

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
REGIONAL BICYCLE TASK FORCE

Tuesday, August 17, 2004 1:30 p.m.
MAG Office Building, Suite 200 - Cholla Room
302 North First Avenue, Phoenix

MEMBERS ATTENDING

Tami Ryall, Gilbert, Chair	Mitchell Foy, Mesa
Anna Roedler, Avondale	Karen Flores, Peoria
Bill Lazenby, Coalition of Az. Bicyclists	Briiana Leon, Phoenix
Michael Normand, Chandler	Reed Kempton for Amy Carathers, Scottsdale
Steve Hancock, Glendale	*Eric Iwersen, Tempe
#Janeen Gaskin, Goodyear	Randi Alcott, Valley Metro
*Mike Cartsonis, Litchfield Park	
*Scott Lininger, Maricopa County	

*Members neither present nor represented by proxy.
#Audioconference

OTHERS PRESENT

Maureen DeCindis, MAG	Michael Sanders, ADOT
Chris Coover, Maricopa County	Lee Lambert, Surprise
Susan Tierney, Valley Metro	
Lynn Timmons, Phoenix	

1. Call to Order

Reed Kempton, Regional Bicycle Task Force, called the meeting to order at 1:45 p.m.

2. Approval of the March 16, 2004 Meeting Minutes of the Regional Bicycle Task Force

Michael Normand moved to approve and Briiana Leon seconded the move to approve the meeting minutes of the Regional Bicycle Task Force for March 16, 2004. The motion passed unanimously.

3. Call to the Audience

An opportunity was provided to members of the public to address the Regional Bicycle Task Force on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public were requested not to exceed a three minute time period for their comments. A total of 15 minutes was provided for the Call to the Audience agenda item, unless the Working Group requests an exception to this limit. Please note that those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

No one in the audience wished to address the committee.

4. Staff Report

Maureen DeCindis reported that the FY 2006-2010 Transportation Improvement Program Guidance Report will be available soon. The Guidance Report provides information necessary to guide member agencies in selecting projects for the Transportation Improvement Program. Those interested in submitting projects for the years 2008, 2009 and 2010 will complete the Highway Application Form Part A: Project TIP Listing Information and Description; Part B: CMS and CMAQ Data for BICYCLE Projects and Part C: MAG Technical Committee Additional Information for BICYCLE projects. The date for submittal of projects is September 10, 2004. Remember to submit 20 copies of each project proposal.

In the 2005 MAG Unified Planning Work Program, \$150,000 was approved to update the Regional Bicycle Plan. Maureen DeCindis asked for volunteers from the MAG Regional Bicycle Task Force to form a subcommittee to develop a scope of work that would be brought back before the committee for consideration before creating the Request for Proposals. Reed Kempton, Briiana Leon and Randi Alcott volunteered.

5. Member Agency Report

Briiana Leon reported that the Rio Salado Feasibility study will be finalized by January 2005.

Reed Kempton announced that new bike lanes were placed on Scottsdale Road from Doubletree Road to Indian Bend. There are more plans to increase the number of bike lanes in downtown Scottsdale in the near future.

Tami Ryall explained that Gilbert neighborhood services is distributing give-away items for the community with safety messages on them. The Town of Gilbert is very interested in safety public service announcements (psa) that could go on their cable television station. Randi Alcott responded that Valley Metro will be sending out a psa to each jurisdiction.

Mike Normand announced that new streets in south Chandler will have bike lanes.

Randi Alcott reported that after a conversation with the City of Tempe, it was deduced that there was not enough time now to launch a bike/walk to school event training for this fall. In April, Valley Metro will offer a training session for fall of 2005.

6. Update of the MAG Regional Bikeways Map

The previous edition of the MAG Regional Bikeways Map was produced in 2003. MAG staff presented a draft of the 2005 version for committee members to review. Committee members were also asked to discuss a new design for the back of the map. MAG staff proposed that numbers be included on the front of the map that referenced photographs of routes/trails/paths/lanes on the back of the map. Each city will be asked to submit a photograph. Also, the map will have graphic illustrations of safety rules. Tami Ryall suggested that the committee should offer the opportunity to each city to submit a photograph with a short description to a destination. If there is room, the larger cities could submit more photos.

The committee was also asked to consider the addition of the Souther Tier Route. Reed Kempton said that there seems to be no benefit to the map to include the Southern Tier Route and complicate the

map. Mike Normand noted that this was a private organization route. Mitch Foy suggested that the committee might look at this route in the future maybe including a cross reference to rides and other organizations. Randi Alcott suggested that this map should have a reference to each of the city maps. The committee would prefer the use of the city web site rather than phone numbers.

Mike Normand suggested highlighting more off-road trails similar the current back of the map. Reed Kempton suggested expanding the map to include White Tanks, Sun Valley Parkway, Mesa, Apache Junction, Wickenburg and all the County off-road facilities. Randi Alcott added that the committee consider producing a separate off-road bike map.

