

Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
April 11, 2011

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, April 11, 2011 at 3 p.m. in the City of Tempe City Hall Complex located at 31 E. Fifth Street, Second Floor, Tempe, AZ.

Members Present: Pam Goronkin, Steven Saiz, David Strang

Members Absent: Catherine Mayorga

City Staff Present: Molly Enright (Tempe Police Department), Sue Taaffe (Community Relations)

Guests Present: Monica Allread, Pen Johnson

Agenda Item 1 – Public Appearances

There were no public appearances.

Agenda Item 2 — Call Meeting to Order

David Strang called the meeting to order at 3:06 p.m.

Agenda Item 3 — Quorum Procedures

Staff updated the Committee on the quorum procedures as outlined on the Tempe City Clerk web page per the Arizona Open Meeting Laws. A quorum is necessary for the Public Involvement/Marketing Committee to meet. A quorum consists of three out of four of the Transportation Commissioners assigned to the Committee. Public Involvement/Marketing Committee members include Pam Goronkin, Catherine Mayorga, Steven Saiz and David Strang. All other people who attend the meetings are considered guests. Guests may provide feedback on agenda items, but are not permitted to vote. David Strang stated that he planned to speak to Greg Jordan and Shelly Seyler about this issue to see if other members of the public can be officially appointed to the Committee. Pen Johnson expressed concern that input from the public related to marketing and public involvement issues would suffer. The Committee discussed the purpose of the Public Involvement/Marketing Committee and its role. Most Committee members and the guests felt that it is necessary to maintain the Committee as it often allows for framing an issue prior to the issue going before the Transportation Commission.

Agenda Item 4 – Marketing of ARS 28-735 (Overtaking Bicycles) Update

Sue Taaffe and Molly Enright presented the work plan for promoting the 3 foot law relating motorists passing bicycles. Elements of the plan include:

Summary: (ARS 28-735) Overtaking bicycles; civil penalties related to maintaining a 3-ft distance when overtaking a bicyclist. Section 28-735(A), A.R.S., requires that a motor vehicle driver exercise due care by leaving a safe distance between the vehicle and a bicycle until the vehicle is safely past the bicycle. The statute defines a safe distance as not less than three feet. This duty of care applies when the motor vehicle and the bicycle are traveling in the same direction; the statute is silent when the motor vehicle and the bicycle are traveling in different directions.

Audience: All motor vehicle drivers and bicyclists in Tempe.

Messages:

- Share the Road
- Be safe when driving near a bicyclist and provide a safe distance (3 feet) when passing a bicyclist.
- As a bicyclist, drivers must provide 3 feet when passing.

Communication Tools:

- Tempe Today water bill newsletter
- Tempe 11 (bulletin board and video)
- Web site
- Collateral (bike map)
- Press releases (Facebook, Twitter, Newsroom)
- Flyers
- Public Outreach
 - Send email blast through Neighborhoods list
 - City Information
 - ASU and ASU PD
 - School Districts
 - Major Tempe employers
 - City outlets (library, multi-gen centers, etc.)
 - Motor Vehicle Division locations in Tempe
 - Bike Safety Month (April)
 - Crime prevention

Campaign Timeline: Year round with an emphasis during Tempe's "Back to School" campaign held every August, which receives a significant amount of media attention.

The Committee discussed the plan and suggested contacting the PTAs at the local schools and including additional bike safety messages like "ride with the flow of traffic" and "wear a helmet." This item will go before the Transportation Commission on April 12 for input.

Agenda Item 5 – 2011/12 Media and Creative Plan (For Action)

Staff presented the 2011/2012 paid media plan and creative messages. The plan included the following.

The budget for fiscal year 2011/12 to promote Tempe in Motion is \$50,000. Proposed paid mediums include:

- Banners
- Azcentral.com
- statepress.com
- azfamily.com
- Corona del Sol Sunrise
- Tempe High Buffalo
- Marcos de Niza Padre Press
- McClintock High School Guidon
- Tempe Opportunities
- State Press

This year, staff recommends implementing advertising concepts that focus on specific transit promotions supplemented by “go green” and “taking transit saves money” messages. Many of the promotional messages are simple in nature and do not require concepting. For example, for Tour de Tempe, the online web banner would simply read: “Tour de Tempe bike ride. October 23. Click here for info.”

For the “go green” and “save money” ads, staff recommends running the same ads that were approved by the Public Involvement/Marketing Committee in 2009 & 2010. The nature and previous frequency of these ads allows for longevity.

“Go green” messages include:

- Light rail is the new green.
- We’re one of the greenest things in Tempe.
- Save the Earth... before work.
- Kermit was wrong. It is easy being green.
- In life, you have choices. Bus, bike, walk, rail.

