



PUBLIC MEETING AGENDA

Transportation Commission

MEETING DATE

Tuesday, February 9, 2021 at 7:30 a.m.

MEETING LOCATION

Join Via Cisco Webex Meeting – link below

<https://tempe.webex.com/tempe/onstage/g.php?MTID=e9bf522de71f6898e403cd53f6ac63ebc>

Event password: NMvnTta9q32

United States Toll+1-408-418-9388

Access code: 146 637 0794

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Public Appearances The Transportation Commission welcomes public comment for items listed on this agenda. There is a three-minute time limit per citizen.	JC Porter, Commission Chair	Information
2. Approval of Meeting Minutes The Commission will be asked to review and approve the January 12, 2021 meeting minutes.	JC Porter, Commission Chair	Action
3. Country Club Way Bike and Pedestrian Improvement Project Staff will present the latest design concepts for the project and gather feedback from the Commission.	Chase Walman, Engineering & Transportation Department	Possible Action
4. Transportation Demand Management Study Staff will present the scope of work and schedule for this project.	Robert Yabes and Vanessa Spartan, Engineering & Transportation Department	Possible Action
5. Mobility Hubs Staff will present the scope of work and schedule for this project.	Robert Yabes and Vanessa Spartan, Engineering & Transportation Department	Possible Action
6. Upcoming Transportation Public Meetings & Announcements Staff and commission members will provide information on relevant meetings and events.	Engineering & Transportation Department Staff and Transportation Commissioners	Information
7. Future Agenda Items Commission may request future agenda items.	JC Porter, Commission Chair	Information

According to the Arizona Open Meeting Law, the Transportation Commission may only discuss matters listed on the agenda. The city of Tempe endeavors to make all public meetings accessible to persons with disabilities. With 48 hours advance notice, special assistance is available at public meetings for sight and/or hearing-impaired persons. Please call 350-4311 (voice) or for Relay Users: 711 to request an accommodation to participate in a public meeting.



Minutes
City of Tempe Meeting of the Transportation Commission
January 12, 2021 – 7:00 a.m.

Minutes of the meeting of Tempe Transportation Commission held on Tuesday, January 12, 2021, 7:00 a.m. via Cisco Webex.

(MEMBERS) Present:

Jeremy Browning
Bobbie Cassano
Alana Chavez Langdon
Susan Conklu
John Federico
Brian Fellows
Pam Goronkin

Mary Harriman
Paul Hubbell
David A. King
John Kissinger
JC Porter
Peter Schelstraete
David Sokolowski

(MEMBERS) Absent:

John Christoph

City Staff Present:

Shelly Seyler, Interim Community Development Director
Isaac Chavira, Interim Deputy Engineering & Transportation Director
Shauna Warner, Neighborhood Services Manager

Laura Kajfez, Neighborhood Services Specialist
Amanda Nelson, Public Information Officer

Guests Present:

None

Commission Chair Brian Fellows called the meeting to order at 7:02 a.m.

Agenda Item 1 – Public Appearances

None

Agenda Item 2 – Commission Business

Brian Fellows welcomed and introduced newly appointed Commission members Bobbie Cassano, Alana Chavez Langdon and David Sokolowski.

Agenda Item 3 – Commission Business

Brian Fellows asked Commissioners for suggested nominations to consider for new Chair and Vice Chair positions.

A motion was made to nominate JC Porter to serve as Transportation Commission Chair.

Motion: Commissioner Pam Goronkin

Second: Commissioner Peter Schelstraete

Decision: Approved by Commissioners

Jeremy Browning
Bobbie Cassano
Alana Chavez Langdon
Susan Conklu
John Federico
Brian Fellows
Pam Goronkin

Paul Hubbell
David A. King
John Kissinger
JC Porter
Peter Schelstraete
David Sokolowski

Brian Fellows passed the gavel to incoming Chair JC Porter.

Commissioner Harriman joined the meeting at 7:13 a.m.

A motion was made to nominate David A. King to serve as Transportation Commission Vice Chair.

Motion: Commissioner Peter Schelstraete

Second: Commissioner Pam Goronkin

Decision: Approved by Commissioners

Jeremy Browning
Bobbie Cassano
Alana Chavez Langdon
Susan Conklu
John Federico
Brian Fellows
Pam Goronkin
Mary Harriman

Paul Hubbell
David A. King
John Kissinger
JC Porter
Peter Schelstraete
David Sokolowski

The next meeting is scheduled for 7:30 a.m. January 12, 2021.

The meeting was adjourned at approximately 7:20 a.m.

Prepared by: Amanda Nelson

Reviewed by: Shelly Seyler



Minutes
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(MEMBERS) Present:

Jeremy Browning
Bobbie Cassano
Alana Chavez Langdon
Susan Conklu
John Federico
Brian Fellows
Pam Goronkin

Mary Harriman
Paul Hubbell
David A. King
John Kissinger
JC Porter
Peter Schelstraete
David Sokolowski

(MEMBERS) Absent:

John Christoph

City Staff Present:

Shelly Seyler, Interim Community Development Director
Isaac Chavira, Interim Deputy Engineering & Transportation Director
Julian Dresang, City Engineer
Abel Gunn, Transportation Financial Analyst
Cathy Hollow, Traffic Engineer
Laura Kajfez, Neighborhood Services Specialist
Amanda Nelson, Public Information Officer

Bonnie Richardson, Principal Planner
Vanessa Spartan, Planner II
Sam Stevenson, Senior Planner
Chase Walman, Planner II
Robert Yabes, Principal Planner
TaiAnna Yee, Public Information Officer

Guests Present:

Mike James
Jennifer Valentine

Commission Chair JC Porter called the meeting to order at 7:32 a.m.

Agenda Item 1 – Public Appearances

None

Agenda Item 2 – Minutes

JC Porter introduced the minutes of December 1, 2020 meeting of the Transportation Commission and asked for a motion for approval.

Motion: Commissioner Paul Hubbell

Second: Commissioner Mary Harriman

Decision: Approved by Commissioners

Jeremy Browning
Alana Chavez Langdon
Susan Conklu
John Federico
Brian Fellows
Pam Goronkin
Mary Harriman

Paul Hubbell
David A. King
John Kissinger
JC Porter
Peter Schelstraete
David Sokolowski

Commissioner Bobbie Cassano abstained.

Agenda Item 3 – Commuter Bus Study

Jennifer Valentine presented information on the status of the regional Commuter Bus Feasibility Study (CBFS). Presentation topics included:

- Study Purpose and Timing
- Scope of Work
- Commuter Bus Demand
- Employment Centers
- Travel Flows
- Types of Service
- Downtown Phoenix Alternatives
- New Job Center Alternatives
- Phoenix North Central Alternatives
- Deer Valley Alternatives
- Downtown Tempe Alternatives
- Broadway Innovation Corridor/Northwest Tempe Alternatives
- Price Corridor Alternatives
- Southwest Tempe Alternatives
- Evaluation Criteria
- Final Results and Recommendations
- Tempe Takeaways

Discussion Included: Study implications for Tempe, upcoming changes to Tempe Express bus routes (April 2021), first and last mile shuttles and recommended Commuter Bus routes for Tempe.

