

July 8, 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, July 15, 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](mailto:mdecindis@azmag.gov) if you have any questions or need additional information.

## TENTATIVE AGENDA

1. Call to Order

For the July 2014 meeting, the quorum requirement is 11 committee members.

2. Approval of the June 17, 2014 Meeting Minutes of the Bicycle and Pedestrian Committee

2. For information, discussion and action to approve the meeting minutes of the June 17, 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. FY 2014-2018 TIP Change Request for the Jointly Applied for and Programmed Bikeshare Project

The City of Phoenix and Tempe requested changes to the FY 2014-2018 TIP for the 2015 CMAQ Bikeshare Project. At the June 2014 Bicycle and Pedestrian Committee, the Committee recommended approval to split the project funding between Phoenix and Tempe and table the discussion of the scope change requested by the city of Phoenix. Since the June 2014 meeting, MAG staff has had discussions with City of Phoenix and Tempe staff, and both cities are planning to stay with the original project application related to procurement of bikes and other components to support the bike share program. The request is to split the project into two projects, one led by Phoenix and the other by Tempe, with costs split at 55% - Phoenix and 45% - Tempe. Please review attached request.

6. Presentation, Review and Recommendation for Approval of the 2015 MAG Design Assistance Project Applications

There is \$300,000 available for Design Assistance projects. The total amount requested is \$757,460. Please bring your score sheets filled out and your copies of the applications with you to the meeting. The Committee will rank the projects at the end of the presentation. Presentations of the Design Assistance applications will be in alphabetical order:

Avondale: Dysart Road, Van Buren Street to MC85 Pedestrian and Bicycle Improvements (\$75,000)

Avondale: Van Buren Multi-Use Recreational Corridor (\$75,000)

5. For information, discussion and possible recommendation of approval of amendment and administrative modifications to the FY 2014-2018 MAG Transportation Improvement Program.

6. For information, discussion and possible recommendation of approval.

Fort McDowell Yavapai Nation: Fort McDowell Multi-Use Trail Connector (\$79,500)

Mesa: Dobson Road Complete Street - US60 to Broadway Road (\$75,000)

Mesa: Main Street Cycle Tracks - Gilbert Road to Power Road (\$80,000)

Peoria: New River Multi-use Path Access at Deer Valley Road (\$65,000)

Phoenix: Third and Fifth Avenue Corridor Improvement (\$80,000)

Scottsdale: McDowell Road Bike Lanes: Pima Road to 64th St. (\$78,960)

Surprise: Grand Avenue Overpass Artway Project (\$38,000)

Surprise: Grand Avenue Sidewalk Gap Improvement Project (\$36,000)

Tempe: Alameda Drive Bicycle and Pedestrian Facilities Improvements Project (\$75,000)

7. Regional Transportation Demand Management (TDM) Plan

The Maricopa Association of Governments and Valley Metro are considering ways to expand implementation and marketing of alternative transportation modes and schedules. The Regional Transportation Demand Management (TDM) Plan will evaluate the opportunity for new and expanded alternative mode programs to:

- areas unserved or underserved by transit
- areas where drive-alone rates are high

7. For information and discussion.

- non-commute travel, such as special events

8. Discussion of the Proposed AASHTO U.S. Bicycle Route System Routes Through Phoenix Area

Michael Sanders will present the proposed local routes through the Phoenix area for the AASHTO U.S. Bicycle Route System. Attached is a color coded USBR 90 alternatives map (A, B, C, D) to match the turn-by-turn directions that has been developed. ADOT is seeking committee member comments. Comments would work best in the form of map mark-ups. See the attached map.

9. Request for Future Agenda Items

Members will have the opportunity to suggest future agenda topics.

10. 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.

- August 19, 2014
- September 16, 2014
- October 21, 2014
- November 18, 2014
- December 16, 2014 (possibly noon)

8. For information and discussion.

9. For information and discussion.

10. For information and discussion.

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
BICYCLE AND PEDESTRIAN COMMITTEE

Tuesday, June 17, 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	* Thomas Chlebanowski, Litchfield Park
Tracy Stevens, Avondale, Vice-Chair of Bicycle and Pedestrian Committee	* David Maestas, Maricopa
Michael Sanders, ADOT	Suparna Dasgupta for Denise Lacey, Maricopa County
# Raquel Schatz, Apache Junction	Jim Hash, Mesa
Robert Wisener, Buckeye	Brandon Forrey, Peoria
D.J. Stapley, Carefree	Rich Purcell, Queen Creek
Ian Cordwell, Cave Creek	Amanda Leuker for Ben Limmer, Valley Metro
Jason Crampton, Chandler	Susan Conklu, Scottsdale
Jose Macias, El Mirage	* Stephen Chang, Surprise
Kristen Myers, Gilbert	Robert Yabes for Eric Iwersen, Tempe
Purab Adabala, Glendale	* Robert Carmona, Wickenburg
Joe Schmitz, Goodyear	* Grant Anderson, Youngtown

