

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
BICYCLE AND PEDESTRIAN COMMITTEE

Tuesday, December 11, 2012 at **NOON**
MAG Office Building, Ironwood Room
302 North First Avenue, Phoenix

MEMBERS ATTENDING

Reed Kempton, Scottsdale, Chair of Bicycle and Pedestrian Committee	* Nicole Dailey, Gilbert Steve Hancock, Glendale
Margaret Boone, Avondale, Vice- Chair of Bicycle and Pedestrian Committee	* Joe Schmitz, Goodyear
Michael Sanders, ADOT	* Julius Diogenes, Litchfield Park
Tiffany Halperin, ASLA, Arizona Chapter	Denise Lacey, Maricopa County
* Robert Wisener, Buckeye	Jim Hash, Mesa
* D.J. Stapley, Carefree	* Brandon Forrey, Peoria, Katherine Coles, Phoenix
Ian Cordwell, Cave Creek	Dawn Coomer for Ben Limmer, RPTA
Kathy Mills for Bob Beane, Coalition of Arizona Bicyclists	Karen Savage, Surprise
Jason Crampton, Chandler	Eric Iwersen, Tempe
Mark Smith, El Mirage	* Mark Hannah, Youngtown

*Members neither present nor represented by proxy

^Attended via audio-conference

OTHERS PRESENT

Vince Lopez, Maricopa County Public Health	Kathy Mills, Coalition of AZ Bicyclists
Ann Marie Riley, Chandler	Alex Oreschak, MAG
Stuart Boggs, Valley Metro	Cavan Noone, MAG
Alice Chen, MAG	Lee Jimenez, MCDOT
Brian Sager, Kimley-Horn	Anissa Janovich
Jim Coffman, Coffman Studio	Ryan Wozniak
Stephen Chang, Surprise	Susan Conklu, Scottsdale

1. Call to Order

Reed Kempton called the meeting to order at 12:15 p.m.

2. Approval of the November 13, 2012 Meeting Minutes of the Bicycle and Pedestrian Committee

Denise Lacey moved to approve the meeting minutes of the Bicycle and Pedestrian Committee for November 13, 2012. Karen Savage 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. No one wished to speak.

4. Staff and Member Agency Reports

Kathy Mills reported there were two Ready To Ride classes held in the fall and more are scheduled in the next few months. There was a handout requesting information and contact names from the cities for the Law Enforcement program. Maureen DeCindis reminded the members that this information is crucial for the program to succeed and that the contract ends in October.

Mark Smith announced that El Mirage is instituting a Thunderbird Road Overlay plan that demands that properties build to the property line. El Mirage will build wide sidewalks, medians and plant trees to create a walkable environment. Another requirement has vehicle parking to the side or rear of establishments. There is also a requirement that the buildings have 50% windows open to the street.

5. Transportation Improvement Program (TIP) Bicycle and Pedestrian Project Ranking

Committee members reviewed the final ranking of the projects submitted for Congestion Mitigation and Air Quality (CMAQ) funding. The committee will also reviewed the proposed project construction scheduling.

Dawn Coomer asked the members to confirm their commitment to bike education and to reinstate the Valley Metro bike education project entitled *School Resource Officer Training* into the list of recommended projects for funding. She explained that the project was ranked number five at the 70% ranking process and was pulled by MAG management. Katherine Coles asked if the project is eligible for CMAQ. Maureen DeCindis responded that bicycle education is an eligible category.

Katherine Coles asked if all jurisdictions were vulnerable for being disqualified by MAG management. Michael Sanders asked if this education project is qualified for MAP-21. Maureen DeCindis responded that the MAP-21 Transportation Alternatives project has not started in this region but that the education project is eligible under that category. Jim Hash said that both adult and child education is included in one category under MAP-21. Jim Hash asked why this decision to pull the education project was not returned to the full committee for consideration? Why was this not given to the member agencies to consider?

Dawn Coomer stated that for the record, Valley Metro did not request that their project be removed.

Reed Kempton asked if there was a motion to amend the list and include the bike education project. No motion was made.

Karen Savage moved to approve project list as is.

