

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
BICYCLE AND PEDESTRIAN COMMITTEE

Tuesday, April 19, 2011 at 1:30 p.m.  
MAG Office Building, Cholla Room  
302 North First Avenue, Phoenix

MEMBERS ATTENDING

Brandon Forrey, Peoria, Chair of Bicycle and Pedestrian Committee	Ken Maruyama for Tami Ryall, Gilbert
Reed Kempton, Scottsdale, Vice-Chair of Bicycle and Pedestrian Committee	* Steve Hancock, Glendale
Michael Sanders, ADOT	^ Joe Schmitz, Goodyear
Tiffany Halperin, ASLA, Arizona Chapter	Paul Ward for Michael Cartsonis, Litchfield Park
Margaret Boone-Pixley, Avondale	Denise Lacey, Maricopa County
Robert Wisener, Buckeye	Jim Hash, Mesa
* D.J. Stapley, Carefree	Katherine Coles, Phoenix
Bob Beane, Coalition of Arizona Bicyclists	Lisa Padilla, Queen Creek
* Jason Crampton, Chandler	Dawn Coomer for Peggy Rubach, RPTA
* Douglas Strong, El Mirage	Karen Savage, Surprise
	* Eric Iwersen, Tempe

\*Members neither present nor represented by proxy.

^Attended via audio-conference

OTHERS PRESENT

Mara Deluca, Maricopa County Public Health  
Randy Dunson, AECOM  
Richard Weeks, AECOM  
Gene Holmerud, Az Bicycle Coalition

1. Call to Order

Brandon Forrey called the meeting to order at 1:32 p.m.

2. Approval of the March 15, 2011 Meeting Minutes of the Bicycle and Pedestrian Committee

Jim Hash moved to approve the meeting minutes of the Bicycle and Pedestrian Committee for March 15, 2011. Margaret Boone-Pixley seconded the motion. The motion passed unanimously.

3. Call to the Audience

An opportunity was provided to members of the public to address the MAG Bicycle and Pedestrian Committee 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 Bicycle and the Pedestrian Committee requests an exception to this limit. Please note that those wishing to comment on action agenda items were given an opportunity at the time the item was heard.

#### 4. Staff and Member Agency Reports

Maureen DeCindis reported that MAG Executive Committee received one letter recommending Margaret Boone-Pixley as Vice Chair for the Bicycle and Pedestrian Committee.

MAG is going to have remodeling done on its second, third and new fourth floors from June thru September. The Bicycle and Pedestrian Committee meetings will be held at RPTA for the following dates: June 21, 2011, July 19, 2011, August 16, 2011 and September 20, 2011.

The Complete Streets Guide is expected to be approved by the Regional Council on April 25, 2011.

Brandon Forrey reported that he gave a presentation to the Streets Committee on the Complete Streets Guide that was well received on Tuesday, April 12, 2011.

#### 5. MAG Design Assistance Program

Maureen DeCindis gave a status report on the newly revised MAG Design Assistance Program. The Transportation Review Committee and the Management Committee have received the report about the changes to the program. The Regional Council will be informed on April 25, 2011. The 2012 application, budget sheet, and the ranking sheet were distributed to the committee for comment. Maureen DeCindis asked for comments. Tiffany Halperin asked if the word “plans” would be confusing to the consultant. Reed Kempton asked if a city has to be asked ahead of time in order for an adjoining city to submit a joint project application. Can a city submit an application without prior permission? Paul Ward said that it is essential to get prior permission. However, if this is just a scoping document for determining an itemized budget, prior permission is not necessary. Jim Hash recommended that the application go forward “as is”. Katherine Coles concurred. Robert Wisener asked if the 2010 census data is available. Members thought that it is not available yet. Reed Kempton suggested changing the word “elderly” in reference to adults 65 years and older and Mara Delucca suggested using the phrase “older adults”.

#### 6. Bicycle Education

The committee continued the discussion how Bicycle Education projects could be funded through the CMAQ Transportation Improvement Process (TIP). Maureen DeCindis confirmed that it is within the purview of the Bicycle and Pedestrian Committee to allocate either a percentage or a certain amount which could be changed each year of the annual allocated CMAQ amount for a regional bicycle education program.

Brandon Forrey suggested \$100,000 as an opening bid. Margaret Boone-Pixley asked the amount of the CMAQ funds for 2015. Maureen DeCindis said that the amount for 2015 is \$9.2million. Paul Ward suggested a fixed percentage. Maureen DeCindis said that each year the committee could decide on a

new amount. Margaret Boone-Pixley thinks that a percentage sounds better and is easier to explain and has a more positive connotation. Dawn Coomer asked where the amount of \$100,000 originated. Paul Ward responded that it was an educated estimate. He noted that education programs are building a constituency. Jim Hash asked how much money is needed for an effective education program.

Brandon Forrey asked if a local community could apply, to which Maureen DeCindis stated a city would have to apply to conduct a regional program. Ken Maruyama asked if this application could be for a sub-regional application. Maureen DeCindis responded that the missing wording of “sub-regional” was an oversight and that she would add “sub-regional” to the application title.

