



**Minutes**  
**City of Tempe Meeting of the Transportation Commission**  
**April 23, 2019**

Minutes of the meeting of Tempe Transportation Commission held on Tuesday, April 23, 2019, 7:30 a.m. in the Engineering and Transportation Conference Room located at 31. E. Fifth Street, Tempe, Arizona.

**(MEMBERS) Present:**

Susan Conklu  
Jeremy Browning  
JC Porter  
Paul Hubbell  
David A. King (via phone)  
John Kissinger  
Ryan Guzy

Lloyd Thomas  
John Federico  
Peter Schelstraete  
Cyndi Streid (via phone)  
Pam Goronkin (via phone)  
Brian Fellows  
Shana Ellis (via phone)

**(MEMBERS) Absent:**

Bonnie Gerepka

**City Staff Present:**

Shelly Seyler, Deputy Director Engineering & Transportation  
Chase Walman, Planner II  
Joe Clements, Transportation Financial Analyst  
Vanessa Spartan, Planner II  
Stephanie Deitrick, Geo Info System Manager  
Lauren Kuby, Vice Mayor

Sue Taaffe, Senior Management Assistant  
TaiAnna Yee, Public Information Officer  
Laura Kajfez, Neighborhood Services Specialist  
Bonnie Richardson, Principal Planner  
Robbie Arron, Planner II

**Guests Present:**

Lorrie Luckinbill  
Bree Boehlke  
MaryAnn Miller  
Syera Torain  
Danial Laufer  
Shea Lemar

Stephanie Peterson  
Max Courval  
Marty Ztech  
Mehak Sachdeva  
Denise Capasso da Silva

Commission Chair Brian Fellows called the meeting to order at 7:30 a.m.

**Agenda Item 1 – Public Appearances**

None

**Agenda Item 2 – Minutes**

Brian Fellows introduced the minutes of April 9, 2019 meeting of the Transportation Commission and asked for a motion for approval.

**Motion:** Commissioner JC Porter

**Second:** Commissioner Ryan Guzy

**Decision:** Approved by Commissioners:

Susan Conklu

Jeremy Browning

JC Porter

Paul Hubbell

David A. King (via phone)

John Kissinger

Ryan Guzy

Lloyd Thomas

John Federico

Peter Schelstraete

Cyndi Streid (via phone)

Pam Goronkin (via phone)

Brian Fellows

Shana Ellis (via phone)

**Agenda Item 3 – FY 2019/20 Paid Media Plan**

Lorrie Luckinbill and Stephanie Peterson with Zion & Zion along with TaiAnna Yee with the city of Tempe made a presentation about the 2019/20 paid media plan. Topics of the presentation included:

- Communication goals
- Target
- Media terms
- Current status
- New web users
- Paid media and effect on web use
- Budget
- Mediums
  - Out of home
  - Digital
  - Print
  - Video

Discussion included outreach to youth, Pandora statistics and cross promotions.

A motion was made for approval of the 2019/20 paid media plan.

**Motion:** Commissioner Susan Conklu

**Second:** Commissioner Lloyd Thomas

**Decision:** Approved by Commissioners:

Susan Conklu

Jeremy Browning

JC Porter

Paul Hubbell

David A. King (via phone)

John Kissinger

Ryan Guzy

Lloyd Thomas

John Federico

Peter Schelstraete

Cyndi Streid (via phone)

Pam Goronkin (via phone)

Brian Fellows

Shana Ellis (via phone)

**Agenda Item 4 – 20-Minute City**

Shea Lemar, Mehak Sachdeva, Max Courval, and Denise Capasso da Silva with Arizona State University along with Vanessa Spartan with the city of Tempe made a presentation about the 20-Minute City baseline assessment. Topics of the presentation included:

- 20-Minute City overview
- Performance measure
- Timeline
- Baseline assessment
- Data
  - All-Street Networks
  - Sidewalk Pedestrian Network
  - All Street Bicycle Network
  - Low-Stress Bicycle network
  - Transit Network
- Accessibility considerations

Discussion included shade, needs of bike and peds during different times of the year and methodology.

#### **Agenda Item 5 – Capital Improvements Project Update**

Shelly Seyler shared the Capital Improvements Project list and 10-year Transit fund budget. Topics of the presentation included:

- Transit Fund revenue and expenditures
- New projects
  - Vision Zero
  - Loop 202 & McClintock Feasibility Study
  - City Hall Restrooms and Parking
  - Broadway Road Revitalization Corridor
- Improvement projects
- Maintenance projects
- Multi-use paths
- Streetscapes

Discussion included the status of the bus shelter lighting, fund balance, recession impacts and council notification.

#### **Agenda Item 6 – Maricopa Association of Governments Design Assistance Grants**

Chase Walman and Vanessa Spartan made a presentation about three projects for the Commission to consider for Design Assistance Grants. Topics of the presentation included:

- Overview
- Projects under consideration
  - Priest Drive Bike and Pedestrian Improvements
  - Bikeshare/SATV System Evaluation
  - Urban Core Active Transportation Implementation Plan

A motion was made to allow staff to submit all three projects for grant funding with the preferred recommended order being:

- Bikeshare/SATV System Evaluation
- Urban Core Active Transportation Implementation Plan
- Priest Drive Bike and Pedestrian Improvements

**Motion:** Commissioner Susan Conklu

**Second:** Commissioner John Federico

**Decision:** Approved by Commissioners:

Susan Conklu  
Jeremy Browning  
JC Porter  
Paul Hubbell  
David A. King (via phone)  
John Kissinger  
Ryan Guzy

Lloyd Thomas  
John Federico  
Peter Schelstraete  
Cyndi Streid (via phone)  
Pam Goronkin (via phone)  
Brian Fellows  
Shana Ellis (via phone)

**Agenda Item 7 – Department & Regional Transportation Updates**

None

**Agenda Item 8 - Future Agenda Items**

- May 14
  - Bike Hero Award
  - Tempe/Mesa Streetcar Feasibility Study Update
  - Grand Canal Multi-use Path Update
  - Council Bike Safety Working Group – Bicycles, E-Bicycles, Human Powered and Non-Human Powered Vehicles, and Electric Personal Assistive Mobility Devices
- May 28
  - Climate Action Plan
- June 11
  - Transportation Overlay District
  - Speed Limits
  - DTA Update
  - I-10 Broadway Curve P3 Project Update
  - Alameda Drive Streetscape
- July 9
- August 13
  - Transit Security Update
  - Transportation Overlay District
  - Grand Canal Multi-use Path Project
  - Scooter Update
  - 3-Foot Bicycle Signage
- September 10
  - El Paso Multi-use Path Project
  - North/South Railroad Multi-use Path Project
  - McClintock Drive Project Update
  - Bus Shelter Design
- October 8
  - Annual Report
- November 12
  - Annual Report
  - Bus Shelter Design
- December 10
- January 14
  - Commission Business
- February 11

- March 10
- April 14
  - Paid Media Plan
- May 12
  - Bike Hero
  - Capital Improvements Project Update
  - MAG Design Assistance Grants

The next meeting is scheduled for May 14, 2019.

The meeting was adjourned at 9:29 a.m.

Prepared by: Sue Taaffe

Reviewed by: Shelly Seyler