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## **Minutes**

### **City of Tempe Transportation Commission**

### **April 8, 2008**

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**Minutes of the City of Tempe Transportation Commission held on Tuesday, April 8, 7:30 a.m., in the Public Works Conference Room, 31 E. Fifth Street, Tempe, Arizona.**

**(MEMBERS) Present:**

Don Cassano, William Hass, Marcellus Lisotta, Jayson Matthews, Kevin Olson, Amanda Ormond, Steven Saiz, Edward Smith, David Strang

**(MEMBERS) Absent:**

Judi Nelson, Catherine Mayorga, Marco Valenzuela, Corey Woods, Bryan Young, Joan Westlake

**City Staff Present:**

Darcie Asaro, Dawn Coomer, Carlos de Leon, Dana Janofsky, Gregg Kent, Jyme Sue McLaren, Amanda Nelson, Marc Pearsall, Bonnie Richardson, Sue Taaffe, Robert Yabes

**Guests Present:**

Pen Johnson (Resident), Elizabeth Malinski (ASU Student), Wulf Grote (METRO), Marc Soronson (METRO), Carla Kahn (METRO), Howard Steere (METRO), John Farry (METRO)

Jayson Matthews called the meeting to order at 7:31 a.m.

**Agenda Item 1 – Consideration of Meeting Minutes**

Don Cassano made a motion to approve all minutes. Steven Saiz seconded the motion. The following minutes were approved as submitted:

- Multi-Modal Planning & Project Review Minutes – February 19, 2008
- Transportation Commission Minutes – February 19, 2008
- Multi-Modal Planning & Project Review – March 12, 2008

**Agenda Item 2 – Public Appearances**

There were no public appearances.

**Agenda Item 3 – Tempe South High Capacity Corridor Study Update**

Dawn Coomer introduced Marc Soronson and Wulf Grote with Valley Metro who presented the following information:

- The cities of Tempe and Chandler began working with METRO on a 24 month study last summer, to analyze potential high capacity transit improvements.

- The study is being funded by local as well as regional sales tax
- They are currently in Tier one of the evaluation and analysis process
- As a result of two public scoping meetings held in January and early February, McClintock Drive BRT is being recommended for elimination as an alternative.
- Additional alternatives proposed for further analysis in Tier one include:
  - UPRR (Tempe Branch): BRT, LRT, Commuter Rail
  - Mill Avenue/Kyrene Road: BRT (fixed guide way), BRT (mixed traffic), LRT/Modern Street car
  - Rural Road: BRT (fixed guide way), BRT (mixed traffic), LRT
  - McClintock Drive: LRT
- Tier one is scheduled for public review sometime in April or May 2008
- Plan to report back to the commission after public meetings in early summer.

#### **Agenda Item 4 – Light Rail Advertising Proposal**

John Farry presented the following information:

- Current city of Tempe policy and Metro policy prohibits advertising in certain places like bus shelters, bus interiors etc.
- The use of advertising through the light rail system could off set some expenditures for the following:
  - Safety education program for light rail
  - Light rail grand opening event
- Suggestions for advertising included:
  - Use of one display case at light rail stations – estimated revenue \$145,000 – \$195,000 per year
  - Train wraps on 20% of fleet – estimated revenue \$625,000 – \$750,000 per year
- Proposed twelve month moratorium on the city's and Metro's current advertising policy to allow use of advertising in order to off set costs associated with grand opening and safety education program

Don Cassano motioned to not go forward with the proposal at this time. Amanda Ormond seconded the motion.

#### **Agenda Item 5 – Professional Advertising Services**

Sue Taaffe presented the following Public Involvement/Marketing Committee recommendation:

- To approve budget amount of \$383,000 to outsource next year's media placement buying to Off Madison Ave.

Don Cassano made a motion of approval. Kevin Olson seconded the motion.

#### **Agenda Item 6 – Tempe Urban Space Study**

Jayson Matthews opened the floor for input on the study. There was none.

#### **Agenda Item 7 – Bus Stop and Pull-out Program Update**

Marc Pearsall presented the following information:

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- Six pull out bays are currently under design and should be complete by fall of this year
  - Installation of 25 mini shelters will begin this
  - Proposing an additional 15 standard shelters to be installed this year
  - Tempe and ASU are partnering to install 25 new ASU designed shelters on campus
  - Twenty-one "GREEN" shelters will be installed at major bus/rail transfer areas before the end of the year

#### **Agenda Item 8 – Transportation Tour**

Dana Janofsky provided the following information:

- Transportation tour to be conducted May 3<sup>rd</sup> at 8 a.m.

#### **Agenda Item 9 – Capital Projects Updates**

Marc Pearsall provided the following information:

- Application for Tempe Railroad Quiet Zone will be submitted on April 18<sup>th</sup>
- Response expected by the end of summer

#### **Agenda Item 10 – Future Agenda Items**

David Strang would like an update on Orbit.

Jayson Matthews declared the meeting adjourned at 8:49 a.m.

The Commission's next regular meeting will be held Tuesday, May 13, 2008 at 7:30 a.m. at Hatton Hall, 34 E 7<sup>th</sup> St, Tempe, Arizona.

Prepared by:  
Darcie Asaro

Reviewed by:

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Carlos de Leon  
Deputy Public Works Manager