

May 6, 2014

TO: Members of the MAG Bicycle and Pedestrian Committee

FROM: Katherine Coles, Phoenix, Chair of the MAG Bicycle and Pedestrian Committee

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA

Tuesday, May 20, 2014 at 1:30 p.m.
MAG Offices, Ironwood Room, Second Floor
302 North First Avenue, Phoenix

A meeting of the MAG Bicycle and Pedestrian Committee will be held at the time and place noted above. If you are attending in person, please park in the garage under the building. Bring your ticket to the meeting as parking will be validated. For those using transit, the Regional Public Transportation Authority will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the parking garage.

Committee members may attend the meeting either in **person, by video conference or by telephone conference call**. Those attending by videoconference must notify the MAG site three business days before the meeting. Those attending by telephone conference call please contact MAG offices for conference call instructions.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Maureen DeCindis at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

Please be advised that under procedures adopted by the MAG Regional Council on August 21, 2013, all MAG committees need to have a quorum to conduct business. A quorum is a simple majority of the membership based on the attendance of the three previous Bicycle and Pedestrian Committee meetings. If the Bicycle and Pedestrian Committee does not meet the quorum requirement, members who have arrived at the meeting will be instructed that a legal meeting cannot occur and will subsequently be dismissed. Your attendance at the meeting is strongly encouraged. If you are unable to attend the meeting, please make arrangements for a proxy from your jurisdiction to represent you. Please contact Maureen DeCindis at (602) 254-6300 or send email to mdecindis@azmag.gov if you have any questions or need additional information.

TENTATIVE AGENDA

1. Call to Order

For the May 2014 meeting, the quorum requirement is 12 committee members.

2. Approval of the March 11, 2014 Meeting Minutes of the Bicycle and Pedestrian Committee

2. For information, discussion and action to approve the meeting minutes of the March 11, 2014 Bicycle and Pedestrian Committee meeting.

3. Call to the Audience

An opportunity will be provided to members of the public to address the 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 will be requested not to exceed a three minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Committee 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. Please fill out blue cards for Call to the Audience and yellow cards for Action Items.

3. For information.

4. Staff and Member Agency Reports

Staff and committee members are invited to provide an update of pedestrian and bicycle-related activity in their agencies.

4. For information and discussion.

5. MAG Bicycles Count Project Draft Report

The consultant Sherry Ryan, will present the draft report that summarizes the results of the bicycle data count collection effort, including both the automated and peak period manual counting. She will also describe the processes used to prepare the automated bicycle count data for analysis; to calculate factors for extrapolating the peak period counts to daily counts; to develop sidewalk cycling factors from the manual counts for application to the automated count data; and to identify overall trends in the data. The MAG Bicycles Count Project establishes the foundation for a comprehensive active transportation monitoring program, as well as, provides baseline bicycle volumes for comparison against future counts over time.

6. Valley Bike Month

Valley Metro will present the results of the region wide Valley Bike Month program.

7. Update on Wayfinding Project

Staff will present an update on the meeting with Federal Highways regarding the MUTCD standards. Theresa Gunn will present the findings from the survey result.

8. MAG Design Assistance Program 2015

MAG staff will give an update on the 2015 Design Assistance program including a copy of the new schedule.

5. For information and discussion.

6. For information and discussion.

7. For information and discussion.

8. For information and discussion.

9. Online Bike Map Update

MAG staff will give an update on the videos and photos for the online bike map. MAG will also be accepting completed project updates for the online bike map from local jurisdictions through June 15, 2014.

10. Request for Future Agenda Items

Members will have the opportunity to suggest future agenda topics.

11. 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.

June 17, 2014

July 15, 2014

August 19, 2014

September 16, 2014

October 21, 2014

November 18, 2014

December 16, 2014 (possibly noon)

9. For information and discussion.

10. For information and discussion.

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
BICYCLE AND PEDESTRIAN COMMITTEE

Tuesday, March 11, 2014 at 1:30
MAG Office Building, Ironwood Room
302 North First Avenue, Phoenix

