



Minutes City of Tempe Transportation Commission January 8, 2013

Minutes of the City of Tempe Transportation Commission held on Tuesday, January 8 2013, 7:30 a.m., at the Don Cassano Community Room, 200 E 5TH St., Tempe, Arizona.

(MEMBERS) Present:

Charles Huellmantel, Nikki Gusz, Sue Lofgren, Kevin Olson, Phillip Luna, Aaron Golub, Peter Schelstraete, Gary Roberts, Pam Goronkin, Ben Goren, Don Cassano, Benjamin Sanchez

(MEMBERS) Absent:

Melody Moss, German Piedrahita, Charles Redman

City Staff Present:

Eric Iwersen, Sue Taaffe, Shelly Seyler, Greg Jordan, Nancy Ryan, Jason Hartong, Yvette Mesquita, Robert Yabes, Joe Clements, Elvia Franco

Guests Present:

Patrick Murphy (Off-Madison Avenue), Tarren Stewart (Off-Madison Avenue)

Commission Chair Charles Huellmantel called the meeting to order at 7:30 a.m.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Remembrance for Commissioner David Strang

Introduced by Commissioner Chair, Charles Huellmantel

David Strang, who was a member of the Transportation Commission for several years and who held the position of Commission chair passed away in December. Commissioner Huellmantel suggested that the Commissioners discuss how David Strang could be recognized and remembered.

Commissioner Huellmantel mentioned that staff had suggested making a donation to charity in David Strang's name. Commissioner Huellmantel proposed that in addition or instead of the donation to charity, the Commission recommends to Council that David Strang be remembered through an adopt-a-path concept; more specifically through pedestrian pathways or multi-use path.

Commissioners Lofgren and Luna agreed to recognize David Strang's service through possible pedestrian projects worked on by Commissioner Strang.

Commissioner Huellmantel suggested recognizing David Strang on a pedestrian pathway located north of the Freeway; however, it was mentioned by Commissioner Schelstraete the pathway was already adopted.

Commissioner Schelstraete reminded the Commissioners that the agenda item is not an action item at this time.

Greg Jordan suggested staff provide a list of pathways, the characteristic description, and photographs to review during the next Transportation Commission meeting to present the Commissioners with several options. Commissioner Huellmantel responded by requesting staff only present 2 or 3 pathways.

Greg Jordan stated there is a new city policy on naming facilities; staff will provide information during the next Transportation Commission meeting.

Commissioner Goronkin expressed confusion in regards to naming a path or suggesting a commemoration along a pathway. Commissioner Huellmantel clarified by stating the remembrance for David Strang will be a commemoration along a pathway.

Greg Jordan mentioned that proper paperwork and justification will be provided at the next meeting to ensure recommendation for David Strang's remembrance meets all of the criteria before a submission can be made and introduced to Council for a final decision.

Agenda Item 3- Commission Member Recognition

Presented by Charles Huellmantel, Commission Chair

Commissioner Huellmantel recognized Don Cassano and Kevin Olson for former commission service and thanked both members for their new contributions.

Commissioner Huellmantel recognized each new Transportation Commission member and asked that each new member introduce themselves.

Commissioner Cassano, Olson, Golub, Sanchez, and Gusz each provided introductions regarding personal information and interests in Transit services and contributions.

Agenda Item 4 – Approval of Meeting Minutes: November 13, 2012 and December 11, 2012.

Commissioner Olson made motion to approve the November 13, 2012 Transportation Commission meeting minutes. Don Cassano seconded the motion. All approved except Moss, Piedrahita, and Redman who were not present for the approval.

Commissioner Huellmantel suggested revisions to the December 11, 2012 Transportation Commission meeting minutes.

Commissioner Lofgren made a motion to approve the December 11, 2012 Transportation Commission meeting minutes as amended. Commissioner Luna seconded the motion. All approved except Moss, Piedrahita, and Redman who were not present for the approval.