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

OTHERS PRESENT

# Karen Vitkay, Alta	Mary O'Brien, ASU Bicycle Education Coor.
Theresa Gunn, Gunn Communications	Carl Whaley, Pedestrian Advocate
John Bosio, Merje	Jason Harrington, Harrington Planning & Design
Kenneth Steel, Maricopa County Health Department	John Rose, Maricopa County Parks
* Kelly LaRosa, FHWA	Theresa Gunn, GCI
* Bob Beane, Coalition of Az Bicyclists	J.C. Porter, ASU
Leticia Vargas, Phoenix	Radu Nan, Kittelson & Assoc.
Charlene Reynolds, Phoenix	Jeff Caslake, TBAG
Joe Perez, Phoenix	Alex Oreschak, MAG
Alicia Becker, Valley Metro	Eileen Yazzie, MAG

1. Call to Order

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

2. Approval of the May 20, 2014 Meeting Minutes of the Bicycle and Pedestrian Committee

Jason Crampton moved to approve the meeting minutes of the Bicycle and Pedestrian Committee for May 20, 2014. Jim Hash seconded the motion. The motion passed unanimously. Tracy Stevens name was misspelled on page six spelled wrong. Suparna Dasgupta was also misspelled.

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 reminded committee members that the 2015 Design Assistance applications are due on or before Thursday June 26, 2014 at 10:00 a.m. No late applications will be accepted. Please double check that the electronic format is working.

Amanda Leuker reported that Bike to Work Day 2015 will be celebrated on Wednesday, April 15, in Tempe. Mesa, Phoenix, and Scottsdale will celebrate on April 22 (Earth Day), while Glendale will hold a week-long social media contest the week of April 20th.

Commute Solutions is working on a Call to Arizona Artists for Valley Bike Month 2015 artwork. The Call will be released by the end of August.

We are supporting Phoenix Spokes People's launch of their Blazing Saddles summer ride series. Saturday, June 21 at 7:00 PM will be a potluck "bikenic" and ride starting at Steele Indian School Park. Coming in August: A Friday night ride to an Arizona Diamondbacks game, including fireworks afterward. Watch for details on Phoenix Spokes People's Facebook page.

Phoenix Spokes People, with support from the City of Phoenix and Valley Metro, will launch PHX Bike Month in October to welcome the amazing cycling weather back to Phoenix and the Valley. Commute Solutions would be delighted to support bike events put on by other cities and groups as well.

Bicycle Commuting 101 classes are gaining popularity, with 38 attendees at the Dobson Branch library in partnership with the City of Mesa on June 10. Participants received a free bike helmet, bike lights, a U-Lock, regional and city maps, and educational training. The Bicycle Commuting 101 program is looking to partner with other cities to host these classes. Contact Anissa Jonovich at [ajonovich@valleymetro.org](mailto:ajonovich@valleymetro.org) for details or to schedule a session.

The Be Bright program is currently partnering with the City of Mesa, hosting bicycle and pedestrian safety education classes during summer programs at the Mesa Public Libraries, as well as during summer programs at public schools in Phoenix.

Michael Sanders announced that ADOT has started the US Bicycle Routes program for Arizona. In July, the committee will be reviewing routes and alternative routes. The committee is comprised of ADOT district engineers and representatives from the metropolitan planning organizations in Arizona and other state agencies like Department of Tourism. The prime consultant is Kimley-Horn and Lee Engineering is the subconsultant. Jim Hash asked if cities were going to be consulted about the routes in their jurisdictions and wants to make sure they are included in the decision-making especially if the current routes were going to be removed. Michael Sanders said that they would be working with the cities.

5. FY 2014-2018 TIP Change Request for the Jointly Applied for and Programmed Bike Share Project

The city of Tempe and the city of Phoenix are requesting changes to the FY 2014-2018 TIP for their joint 2015 CMAQ Bike Share Project. Tempe would like to start up their program complete with bikes, kiosks, racks, etc. Phoenix would like to procure bikes to add to the expanding Bike Share program which is set to be unveiled late Fall early-Winter this year. Tempe and Phoenix propose splitting the project work task elements up by jurisdiction as identified in the original scope. Tempe and Phoenix are requesting an amendment to the TIP to split the funds at a 55% Phoenix and 45% Tempe ratio. The city of Tempe and the city of Phoenix presented an updated scope for consideration by the committee.

