

Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
August 2, 2010

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, August 2, 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, Judi Nelson, David Strang, Jackie Terry

Members Absent: Catherine Mayorga, Jayson Matthews, Steven Saiz

City Staff Present: Tanya Chavez, Sue Taaffe

Agenda Item 1 – Public Appearances

There were no public appearances.

Agenda Item 2 — Tour de Tempe – Oct. 24

Staff provided an update on the planning process for Tour de Tempe, which will occur Oct. 24 from 7 to 11 a.m. The ride will start at 9 a.m. from the north end of the Kiwanis Park parking lot located near Guadalupe Road. Elements of the event will include a raffle, ERIC recycling trailer, free breakfast snacks and free artist-designed t-shirts. The route will also incorporate the new Western Canal Multi-use path.

Agenda Item 3 — Youth Transit Pass Program Outreach Efforts

- a. Video, collateral, print ads and web banners
- b. On site registration – Aug. 7 @ Library and Aug. 10 @ TUHSD
- c. Tempe High School

In preparation for the new academic school year, new collateral materials, brochures, print ads and web banners have been produced and distributed to local schools and the media. In addition, staff will be onsite at the Tempe Public Library reopening on Aug. 7 and at the Tempe Union High School District Office on Aug. 10 to sign youth up for the Youth Free Transit Pass Program. Tempe High School has been issuing passes directly to students at the school since May. Tempe staff and TUHSD will meet this winter to discuss expanding the program to other schools in the district.

Agenda Item 4 – Fall Public Involvement Efforts

a. Broadway Road

Public meetings for the Broadway Road Streetscape Project occurred in June and another round of meeting may occur this fall. Staff are reviewing all public comments and conducting a land survey of right-of-way property lines.

b. Tempe South

This agenda topic was postponed until the next meeting. Davis Strang did provide an overview of his recent trip to Portland, Oregon to see their modern streetcar.

c. Rt. 66 bus service

A public meeting is scheduled for 6 p.m. on Aug. 31 at the North Tempe Multi-Generational Center to discuss rerouting options for route 66 – Mill/Kyerene. On July 26, the city of Scottsdale eliminated its portion of route 66. As a result, Tempe implemented a temporary re-route of the 66 in north Tempe pending discussion with residents to develop a long-term solution. The purpose of the meeting is to gather ideas and work with the neighbors to make changes to the bus system in the area bordered by Continental Dr., Curry Rd., College Ave., and Scottsdale Rd. in order to make it more efficient and effective.

d. Scottsdale/Rural Alternatives Analysis

Public meetings for the Scottsdale/Rural Alternatives Analysis occurred in July and a second set of public meetings will occur this fall. Although funding is limited, the likely transit option for the corridor is bus rapid transit.

Agenda Item 5 – Next Meeting

The next meeting is scheduled for November 1 at 3 p.m. in the City of Tempe Transportation Center located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

Agenda Item 6 – Adjournment

David Strang adjourned the meeting at 3:47 p.m.

Prepared by: Sue Taaffe

Reviewed by: Tanya Chavez