Agenda Item 4 – Long-Term Transit Fund Plan and Service Changes

Shelly Seyler and Sam Stevenson presented an update on the Transit Tax Fund and the upcoming transit service changes for Tempe. Presentation topics included:

- Transit Tax History Background
- Transit Tax Program Elements
- Transit Fund and Current Trends
- Community Values Summary

- Regional Ridership Data
- Transit Fund Balancing
- Proposed October 2021 Transit Service Changes
 - Local Bus Span of Service Reduction
 - Orbit Mercury Frequency Reduction
 - Optimizing Bus Service on Guadalupe Road (Route 62 and Orbit Saturn)
- Transit Funding and Operating Models
- Next Steps
 - Advertising RFI
 - Public Outreach
 - Transit Service Efficiencies
 - Transit Fund Forecast Update – February 2021

Discussion Included: Transit Fund status and current trends, long term fund balancing strategies, proposed service reduction/optimization and outreach plan.

A motion was made for staff to continue with the proposed outreach and service reduction approach for October 2021 transit service reductions.

Motion: Commissioner Peter Schelstraete

Second: Commissioner David King

Decision: Approved by Commissioners

Jeremy Browning
Bobbie Cassano
Alana Chavez Langdon
Susan Conklu
John Federico
Brian Fellows
Pam Goronkin

Mary Harriman
Paul Hubbell
David A. King
John Kissinger
JC Porter
Peter Schelstraete
David Sokolowski

Agenda Item 5 – Personal Delivery Devices

Julian Dresang provided a verbal update on personal delivery device regulations in Tempe.

Discussion Included: Status of regulations for personal delivery devices (e.g., Starship Technologies).

Agenda Item 6 – Open Streets

Robert Yabes provided a verbal update on potential funding for Open Street designs in Tempe.

Agenda Item 7 – Upcoming Transportation Public Meetings & Announcements

Shelly Seyler stated that staff will continue to keep Commissioners informed about any upcoming Transportation public meetings. JC Porter asked new Commissioners to introduce themselves. Commissioners Alana Chavez Langdon, David Sokolowski and Bobbie Cassano introduced themselves and provided brief background information.

Agenda Item 8 – Future Agenda Items

Commissioner John Federico requested an update on the 1st/Ash/Rio Roundabout, as it has been about a year since it opened. Commissioner Susan Conklu requested information about signal detection for bicyclists, including where the city currently has it and plans for future. Commissioner Alana Chavez Langdon requested information on major local providers for last mile delivery technologies, specifically those with low or zero emissions, and whether there may be opportunities for the City of Tempe to assist with development.

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

- February 9
 1. Country Club Way Streetscape
 2. Transportation Demand Management Association
 3. Mobility Hubs
 4. Potential joint meetings with other boards and commissions
- March 9
 1. Outreach Plan for I-10 Corridor Construction
 2. Scottsdale Road Bike Lanes
 3. Draft Parks and Rec. Master Plan
 4. BRT Study
- April 13
 1. Transit Service Reduction Plan
 2. Transit Shelter Design
 3. North/South Rail Spur MUP
 4. ADA and sidewalk infrastructure
- May 11
 1. Commuter Rail Study/ MAG Commuter Rail Plan
 2. AZ State Rail Plan/AZDOT Phoenix-Tucson Corridor Plan
 3. Ash/University Intersection
 4. Crosswalk signal countdown
- June 8
 1. Bike Bait Program Update
 2. Speed Enforcement
 3. Budget update
 4. Streetcar construction update
- July 13
- August 10
 1. Personal delivery devices follow-up
- September 14
- October 12
 - Annual Report
- November 9
 - Annual Report
- December 14

The next meeting is scheduled for February 9, 2021.

The meeting was adjourned at approximately 8:50 a.m.

Prepared by: Amanda Nelson
Reviewed by: Shelly Seyler

MEMORANDUM

TO: Tempe Transportation Commission
FROM: Chase Walman, Planner II, 480-858-2072
DATE: February 9, 2021
SUBJECT: Country Club Way Bike/Ped Project
ITEM #: 3



PURPOSE:

The purpose of this memo is to provide the Commission with a review of the 30% design of the Country Club Way Bike and Pedestrian Improvement Project which extends from Warner Rd to the US-60; generally, along the Country Club Way alignment. The project will include public art, shade nodes, lighting, landscaping, improved crossings, traffic calming, a concrete multi-use path adjacent to ASU Research Park, striped bicycle facilities, and improvements to curb ramps for ADA accessibility.

RECOMMENDATION OR DIRECTION REQUESTED:

Information only.

CITY COUNCIL STRATEGIC PRIORITY:

- Performance Measure 3.26 - 20 Minute City
- Performance Measure 3.14 - ADA Transition Plan

BACKGROUND INFORMATION:

The Country Club Way Bike and Pedestrian Improvement Project is identified in Tempe's Transportation Master Plan and in May 2016, the Commission recommended staff put forward an application for the project to compete for Maricopa Association of Governments (MAG) Design Assistance funding. Tempe was ultimately awarded \$82,500 to develop a preliminary project assessment report and design concepts for a holistic bike and pedestrian improvement project from Warner Road to Tempe Town Lake.

In 2017, public meetings were held to gather feedback on the preliminary design concepts and a cost estimate was developed for the whole corridor. Due to the length of the corridor, it was apparent that the project would need to be phased, and in 2018, staff pursued federal construction funding for the Country Club Way project from Warner Rd to the US-60. Late in 2018, Tempe was awarded the grant request in the amount of \$2,611,733 in Congestion Mitigation and Air Quality Improvement construction funds that will be available in 2022.

In the Fall of 2019, the City retained design consultant HDR to develop the final construction plans, specifications, and estimates for the project. HDR has kicked-off the final design, and in September of 2020, two virtual public meetings were held to receive feedback on the 15% design alternatives. Following this public feedback, the consultant has refined the designs and two additional virtual public meetings are scheduled to present these refined designs.

- Sat., February 20 at 11 a.m.
via WebEx, tempe.gov/countryclubwaypath
- Wed., February 24 at noon.
via WebEx, tempe.gov/countryclubwaypath

Additional public meetings will be held in the early part of the summer. It is anticipated that the final design will be completed late 2021, with construction beginning early 2022.

FISCAL IMPACT or IMPACT TO CURRENT RESOURCES:

Design:

\$82,500 Congestion Mitigation and Air Quality Improvement Grant

\$463,000 Local (Transit Tax)

Construction:

\$2,611,733 Congestion Mitigation and Air Quality Improvement Grant

\$158,867 Local (Transit Tax)

ATTACHMENTS:

PowerPoint

30% Illustrated Roll Plot

Country Club Way Bike and Pedestrian Improvement Project

Transportation Commission

February 09, 2021

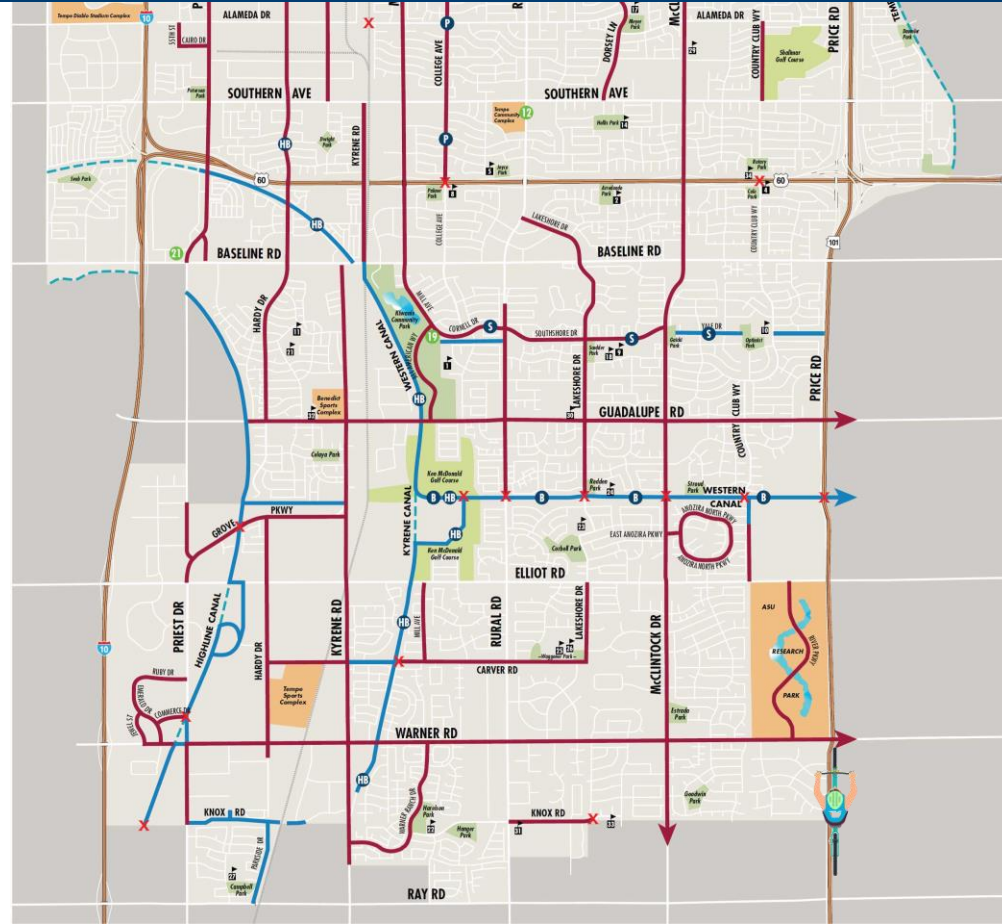


This Project



3.5 Miles from Warner Road to US-60, generally along Country Club Way

- Concrete Multi-use Path with Lighting and Landscaping
- Dedicated Bicycle Facilities
- Traffic Calming Elements
- Improved crosswalks and ADA compliant directional ramps
- Rest Nodes
- New Pedestrian Signal at Warner
- Public Art





- 2015: Identified in Transportation Master Plan
- 2016: \$82,500 Preliminary Design Assistance Grant Award
- 2017: Public Meetings Held for Preliminary Design
- 2017: Preliminary Design Report Completed
- 2018: \$2,611,733 CMAQ Grant Awarded for FY22 Construction from Warner to US60
- 2019: Final Design Kicks-Off
- October 2020: Public Meeting Round #1

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ARIZONA NEWS

Tempe seeks public input about design for bicycle trail improvements

BY KEVIN STONE | SEPTEMBER 25, 2020 AT 6:00 PM
UPDATED: SEPTEMBER 25, 2020 AT 9:25 PM

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Project Corridor Flyover



WESTERN CANAL TO GUADALUPE | PROPOSED ALTERNATIVES



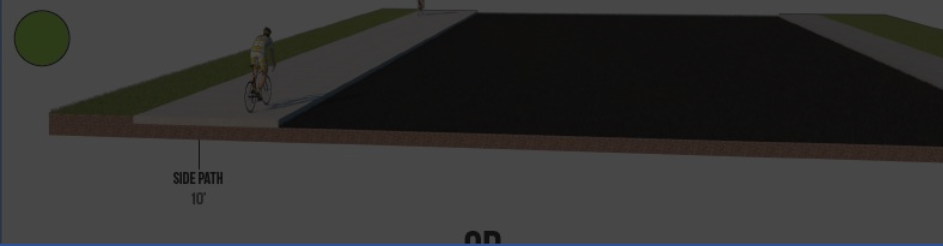
BIKE LANE 6.5' BUFFER 2.5' TRAVEL LANE 10' TRAVEL LANE 10' BUFFER 2.5' BIKE LANE 6.5' BUFFER 2.5' PARKING 8.5'

OR



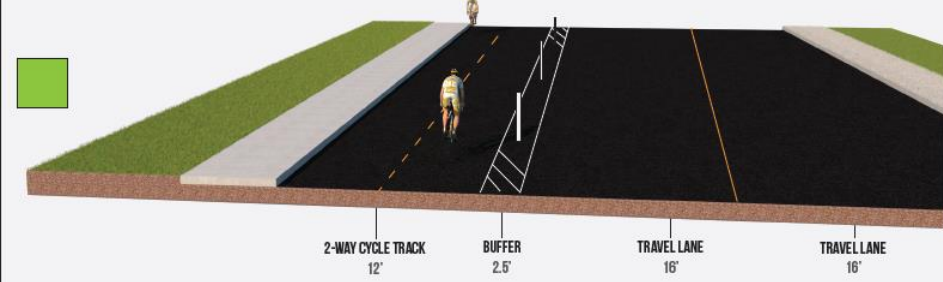
PARKING 8' BIKE LANE 6' TRAVEL LANE 10' TRAVEL LANE 10' BIKE LANE 6' PARKING 8'

ELLIOT TO WESTERN CANAL | PROPOSED ALTERNATIVES



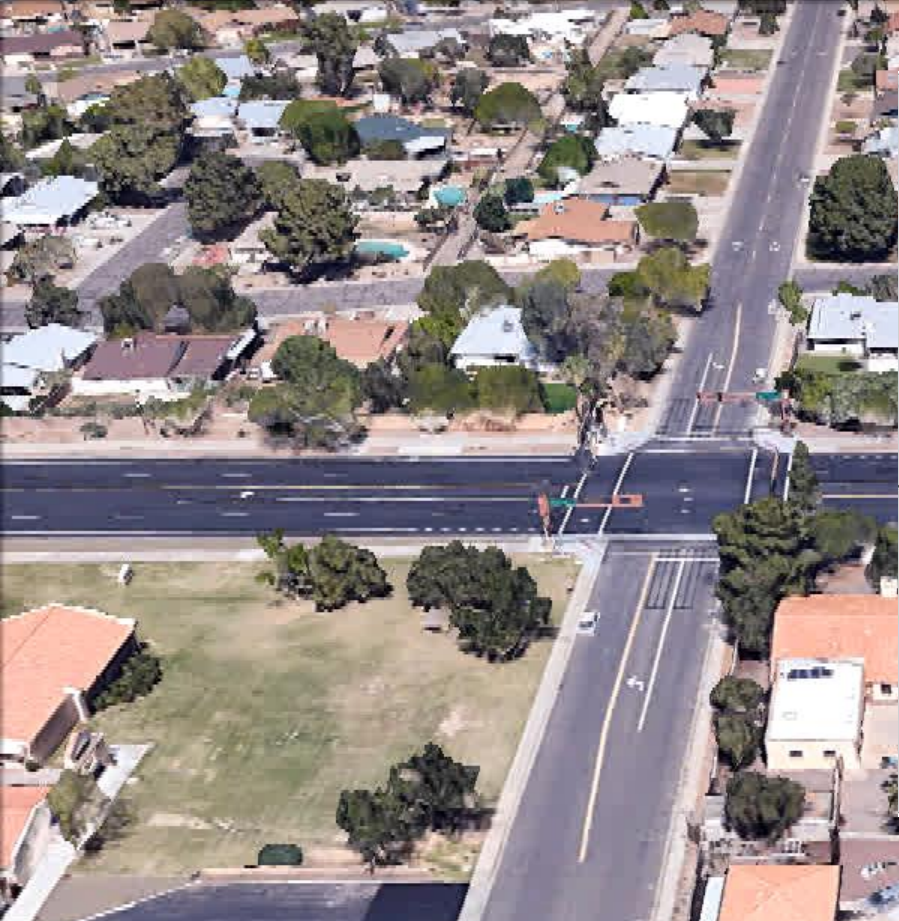
SIDE PATH 10'