The following minutes were approved:

- Transportation Commission Meeting Minutes – November 13, 2012

The following minutes were approved as amended:

- Transportation Commission Meeting Minutes – December 11, 2012

Agenda Item 5 – Commission Business

Commissioner Huellmantel expressed interest in maintaining his position as Commission chair.

Commissioner Luna made a motion to accept Commissioner Huellmantel as Commission chair. Commissioner Goronkin seconded the motion. All approved except Moss, Piedrahita, and Redman who were not present for the approval.

Commissioner Huellmantel made a motion to accept Commissioner Goronkin as Commission Vice-Chair. Commissioner Luna seconded the motion. All approved except Moss, Piedrahita, and Redman who were not present for the approval.

Agenda Item 6 – FY 2013-14 Media Plan

Presented by Sue Taaffe, Community Relations and Patrick Murphy, Off-Madison Avenue

Staff and Off Madison Ave, presented the proposed FY 2013-14 media plan to begin discussion, gather input and seek approval to increase the current budget from \$50,000 to \$100,000.

The current budget to promote all elements of the Tempe in Motion program is \$50,000. However, staff is evaluating program-wide priorities and budget capacity to determine if an additional \$50,000 can be added to the advertising/marketing budget; bringing the total to \$100,000.

Sue Taaffe stated that the purpose of the media plan is to try to encourage everybody in Tempe to use public transit; including youth, ASU students, and all other residents.

Off Madison Avenue, a local advertising agency presented the TIM media plan for FY 2013/14.

The key messages include promoting:

- Bike events, promotions and public meetings
- Youth transit pass and ASU U-Pass programs
- Adopt-A-Path and Street programs
- Biking and riding the bus (Orbit, Express and fixed route) and light rail
- Bike safety education
- Bus detours

Proposed paid mediums include:

- Light Pole and Mill Avenue Banners
- College Avenue Signage
- Azcentral.com
- Statepress.com
- Azfamily.com
- Marcos de Niza High School Online Ads
- Corona del Sol Online Ads
- State Press Campus Housing Guide
- State Press
- Corona Del Sol Sunrise Newspaper
- McClintock High School Newspaper
- Tempe Opportunities
- Facebook Ads
- ASU Outdoor News Racks
- Pandora

Other mediums considered, but not recommended included: Outdoor, Radio, Cable TV, Movie Theatre Slides, and ASU sports

Off Madison Avenue used the Westgroup Research study and qualitative surveys as research sources.

Sue Taaffe stated that Cox Media is not included in the FY 2013-14; as it would be an additional \$50,000.

Commissioner Gusz questioned if analytics were ran on the ads.

Patrick Murphy responded and mentioned that all publishers provide data. He can also take a look at how traffic sources are increasing or decreasing.

Commissioner Gusz asked if Tempe in Motion had run Pandora ads in the past.

Patrick Murphy stated that this would be the first time Tempe in Motion will be running ads on Pandora; however there will be an opportunity to verify if there is a good response conversion.

Commissioner Gusz mentioned that ASU students commonly gain information through ASU professors, faculty, and advisors. Commissioner Gusz suggested reaching out to ASU faculty in order to distribute information regarding transit services.

Sue Taaffe mentioned that on College Avenue between Veterans and University there are four, six feet signs that are being used as branding signs for Tempe in Motion. The signs belong to the Transit Division and are a great resource for ASU students.

Commissioner Gusz mentioned that there are ASU Freshman specific publications and opportunities that are made. She suggested using those specific opportunities as a resource.

Sue Taaffe mentioned that she has a working relationship with Judi Nelson with ASU Parking and Transit who includes transit information in newsletters to faculty and staff.

Commissioner Sanchez asked how area specification is being determined in order to advertise. Commissioner Sanchez also questioned if print ads were general messaging in nature.

Sue Taaffe responded by stating that because advertisements are online there is a possibility to rotate the advertisements; There are 35 ads currently being rotated on statepress.com. Prints ads are only used for branding.

Commissioner Cassano asked if the media plan was skewed toward younger residents.

Patrick Murphy mentioned the senior audience is going online with about 56% of AZ family and AZ central users tending to be 55 or older. Therefore the older demographic is mixed with the younger demographic.

Commissioner Huellmantel mentioned targeting the younger demographic makes sense as older residents are less likely to use public transit.

Commissioner Cassano stated there still must be means to provide a method of alternative transportation for those who can no longer get around. For instance, older residents are relying on the Orbit bus system.

Commissioner Roberts mentioned that AZ central is no longer a free site and requires a subscription.

Patrick Murphy mentioned that there are typically 20 free sessions a month that are accessible to residents. In addition, there hasn't been a drop in performance.

Commissioner Huellmantel inquired about the Adopt-a-Path program. Sue Taaffe explained the program by comparing it to the Adopt-a-Street program, which typically requires cleaning of a street. Adopt-A-Path is very similar in nature.

Shelly Seyler stated that audits are done on Adopt-a-Street, and the adoptee can be notified that the street can be readopted if not cared for properly.

Commissioner Goren asked what was involved in allocating the \$50,000.

Greg Jordan responded by stating that budget items regarding transit will be prioritized and if the budget exceeds current allocation, it will require a request from Council.

Motion to approve \$50,000 was moved by Ben Goren, seconded by Pam Goronkin. All approved except Moss, Piedrahita, and Redman who were not present for the approval.

Commissioner Huellmantel suggested that a comprehensive set of recommendations involving funds should be made when all transportation priorities are considered in the Transportation Master Plan.

Agenda Item 7 – Proposed July 2013 Bus Service Changes

Presented by Greg Jordan, Public Works Department and Jason Hartong, Public Works Department

The purpose of the Proposed July 2013 Bus Service Changes is to review transit system performance in FY 2011-12 and FY 2012-13 as well as to request Commission input on proposed changes to bus routes 56- Priest and 108-Elliot and elimination of express route 511.

The most commonly used performance metric when it comes to evaluating transit efficiency and effectiveness is using the performance statistic of boardings per mile.

Currently, there are 13 local routes, 4 express routes, and 5 Orbit routes. The goal is to see boardings per mile of local routes at or above a 2.0 threshold.

Route 108 on Elliot Road has been identified as an underperforming route; in order to improve productivity of the route Tempe staff is currently working with the City of Phoenix and the City of Chandler with the intention of increasing route frequency in order to create a regional route. Staff is contemplating a restructuring of service in Southwest Tempe which includes Route 108 and Route 56.

There have been substantial improvements due to previous changes to routes 520 and 521. Route 511 is an exception; in spite of last year's changes, Route 511 has continued as a low performing route. Tempe staff is working with the City of Scottsdale on options to restructure the route; staff is recommending the Tempe's segment of the route be eliminated.

Commissioner Goren asked if there was a specific target for Express route boardings per mile.

Greg Jordan responded by stating that there has not been a regionally adopted target, but the region is working regional performance standards; Tempe generally works to ensure that Express route boardings per mile are above the 1.0 threshold.

Orbit Route Earth appears to be decreasing in performance on the various Orbit routes due to the fact that the FY 2013-14 snapshots are from July through November and does not include a period in which school is in session; the Orbit system is dependent on ASU ridership therefore numbers are decreasing. The numbers should increase under the full year.

Commissioner Huellmantel questioned why the time rate from July through November was used.

Jason Hartong replied by stating the timeframe from July through November was the latest date available in order to provide an update on where things were through the partial year.

Commissioner Golub asked how many runs per day was available and also requested staff to describe the services.

Greg Jordan replied by stating the service is in North Scottsdale and the route itself is bi-directional. Jason Hartong added the route is two trips per direction during the morning and two trips per direction during the afternoon; both directions are poorly utilized.

