



Minutes City of Tempe Transportation Commission February 14, 2017

Minutes of the Tempe Transportation Commission held on Tuesday, February 14, 2017, 7:30 a.m., at the Tempe Transportation Center, Don Cassano Community Room, 200 E. Fifth Street, Tempe, Arizona.

(MEMBERS) Present:

Ryan Guzy	Lloyd Thomas
Don Cassano (Chair)	Susan Conklu
Brian Fellows	Shereen Lerner
Charles Redman	Kevin Olson
Jeremy Browning	Cyndi Streid
Nigel A.L. Brooks	Shana Ellis

(MEMBERS) Absent:

Charles Huellmantel	Bonnie Gerepka
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City Staff Present:

Shelly Seyler, Deputy Public Works Director	Joe Clements, Transportation Financial Analyst
Sue Taaffe, Public Works Supervisor	Laura Kajfez, Neighborhoods Services Specialist
Eric Iwersen, Principal Planner	Mike Nevarez, Transit Manager
Shauna Warner, Neighborhood Program Manager	Mackenzie Keller, Public Information Officer

Guests Present:

Betsey Griffin, Lavidge	David Rice, resident
JC Porter, Arizona State University	Mio Ozawa, ASU Student
Joey Palomera, ASU Student	Nicholas Smart, ASU Student
Sydney Gates, ASU Student	John Berlibile, ASU Student

Commission Chair Cassano called the meeting to order at 7:33 a.m.

Agenda Item 1 – Public Appearances

David Rice spoke about the bus pullout decision matrix agenda topic. Specifically, he commented that bus pullouts can make the system less efficient.

Agenda Item 2 – Minutes

Chair Cassano introduced the minutes of the January 10, 2017 meeting and asked for a motion. A motion was made to approve the minutes.

Motion: Commissioner Ryan Guzy

Second: Commissioner Shereen Lerner

Decision: Approved

Agenda Item 3 – Commission Business

Chair Cassano asked the Commissioners if they would like to continue to receive in the mail paper copies of all meeting materials, hard copies of only the memos in the mail or materials electronically. The consensus was for each Commissioner to let staff know if they would like a paper copy with all the materials. Otherwise, only an electronic copy of the meeting materials will be sent.

Agenda Item 4 – FY 2017/2018 Media Plan

Betsy Griffin with Lavidge presented the FY 2017/18 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
- GRID (bike share)
- Bike Hero
- Orbit Saturn

Key audiences include:

- ASU & high school students
- Tempe residents and professionals

Proposed paid mediums include:

- Tempe Opportunities Parks and Recreation publication
- ASU Off Campus Housing Guide
- GO Digital/Tegna – Programmatic Digital Buying
- Light pole and Mill Avenue banners
- High school online ads (McClintock, Corona del Sol, Marcos de Niza and Tempe high schools)
- Mall kiosks at Tempe Marketplace
- Gas pump tops – gas stations
- Facebook ads
- Pandora – Music Streaming Service
- Spotify - Music Streaming Service
- East Valley Cox Cable TV
- MNI Digital – Programmatic Digital Video Advertising (“Pre-Roll”)
- ASU newsrack ads
- Theater ads (Harkins and AMC)

The paid media budget for FY 17/18 is \$153,348 and the media vehicles would create over 27.8 million impressions. Media vehicles proposed include:

– 2% Print	\$ 3,600
– 20% Digital	\$ 30,832
– 11% Outdoor	\$ 17,000
– 12% Cinema	\$ 18,276
– 30% Streaming Radio	\$ 45,430
– 25% TV/Video	\$ 38,210

The Commission asked the following questions, and staff responded as follows:

- What other outdoor media vehicles have been added to the plan? Betsey Griffin said that gas station pump toppers were added to the plan this year.
- Did the agency select the gas station pump toppers because they were the only ones available? Betsey Griffin said yes.
- What was the paid media budget for last year? Betsey Griffin said \$150,000.
- Have we done an assessment as to what is the most popular way to reach our target? Staff said that the biennial transportation survey indicated that outdoor and cinema slides are the top two sources for hearing about the program.
- According to the survey, streaming radio was not one of the top sources for hearing about the program. Do you create the media plan using this data? Betsey Griffin said yes and also with what provides the most impressions at the best price. She also said that all the mediums work together to reach a variety of people. Streaming radio may not have been listed first when the person was asked the question, that doesn't mean that they didn't hear the streaming radio ads at some point in time.
- For streaming radio, does the station track when people listen? Betsey Griffin said yes because we purchase based on impressions.
- According to the phone survey there are fewer new users. Does anything in the plan address this? Betsey Griffin said that new media vehicles like gas station pump toppers were added to the plan. Staff added that one goal of the paid media program is to maintain a positive general awareness of the program. New messaging will need to be developed to address the popularity of Uber and Lyft and the lower gas prices.
- How is it determined that a particular media vehicle is performing well? Betsey Griffin said that she provides Tempe staff with monthly performance reports. In addition, the messaging has to be correct for the target.
- Will ads for bike share be included in the plan? Staff responded yes.