Eric Iwersen requested an amendment to the motion to ask for a formal explanation from MAG why the selection process was not followed as it was published and how it was that the project was removed. Steve Hancock asked for MAG to report to the TRC to explain how the Bicycle Education project will be funded. Reed Kempton noted that Dave Meinhart is the chair of the TRC. Katherine Coles stressed that the lack of transparency is disturbing. The fact that MAG management pulled the project is very concerning.

Dawn Coomer noted that this funding is the equivalent to 1% of the budget.

Jim Hash seconded the motion with the amendment. The motion passed unanimously.

Reed Kempton noted that the committee is forwarding the list as is but is requesting information for the committee on how educational projects will be funded and an explanation as to why the Valley Metro project was withdrawn.

6. Presentation on Walkability and Commercial Performance

Andre Ryan Wozniak in the ASU Masters of Urban and Environmental Planning program presented an analysis on what conditions offer the most potential in the link between walkability and commercial performance.

Mr. Wozniak explained that this research was done on Walkability and the Built Environment. The Walk Score is a great tool to quantify how walkable an area is. It does not describe climate or surface of the sidewalk. It does describe destination, distance and density and route. Is walkability important to Phoenix? Do prosperous commercial properties correlate to walkable environments. Sources for this project considered walk score, census and county assessor codes. Each block needed at least 2 groups of commercial properties in a block. There were over 2,000 block groups studied. How do the walk scores impact the property value? There are high property values and high walk scores in downtowns such as Tempe and Scottsdale. Assessing high walk scores is valuable for considering a location to locate a new business. A walkscore of 70-100 is considered desirable for walkers.

Larger sites can create a synergy of their own. Business owners need to understand the potential return on investment with every improvement towards desirable walkability. Every improved point in the walkability score resulted in 80.9 cent - 85.5 cent increase on profit.

Mark Smith asked about the causal relationship. Do good stores site themselves in walkable neighborhoods? Mr. Wozniak explained that it was similar to the chicken and the egg as to which causes success first. Jason Crampton asked if other variables were assessed such as crime index. Reed Kempton noted that one unique aspect to this research in the Valley is that most property values go

down in the outer limits except for the northeast valley where property values are high and walkability is low. The Walkability score does not show local private parks that will impact scores. Mr. Wozian explained that there will be a way in the future that other factors will be considered as they continue to improve the Walk Scores.

7. “Wheeling Wednesday” Tweets

Alex Oreschak presented MAG’s new social media project tweeting bicycle and pedestrian messages each Wednesday. Alex Oreschak explained that tweets create short updates thru social media. With only 140 characters to read, it is easier to receive the information. MAG has developed a theme for each day of the week. Wednesday is for bike and pedestrian information. On the MAG twitter page, tweets are listed in chronological order.

A handout was passed out that has a list of current tweet ideas:

- Information
- Events
- Advocacy
- Ideal bike/walk places with photo albums attached
- Local articles and non-local articles
- Jurisdiction news

Twitter is like a file with tabs. Hashtag are like tabs that help organize information. This creates conversation about the information. Short tags usually use the regional airport code. In this region, MAG is proposing the committee discuss using #bikePHX as PHX is the main airport code.

#bike AZ was proposed as a hashtag. Reed Kempton noted that Tempe, Scottsdale are nationally recognized as excellent bicycling destinations and using the hashtag PHX would leave that out. #bike SUN was proposed. #bikeMAG was proposed. #bike AZ was the hashtag chosen.

Alex Oreschak presented Tweet examples:

- Ever wonder about taking your bike on the train (link to Valley Metro).
- Not to late to register for a bike ride.

Eric Iwersen thinks it is good that MAG has a twitter account. He would like to see tweets on the planning efforts and public meetings in the cities, also tweets about bike art and bike art posters such as Pedal craft event.

Committee members were encouraged to submit information. Maureen DeCindis reminded them that MAG needs 52 tweets this year.

8. Request for Future Agenda Items

Members will have the opportunity to suggest future agenda topics.

Tiffany Halperin requested to do a presentation on urban heat, heat modeling, and how it applies to vulnerable populations.

9. Next Meetings

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

January 15, 2013

February 19, 2013 (Chaparral Room)

March 19, 2013

April 16, 2013 (need to move)

May 21, 2013

June 18, 2013

July 16, 2013

August 20, 2013

September 17, 2013

October 15, 2013

November 19, 2013

December 17, 2013 (possibly noon)