Charlene Reynolds from city of Phoenix gave a history of the Bike Share program. The Request for Proposals (RFP) was initiated in February of 2013. There were two vendors that responded to the RFP, B-Cycle and Cycle Hop. Cycle Hop was the chosen vendor and they unveiled the Grid system in October of 2013. There were ten bike demonstrations to test the system. There was a problem with the Global Position System (GPS) units in the bikes. The Bike Share program is anticipated to open in the fall of 2014.

Leticia Vargas from city of Phoenix explained that the original award was for \$1,414,500. Phoenix would like to have two projects with their share. One project would be the procurement of the bikes, the smart bike technology and bike racks. The second project would be to stripe two miles of bike lanes for \$325,000. Maureen DeCindis said that the bike lanes must directly link the Bike Share bikes to destinations.

Brandon Forrey noted that the bike lanes are a new request and asked where is this money being taken away from? Leticia Vargas responded that instead of procuring more materials, the city wanted a more tangible project that could benefit the whole community as well. Joe Perez explained that when the city first wrote for the funding of project, the anticipated cost per bike was \$4,000. The cost is now much lower. With the cost savings, Phoenix wants to build the bike lanes.

Kristen Myers asked if bike lanes were included in the original project request? Brandon Forrey asked Leticia Vargas to read the description in the original scope of work from the application to see if there was general language to include bike lanes. Leticia Vargas read "Bike Share extends the envelope of transit to bikeable distance rather than walking distance. Bike Share is a sustainable way to clean our air, build community, save money and improve health".

Jim Hash asked when Phoenix was originally planning to launch Bike Share project? Charlene Reynolds responded that December 2013 was the plan but then that date was moved to April 2013 and then the manufacturing problem has pushed the date back to fall of 2014. It normally takes 2 + years for other cities across the U.S. to fully implement a Bike Share program. Phoenix is still under contract with Cycle Hop. The city has a biweekly status meeting with the vendor. Cycle Hop is pursuing financial sponsors for the operation costs. Jim Hash asked when the date is set to launch the Phoenix Bike Share program. Charlene Reynolds responded that no specific date has been identified. City Council approval is still needed and that will occur probably in late August.

Jim Hash asked if the city will still pursue funding for the bike lanes if the company doesn't come through on time to implement the Bike Share program. Charlene Reynolds said that the contract will be revised before any federal or local funds will be invested. Leticia Vargas said that the bike lane design can happen within the time allotted to have the project in place in 2015.

Kristen Myers asked about the specifications of the bike racks. Joe Perez responded that the racks are manufactured in USA and are made of steel.

Brandon Forrey noted that \$325,000 for two miles of bike lanes is expensive but within reason especially because the project includes obliteration. Bike infrastructure is essential for the success of any Bike Share program.

Kristen Myers asked if bike lanes were in the original application, would a map showing their locations be required as part of the application? Maureen DeCindis responded that bike lane locations are required.

Susan Conklu asked about the process for requesting project changes. The project was originally scored based on the information in the application, is it allowed to change the request later for something that was not in the application? When Scottsdale appeared before the committee for a project change, it was only to reduce the length of the project.

Eileen Yazzie explained that she authored the Federal Fund Programing Policies and Guidelines that defined allowable project changes. MAG staff will research the language in the Guidelines and provide more information about the MAG process.

Robert Yabes asked why the projects were separated in the TIP description. Leticia Vargas explained that these are two different types of projects: one is procurement project and one is hardscape construction.

Katherine Coles asked if this change request could go forward? Are the two different projects allowed to be requested? Eileen Yazzie asked that the committee rehear this request and consider it in July with further clarification from MAG staff. Jason Crampton would feel more comfortable to see where bike lanes will be located. Katherine Coles said that Phoenix will bring back to the committee a map of the proposed bike lane locations.

Robert Yabes said that the Tempe project needs a recommendation of approval from this committee for Tempe City Council approval. Eileen Yazzie said that Tempe is not requesting any scope change but that Transportation Review Committee doesn't meet in June so this item will move forward in July and will be heard by Regional Council in August.

Brandon Forrey moved to recommend approval to split the project funding between Phoenix and Tempe and table the discussion of the scope change requested by the city of Phoenix. Purab Adabala seconded the motion. Motion carried unanimously.

6. Presentation on Socioeconomic Analysis of Bicycle Facilities and Transit Usage by Geographic Area

Jorge Luna, Valley Metro, presented information on the socioeconomic data of bikeway infrastructure by geographic area comparing it to bicycle boardings on transit.

Vehicle Miles Traveled peaked in 2007 at 3.0 trillion miles. Since then it has dropped by 2.6%. Some reasons include: economic, social, environmental, technological, urbanization, and improvements in public transportation.

Bicycling has been on the rise (62% since 2000). This has been due to efforts of building more bicycle facilities, more bicycle parking, and more bicycle planning.

The analysis quantifies the total bicycle infrastructure in the region by minority, low-income zero vehicle household and up to one vehicle household Census Tracts and bicycle-to-transit usage Maricopa County in those areas. Jorge Luna displayed maps illustrating:

- Bikeway infrastructure in Minority census tracks
- Bikeway infrastructure in low income census tracks
- Bikeway infrastructure in households in census tracks with zero vehicles
- Bikeway infrastructure in households in census tracks with one or fewer vehicles
- Regional Transit system
- Regional bike on bus boardings
- Average Daily Bike to Bus Boarding in Minority Census Tracts
- Average Daily Bike to Bus Boarding in Low-Income Census Tracts
- Average Daily Bike to Bus Boarding in Zero Vehicle Household Census Tracts

Brandon Forrey asked what percent of the whole county is low income/minority? Jorge Luna did not have that data. Joe Perez was happy to hear that there is a fare box point that identifies exactly where bike riders board. This information is very valuable so that Phoenix will know where to put in bike lanes. Amanda Leuker asked if there is a way to know if the riders are originating in the low income areas if they are using their bikes to board a bus? Jorge Luna said that his data did not address that question. Robert Yabes asked if the on-board surveys ask where people originate? Does it also ask how they access transit i.e. by bike? Robert Yabes also asked if Jorge Luna looked at local streets that don't need bike lanes. Jorge Luna responded that he only analyzed streets with bike infrastructure. On average, more than 50% of the U.S. population are two miles from transit and therefore more bike infrastructure will connect them to transit. Joe Perez agreed that there should be more bike lanes linking transit.

Katherine Coles asked Jorge Luna if the cities could call him with questions. Jorge Luna said he would be glad to assist any city with queries. Kenneth Steel liked the presentation and appreciated the work to fit the need for all people.

Joe Perez asked when will all buses have three bike racks? Jorge Luna said that there currently are a few buses with the three bike racks but buses switch routes between morning and evening. There is no strategic deployment plan at the moment to put three bike racks on all the buses. Susan Conklu asked if Valley Metro has any data from feedback from people who find the bike rack full when they want to take the bus. Jorge Luna responded that there is no data on that.

## 7. Wayfinding Project Survey Results

Theresa Gunn presented the findings from the survey result. An online survey was conducted to involve the public and users of the off-street bicycle network in the development of a system identity for the off-street bicycle network to ensure the branding reflects the unique character of the off-street paths and the Maricopa Associations of Governments (MAG) region. The survey consisted of eight questions designed to capture how residents feel about the existing network, as well as preferences for local and global brands and potential names for the system. Three demographic questions were included to gain an understanding of how the survey responders currently use the network and where they live. Members of the MAG Bicycle and Pedestrian Committee, local jurisdictions, MAG staff and bicycle activists forwarded an email invitation and survey link to their constituents encouraging them to participate in the survey. A total of 163 responses were collected between April 17, 2014 and May 3, 2014.

### Summary of Findings

Following are the general findings based on the survey results presented in this report.

- People who took the survey are frequent users of the off-street bicycle network and live in all parts of the Valley.

- Participants seemed to have a difficult time in naming the path they use, often using geographic locations to identify the path.
- The network is "disconnected" but functional.
- Users enjoy the outdoor experience.
- Participants are split on whether or not they can connect to the places they want to go.
- Only about 1/3 of participants are using the network to reach a specific destination.
- Words most commonly suggested as part of the network name include: Arizona, canal, bike (or variation), bikeway or cycleway, sun, greater or grand, Maricopa, words related to the desert, and valley.
- People chose the "upcycled" and "generic" chairs to represent the network.
- The "relaxed" and "free spirited" people images were chosen to represent the attitude of the network.
- Common elements among the most preferred Arizona brands include Sedona red and Arizona colors, simplicity of design, use of desert elements, and use of the word Phoenix.
- Most of the favorite global brands are simple in design and have a strong visual element using iconic images.