OR



2-WAY CYCLE TRACK 12' BUFFER 2.5' TRAVEL LANE 16' TRAVEL LANE 16'

Project Corridor Flyover



WATSON TO U.S. 60 | PROPOSED ALTERNATIVES



PARKING 7.5' BUFFER 2.5' SHARED LANE 10' SHARED LANE 10' BUFFER 2.5' PARKING 7.5'

OR



PARKING 7.5' SHARED LANE 12.5' SHARED LANE 12.5' PARKING 7.5'

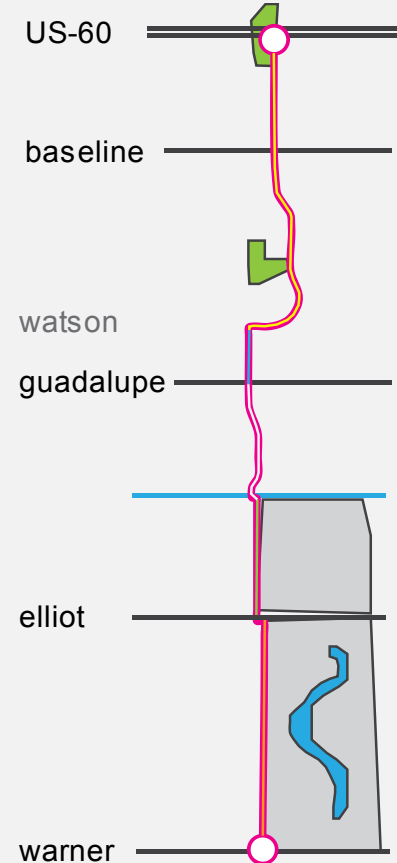


30% Design

5 Distinct Segments Along the Corridor



- Watson Dr to US-60
 - Shared Lane w/ Parking
 - Shared Lane w/ Buffer + Parking
- Guadalupe Rd to Watson Dr
 - Bike Lane w/ Parking
 - Shared Lane w/ Buffer + Parking
- Western Canal to Guadalupe Rd
 - Bike Lane w/ Parking
 - Buffered Bike Lanes w/ One Lane of Parking
- Elliot Rd to Western Canal
 - Cycle Track
 - Buffered Bike Lanes
- Warner Rd to Elliot Rd (ASU Research Park)
 - Equestrian Path West/ Concrete MUP East
 - Concrete MUP West/ Equestrian Path East



Warner to Elliot



Elliot to Western Canal



Western Canal to Guadalupe



Guadalupe to Watson



Watson to U.S. - 60



Landscape and Rest Node Concepts



Willow Acacia



Desert Willow 'Bubble'



Nashville Deer Grass



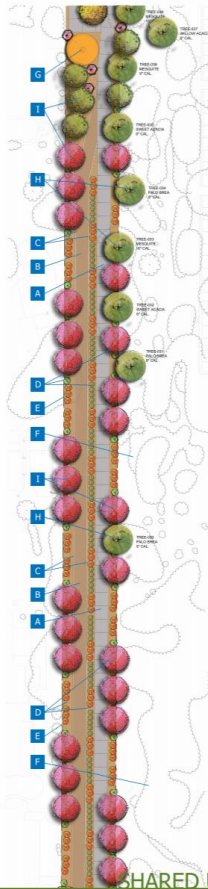
Blonde Ambition Gramma Grass



Valentine Bush



'Outback Survive' Emu Groundcover



KEY NOTES

- A** SHARED USE PATH, 10'-0" WIDE CONCRETE PATH, BROOM FINISH, MIN. 4" THK.
- B** SOFT SURFACE TRAIL, 10'-0" WIDE 1/4" MINUS DG MATERIAL, PAINTED DESERT COLOR, MIN. 6" THK.
- C** CONCRETE HEADER, 6" X 8" SIZE, FORMED INSTALL, BROOM FINISH, INTEGRAL COLOR CONCRETE MATCH DG
- D** LANDSCAPE AREA / BUFFER AREA, DESERT PLANTINGS WITH DRIP IRRIGATION SYSTEM
- E** EXISTING COMMUNITY SITE WALL. PROTECT IN PLACE.
- F** EXISTING ASU RESEARCH PARK LANDSCAPE AREA PROTECT IN PLACE.
- G** SHADE NODE STRUCTURE, METAL WITH SITE FURNISHINGS AND LID FEATURES
- H** EXISTING TREE, SPECIES AND SIZE VARY. PROTECT IN PLACE UNLESS OTHERWISE NOTED
- I** PROPOSED TREE, SPECIES TO BE COORDINATED, LOW WATER USE AND EVERGREEN TREES SUGGESTED, TRIM CLEARANCE PER MIN. STANDARDS

VICINITY MAP



The background features a central light blue circle surrounded by a series of concentric, slightly irregular rings in dark blue and yellow, creating a tunnel-like or ripple effect.

Next Steps

Next Steps



- Transportation Commission **Completed**
- Public Meetings Round 1 **Completed**
- Transportation Commission **Current**
- Sustainability Commission **February 8th**
- Public Meetings Round 2 **February 20th & February 24th**
- 60% Design
- Transportation Commission **May 11th**
- Public Meetings Round 3 **May or June 2021**
- Final Plans, Specs, & Estimates Anticipated **Late 2021**
- Anticipated Construction Start **Early 2022**



WESTERN CANAL

ELLIOT RD

CITATION LN

BUENA VISTA DR

WARNER RD



LEGEND	
	MULTI-USE PATH
	EQUESTRIAN PATH
	RAMP/MEDIAN
	TRAFFIC SIGNAL
	SHADE AREA
	TREE
	LIGHT POLE

MEMORANDUM

TO: Transportation Commission

FROM: Shelly Seyler, PE, Deputy Engineering and Transportation Director (480-350-8854)
Robert Yabes, Transportation Planning Manager (480-350-2734)
Vanessa Spartan, Transportation Planner (480-350-2897)

DATE: February 9, 2021

SUBJECT: Transportation Demand Management and Transportation Management Association Plan



PURPOSE

The purpose of this memo is to provide the Commission with an overview of the scope of work and schedule for the Transportation Demand Management (TDM) and Transportation Management Association (TMA) Plan.

CITY COUNCIL STRATEGIC PRIORITY

- Quality of Life 3.26: Achieve a multimodal transportation system (20-minute city) where residents can walk, bicycle, or use public transit to meet all basic daily, non-work needs.
- Quality of Life 3.27: Achieve a Travel Time Index average at or below 1.25 along major streets during rush hour traffic with no individual segments exceeding 2.0.

BACKGROUND

In several recent City of Tempe planning efforts (e.g. Climate Action Plan, NOVUS Small Area Transportation Study, and Urban Core Master Plan) the subject of transportation demand management (TDM) was identified as a set of solutions to be advanced by the city to allow for sustained growth while managing the associated demands of traffic.

In 2019, city staff applied for and received a grant from the Maricopa Association of Governments to conduct an implementation plan that would operationalize TDM in Tempe. The formerly titled *Urban Core Alternative Transportation Implementation Plan* was envisioned to include both a TDM Plan and a TMA Plan. The TDM Plan would guide the City in how to institutionalize TDM in City processes. The TMA Plan would include a feasibility study and an operations plan for a new organization to assist and partner with the business community in TDM efforts.

TDM & TMA DEFINED

Transportation Demand Management (TDM) programs may include application of strategies or policies to reduce the travel demand or to redistribute that demand in space or in time. TDM provides residents, employees, and visitors with information and incentives to use transportation modes other than single-occupancy vehicles, which encourage more efficient use of the transportation system, reduced peak period automobile use, lower levels of congestion, reduced automobile dependence, and increased multi-modal trips. TDM is a cost-effective alternative to increasing transportation system capacity, while also improving workforce recruitment/retention, environmental, public health, and transportation safety conditions. TDM strategies are intended to prevent, reduce, and mitigate traffic impacts on the transportation system, neighborhood livability, safety, and the environment, while reducing transportation system costs.

A Transportation Management Association (TMA) is an organized group that applies TDM strategies to facilitate the movement of people and goods in an area. TMAs vary in their size, organization, membership, and services offered, but their goal is to allow businesses to pool their resources to support commuter transportation strategies. TMAs are typically created as non-profit corporations that provide services to property owners or employers and employees. Funding for TMAs is primarily through member dues with supporting funds through federal/regional grants and local agencies. TMAs are an effective way to connect property owners, employers, employees, and government agencies in a shared goal of promoting alternatives to single-occupant commuting, thereby reducing the number of vehicles using the transportation system during its most congested hours.

SCOPE OF WORK

The TDM & TMA Plan is divided into three primary Tasks:

- Task 1: Management & Stakeholder/Public Engagement
- Task 2: Transportation Demand Management (TDM) Evaluation & Plan
- Task 3: Transportation Management Association (TMA) Evaluation & Plan

Task 1: Management & Stakeholder/Public Engagement

In addition to overall project management, Task 1 defines the public and stakeholder outreach process. The public and stakeholder outreach process will be coordinated with the Mobility Hubs Plan which is described under a separate memo.

Public Engagement will include a project webpage, project fact sheets, up to three rounds of public meetings, and accompanying surveys. The public meetings will occur at at least two project milestones: 1) to inform project goals and objectives, and 2) to coincide with the recommendations of the Draft TDM and TMA Plan. The first round of public meetings is tentatively planned for May 2021. The second round of public meetings would occur in Fall 2021.

Stakeholder Engagement will occur in a series of interviews and focus groups with employers, property managers, developers, community organizations, and government agencies. The intent of the stakeholder meetings is to have constructive dialogue that will guide how best to structure the TMA to provide benefit to these organizations while accomplishing the goal of reducing single occupant vehicle trips. The first round of stakeholder engagement is tentatively planned for Spring 2021. The second round of stakeholder engagement would occur in Fall 2021.

Task 2: Transportation Demand Management (TDM) Evaluation & Plan

Task 2 focuses on the process of institutionalizing TDM at the City of Tempe, culminating in a TDM Implementation and Monitoring Plan. Task 2 includes the evaluation of existing TDM programs at the City and examines the existing TDM-related programs at regional agencies and with area employers. There are five subtasks associated with Task 2. Each subtask includes a series of technical memos that inform the TDM Implementation and Monitoring Plan.

- Task 2.1: Background and Analysis
 - Tech Memo 1 – Summary of Existing and Planned Conditions
 - Tech Memo 2 – Traffic Impact Study Procedures
 - Tech Memo 3 – Existing Policy Assessment
- Task 2.2: Best Practices and Performance Measures
 - Tech Memo 4 - TDM Best Practice Summary
 - Matrix of Key Performance Indicators
 - Listing of Data Collection Needs for Performance Indicators
- Task 2.3: Goals and Objectives
 - Tech Memo 5 - Goals and Objectives Summary
- Task 2.4: Strategy Options
 - Tech Memo 6: Memorandum of TDM Strategies
 - Tech Memo 7: Traffic Impact Study Procedures for TDM Integration
- Task 2.5: TDM Implementation and Monitoring Plan
 - Tech Memo 8 – Draft and Final TDM Implementation and Monitoring Plan

Task 3: Transportation Management Association (TMA) Evaluation & Plan

Task 3 focuses on first studying the feasibility of a new TMA in Tempe. Should the TMA be a feasible solution, a TMA Implementation Plan will be created. Should the city and stakeholders determine a TMA is not feasible, the deliverable will focus on strategizing how the City and stakeholders should leverage existing TDM resources with regional agencies.

- Task 3.1: TMA Feasibility Analysis
 - Tech Memo 9: TMA Feasibility Analysis
- Task 3.2: TMA Implementation Plan
 - Draft and Final TMA Implementation Plan

SCHEDULE

The TDM & TMA is anticipated to conclude by December 2021. Provided below is a schedule by task and month.

	1	2	3	4	5	6	7	8	9	10	11	12
Project Kick-off												
Background & Analysis												
Stakeholder & Public Engagement			☒		☒					☒	☒	
Best Practices & Performance Metrics												
Goals & Objectives												
Strategy Options												
TDM Implementation & Monitoring Plan												
TMA Feasibility & Plan												

RECOMMENDATION OR DIRECTION REQUESTED

This item does not require action by the Transportation Commission and is for information only.

FISCAL IMPACT or IMPACT TO CURRENT RESOURCES

The TDM & TMA Plan (formerly titled Urban Core Alternative Transportation Implementation Plan) received grant funding from the Maricopa Association of Government in the amount of \$179,200. The City of Tempe Transit Fund provided a local match of \$35,840.

ATTACHMENTS

1. PowerPoint

Transportation Demand Management and Transportation Management Association Plan

Transportation Commission

February 9, 2021





Quality of Life

3.26: Achieve a multimodal transportation system (20-minute city) where residents can walk , bicycle, or use public transit to meet all basic daily, non-work needs.

3.27: Achieve a Travel Time Index average at or below 1.25 along major streets during rush hour traffic with no individual segments exceeding 2.0.



● Transportation Demand Management (TDM):

- TDM is the application of strategies and policies to reduce travel demand, or to redistribute this demand in space or in time.
- A cost-effective alternative to increasing capacity, by maximizing travel choices and reducing single occupancy vehicle trips.

● Transportation Management Association (TMA):

- TMAs provide an institutional framework for TDM Programs and services.
- Public-private partnerships that allow businesses and government agencies to pool resources to support alternative commuter transportation strategies.