Agenda Item 5 – Bus Pullout Decision Matrix

Mike Nevarez provided an update on the bus pullout decision matrix. The overview included:

- Factors Considered in Creating Decision Matrix
- Telephone Survey Findings
- Other Considerations
- Top 14 Ranked Locations Recommended For Design

On February 16, staff will ask the City Council for feedback on methodology used to create bus pullout decision matrix.

The Commission asked the following questions, and staff responded as follows:

- Why are bus pullouts not operationally favorable? Staff responded that bus pullouts can cause delays for passengers and make the system less efficient. However, other factors (like crashes) must be weighed when making a decision to include a bus pullout.
- Has staff investigated other ways to mitigate the issue like adding queue jumpers? Staff said that there are areas in Tempe with queue jumpers.
- Does the City need to purchase right-of-way in order to build the 14 recommended locations? Staff stated in some cases right-of-way will need to be purchased.
- What does a bus pullout cost? Staff responded that a bus pullout can cost between \$20,000 and \$100,000.

Agenda Item 6 – Fifth Street Streetscape Project

Eric Iwerson provided an overview and update of the Fifth Street Streetscape Project including:

- Project Limits
- Design Goals

- Preliminary Concepts
- Stakeholder Input
- Design Treatment Examples
- Next Steps

The Commission made the following statements and asked the following questions:

- How many pedestrian and vehicle crashes occur along Fifth Street? Staff said that there is a low volume of accidents along the corridor.
- Has staff thought about alternative shade structures including solar panel structures? Staff responded that it will be considered along with working with developers to provide shade.
- Will there be parallel parking? Staff said that it will be reverse back in angled parking.
- Will there be a textured or stamped treatment for the bike lanes? Staff said no, but green thermo treatment proposed
- Will the green pain be continuous in the bike lanes? Staff said it will be in intervals.
- Will this project increase the traffic on University Drive? Staff does not anticipate additional traffic on University Drive because of this project.
- How does raising the street near City Hall affect water harvesting? Staff responded that the goal is to capture 100 percent of the water possible and direct drainage away from the raised section.
- While on street parking is popular, in the long term this is a poor use of public space. Is there a long term solution? Staff said that ultimately, if the parking is built correctly, it can easily be converted to outdoor patios or pedestrian space.
- Will any of the parking revenue help with the maintenance of this project? Staff responded yes.
- How will we inform the public how to reverse park? Staff said that videos and collateral materials along with signage could be produced.
- Why are you proposing reverse parking? Staff stated that reverse parking requires the driver to pay more attention and that studies have shown it increases safety particularly for bicyclists
- If the desire is to make the area more pedestrian friendly, then why not make the street one lane at the intersections? Staff said that according to traffic data, the dedicated left hand turns are currently highly utilized. In addition, the intersection will be narrowed which will help pedestrians.
- Will the street look as wide as College Avenue where ASU raised the street? Staff stated that because the middle turn lane on Fifth Street will be removed it will make it feel narrower.
- Is there a budget to build the project? Staff said that the street is scheduled for repaving and that DTA may be able to use some of the parking funds for construction. Staff also plans to work developers or build the project in phases.

A motion was made to support the current design of the project.

Motion: Commissioner Kevin Olson

Second: Commissioner Lloyd Thomas

Decision: Approved

Agenda Item 7 – Department & Regional Transportation Updates

None

Agenda Item 8 - Future Agenda Items

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

March 14

- Streetcar

- Speed Limits
- City CIP Update
- Highline Canal MUP

April 11

- Country Club Way Bike/Ped Project
- Road Construction Traffic Mitigation
- ASU Bike Registry Outreach Efforts
- Maintenance of MUPs
- McClintock @ Rio Salado MUP Underpass

May 9

- Streetcar
- DTA Update
- Tempe Involving the Public Plan
- MAG Design Grant Applications
- Plan for Expansion of Bicycle/Pedestrian Paths

June 13

- Leading vs. Lagging Left Turn Signals
- Highline Canal MUP Final Design
- Bus Security Program
- Western Canal Expansion MUP Final Design
- Autonomous Vehicles

July 11

August 8

September 12

- Annual Report
- North/South Railroad Spur MUP

October 10

- Annual Report
- Alameda Drive

November 12

December 12

TBD: Bicycle/Pedestrian Signal Activate Operations Update

TBD: Small Area Transportation Study

TBD: Prop 500

A Commissioner requested that the following item be added to future agenda items:

- Bike Share Update

The next meeting is scheduled for March 14, 2017.

The meeting was adjourned at 8:54 a.m.

Prepared by: Sue Taaffe

Reviewed by: Shelly Seyler and Eric Iwersen