### Participants

The people who responded to the survey are frequent users of the off-street bicycle network. Almost half (46%) use the network several times a week or on most weekends. Seventy-two percent (72%) of the people who responded to the survey use the network at least several times a month. Survey respondents also include a cross-section of the region with 49 responses (34%) from the West Valley, 34 (23%) from the Central part of the valley, and 62 (43%) from the East Valley. People seemed to find it difficult to name the path they use most frequently. Some referred to a path by a lesser-known name and others referred to the location of the path.

### Describing the Off-Street Network

More than half of the respondents (58%) described the network as disconnected and 22% say it is loose. Respondents were able to provide additional words to describe the off-street bicycle network style. These included the following: free, bumpy - bikes need asphalt, low traffic, random, far away, still lots of gaps, like the Happy Valley connection though still dirt and not bikeable in some areas but getting better, as the canal paths cross jurisdictions and one comes to intersections and crosses streets there is no line of sight means to stay connected or way to orient a user where they are or where they can go.

Functional was the word used by almost half of the respondents (49%) to describe the network experience, followed by friendly (28%). Other words respondents used to describe the experience of the offstreet bicycle network included: choppy, confusing, corridors of opportunity, dysfunctional, easy-quiet-cycling, emerging, enjoyable but bewildering, frustrating, hot and sweaty, in certain places the network is beautiful, inadequate, incomplete, inconsistent, insufficient, not connected or disjointed without safe crossings, often dysfunctional, especially in Phoenix, peaceful, relaxing, and serendipitous. It's mostly hidden. People don't know where they go, and none of them start or end at major attractors. If you can use a canal path and you know about it, you're lucky.

### Rating the Off-Street Bicycle Network

Participants were asked to rate how strongly they disagreed with the following four statements:

- The network connects me to places I want to visit.

Although just under half (46%) agreed or strongly agreed the network connected them to the places they wanted to go, 36% disagreed or strongly disagreed with this statement.

- The network is a glorious outdoor Arizona experience.  
More than half agreed or strongly agreed with this statement, with 18% strongly agreeing and 42% agreeing. Only 21% either strongly disagreed or disagreed the network is a glorious outdoor experience.
- When I am on the network I have no worries.  
Although 42% agree or strongly agree with this statement, 33% disagree or strongly disagree and 25% were neutral. With this large number of neutral ratings, the participants seem to be somewhat divided on whether or not the network is worry-free.
- When I use the network I need to get to a specific destination.  
Again responses to this question are split with just over one-third agreeing or strongly agreeing (37%), one third rating the statement as neutral (34%) and just under one-third (29%) disagreeing or strongly disagreeing. This indicates participants are using the off-street bicycle network for multiple purposes, such as recreation and transportation, or that they are not able to use the network to reach their desired destination.

### Naming the Network

Participants were asked to provide a name for the off-street bicycle network. A wide variety of names were suggested but many of the names include these common key words: Arizona, canal, bike (or variation), bikeway or cycleway, sun, greater or grand, Maricopa, words related to the desert, and valley. Something hip and new was requested.

### Visual Preferences

Survey participants were asked to review a series of photographs of chairs representing various styles to select the one they felt best reflected the style of the off-street bicycle network. Most of the respondents picked either the "upcycled" chair or the "generic" chair.

Participants were also shown photographs of people and asked to select which images best reflected the attitude of the off-street network. Most respondents agreed the network is "relaxed" or "free spirited."

### Preferred Local and National Brands

Participants were asked to list Arizona and global brands they like the most. A wide variety of brands were named. The report has a complete list and images of the brands most often mentioned. There are several common elements among the Arizona brands mentioned most often by the participants, including color, simplicity of design, use of desert elements, and use of the Phoenix. In terms of global brands, participants tended to favor the same global brands. Most of the favorite global brands are simple in design and have a strong visual element using iconic images.

Other branding comments included:

- Anything clean and easily recognizable, nothing fussy or busy.
- No need to get costly or too elaborate. The current system is fine. It just needs gaps filled.

## General Comments

There were a few comments throughout the survey that did not directly apply to the question. These general responses are listed below:

- Unused - it is very hot in Arizona and too hot to use bicycles often.
- What we have is good, but there are not enough, and they are not connected. Also, if the speed limit on the street is more than 45 mph, the bike lane should be separated.

