

Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
October 1, 2007

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, October 1, 2007 at 3:30 p.m. at the Tempe Transit Office, 20 E. Sixth Street, Tempe, Arizona.

Members Present: Monica Allread, Pen Johnson, Jayson Matthews, Judi Nelson, David Strang

Members Absent: Lucy Logan, Amanda Ormond, Jackie Terry

City Staff Present: Amanda Nelson, Sue Taaffe

Guests Present: Emily Bradley with DTC

Agenda Item 1 – Consideration of Minutes

Committee Consensus: The minutes of the August 6, 2007 meeting were approved.

Agenda Item 2 – Public Appearances

There was no public comment.

Agenda Item 3 – Flash Logo and Paint Scheme

Staff presented Flash logo and paint scheme designs. The Flash logo designs incorporate the TIM and Orbit colors. The Committee liked the idea of having a green bus to compliment the environmentally-friendly aspect of the TIM program. **Consensus:** The Committee selected the logo below and approved painting the buses a metallic green color. The recommendation will be forwarded to the Transportation Commission. Staff will have one Flash bus painted the metallic green for the Commission to approve.



Agenda Item 4 – DTC Request/Proposal

The Downtown Tempe Community (DTC) proposed that some of the Orbit buses that serve downtown Tempe be wrapped in vinyl with images of the dining, entertainment and cultural activities found in the Mill Avenue District. The cost to produce and wrap one Orbit bus would be approximately \$7,000. Tempe has invested \$58,500 in painting the existing 39 Orbit buses. DTC proposes that Tempe cover half the costs of wrapping the buses. If all 39 Orbit buses were wrapped in vinyl as proposed by DTC, the cost to Tempe would be approximately \$136,500 (or \$3,500 per bus).

Staff recommends not changing the design of the Orbit buses based on the following:

- Operationally, the Orbit buses must be available to serve any of the five Orbit routes. Limiting the routes/neighborhoods that the Orbit buses serve reduces the fleet flexibility needed by Veolia Transportation, the City's bus contractor.
- It is the policy of Tempe Transit not to place graphics on the windows of buses due to poor visibility and security concerns. Given this policy and the limited amount of space on these buses, graphic images would be unreadable.
- This is a new service. To change the look and feel of the Orbit buses within six months of implementation could be confusing to our passengers. The Orbit logo and paint scheme were approved by the Marketing Committee, Transportation Commission and City Council based, in part, on public feedback.
- The Orbit logo and paint scheme were specifically created to brand this unique service, which will be operating in many parts of Tempe. Changing the paint scheme would ultimately change the look and feel of this product.
- The cost to wrap the Orbit buses in vinyl with images of downtown Tempe does not directly promote the Transit system as is required in a co-sponsorship.
- Tempe has historically maintained a strict no-advertising policy for its bus fleet as outlined in the Tempe City Code. Although DTC is not asking to advertise any specific businesses or the DTC specifically, it is requesting that one area of the City be highlighted over another. Several similar organizations (like the Papago Salado Association) have approached the City to promote their cultural activities and their requests were denied.

Consensus: the Marketing Committee denied the request by DTC to place images of downtown Tempe on the Orbit buses.

Agenda Item 5 – Flexcar Program

Judi provided an update on the Flexcar Program and handed out promotional giveaways. The cars are on site and about 300 people have registered. The Committee expressed their gratitude for ASU taking the lead in providing this community benefit.

Agenda Item 6 – EVBOM and Transportation Center Press Coverage

Staff handed out recent news clipping regarding the East Valley Bus Operations & Maintenance Facility and Transportation Center. Both facilities have received positive recognition with the EVBOM recently winning an Award of Merit from Valley Forward.

Agenda Item 7 – Marketing Activities

Orbit Update – Staff informed the Committee that the launch of the Orbit Mercury, Venus and Earth routes has generated dozens of online and mail in comments from passengers. The majority of the comments have been positive. The next route to launch is Orbit Mars on Nov. 26. The Orbit brochure was handed out to the Committee members.

Walk to School Day – Walk to School Day is scheduled for Oct. 3. Approximately 13 schools are participating. The event will include a tree planting ceremony and free food for those who walk to school. The promotional flyer was handed out to the Committee members.

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 Executive Director Dave Boggs; and facility tours.

Tour de Tempe – The Tour de Tempe will be held Oct. 28 in Kiwanis Park. Approximately 1,000 people are expected to participate. There will be more children's activities at the event this year. In addition, free long sleeve t-shirts will also be available for participants. The Tour de Tempe brochure was handed out to the Committee members.

Agenda Item 8 – Light Rail Update

Tempe staff will be participating in the selection of an event planner for the METRO grand opening event scheduled for Dec. 26, 27 and 28, 2008. Vehicle testing will be expanding to include track in Tempe. Vehicle safety messages are scheduled to start running. The train will be on display at the ASU Homecoming event on Oct. 27.

Agenda Item 9 – Next Meeting

The next meeting is scheduled for Dec. 3, 2007 at 3:30 p.m. in the Tempe Transit Office, 20 E. Sixth Street.

Agenda Item 10 – Adjournment

Judi adjourned the meeting at 4:20 p.m.

Prepared by: Sue Taaffe

Reviewed by: Amanda Nelson