



Minutes City of Tempe Transportation Commission Public Involvement/Marketing Committee May 4, 2009

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, May 4, 2009 at 3 p.m. in the City of Tempe Transportation Center located at 200 E. Fifth Street, Second Floor, Tempe, AZ.

Members Present: Pen Johnson, Jayson Matthews, Judi Nelson, Edward Smith, David Strang, Jackie Terry

Members Absent: Monica Allread, Lucy Logan, Catherine Mayorga, Amanda Ormond, Steven Saiz

City Staff Present: Shelley Hearn, Amanda Nelson

Guests Present: None

Agenda Item 1 – Public Appearances
There were no public appearances.

Agenda Item 2 — Youth Transit Pass Program Data Collection

Staff reported that mechanical problems with the fareboxes have been mostly corrected. Valley Metro's reporting is still a problem and will likely require a complete reconfiguration of the database. Valley Metro is continuing to work with Scheidt and Bachman (the farebox manufacturer) to find a solution.

Agenda Item 3 — Transportation Marketing/Public Involvement Budget

At the March meeting, staff had presented the 2009/10 marketing/public involvement budget, and the committee requested additional information about funding for the Employee Platinum Pass and Youth Transit Pass programs. In follow-up, staff reported that the Employee Platinum Pass and other Trip Reduction Program costs are funded through Arizona Lottery transportation funds (not transit tax dollars). Regarding Youth Transit Pass costs, staff recommended tabling discussion until after the next Transportation Commission meeting, which will include an update on the transit tax and budget as a whole. Staff encouraged all committee members to attend the Commission meeting so as to have an understanding of the overall transit budget. The Public Involvement/Marketing Committee could then have a follow-up discussion at the next meeting if needed.

Agenda Item 4 – Magic Man TV Spot

The committee viewed the finalized Magic Man TV spot, which began running on East Valley Cox Cable stations in mid-April.

Agenda Item 5 – Next Meeting

The next meeting is scheduled for July 13 at 3 p.m. in the City of Tempe Transportation Center located at 200 E. Fifth Street, Second Floor, Tempe, AZ. Future agenda items will include:

- Proposed new advertising tag lines
- Public Involvement/Marketing budget follow-up (if needed)

Agenda Item 6 – Adjournment

David Strang adjourned the meeting at 3:45 p.m.

Prepared by: Amanda Nelson

Reviewed by: Sue Taaffe

UNAPPROVED