



## Minutes City of Tempe Transportation Commission February 9, 2016

Minutes of the Tempe Transportation Commission held on Tuesday, Feb. 9, 2016, 7:30 a.m., at the Tempe Transportation Center, Don Cassano Community Room, 200 E. Fifth Street, Tempe, Arizona.

**(MEMBERS) Present:**

Pam Goronkin	Kevin Olson
Ryan Guzy	Cyndi Streid
Bonnie Gerepka	Lloyd Thomas
Don Cassano (Chair)	Susan Conklu – via phone
Philip Luna	Charles Huellmantel
Jeremy Browning	Shereen Lerner
Brian Fellows	Charles Redman
Peter Schelstraete	

**(MEMBERS) Absent:**

None

**City Staff Present:**

Shelly Seyler, Deputy Public Works Director	Mike Nevarez, Transit Manager
Eric Iwersen, Principal Planner	Amanda Nelson, Public Information Officer
Sue Taaffe, Public Works Supervisor	Joe Clements, Transportation Financial Analyst
Laura Kajfez, Neighborhoods Services Specialist	

**Guests Present:**

Alec More, Valley Metro  
Betsey Griffin, Lavidge

Commission Chair Don Cassano called the meeting to order at 7:30 a.m.

**Agenda Item 1 – Public Appearances**

None

**Agenda Item 2 – Minutes**

Chair Cassano introduced the minutes of the Jan. 12, 2016 meeting and asked for a motion. A motion was made to approve the minutes.

**Motion:** Commissioner Pam Goronkin

**Second:** Commissioner Charles Huellmantel

Peter Schelstraete abstained.

**Decision:** Approved

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**Agenda Item 3 – FY 2016/17 Media Plan**

Betsey Griffin with Lavidge presented the FY 2016/17 paid media plan. Key messages, as outlined in the marketing plan, include promoting:

- walking, biking, riding the bus (Orbit, Express and fixed route) and taking light rail
- bike events, bike registration, promotions and public meetings
- youth transit pass and ASU U-Pass programs
- Adopt-A-Path, Alley and Street programs
- bike safety education
- street restrictions and bus detours
- biking, walking and taking transit as part of Tempe's upbeat, forward-thinking culture

Key audiences include:

- ASU & high school students
- Tempe residents and professionals

Proposed paid mediums include:

- Light pole and Mill Avenue banners
- AzCentral.com
- statepress.com
- azfamily.com
- brandexchange.net
- High school online ads
- State Press Off Campus Housing Guide
- Tempe Opportunities
- Facebook ads
- Pandora
- Mall kiosks at Tempe Marketplace
- East Valley Cox Cable TV
- ASU newsrack ads
- Theater ads
- BikeLife East Valley Magazine

The paid media budget for FY 16/17 is \$150,000 and the media vehicles would create over 21.3 million impressions.

Media vehicles proposed include:

- 11% Print \$ 16,600
- 19% Digital \$ 28,476
- 5% Outdoor \$ 6,750
- 6% Cinema \$ 8,938
- 31% Steaming Radio \$ 47,036
- 28% TV/Video \$ 43,200

The Commission discussed the percentages of media vehicles as compared to FY 15/16 and if there is quantifying data to support the plan. Betsey Griffin and Amanda Nelson responded that digital click throughs are used to determine effectiveness of the digital media and that Tempe conducts a biennial telephone survey which includes questions about the effectiveness of the advertising.

Chair Cassano asked for a motion to approve the FY 2016/17 media plan. A motion was made to approve the media plan.

**Motion:** Commissioner Shereen Lerner

**Second:** Commissioner Lloyd Thomas

Charles Huellmantel abstained.

**Decision:** Approved.

#### **Agenda Item 4 - Streetcar**

Eric Iwersen presented an update on the streetcar project. In October 2015, the Federal Transit Administration (FTA) issued a Finding of No Significant Impact for the project, approving and completing the environmental review phase of the project. Following the FONSI, a Letter of No Prejudice request was approved by FTA. Approval of the LONP allows Valley Metro and Tempe to advance the vehicle procurement efforts without the full funding grant agreement in place. Valley Metro, working with Tempe staff, released a Request for Expression of Interest to generate an understanding of rail vehicle manufacturers tracking the project.

In December 2015, Valley Metro and Tempe Staff met with Louis Berger International, the Project Management Oversight Consultant for the Tempe Streetcar project. FTA hires PMOC's to provide project oversight and facilitate direct contact between Tempe, Valley Metro and the FTA. The PMOC will visit regularly as the project moves forward. On Jan. 6 and 7, the PMOC returned and was joined by the FTA's Region 9 representatives to formally kick-off the Streetcar project. This important step for the project included a route tour and a meeting to discuss the project elements.

