Involvement/Marketing Committee. Based on the Committee's recommendation, the total potential savings to the public involvement and marketing budget is estimated at \$320,240 annually with a potential for additional revenue generation of \$303,000 annually.

Agenda Item 3 — 2010/11 Advertising 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 including the use of the Youth Transit Pass and U-Pass programs. Committee Consensus: Committee approved the following concepts:

TEENS

- It's a rite of passage – your own transit pass.
- Assert your independence. Get a free transit pass.
- Tim gives you more time to tweet.

ASU

- People who go green really get around.
- After a couple of drinks, Tim really starts to look good.
- Save your gas money for more important things... like going out.

ADULT/GENERAL

- Light rail is the new green.
- We're one of the greenest things in Tempe.
- Environmentalists do it with less emissions.
- Go on a low-car diet.

Agenda Item 4 – 2010/11 Media Plan

Staff presented a draft media plan. Potential paid mediums for FY 2010/11 include:

- Light pole and Mill Ave. banners
- Azcentral.com
- Webdevil.com
- Corona del Sol Sunrise
- Tempe High Buffalo
- Marcos de Niza Padre Press
- McClintock High School Guidon
- Tempe Opportunities
- Tempe section of Arizona Republic
- State Press

Pen suggested adding the Compadre High School newspaper, if applicable. David asked for information regarding what percentage of the target market will miss our advertising efforts now that we are not using cable TV advertising. Staff will email the Committee this information. One of the guests also suggested that the high school advertisements be interactive, such as including a crossword puzzle. Committee Consensus: Committee approved the draft media plan for FY 2010/11.

Agenda Item 5 – 2009 City Wide Survey – Transportation Results

Staff presented the survey results of the 2009 Citywide Satisfaction Survey. Results related to Transportation included:

- The highest level of satisfaction with transportation services, based upon the combined percentage of "very satisfied" and "satisfied" responses among residents who had an opinion was the quality of local transit service (76%).
- There were significant increases in satisfaction in three of the six transportation services assessed on the survey from 2008. The transportation services that showed significant increases in satisfaction from 2008 were: the quality of transit services (+11%) and the quality of walking and biking paths (+5%).
- Transportation services that residents thought were most important for the City to emphasize over the next year. The three major areas that residents thought were most important for the City to emphasize over the next year were: (1) the management of traffic flow on city streets, (2) the quality of local transit service and (3) the quality of walking and biking paths.
- There was a significant increase in the number of residents who indicated someone in their household had used Orbit transit services during the past year (34% in 2009 versus 26% in 2008).

- There was a significant increase in the number of residents who reported that someone in their household had used walking or biking trails during the past year (62% in 2009 versus 57% in 2008).

Agenda Item 6 – Transit Service Changes Public Involvement Process Update

Staff presented information regarding the ongoing public input process for July 2010 transit service changes. Public meetings were held Feb. 23, March 1, March 29 and March 30 to obtain input from residents on proposed service changes. A two-stage public involvement process to develop the changes necessary to help address a forecasted \$18 million deficit is ongoing. Potential route changes may occur on July 26, 2010. Public comment will be taken through April 13.

Agenda Item 7 – Bike Month

Bike to Work and School Day will be held April 22 at seven breakfast sites within the community. The grand opening of Bicycle Cellar and the Bike Hero award presentation will also occur on April 22. Due to budget reductions, Bike-A-Palooza will not be held this year.

Agenda Item 8 – Next Meeting

The next meeting is scheduled for June 7 at 3 p.m. in the City of Tempe Transportation Center located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

Agenda Item 9 – Adjournment

David Strang adjourned the meeting at 3:44 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson