



Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
August 6, 2007

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, August 6, 2007 at 3:30 p.m. at the Tempe Transit Office, 20 E. Sixth Street, Tempe, Arizona.

Members Present: Judi Nelson, Amanda Ormond

Members Absent: Monica Allread, Pen Johnson, Lucy Logan, Jayson Matthews, David Strang, Jackie Terry

City Staff Present: Sue Taaffe

Agenda Item 1 – Consideration of Minutes

Committee Consensus: The minutes of the May 7, 2007 meeting were approved.

Agenda Item 2 – Public Appearances

There was no public comment.

Agenda Item 3 – Marketing Activities

TV Spot - Staff presented the completed “Bus Tap” TV spot. The spot is scheduled to start airing on East Valley cable stations in September.

Flash logo/paint scheme redesign – Staff recommended redesigning the Flash logo and paint scheme as the logo is approaching the end of its lifecycle. Staff would like to incorporate the TIM and Orbit colors into the new Flash logo and paint scheme. Consensus: The Committee approved Staff’s recommendation to redesign the Flash logo and paint schemes. Two concepts will be forwarded to the Marketing Committee for their input via email in September.

Orbit update – Staff informed the Committee that the launch of the Orbit Mercury and Venus routes has generated 45 online and mail in comments from passengers. The majority of the comments have been positive. The next route to launch is Orbit Earth (north Tempe) on Sept. 17. The Orbit brochure was handed out to the Committee members. Open houses to discuss expanding the Orbit routes are scheduled for Sept. 25 and 26 for Tempe residents who live between the US 60 and Western Canal from Kyrene to Price roads. A draft route was also presented.

Walk to School Day – Walk to School Day is scheduled for Oct. 3. Staff are in the process of coordinating with participating schools and designing promotional materials.

Tour de Tempe – The date for the Tour de Tempe was changed from Oct. 21 to Oct. 28. The event will be held in Kiwanis Park and 1,000 people are expected to participate.

EVBOM Grand Opening - The grand opening for the East Valley Bus Operations & Maintenance Facility is scheduled for Monday, Oct. 22 at 9 a.m. The EVBOM invitation was handed out to Committee

members. The event will include a catered breakfast; remarks by Mayor Hugh Hallman, Mayor Mary Manross and Valley Metro/RPTA Board Co-chair Les Presmyk; and facility tours.

Agenda Item 4 – Light Rail Update

A Tempe staff member will be participating in the selection of an event planner for the METRO grand opening event in Dec. 2008. Major construction in Tempe is wrapping up and several positive articles have appeared in the local newspapers.

Agenda Item 5 – Next Meeting

The next meeting is scheduled for Oct. 1, 2007 at 3:30 p.m. in the Tempe Transit Office, 20 E. Sixth Street. Committee members requested that the Flex Car Program and press coverage related to the EVBOM and Transportation Center be included in the October agenda.

Agenda Item 6 – Adjournment

Judi adjourned the meeting at 4:25 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson