



Minutes
City of Tempe Transportation Commission
Public Involvement/Marketing Committee
February 4, 2008

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, February 4, 2008 at 3:30 p.m. at the Tempe Transit Office, 20 E. Sixth Street, Tempe, Arizona.

Members Present: Monica Allread, Lucy Logan, Judi Nelson, Amanda Ormond, David Strang

Members Absent: Pen Johnson, Jayson Matthews, Jackie Terry

City Staff Present: Amanda Nelson

Guests Present: Marty McNeil with METRO Light Rail

Agenda Item 1 – Consideration of Minutes

Committee Consensus: The minutes of the January 7, 2008 meeting were approved.

Agenda Item 2 – Public Appearances

There was no public comment.

Agenda Item 3 – Light Rail Update

Marty McNeil with METRO presented an update on plans for METRO's grand opening in December 2008, which will be a three-day event, including a preview day for the media and preview pass holders, a ribbon cutting at the Tempe Transportation Center followed by celebrations at a number of stations, and free rides for the public during the weekend.

Marty also provided an update on vehicle testing and METRO's safety campaign, which will focus on safety communications during vehicle testing and when light rail begins operating revenue service. Vehicle testing will begin in Tempe next month, with the test zone stretching from the Town Lake Bridge to the Transportation Center in March/April, and then expanding through Apache Boulevard in late spring. The safety campaign includes information for both adults and children, and will be communicated via print, email, Web sites, newsletters, employee notices, advertising, schools and public presentations. Marty provided copies of safety materials, including brochure, build-your-own light rail train car and kids' activities pages.

Amanda Nelson informed the Committee that the light rail transit banners approved in December are on hold.

Agenda Item 4 – Professional Advertising Services Proposal Update

Amanda Nelson provided an update on the status of the professional advertising services proposal update. Proposals are being reviewed by the selection committee.

Agenda Item 5 – Orbit Expansion Update

Amanda Nelson informed the committee that expansion of the Orbit system is still on hold. Committee members discussed the new Jupiter route.

Agenda Item 6 – New Resident / Special Assistance Transit Pass Program Update

This agenda item was tabled until the next meeting.

Agenda Item 7 – 2007 School and Senior Outreach Report

Amanda Nelson provided a report detailing outreach presentations provided by City of Tempe and Valley Metro staff during the last year.

Agenda Item 8 – Bike Month

Amanda Nelson provided an update on activities scheduled for Bike Month, which is April. Activities include Bike-A-Palooza on April 5, which will feature a bike swap meet and 13-mile community ride, as well as Bike to Work and School Day on April 16.

Agenda Item 9 – Transportation Center Grand Opening Update

Amanda Nelson informed the committee that the grand opening celebration for the Transportation Center has been postponed until fall.

Agenda Item 10 – Next Meeting

The next meeting is scheduled for April 7, 2008 at 3:30 p.m. in the Tempe Transit Office, 20 E. Sixth Street.

Agenda Item 11 – Adjournment

Judi adjourned the meeting at 4:15 p.m.

Prepared by: Amanda Nelson

Reviewed by: Sue Taaffe