● Scope of Work

- Task 1: Management & Stakeholder/Public Engagement
- Task 2: Transportation Demand Management (TDM) Evaluation & Plan
- Task 3: Transportation Management Association (TMA) Evaluation & Plan

● Schedule

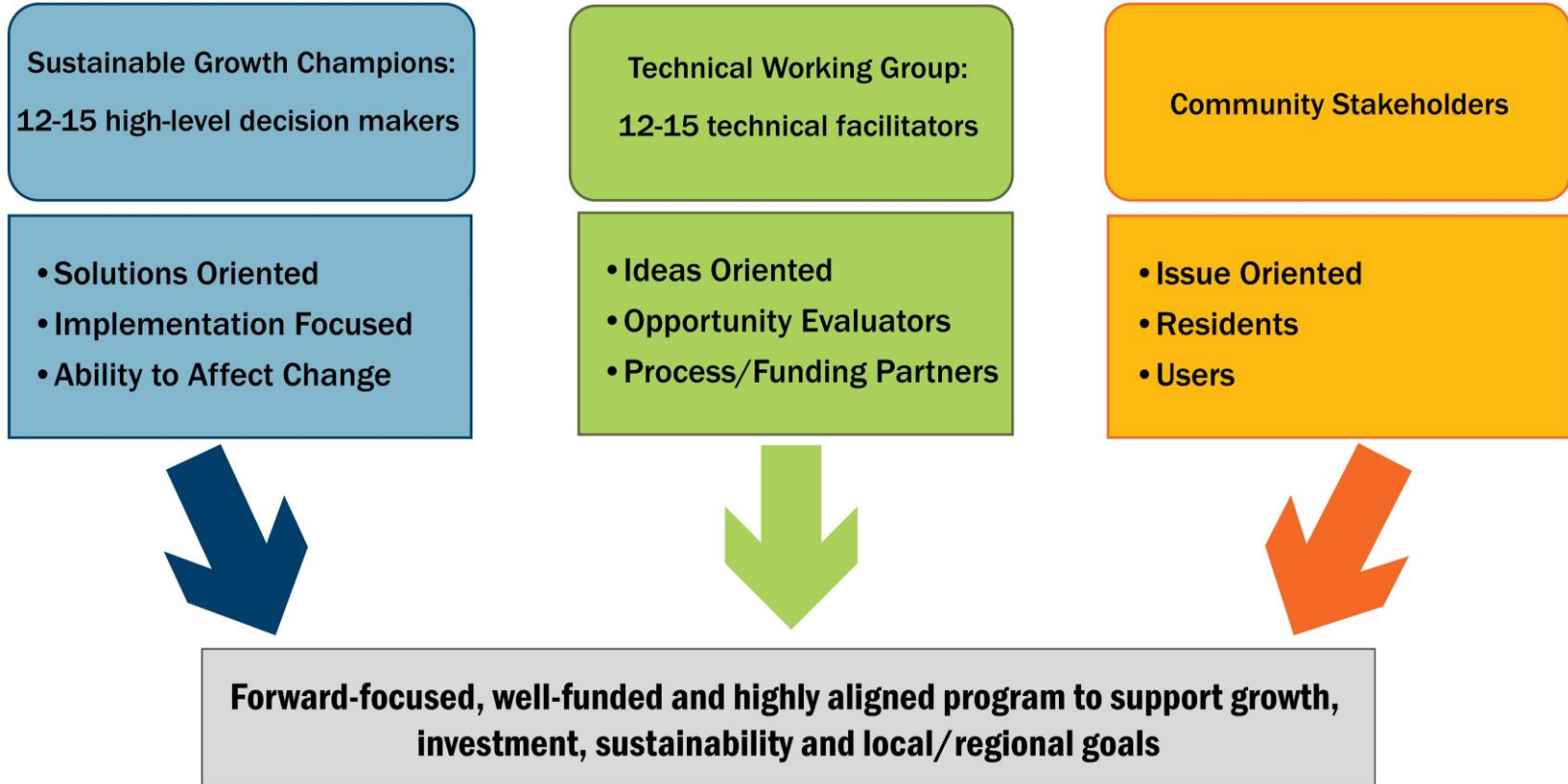
Task 1: Management & Stakeholder/Public Engagement



- Project Management Plan
- Stakeholder/Public Engagement
 - Management Team
 - TDM Working Group
 - Public Engagement
 - Stakeholder Engagement, Interviews or Focus Groups
 - Electronic Survey
 - Fact Sheets
 - Public Meeting 1: at Goals/Objectives subtask
 - Public Meeting 2: at Draft TDM and TMA Plans

Public and Stakeholder Engagement is coordinated with the Mobility Hubs Plan.

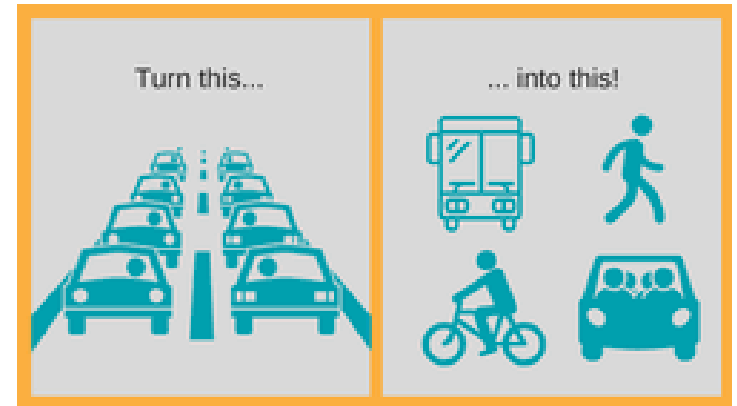
Stakeholder Groups



Task 2: TDM Evaluation & Plan



- 2.1: Background and Analysis
- 2.2: Best Practices and Performance Measures
- 2.3: Goals and Objectives
- 2.4: Strategy Options
- 2.5: TDM Implementation and Monitoring Plan



Source: City of Portland, OR

Task 3: TMA Evaluation & Plan



3.1: TMA Feasibility Analysis

3.2: TMA Implementation Plan



Source: City of Monterey, CA

Schedule



	1	2	3	4	5	6	7	8	9	10	11	12
Project Kick-off	█											
Background & Analysis	█	█	█	█								
Stakeholder & Public Engagement		█	⊗	█	⊗	█	█	█	█	⊗	⊗	█
Best Practices & Performance Metrics			█	█								
Goals & Objectives					█	█						
Strategy Options						█	█	█				
TDM Implementation & Monitoring Plan								█	█			
TMA Feasibility & Plan										█	█	█



● **Vanessa Spartan**, Transportation Planner, Vanessa_Spartan@tempe.gov

● **Robert Yabes**, Transportation Planning Manager, Robert_Yabes@tempe.gov

MEMORANDUM



TO: Transportation Commission

FROM: Shelly Seyler, PE, Deputy Engineering and Transportation Director (480-350-8854)
Robert Yabes, Transportation Planning Manager (480-350-2734)
Vanessa Spartan, Transportation Planner (480-350-2897)

DATE: February 9, 2021

SUBJECT: Mobility Hubs Plan

PURPOSE

The purpose of this memo is to provide the Commission with an overview of the scope of work and schedule for the Mobility Hubs Plan.

CITY COUNCIL STRATEGIC PRIORITY

- Quality of Life 3.26: Achieve a multimodal transportation system (20-minute city) where residents can walk, bicycle, or use public transit to meet all basic daily, non-work needs.

BACKGROUND

In 2020, city staff applied for close out funds from the Maricopa Association of Governments to conduct a plan for a new system of Mobility Hubs in Tempe. A Mobility Hub is a place where people can connect to multiple modes of transportation to make their trip as safe, convenient, and reliable as possible. These Mobility Hubs will create a network of locations that provide residents and visitors with transportation choices that can reduce the amount of single occupancy vehicle trips in Tempe. The mobility hubs will provide the first and last mile connection to local and regional transit trips. Mobility Hubs are a type of transportation demand management (TDM) strategy; therefore, the Mobility Hubs Plan and the TDM & TMA Plan will have a coordinated public and stakeholder outreach effort. The TDM & TMA Plan is described under a separate memo.

SCOPE OF WORK

The Mobility Hubs Plan is divided into three primary Tasks:

- Task 1: Management & Stakeholder/Public Engagement
- Task 2: Active Transportation Trip Demand, System Potential, Hub Sites, Hub Amenities, and Hub Designs
- Task 3: Draft and Final Plan

Task 1: Management & Stakeholder/Public Engagement

In addition to overall project management, Task 1 defines the public and stakeholder outreach process. The public and stakeholder outreach process will be coordinated with the TDM & TMA Plan which is described under a separate memo.

