



Minutes

City of Tempe Transportation Commission

March 8, 2011

Minutes of the City of Tempe Transportation Commission held on Tuesday, March 8, 2011, 7:30 a.m., at the Transportation Center Don Cassano Community Room, Tempe, Arizona.

(MEMBERS) Present:

Ben Goren, Pam Goronkin, Charles Huellmantel, Marcellus Lisotta, Phillip Luna, Catherine Mayorga, Gary Roberts, Steven Saiz, David Strang

(MEMBERS) Absent:

Peter Schelstraete, Augustus H. Shaw IV, Bryan Young

City Staff Present:

Joe Clement, Shelley Hearn, Greg Jordan, Yvette Mesquita, Kerby Rapp, Bonnie Richardson, Shelly Seyler, Jennifer Svetichan, Sue Taaffe

Guests Present:

Allan Mehlberg (AT Union 1433), Bill Jackson (Veolia), Cornel Popesue (SWAT), Matt Tsark (Strand Association)

David Strang called the meeting to order at 7:31 a.m.

Agenda Item 1 – Consideration of Meeting Minutes

Commissioner Charles Huellmantel made a motion to approve Transportation Commission minutes. Commissioner Pam Goronkin seconded the motion. The following minutes were approved:

- Transportation Commission Meeting Minutes – February 8, 2011

Agenda Item 2 – Public Appearances

There were no public appearances

Agenda Item 3 – Commission Business

Commissioners Goronkin and Huellmantel were added to the Multi-Modal Project and Planning Committee.

Confirmed Commissioner Committee assignments:

Accountability & Governance	Public Involvement & Marketing	Multi-modal Planning & Project
Charles Huellmantel	Pam Goronkin	Charles Huellmantel
Phillip Luna	Catherine Mayorga	Ben Goren
Gary Roberts	Steven Saiz	Pam Goronkin
Augustus H. Shaw IV	David Strang	Marcellus Lisotta
		Peter Schelstraete
		Bryan Young

Agenda Item 4 – Law enforcement report on ARS § 28-735 Overtaking Bicycles

Lieutenant Kerby Rapp with Tempe Police Department stated that the 2010 fatal collision recap has recently been released to the media so there is additional information available other than what was provided for the Commission.

Key areas Lt. Rapp addressed in response to the Commission's questions:

- There were 3 traffic fatalities in 2010 that involved a bicyclist
- Generally, the most common citations for accidents where the cyclist is at fault are riding against the flow of traffic, diagonally through intersections and inattention.
- There is no historical data on helmet statistics as it was not previously required in the state forms. From Lt. Rapp's personal observations, for the majority of the fatal accidents there is no bicycle helmet involved and the injuries sustained were to the head.
- When a traffic stop is made there is typically a multitude of citations that could be enforced. The main goal is not to write many citations, but to educate the cited so not to commit the violation again. Tempe PD simply elects not to cite ARS § 28-735 specifically because it is redundant in other citations and it is much easier to demonstrate a cleaner violation in court.
- There are many variables that add to the increased cyclists on the road, such as increased gas prices and increase enrollment at ASU, and as a result more bicycle accidents. This increase drives Tempe PD to look at factors such as the top ten accident locations in the city and increasing their public information for residents.

Sue Taaffe presented a general update on the increased public information task as it will be addressed in the next Marketing Committee meeting. She met with Molly Enright who does public information for Tempe PD to discuss ideas and implementation.

In progress

- Tempe PD issued press release last week and ARS § 28-735 was a highlighted bullet.
- Safety articles on bicycling and vehicular traffic that will highlight the three foot law will be included in Tempe Today Newsletter in April and May and then again in the fall.
- As always there will be information available on Bike to Work Day.

In consideration

- Dedicated flyer on bike safety.
- Incorporating topic into the back to school campaign in August.
- Include information in the bicycle maps that get distributed to all the bicycle shops
- Include information in online publications.

Agenda Item 5 – Tempe Transit Ridership Update

Greg Jordan presented the following information:

Greg presented the 11 year history of the ridership of the Tempe Transit Program. The late 1990s, early 2000s is where Tempe really expanded their program. It stabilized itself mid-decade and grew again in 2008 with the expansion of the orbit system and then the Light Rail in 2009. A slight decrease was recorded over the last year due to service reductions and overall economic factors.

There is a relationship between gas prices and the increase in ridership based on previous years correlations. 2008 was the last large spike in gas prices that resulted in increased ridership and may help better explain why there has been a decrease in ridership over the last two years. We are aware of the trend are prepared to act accordingly when administering upcoming service changes.

The performance statistics allow us to identify, specifically at the route level and weekday or weekend time references, which areas of the system we can make improvements on in terms of efficiency and where we can make responsible service reductions to raise the productivity levels.

The Town of Guadalupe portion of Route 108 has a higher subsidiary per boarding because it is a smaller segment of a larger route. However, that route will be considered for change because the level of ridership is not there to warrant the level of service and may inturn increase the productivity of Route 56 that provides service in Guadalupe as well.

To increase productivity or demand on a specific route, taking into consideration the time of day and area, it will be considered for service cuts. Other areas to look at other than time is connections or destinations of specific routes that may help encourage ridership. The express routes require a lot of coordination with our sister cities to maintain productivity and efficiency of each route. Express service is funded entirely by region. It is our allocation of the money received by Proposition 400. The Earth route of the Orbit fares less productive because is a longer route so it costs more to operate and the Venus route is shorter with a less ridership.

Agenda Item 6 – Community Survey Results

Shelly Hearn, Community Relations Administrator, presented the following information:

The community survey is conducted every year and it is administered to coincide with the budgeting process throughout the city.

Some highlights from the survey included:

- Tempe is benchmarked against about forty other national cities, and transit services ranked above the national average by thirty-three percent in satisfaction. Of all city programs, the transit program exceeded the national average by the highest margin.
- The quality of walking and biking path's satisfaction increased six percent
- The surveys assist with prioritizing emphasis in areas such as Capital Improvement Projects and Public Services
- 832 households responded out of 2400 randomly selected households that were sent the survey, which was a good sample size for the size of Tempe
- Place to improve upon is public involvement with decision making

There is currently no incentive program in place to help decrease the number of code violations. Commissioner Roberts mentioned a program called Tempe Neighbors Helping Neighbors where neighbors go in to fix up areas where there could be a violation. It may be an area to expand upon to help incentivize residents to keep their property up to code.

Agenda Item 7 – Future Agenda Items

- Recommendations for Transit service changes
- Clarification of quorum rules and Commissioner service terms as it pertains to the Transportation Commission and its Committees
- Update on Transportation Commissioner applications
- Confirm the city code in regards to the requirement of bicycle helmets

Meeting adjourned at 8:31am

The Commission's next regular meeting will be held Tuesday, April 12, 2011 at 7:30 a.m. in the Don Cassano Community Room, 200 E. Fifth Street, Tempe, Arizona.

Prepared by:
Jennifer Svetichan

Reviewed by:
Greg Jordan
Shelly Seyler