MEMBERS ATTENDING

- | | |
|---|---|
| Katherine Coles, Phoenix, Chair of Bicycle and Pedestrian Committee | * David Maestas, Maricopa |
| Tracy Stevens, Avondale, Vice-Chair of Bicycle and Pedestrian Committee | Lee Jimenez for Denise Lacey, Maricopa County |
| Michael Sanders, ADOT | Jim Hash, Mesa |
| Raquel Schatz, Apache Junction | Brandon Forrey, Peoria |
| * Robert Wisener, Buckeye | * Rich Purcell, Queen Creek |
| * D.J. Stapley, Carefree | Amanda Leuker for Ben Limmer, Valley Metro |
| * Ian Cordwell, Cave Creek | Susan Conklu, Scottsdale |
| Jason Crampton, Chandler | Stephen Chang, Surprise |
| Jose Macias, El Mirage | Bonnie Richardson for Eric Iwersen, Tempe |
| # Eric Guderian for Nicole Lance, Gilbert | * Robert Carmona, Wickenburg |
| * Joe Schmitz, Goodyear | # Grant Anderson, Youngtown |
| * Thomas Chlebanowski, Litchfield Park | |

*Members neither present nor represented by proxy
#Attended via audio-conference

OTHERS PRESENT

- | | |
|---|-----------------------------|
| # Bob Beane, Coalition of AZ. Bicyclists | Alex Oreschak, MAG |
| * Kenneth Steel, Maricopa County Health Dept. | Margaret Boone, MAG |
| Reed Kempton, Wilson & Company | # Kelly LaRosa, FHWA |
| John Bosio, Merje Design | Christine Fanchi, Avondale |
| Carl Whaley, Pedestrian Advocate | Jess Church, Merje |
| Ashley Barinka, Mesa | Karen Vitkay, Alta Planning |
| Vinay Vanapalli, Stantck Consulting | Jeff Caslake, TBAG |
| Tiffany Halperin, ASLA | |

1. Call to Order

Chair Katherine Coles called the meeting to order at 1:30 p.m.

2. Approval of the February 11, 2014 Meeting Minutes of the Bicycle and Pedestrian Committee

Jim Hash moved to approve the meeting minutes of the Bicycle and Pedestrian Committee for February 11, 2014. Jason Crampton 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.

Dr. Aaron Golb announced that ASU has received a grant from SRP to study ways in which SRP can improve access for their employees to their main administrative site especially for those who live in Phoenix, Scottsdale and Tempe. ASU will present their findings on April 30 at a bike summit.

4. Staff and Member Agency Reports

Maureen DeCindis informed the committee that MAG procured a videocamera that can be fitted on a bicycle. Maureen DeCindis requested ideas for ideal locations to photograph and locations that need wayfinding instructions.

Susan Conklu reported that Scottsdale has just completed the one-mile Cadillac path near Westworld. It is now possible to bicycle between WestWorld and Tempe Town Lake. There will be an event in mid-April.

Amanda Leuker noted that the Valley Bike Month is in April. Valley Metro has been working with all the cities and towns setting up events such as Bike Commuting 101 and a Bike Rodeo in Mesa. There will be 500 helmets given away. Check the Valley Metro website for details.

Katherine Coles announced that Reinvent Phoenix is holding the Midtown, Uptown, and Solano Districts Community Design Workshops. The opening reception is on March 24th at 6:00 p.m. at the Phoenix Financial Center, 3443 N. Central Avenue, Phoenix. The workshops close on April 4, 2014.

Jim Hash reported that Mesa will sponsor many events as part of Valley Bike Month including CycloMesa, formerly known as The Great Arizona Bicycle Festival, a jam-packed two-day event

in downtown Mesa on April 4-5. Mesa Bike2Work Day is on Tuesday, April 22, from 6:00 to 8:00 a.m. Stop by the north entrance of Mesa City Plaza while biking to work or school for an Earth Day Expo and pancake breakfast/smoothie sale benefitting a local charity. There is also the El Tour Criterian and El Tour de Mesa. There will be bands and bike rides. There will also be a splash zone with water and sun protection awareness information.

5. Off-Street Bicycle Network Wayfinding Guidelines: Project Scope and Schedule

MAG has entered into a contract with Alta Planning and Design to provide an intuitive wayfinding system that unifies the off-street bicycle network while promoting the assets of the region. Karen Vitkay, project manager, provided an overview of project scope and schedule.

Karen Vitkay explained the process:

Project Overview

1. Field Investigations
2. Case Studies and Best Practices

Guidelines Development

3. System Identity
4. Placement Guidance

Implementation Plan

Karen Vitkay explained that in the Discovery Phase, there are two elements: Field Investigations and Case Studies. The consultants have had three field studies in the Valley in the past two days. The consultants visited with Peoria and Glendale to view the west valley path corridors; City of Phoenix and SRP looking at the Grand Canal and intersection issues; and then Tempe and Scottsdale.

Karen Vitkay said that the linear pathways system is impressive but little information is available. There are few references to the street grid, few maps that show all the routes, and few existing information signs. Some pathways currently have a prominent identity that will need to be considered.

Intersection crossings are the most difficult. However, some intersections could be effective by directing people to cross at current traffic lights but most intersections will need a special crossing treatment. By increasing awareness of the path system, this could increase mode share to have enough people so that the cities can meet the warrants to install crossings where the arterials meet the canal paths.

Guidelines Development:

System Identity:

This will be more of a template format providing a cohesive overall brand but leaving individual cities and towns with their own identity as well as those pathways with names that are familiar to all.

Placement Guidance:

Placement guidance will discuss the constraints and opportunities and where to place signs.

Implementation Plan

The Implementation Plan will discuss high level cost estimates, phasing strategies and how to use technology effectively.

6. Wayfinding Opportunities and Constraints

MAG staff and the Alta Planning team discussed the first impressions of the bicycle network and the wayfinding needs. Committee members were asked for additional information on how users discover, arrive at and use the off-street network. Members were also asked what existing navigational elements are effective and to identify the primary challenges/opportunities of the current system.

Karen Vitkay discussed the First Impressions:

- There is a pathway system in place
- There is an existing pathway identity
- There are very few existing informational signs

Karen Vitkay noted these Considerations:

- Network Hierarchy: System>Individual Path>Loop
- Identity Hierarchy: System>Path Identity>City Identity
- Scenarios and Conditions: Canals/urban, Suburban, Parks, etc.
- MUTCD Approach

Karen Vitkay asked committee members if they would like a numbering system applied to the canals.

Michael Sanders said that ADOT has been given interim approval to use the numbers Route 79 and Route 90 for the U.S. Bike Routes System numbers in Arizona. Grant Anderson said that the numbering system can't conflict with off street trail numbering system in the parks. Jim Hash noted that Mesa has some of its routes already numbered. Bonnie Richardson noted that as routes expand it might be harder to assign numbers to them. Joe Perez suggested color coded system might be better.

Karen Vitkay asked members about System Identity Hierarchy: System, Path Identity, City Identity. Jim Hash responded that Mesa has a Hierarchy with primary spine paths and other pathways. Joe Perez explained that the canals such as Arizona Canal is a major trail that connects many cities. Grand Canal needs more attention and connectivity. Bonnie Richardson explained that Bike in Tempe is a new program and that the key routes will be named based on the parts of the bicycle such as *Wheels Route or Sprocket Route*. Susan Conklu said that names such as Indian Bend Path should not be changed. Joe Perez agreed and said we should we stick to the paths names that already exist.

Karen Vitkay asked members about Scenarios & Conditions on the Canals. For signage whether on street or shared use pathways, the MUTCD standards approach indicates white text on green sign with arrows. There are modified versions such as the Jackson Hole mountain scape. More identity and character can be found with the enhanced wayfinding signage.

Brandon Forrey asked if bike routes signs could be used on shared use paths. Karen Vitkay responded that cities approach this differently and there is a funding approval process. Joe Perez said that Tucson has its own interpretation. Jim Hash said that Mesa wants something very different for the pathway system than MUTCD standard signs. Susan Conklu said that Scottsdale uses more MUTCD signs because more people recognize that a green sign represents transportation information. The committee members expressed that they want the freedom to be able to add in future years and the system agreed upon now needs to offer that opportunity.

Grant Anderson suggested using as much MUTCD standards as possible to enhance the recognizability. Grant Anderson explained that people in vehicles can also recognize these signs. Brandon Forrey said that these signs work well if the on street system wanted to be expanded and integrated with the off street network but certain landmark signs could be creative on the off street paths. Bonnie Richardson said Tempe *Bike It* program will have its own logo. Tempe likes the idea of a regional identity with a place for city Identity.

Brandon Forrey asked if there is public input through this project. Karen Vitkay responded that there will be two surveys. One survey will be to get information and the second survey is to receive feedback.

Karen Vitkay asked about Path Experience:

- Who is using the system now?
- Who would you like to attract to the system?
- How do users discover the system?
- Is the arrival to the system welcoming and informative?

Jim Hash responded that who uses the systems depends on where the users live and if they are transit dependent. For example, in the far east valley there are more weekend riders. However, the paths are for every user no matter what their demographic or whatever the reason is that they are using the path system.

Karen Vitkay explained the categories of riders:

- the fearless
- the enthusiastic
- the interested but concerned
- the no way am I ever riding a bike

Brandon Forrey suggested that to attract more commuters, promote the paths by offering lots as a park and then ride lots. This approach could shave off vehicle miles and encourage a multi-modal commute.

Karen Vitkay asked how to riders find the path system now? Michael Sanders said that riders find the pathways by using the MAG regional bikeways map, city websites, and brochures. Karen Vitkay asked if any city ever advertises? Bonnie Richardson said that Tempe does promote its pathway system in the water bill. Susan Conklu said that Scottsdale promotes its system especially through the Valley Bike Month events. She also noted that Salt River Project advertises the system. Michael Sanders mentioned the Central Arizona Canal path. There are sections such as near the I-17 north where a new bridge connects the east and west side over the freeway. Maureen DeCindis noted that all the bike shops promote the system because they receive free bike maps in a coordinated effort by the Coalition of Arizona Bicyclists. Grant Anderson said the bike events like the Multiple Sclerosis rides, and tour de Mesa provide information.

Joe Perez mentioned the Trip Reduction data asks if employees would like more information about bicycle commuting but city is not allowed to contact the employees directly. Susan Conkly noted that many people find information through the public input process and educational booths at fairs. Tracey Steven said that Avondale hosts events at Tres Rios in Estrella Mountains. Brandon Forrey said that to increase awareness there should be signs on the street that indicate the name of the path that they are crossing over. Susan Conklu said that cars also need to know that no vehicles are allowed on the path. Joe Perez responded that there are gates so that cars can't drive on the path or the paths are grade separated.

Karen Vitkay asked about the main Project Issue. What is the major wayfinding issue you would like this project to solve?

Katherine Coles and Jim Hash reinforced that the most important point of these Guidelines is to develop a regional wayfinding system.

7. Wayfinding Vision and Branding Strategy

John Bosio, Merje Design, discussed the five brand traits of personality, culture, promise, experience and environment. He lead the committee members through a series of interactive exercises.

An image of a wheel was displayed with a list of the many ways to promote bikeway systems such as Signage (access points, pedestrian and bike signs, information signs, interpretive signs); Home Technology (Google maps, trip planner, county website, tourism website, interactive maps); Place Technology (mobile maps, GPS, text and push messages, QR codes); Environmental Spaces (landscape/streetscape, paths and nodes, landmarks, trail areas/zones, destinations); Support Information (kiosks and shelters, brochures, tour guides, route maps and furniture/bikeshare). John Bosio explained that wayfinding is not just signs everywhere.

A survey was distributed to the committee members with a plea to return it to staff at the end of the meeting:

- What demographic groups use the Off-Street Bicycle Network the most? Where is the usage the heaviest?
- What groups would you *like* to attract to the Off-Street Bicycle Network?

- What time of the day is the Off-Street Bicycle Network used more often?
- What destinations are associated with the Off-Street Bicycle Network?
- Describe the appeal of the Off-Street Bicycle Network in three words?
- Identify two successful local brands. Why do you feel they are successful?
- Identify two successful national/global brands. Why do you feel they are successful?

John Bosio asked What is the Pathway Network Personality?

Branding consists of:

- Philosophy: Brands are intrinsic to their place
- Personality: Created by Experience, Emotion and Attitude
- Your logo is not your brand
- Keep it simple
- Concepts are presented as family of tools

Slides were presented from the Austin, Texas project illustrating the creative wayfinding signs by showing the process used to determine the final graphics.

Jess Church of Merje explained that exercises such as word play were used such as what is the emotion associated with being on the pathway. Themes such as color, light, music, sports, lifestyle were considered. Working with this committee in the future, Merje will help identify a visual identity that will produce a graphic language, color palette, simple or complex themes.

The members were asked to put down one word that best describes “If I were the path, what would I be?”

Committee members and members in the audience were invited to put dots on the images they felt best described the Valley of the Sun. The images that received the most dots indicated a sports adventure theme and companion sports like doing the sports with other people. In terms of colors, people tended to like the desert colors of the desert greens and the desert wild flowers. Tiffany Halperin said to avoid the desert colors of brown or blue sky. Arizona has a huge sky so we don’t need more blue. Christine Faanchi said that the Valley is a young vibrant community and the images should project that.

Karen Vitkay said that Alta Planning will repackage the information in survey format for member agencies and for the public. Then Alta Planning will bring concepts back to the full committee to consider.

8. Request for Future Agenda Items

Members will have the opportunity to suggest future agenda topics.

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.

April 15, 2014

May 20, 2014

June 17, 2014

July 15, 2014

August 19, 2014

September 16, 2014

October 21, 2014

November 18, 2014

December 16, 2014 (possibly noon)