Public Engagement will include a project webpage, up to three rounds of public meetings, and accompanying surveys. The public meetings will occur at at least two project milestones: 1) to present preliminary analysis findings, and to solicit input and comments, and 2) to coincide with the recommendations of the Draft Mobility Hubs Plan. The first round of public meetings is tentatively planned for May 2021. The second round of public meetings would occur in Fall 2021.

Stakeholder Engagement will occur in a series of interviews and focus groups with employers, property managers, developers, community organizations, and mobility-as-a-service providers. The intent of the stakeholder meetings is to have constructive dialogue that will guide how best to implement Mobility Hubs throughout the City. The first round of stakeholder engagement is tentatively planned for Spring 2021. The second round of stakeholder engagement would occur in Fall 2021.

Task 2: Active Transportation Trip Demand, System Potential, Hub Sites, Hub Amenities, and Hub Designs

Task 2 focuses on understanding the demand for Mobility Hubs, where they should be located, what amenities should be included, and a series of concept designs. There are six subtasks associated with Task 2. Each subtask includes interim deliverables that inform the Mobility Hubs Plan.

- Task 2.1: Analysis of Active Transportation Data
- Task 2.2: Audit of Field Conditions
 - Shared Active Transportation Vehicle (SATV) Systems Evaluation Memo
- Task 2.3: Evaluation of Mobility Hub Potential
 - Mobility Hub Systems Evaluation Memo
- Task 2.4: Mobility Hub Sites
 - Identification of Potential Mobility Hub Sites
 - 5 Site Types: Park and Ride Facility, Private Developments, Adjacent to Major Destination, Neighborhood / Park Area, and Curbside Location
- Task 2.5: Mobility Hub Amenities
 - Menu of Mobility Hub Amenities and Improvement Recommendations Memo
- Task 2.6: Mobility Hub Concepts
 - Five Mobility Hub Concepts (one Concept per Site Type, Task 2.4)

Task 3: Draft and Final Plan

Task 3 focuses on compiling the study findings into draft and final plan documents. The Mobility Hubs Plan shall include the evaluation of active transportation trip demand (Task 2.1); the evaluation of mobility hub system potential and identification of mobility hub sites (Tasks 2.3 and 2.4); the menu of mobility hub treatments; and the proposed mobility hub concepts (Tasks 2.5 and 2.6). The report will also document where there is shared micro-mobility system demand combined with the absence of a bicycle facility (e.g., bike lane, multi-use path, etc.), to inform future transportation planning efforts. Task 3 includes three deliverables.

- Draft Mobility Hubs Plan
- Final Mobility Hubs Plan
- Executive Summary

SCHEDULE

The Mobility Hubs Plan is anticipated to conclude by December 2021. Provided below is a schedule by task and month.

	1	2	3	4	5	6	7	8	9	10	11	12
Project Kick-off												
Stakeholder & Public Engagement			☒		☒					☒	☒	
Data, Field Conditions, System Potential												
Identification of Mobility Hub Sites												
Menu of Mobility Hub Amenities												
Mobility Hub Concepts												
Draft and Final Plan												

RECOMMENDATION OR DIRECTION REQUESTED

This item does not require action by the Transportation Commission and is for information only.

FISCAL IMPACT or IMPACT TO CURRENT RESOURCES

The Mobility Hubs Plan received funding from the Maricopa Association of Government in the amount of \$105,041. The City of Tempe Transit Fund provided a local match of \$6,349.

ATTACHMENTS

1. PowerPoint

Mobility Hubs Plan

Transportation Commission
February 9, 2021

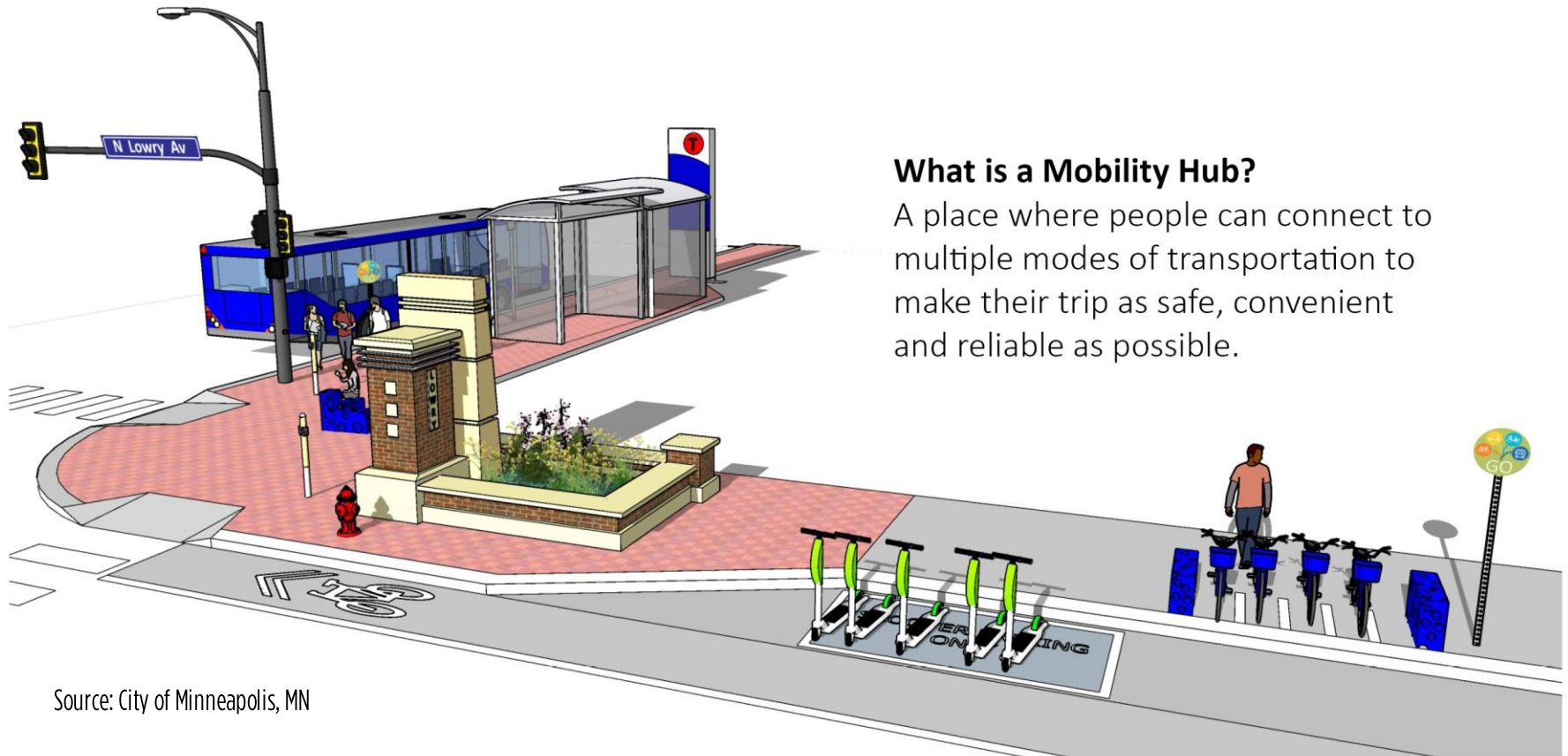




Quality of Life

3.26: Achieve a multimodal transportation system (20-minute city) where residents can walk , bicycle, or use public transit to meet all basic daily, non-work needs.

What is a Mobility Hub?



What is a Mobility Hub?

A place where people can connect to multiple modes of transportation to make their trip as safe, convenient and reliable as possible.

Source: City of Minneapolis, MN



● Scope of Work

- Task 1: Management & Stakeholder/Public Engagement
- Task 2: Active Transportation Trip Demand, System Potential, Hub Sites, Hub Amenities, and Hub Designs
- Task 3: Draft and Final Plan

● Schedule

Task 1: Management & Stakeholder/Public Engagement



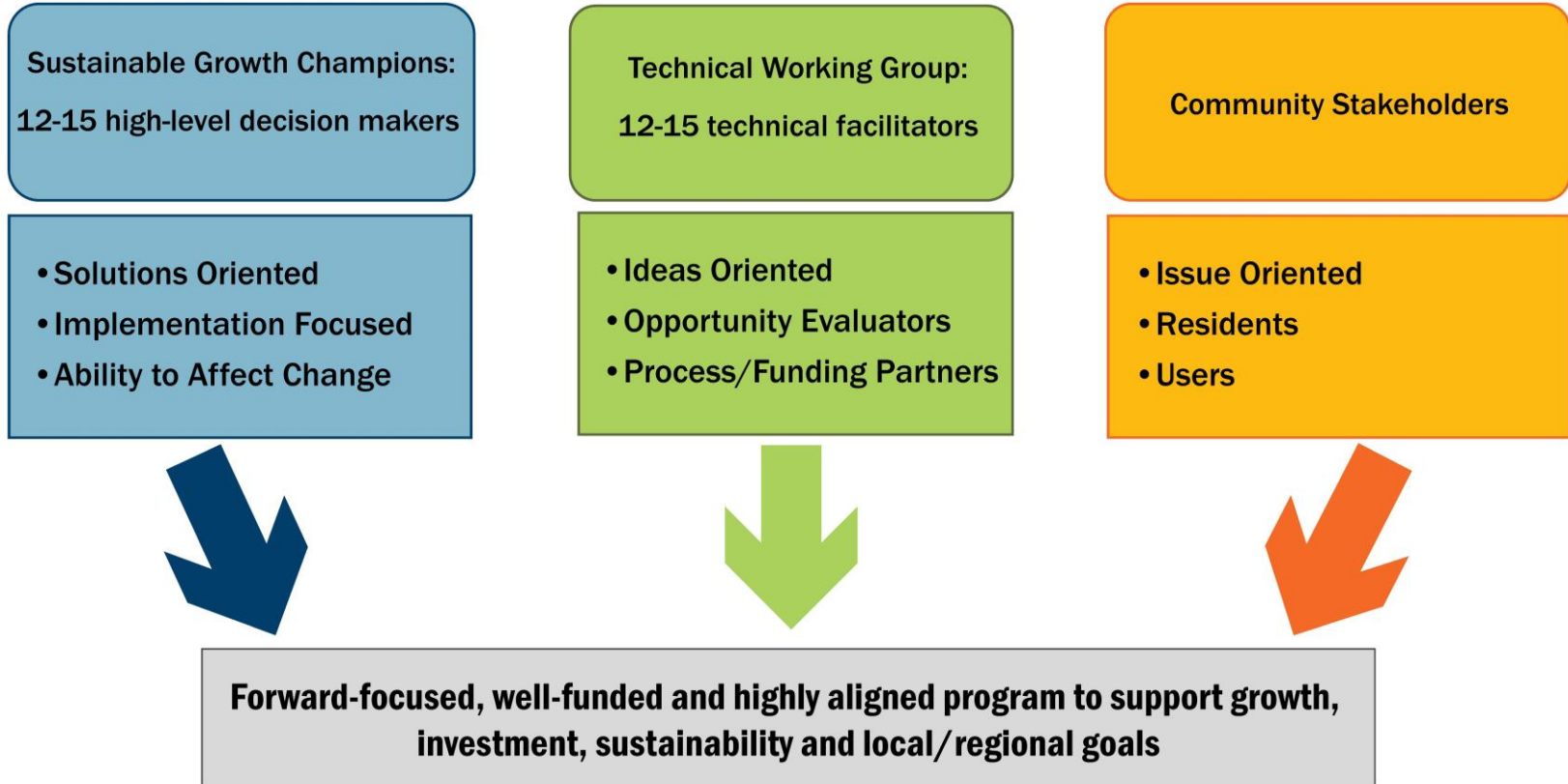
- Project Management Plan

- Stakeholder/Public Engagement

- Management Team
- Stakeholder Engagement
- Public Engagement
- Public Meeting 1: at Task 2
- Public Meeting 2: at Draft Plan

Public and Stakeholder Engagement is coordinated with the TDM and TMA Plan.

Stakeholder Groups



Task 2: Demand, Potential, Sites, Amenities, and Designs



- 2.1: Analysis of Active Transportation Data
- 2.2: Audit of Field Conditions
- 2.3: Evaluation of Mobility Hub Potential
- 2.4: Identification of Mobility Hub Sites
- 2.5: Menu of Mobility Hub Amenities
- 2.6: Mobility Hub Concepts

Task 3: Draft and Final Plan



- Draft Plan
- Final Plan
- Executive Summary

Schedule



	1	2	3	4	5	6	7	8	9	10	11	12
Project Kick-off	█											
Stakeholder & Public Engagement	█	█	⊗	█	⊗	█	█	█	█	⊗	⊗	█
Data, Field Conditions, System Potential	█	█	█	█								
Identification of Mobility Hub Sites						█	█					
Menu of Mobility Hub Amenities								█	█			
Mobility Hub Concepts										█	█	
Draft and Final Plan												█



● **Vanessa Spartan**, Transportation Planner, Vanessa_Spartan@tempe.gov

● **Robert Yabes**, Transportation Planning Manager, Robert_Yabes@tempe.gov

MEMORANDUM

TO: Tempe Transportation Commission
FROM: Shelly Seyler, Deputy Engineering & Transportation Director, 350-8854
DATE: February 9, 2021
SUBJECT: Future Agenda Items
ITEM #: 7



PURPOSE:

The Chair will request future agenda items from the Commission members.

RECOMMENDATION OR DIRECTION REQUESTED:

This item is for information only.

- March 9
 1. Outreach Plan for I-10 Corridor Construction
 2. Draft Parks and Rec. Master Plan
 3. Potential joint meetings with other boards and commissions
- April 13
 1. Long-Term Transit Fund Plan and Service Changes
 2. Transit Shelter Design
 3. ADA and sidewalk infrastructure
 4. Bike Hero
- May 11
 1. Ash/University Intersection
 2. Country Club Way Bike and Pedestrian Improvement Project
 3. Signal detection for bicycles
 4. Crosswalk signal countdown
- June 8
 1. Bike Bait Program Update
 2. Speed Enforcement
 3. Budget Update
 4. Streetcar Construction Update
- July 13
- August 10
 1. 1st/Ash/Rio Roundabout Update
 2. Long-Term Transit Fund Plan and Service Changes
 3. Transit Security Update
 4. North/South Rail Spur MUP
- September 14
 1. Last mile delivery technologies
 2. Commuter Rail Study/ MAG Commuter Rail Plan
 3. AZ State Rail Plan/AZDOT Phoenix-Tucson Corridor Plan
- October 12
 1. Annual Report
- November 9
 1. Annual Report
- December 14
 1. Long-Term Transit Fund Plan and Service Changes
- TBD: BRT Study