



Minutes City of Tempe Transportation Commission February 13, 2018

Minutes of the Tempe Transportation Commission held on Tuesday, February 13, 2018, 7:30 a.m. at the Tempe Transportation Center, Don Cassano Community Room, 200 E. Fifth Street, Tempe, Arizona.

(MEMBERS) Present:

Ryan Guzy (Chair)	Don Cassano
Paul Hubbell	Kevin Olson
Jeremy Browning	Shana Ellis
Nigel A.L. Brooks	Lloyd Thomas (via phone)
Cyndi Streid (via phone)	Charles Redman
Shereen Lerner	Bonnie Gerepka

(MEMBERS) Absent:

Susan Conklu	Brian Fellows
Charles Huellmantel	

City Staff Present:

Eric Iwersen, Transit Manager	Chase Walman, Transportation Planner
Shelly Seyler, Deputy Public Works Director	Sue Taaffe, Public Works Supervisor
Tony Belleau, Transportation Planner	Joe Clements, Transportation Financial Analyst
Robert Yabes, Principal Planner	TaiAnna Yee, Public Information Officer
Laura Kajfez, Neighborhood Services Specialist	Braden Kay, Sustainability Program Manager

Guests Present:

John Federico, resident	Betsey Griffin, Lavidge
Amy McNamara, resident	Chris Milner, T.Y. Lin

Commission Chair Guzy called the meeting to order at 7:35 a.m.

Agenda Item 1 – Public Appearances

Amy Mcamara spoke about the idea of having a transit-oriented commission. She suggested that the Transportation Commission consider either a new commission or a sub-committee to address transit-oriented development.

Agenda Item 2 – Minutes

Chair Guzy introduced the minutes of the January 9, 2018 meeting and asked for a motion. A motion was made to approve the minutes.

Motion: Commissioner Don Cassano

Second: Commissioner Kevin Olson

Decision: Approved

Agenda Item 3 – FY 18/19 Media Plan

Sue Taaffe introduced Betsey Griffin with Lavidge, who made a presentation about the 2018/19 paid media plan.

Topics of the presentation included:

- Media objectives and strategies
- Key messages
 - walking, biking, riding the bus (Orbit, Express and fixed route) and taking light rail
 - bike month, bike hero, bike registration, GRID, bike safety
 - youth transit pass and ASU U-Pass programs
 - Adopt-A-Path and Street programs
 - street restrictions and bus detours
- Target market
- Budget (\$155,000)
- Media vehicles
 - Tempe Opportunities Parks and Recreation publication
 - ASU Off Campus Housing Guide
 - GO Digital/Tegna
 - Light pole banners
 - High school online ads
 - Mall kiosks at Tempe Marketplace
 - Gas pump tops – gas stations
 - Pandora – Music Streaming Service
 - Spotify - Music Streaming Service
 - East Valley Cox Cable TV
 - MNI Digital
 - Theater ads

Discussion by the Commission included the following questions and comments:

- What were the results of the marketing effort from the previous year? Staff responded that the biennial telephone survey tracks residents who have seen the paid media whether it influences them to try transit. About 25% of those who stated that the advertising has a positive effect on their perception of transit were persuaded to try transit.
- Why don't we give free transit passes to those people who saw one of the ads? Staff said additional funds would be required to purchase \$4 all-day passes. Staff has been experimenting with a new resident pass program but has not seen much success in usage of the passes based on an opt in survey.
- A Commissioner stated that people are unlikely to go downtown to get a \$4 pass and suggested that we look at other types mediums instead.
- Two Commissioners requested that staff quantify the results of the paid media plan in the future.
- A Commissioner suggested having students conduct surveys at the bus stops.

Agenda Item 4 – Prop 500

Shelly Seyler made a presentation about Proposition 500. Topics of the presentation included:

- Background
- Prop 400 regional outcomes
- Prop 400 allocation to service in Tempe
- Transit fiscal year 16/17 operating revenue

- Potential project categories for Prop 500
 - Highway
 - Arterial improvements
 - Regional bicycle/pedestrian improvements
 - High capacity transit
 - Transit operating & CIP
 - Roadway maintenance
 - ADA Improvements
- Maricopa Association of Governments (MAG) timeline
- Next steps

Discussion by the Commission included the following questions and comments:

- A Commissioner stated that the reason Tempe didn't receive freeway money was because transit improvements were a higher priority.
- Are autonomous vehicles included in the proposed project list? Yes. Staff said autonomous vehicles will be part of the conversation.
- Could autonomous vehicles be its own category or fall under roadway maintenance category? Yes. Staff stated that funding could go to cities to improve infrastructure to connect autonomous vehicles to our signal systems.
- A Commissioner stated that staff should consider discussing with regional cities how high-capacity transit affects other cities. Staff stated that there is a MAG meeting scheduled and neighboring cities are invited.
- What are examples of advocacy groups? Staff stated that advocacy groups include the Tempe Chamber, DTA, Friends of Transit, Tempe Tourism, East Valley Partnership.

Agenda Item 5 – Upstream Dam Bicycle/Pedestrian Bridge

Chase Walman and Chris Milner made a presentation about the Upstream Dam Bicycle/Pedestrian Bridge. Topics of the presentation included:

- Overview
- Need of project
- Existing conditions
 - Elevation
 - Piers
- Opportunities and constraints
 - Wayfinding
 - Art
 - Node locations
 - Other path connections
 - Power lines
 - FAA flight pattern
- Concepts and design elements
- Next steps

Discussion by the Commission included the following questions and comments:

- Will the same presentation be shown at the public meeting this week? Yes.
- What is the timeline for this project? Staff responded that the initial design will be completed by the summer with a final report submitted to MAG in June.

- How will this project be funded? Depending on the final design, the project could cost between \$8 million and \$12 million and Congestion Mitigation and Air Quality grants for the entire regional total around 12 million. At this time, the funding would likely be a combination of federal, state and local.
- Are sustainable features being incorporated into the project? Yes. Staff responded that in the final design there will be sustainable elements identified in the project.
- Does the Commission need to select a design at this time? No. Staff said this phase of the project is to determine what is feasible and identify any environmental impacts.

Agenda Item 6 – Department & Regional Transportation Updates

None.

Agenda Item 7 - Future Agenda Items

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

- March 13
 - Capital Improvement Project Update
 - Crash Data, Enforcement and Texting
- April 10
 - Setting Speed Limits
 - Streetcar
 - Bike Boulevards
- May 8
 - MAG Design Assistance Grants
 - DTA Update
 - Fifth Street Streetscape
- June 12
 - Streetcar
 - Ordinances Related to Bicycles and Pedestrians
 - Signal Sequencing for Bicycles and Pedestrians
- July 10
- August 14
 - Transit Security Update
- September 11
 - Annual Report
 - Alameda Drive Streetscape
 - North/South Railroad Spur MUP
- October 9
 - Annual Report
- November 13
 - Orbit Saturn
 - Transit Resident Survey Results
- December 11
- TBD: Vision Zero

A Commissioner requested that information about dockless bike share be shared at a future meeting. Staff stated that it would be presented in March.

The next meeting is scheduled for March 13, 2018.

The meeting was adjourned at 8:33 a.m.

Prepared by: Sue Taaffe

Reviewed by: Shelly Seyler and Eric Iwersen