Reed Kempton said that most bike education is not that effective. He would like proof of its effectiveness and would like to just set the amount at \$100,000. Dawn Coomer suggested that it would take more money to prove effectiveness.

Brandon Forrey suggested putting a range of percentage of funding. The wording could say “up to” a certain amount. Paul Ward agreed.

Dawn Coomer suggested MAG staff conducting a peer review study of other cities education efforts including how much money is spent and what the effectiveness of their efforts are.

Reed Kempton asked the goal of the education campaign. A lot of bikes could be given away for \$100,000. Brandon Forrey said the goal will be determined by the project.

Brandon Forrey suggested that if there are no education projects or ones that are deemed unacceptable, the committee should have the ability to not fund them. In which case, the education projects should be ranked first. Any extra funding would then be allocated to the facilities fund.

Denise Lacey suggested “up to 1.5%”. Lisa Padilla agreed to this. Reed Kempton suggested “up to 2%” and that would include giving away bikes. He asked MAG staff to determine if CMAQ funding could be used to give away bikes, helmets or lights.

Michael Sanders asked if these funds can be used to educate people to use a HAWK if that project was funded.

Ken Maruyama asked if this program can combine with Trip Reduction program. Brandon Forrey said that collaboration is a good thing.

Brandon Forrey asked for a final commitment. The consensus of the committee is that the application would specify the dollar amount that is equal to 2%.

Maureen DeCindis explained that last month, a working group consisting of the following members Dawn Coomer for Peggy Rubach, Paul Ward, Bob Beane, met on April 18, 2011 to develop a separate TIP application. Maureen DeCindis distributed a draft of the TIP Bike Education application and criteria sheet for comment.

Dawn Coomer asked about a match and if ADOT oversight is required. Maureen DeCindis replied that there is a 30 percent local match and the project does need ADOT oversight.

## 7. Bicycle Education Proposals for 2011

The Coalition of Arizona Bicyclists presented the concepts for the two regional education programs proposed for 2011. Committee members were asked to give feedback on each of the programs.

### Introduction to Bicycling

Bob Beane explained that the Introduction to Bicycling education course can be tailored to the needs of the community. One problem is that new riders need more classroom teaching and on-road assistance (real time training of cyclists). Each person would receive a packet of further education resources. The Coalition could use the support from each member jurisdiction in identifying how to attract more participants, venue ideas, target audiences and scheduling.

Brandon Forrey suggested municipal facilities, community centers, HOA and churches next to quiet neighborhood streets. Denise Lacey said that she is not a cyclist and asked what the incentive or motivation would be for a new person to take this class. How can we encourage new people to take this class? The non riders don't go to bike shops. Brandon Forrey noted that he is a casual rider currently. A program that gave real practical solutions would make a difference. Bob Beane said that there isn't anyone target audience or one message that will fit everyone's needs. The promotion should emphasize the benefits and let people choose their own reason. The emphasis will be on new riders. Michael Sanders suggested that many people will ride with a group but not on their own. He suggested holding the classes in conjunction with the Valley Bike Month and other jurisdiction's events. Bob Beane noted that the Coalition will be working with the cities to tie into their events.

Bob Beane will do a best practices review of other successful programs around the U.S.

Arizona Law Enforcement project. This program would present bicycle related training material and curricula for police officers. The typical training a police officer gets is between 0 and 20 minutes. The most important elements of Az Law will be covered in this training. Bob Beane explained that he has been working with police departments to tailor this curricula specifically for the police taking into consideration time and budget constraints. The Coalition is reviewing the various approaches to presenting the course content in a modular way for either on the web or in-person training. Areas would include the Az Laws, safe bicycling techniques, crash and citation statistics, and crash investigation pointers. The goal in educating police officers is to raise their understanding of bicycle issues.

Brandon Forrey liked the idea of the web-based training. This could also be available and adapted for the general public. Bob Beane expressed concern that the police department may not accept the validity of the Az Bicycle Coalition program. Brandon Forrey suggested that each member assist the communication with the individual police departments. Michael Sanders said that there is a national education effort to teach the police in the International Police Mountain Biking Association and this could be a potential partner in legitimizing the program to police departments.

## 8. Request for Future Agenda Items

Members have the opportunity to suggest future agenda topics. Future topics that were suggested are: Paul Ward suggested a discussion to reserve some funds in 2015 for design fund is 2106 for construction. The design and right of way phase are not currently allowed to be funded through CMAQ. Maureen DeCindis said that she would research this topic.

9. Next Meetings

All meetings will be on the third Tuesday of the month in the Cholla Room at 1:30 p.m., except where otherwise noted.

May 17, 2011

June 21, 2011 (maybe held at RPTA)

July 19, 2011 (maybe held at RPTA)

August 16, 2011 (maybe held at RPTA)

September 20, 2011 (maybe held at RPTA)

October 18, 2011

November 15, 2011

December 13, 2011 (noon) (note change)