Karen Flores asked if the bike map could be made larger. Maureen DeCindis responded that a larger map would cost more money and thus less maps could be printed.

Reed Kempton noted that Scottsdale is not designating sidewalks as two-way paths. In the next revision of the map, committee should reconsider taking all sidewalks off the map. Wide sidewalks adjacent to the curb presents many problems with AASHTO standards. Sidewalks and paths are two different types of facilities.

Mitch Foy described a Mesa intersection project where two round-abouts are being constructed with a 12-foot sidewalk. Tami Ryall suggested including a 2-foot lateral separation and a 10-foot sidewalk.

7. Regional Bicycle Education Project

Susan Tierney of Valley Metro provided an overview and update on the Regional Bicycle Educational Safety Campaign. The strategy was to reach both adults and children. The purpose was to educate the public on the importance of practicing bike safety and that adults should serve as an example to children. The main message was that bicycling is a great way to travel but it is important to be safe. The bike educational campaign ties into Rideshare Campaign by using Matt Kata of the Diamondbacks. A poster was passed out to committee members. The poster had been distributed to media and employers. The poster will also distributed to schools this fall as a 11 x 17 safety poster.

Print ads were scheduled in June, August and September in both English and Spanish. The television spots were produced in-kind by the Diamondbacks. The spots are 15 seconds long and entitled "Get Home Safe" and are aired every other game on Channel 3 and WB 6. There is a simulcast in Spanish on Hispanic station KSUN. Valley Metro is working with the city public information officers to distribute the television spot to the city cable stations as well. The spot is also played on the jumbotron at the baseball games.

Susan Tierney played the radio ad for the committee. There were paid traffic ads for 4 weeks at 47 times per week with 45 times of bonus spots. KTAR produced in-kind a 60 second PSA. KSUN produced a 30 second ad in-kind. Reed Kempton commented that sirens and whistles are prohibited by state law on bicycles.

Susan Tierney explained that Valley Metro tried a new approach this year. They bought banner and tower ad on the internet site of azcentral.com. The ads appeared on the weather, traffic, news, health, sports and entertainment sites. Valley Metro bought 400,000 impressions and received 400,000 more impressions in kind.

Grassroots promotion sent to each city Public Information Officer included a copy and ads for water bills or websites, banners for websites, the Diamondbacks television spot, copy for on-hold messaging and posters for city offices and libraries.

Public Relations included a bike helmet giveaway event to be held on September 18th partnering with YMCA for the Bike Rodeos. Press releases themes include using helmets and safety as part of Back to School Supplies and Olympics.

The partnerships are valuable by giving the campaign instant recognition and credibility. There was also added value through the free talent for TV/Radio, in-kind production, reduced media costs, bonus spots and the Hardball Broadcast recap of the Bike to BOB event.

The partnerships also extend the \$120,000 budget by an added value of \$68,800 that equates to 77% increase to paid media dollars. A typical added value is 30%. This means that the media is very supportive of this campaign and the safety message.

Mike Normand offered Chandler bus shelters as another venue to put the posters.

8. Presentation of the Maricopa County Regional Trail System.

Chris Coover of Maricopa County Parks and Recreation distributed a color map of the Proposed Maricopa County Regional Trail System. The County Board of Supervisors officially adopted the 242 miles of the red-line trail on August 16th, 2004. The next stage is for the Parks and Recreation to purchase the land, build and operate the trail. This should take eight years. A 501.c3 entitled Maricopa Trail and Park Foundation was established. This allows individuals and organizations to donate money to the Foundation. The Foundation's mission is to raise money to buy the land and build the trails. As the trails get built, they will be maintained by the County Parks Department and will link through all 10 parks. Trails will be adopted by the various towns and cities.

Tami Ryall asked where the right-of-way will need to be purchased. Chris Coover said that most of the land purchase exists in 20 miles of state trust land near Lake Pleasant. The State of Arizona is the only property owner that the County will need to purchase land from.

Reed Kempton commented that the network incorporates the trails into many of the cities and towns land-use plans. Many developers are incorporating the trail as part of their development community. ASP is using power line corridor in west valley near Central Arizona Project. Salt River Indian Community shows the trail along Arizona Canal and SRP canals. Many of the trails are under the jurisdiction of the cities. The Foundation will not be limited to providing money to purchase the land for trails just in the County but will be able to help the cities purchase land as well. The trail corridors dedicated have no major impediments. When completed, the trails will be free of charge. There will only be an admission charge to the County parks of \$5/car. The County views this trail system as a cultural, educational and health asset to the Valley.

8. Next Meeting

The Regional Bicycle Task Force will meet on October 19, 2004 at 1:30 p.m. in the Cholla Room.