Center for Transportation and the Environment (CTE) was hired to conduct an independent audit of global rail vehicle energy systems in order to have the most current understanding of the industry and possibilities for off-wire, on-wire and as close to zero-emission power systems for the streetcar. The findings of this effort were presented to the City Council by CTE on Jan. 21. The direction from Council was to advance traditional wire technologies and battery options to enable a portion of the streetcar route to be wireless. Valley Metro and staff will ensure that manufacturers interested in off-wire solutions are invited to respond to the RFP. CTE will also be involved in the RFP process.

The Commission asked when the system will open, when the vehicles will be ordered, how much money is being requested of the federal government, what happens if the federal money is not in the budget, are there opportunities to change the route, will environmental impact work be conducted, will staff continue to explore wireless options and what is the fare for streetcar.

Staff responded that the system is scheduled to open in mid-2019. If the RFP is written in February, Valley Metro anticipates having a signed vehicle contract by October 2016, and vehicles take about 26 to 30 months to build. As far as the \$75 million in federal funding, if that is not included in the budget, staff would have to explore other funding options. The current route was approved by the City Council and Valley Metro Board in 2014, and the Council also expressed a desire for future extensions along Rio Salado Parkway and south on Mille Avenue to Southern and Rural. The Environmental Impact Study has been completed and during construction, an archeologist would be on site. Staff will continue to follow the advancement of all off wire technologies. Currently, a \$1 all-day fare is being considered for the streetcar with platform fare vending machines. A platinum pass for bus and rail would work on streetcar, but not vice versa.

#### **Agenda Item 5 – Bike Share**

Eric Iwersen presented information regarding the implementation and efforts of the regional bike share program operated by CycleHop called GR:D. Tempe staff conducted a process to identify station locations, provide bike rack and site specifications and complete the required clearances for the federal funding. The 300 bicycles and 26

stations proposed for Tempe extend from Baseline to Washington from McClintock to Priest. An open house will be held on March 21 to get feedback on the station locations. Staff anticipates having an operational Bike Share program in fall 2016. At the Jan. 21 Issue Review Session, Council directed staff to gather information on the changes needed to the City Code in order to permit advertising on the Tempe Bike Share Program. Staff is to also provide revenue generating figures for advertising on the bicycles in Tempe and also on the bicycles, kiosks and racks in Tempe, and how much the advertising in Phoenix is generating.

The Commission asked if Tempe will own the bikes and racks, if there will be a way for low income people to use the system since many not have smart phones or credit cards, if an outreach campaign on how to use the system would be included in the launch, if there is any time "free" time for users and if staff is considering adding bike share locations at Arizona Mills Mall or high schools.

Staff responded that Tempe will own the bicycles and racks. The city of Mesa is exploring a way for low income people to use the system and this would likely impact all participating cities. Staff anticipates that CycleHop would conduct public outreach about the system in Tempe. Currently there are incentives for members and for those who get a bicycle from a no traditional rack location and return it to a rack. Staff plans to hold an open house to see if there is interest from the public to add more stations south of the US 60. In addition, the system is modular meaning that racks and kiosks can easily be moved.

#### **Agenda Item 6 – Department and Regional Transportation Updates**

Sue Taaffe mentioned that she would continue to send monthly emails to the Commission notifying them of upcoming public meetings.

#### **Agenda Item 7 – Future Agenda Items**

The following future agenda items have been previously identified by the Commission or staff:

- McClintock Drive bike lanes (March)
- Seat Bikelt Route (March)
- Bike Share (March)
- Long-Range Forecast Update (Operating) & CIP follow-up (April)
- Urban Forest (April)
- Fifth Street Streetscape Project (April)
- McClintock @ Rio Salado Underpass (May)
- Bus Unification Update (May)
- Highline Canal Multi-use Path (May)
- Bicycle/Pedestrian Signal Activate Operations Update (June)
- MAG Congestion and Mitigation and Air Quality Program (CMAQ, ITS) and Pedestrian Design Assistance Grants (June)
- Western Canal Multi-use Path Extension (August)
- North/South Railroad Spur Multi-Use Path (August)

The Commission's next meeting is scheduled for March 8, 2016.

The meeting was adjourned at 8:12 a.m.

Prepared by: Sue Taaffe  
Reviewed by: Eric Iwersen