Commissioner Olson suggested staff include data for the prior year in order to compare and also requested the data be on a quarterly basis in order to visualize trends to sooner address issues.

Commissioner Huellmantel also suggested that data during the summer and school year be included as it is useful to know what ridership looks like during the summer months and school year.

Commissioner Goren asked how many students were using Express routes as Express routes schedules may not be compatible with student schedules. Greg Jordan replied by stating that information regarding how many students using Express routes will be provided at a later time.

Commissioner Cassano inquired as to where Route 511 begins. Greg Jordan mentioned that the route begins in Tempe and goes up to Scottsdale.

Jason Hartong offered some background information on the Express system. Over the last several years there have been several suburb to suburb routes; all routes have been canceled due to poor performance with the exception of route 511.

Commissioner Roberts asked when Route 511 will be eliminated and also asked what the timeframe was for the presented data. Jason Hartong replied by stating that the expected elimination date for Route 511 will occur on July 22, 2013. In regards to the data, the data encompasses boardings per mile for the entire fiscal year of 2012 from July 2011 through June 2012. Data for FY 2013 encompasses data from July through November of 2012. The last change to Route 511 occurred on July 25, 2012.

Commissioner Roberts expressed his support in eliminating Route 511. Jason Hartong mentioned changes to Route 511 will be introduced to the public in order to obtain ridership feedback on February 6th and February 9th of 2013 at the Hardy Substation.

Jason Hartong explained Routes 48 and 62 are currently under review although there are no proposed changes at the time. Routes that are currently under modification are routes 56, 108 and 511. Route 56 is performing well in Tempe, but is not performing well in Phoenix. Due to the underperformance of Route 108, Tempe staff is looking to develop alternatives that can improve the overall performance of Route 108. Route 108 currently serves Elliot Road from east Mesa to Tempe, terminating at Elliot Road & Priest Drive. Route 108 will be extended west on Elliot Road and south on 48th Street to Frye Road, with designated trips traveling to the 40th Street and Pecos Park and Ride. There is no negative impact to other portions of Route 108.

Tempe staff is looking to move Route 56 to Priest Drive between Elliot and Ray Roads. The realignment of Route 56 will give the route a southern endpoint in a major commercial area which currently has no transit service. There was no objection by the commission on moving the proposed bus service changes to the public involvement phase.

Agenda Item 8 – Transportation Master Plan

Presented by Nancy Ryan, Community Development

Staff is in the process of updating the Transportation Master Plan, formally called the Comprehensive Transportation Plan. On November 28th and December 1st, an Open House meeting was held for the community. Comments were received by the public. The nature of the comments reflects an interest in bicycles, bicycle paths, walkable streets and expansion of the Orbit System. The feedback provided by the public supports the concept of complete streets which is intended to provide a network of streets within the city that provide all modes of transportation.

During the summer at the Transportation Commission Retreat, Commissioners provided comments on the goals and objectives for the plan. Their comments will be reviewed as a highlight of the direction for the Transportation Master Plan. Commissioners will have the opportunity during the next meeting to further discuss what Transportation priorities are important for the community.

Nancy Ryan provided Commissioners with conceptual complete street designs at different scales. The designs were well received by the community; the conceptual designs will be discussed in detail during the next Transportation Commission meeting scheduled on January 15, 2013 at Hatton Hall located at 34 East 7th Street.

Agenda Item 9 – Department and Regional Transportation Updates

None.

Agenda Item 8 – Future Agenda Items

- Bus Stop at Mill and University
- FY 2013-2014 Media Plan Update
- Department and Regional Transportation Updates
- Transportation Master Plan Update

Meeting adjourned at 8:56 a.m.

The Commission's next meeting will be held Tuesday, January 15, 2013 at 7:30 a.m. Hatton Hall, 34 East 7th Street, Tempe, Arizona.