“Transit saves money” messages include:

- Save your gas money for more important things...like going out.
- Save the Earth. And some green.
- Go on a low-car diet.
- Hit the road, not your savings.

In addition, existing ads targeted to teens include:

- 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.

Below is a table that identifies what and when each message would run including the proposed medium. Light pole banners were produced in 2010 and, therefore, are not necessary to reconcept. In addition, each of the four high schools in Tempe typically run three issues per year during varying months. This allows for these existing ads to continue to run in 2011 and 2012.

azcentral & azfamily	State Press/ statepress.com	Banners	High Schools
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January	Service Changes	Service Changes	Generic TIM	Youth Pass
February	Public Meetings	Public Meetings	Generic TIM	Youth Pass
March	Green Message	Green Message	Generic TIM	Youth Pass
April	Bike to Work Day with Bike Safety Message Youth Program	Bike to ASU Day with Bike Safety Message	Generic TIM	Youth Pass
May	Transit Saves Money	n/a	Generic TIM	Youth Pass
June	n/a	n/a	Generic TIM	n/a
July	Service Changes	n/a	Generic TIM	n/a
August	Youth Program	U Pass	Generic TIM	Youth Pass
September	Green Message	Green Message	Generic TIM	Youth Pass
October	Tour de Tempe with Bike Safety Message Bike Hero with Bike	Tour de Tempe with Bike Safety Message Bike Hero with Bike Safety	Generic TIM	Youth Pass
November	Safety Message Shop Tempe via transit	Message	Generic TIM	Youth Pass
December	Transit Saves Money	n/a	Generic TIM	Youth Pass

Statistics on proposed mediums

According to the 2010 telephone survey of 400 Tempe residents conducted by WestGroup Research, those residents who remember seeing or hearing an advertisement about Tempe In Motion were made aware through paid medium like street banners (18%), TV (9%) print (6%) and online (4%). Other major sources include the buses themselves, transit books and signs.

Below is a table that reflects the monthly page views and unique visitors for each of the three recommended web sites.

	Monthly Page Views	Monthly Unique Visitors
Statepress.com	150,000	75,000
Azcentral.com	10.7 million	879,000
Azfamily.com	6.9 million	780,000

In the past, print ads ran in the Tempe section of the Arizona Republic. This year, staff recommends shifting those dollars to online advertising and targeting Tempe Facebook users through azcentral.com. This will allow us to specifically target Tempe youth and parents who are on Facebook. As in the past, online advertising for azcentral.com and azfamily.com will be targeted to Tempe residents by section and/or demographics (zip code, age group).

Other mediums considered, but not recommended

- Due to budget constraints, outdoor, cable and network television are not recommended at this time.
- Due to the spill over effect into other communities making it difficult to target Tempe residents, radio is not recommended.

- While cinema slide advertising is cost effective, it has not historically been mentioned by Tempe residents as a way of communicating with them or hearing about the TIM program. If additional funds were available, running event specific advertising in local theaters may be appropriate.
- In the past, paid advertising in the East Valley Tribune and Arizona Republic print editions and eastvalleytribune.com was placed. Several years ago, the Tempe section for the East Valley Tribune was eliminated. The East Valley Tribune has since begun covering Tempe again, however, the click through rates and impressions for TIM online advertising were very low. With regards to the print issues, it is difficult to determine the effectiveness. If additional funds were available, running print ads in these publications may be considered as adults age 45+ are high users of this medium. Source: Arizona Republic.

The Committee suggested revisiting the plan in December and to continue to evaluate the East Valley Tribune and Arizona Republic. Pam Goronkin moved to except the proposed media plan. Steven Saiz seconded the motion. The motion passed three to zero.

This item will go before the Transportation Commission on April 12 for approval.

Agenda Item 6 – Bike to Work Day, April 20, 2011 Update

Staff handed out posters and postcards for the event, which will be held April 20 from 6:30 to 8 a.m. There are seven participating breakfast locations. The Mayor's ride from Whole Foods to the Center Bistro has been cancelled due to the construction along College Avenue.

Agenda Item 7 – Next Meeting – June 6, 2011

The next meeting is scheduled for June 6 at 3 p.m. in the City of Tempe City Hall located at 31 E. Fifth Street, Second Floor, Tempe, AZ.

Agenda Item 8 – Future Agenda Items

The Committee requested the following agenda item be included on the June agenda.

- Quorum Procedures/Committee Structure

Agenda Item 9 – Adjournment

David Strang adjourned the meeting at 4:08 p.m.

Prepared by: Sue Taaffe

Reviewed by: Nikki Ripley