## 8. Presentation of the Wayfinding Project Brand Name and Logo Concepts

John Bosio presented five concepts for a brand name and logo for the committee to consider. These concepts came about through input from the committee and the survey from the general public.

### Option 1: Inspirational Words

- Uniting: flowing, connecting, regional
- Vivid: sun, outdoors, relaxed
- Functional: safe, easy

#### **Brand Name: Maricopa Link, M-Link, Maricopa JAM**

Tagline:

- Out Your Door, On Your Way
- Off-Street, On Your Way
- Off-Street Connection
- Off-Street, Outstanding

### Option 2: Inspirational Words

- Exhilarating: energy, healthy, adventure, mountains, sun
- Uniting: flowing, connecting
- Vivid: vistas

#### **Brand Name: The Pulse or Pulse Path**

Tagline:

- Adventure Your Way
- Your Path, Your Way
- Take your pulse
- The rhythm of the Valley

### Option 3: Inspirational Words

- Uniting: connecting, regional
- Vivid: sun, outdoors, relaxed
- Escape: oasis, pleasant, organic

#### **Brand Name: Valley Connect, Valley Connection, The Valley Way, Valley Network**

Tagline:

- Bringing Maricopa Together
- Bringing the Valley Closer

### Option 4: Inspirational Words

- Vivid: sun, outdoors, beautiful, fun, variety, relaxed
- Escape: inviting, friendly, organic, scenic

#### **Brand Name: Valley Pass, Valley Path, Valley Breeze**

Tagline:

- Out Your Door, On Your Way
- Off-Street, On Your Way

- Off-Street Connection
- Off-Street, Outstanding

Option 5: Inspirational Words

- Uniting: connecting, regional
- Vivid: scenic, outdoors
- Exhilarating: adventure, independence

**Brand Name: Maricopa Way, M-Link**

Tagline:

- Adventure Your Way
- Linking the Valley
- The Way to Go
- Connecting Maricopa

John Bosio explained that photographs and imagery used with this branding effort should reflect people on and enjoying the path. Don't show photos of empty pathways. John Bosio also showed brand concepts through logo and images and marketing elements such as shirts, water bottles, and advertisements besides signs.

Kristen Myers like *The Pulse* as it can be used on an individual or system-wide level. She likes the gray color on the Valley Pass sign. Tracy Stevens also liked *The Pulse* because it fits well with Healthy Initiative and Healthy Communities goals. Brandon Forrey worried that *The Pulse* was too general and too medical. He liked *Valley Pass* and *Maricopa Way*. Susan Conklu liked *Pulse Path* because it is promoting all modes not just one mode. Don't make it too bike oriented. It also reflects being active. Mary O'Brien liked *The Link* and *Valley Pass*. Joe Perez said that the word path should be incorporated into any option. Kenneth Steel liked *Pulse Path* as well.

Joe Casley , TBAG, liked *Maricopa Link* and *Maricopa Way* because people will recognize that this is in the Valley of the Sun. It immediately identifies our region. Jason Crampton likes *Maricopa Link* but the name *Link* already is used by a local bus system. Jason Crampton prefers *Valley Pass*. Robert Yabes passed on giving a comment. Jim Hash said that the name needs to reflect a regional system and though *Valley Pass* does seem regional system, none are exactly perfect. Katherine Coles agreed with Jim Hash. Theresa Gunn asked if there is something missing.

Jim Hash liked *Valley* but not the word *Pass*. *Pass* is not a trail system. Purab Adabala liked *Maricopa Way* and *Valley Pass*. Jim Hash suggested *Valley Pulse Path*. Karen Vitkay talked about building brand equity so that people will associate the name with the whole path system. A similar project is named the Link in Tucson. It is important to build the recognition and common understanding which will happen the more it is used. People can comprehend the meaning especially when associated with images. The more you use it, the more recognizable it is. Joe Perez asked if there was any work with icons to connect words with meaning. John Bosio explained that the team did play around with icons but the logos became too generic and did not reflect the character of the Valley.

Karen Vitkay noted that John Bosio will do another rendition of the designs. The next steps are to present the elements of a wayfinding system. Maps, pavement markers, best practices and regulatory review and placement scenarios for consistency across the region will be considered.

9. Request for Future Agenda Items

Members will have the opportunity to suggest future agenda topics.

10. 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.

July 15, 2014

August 19, 2014

September 16, 2014

October 21, 2014

November 18, 2014

December 16, 2014 (possibly noon)

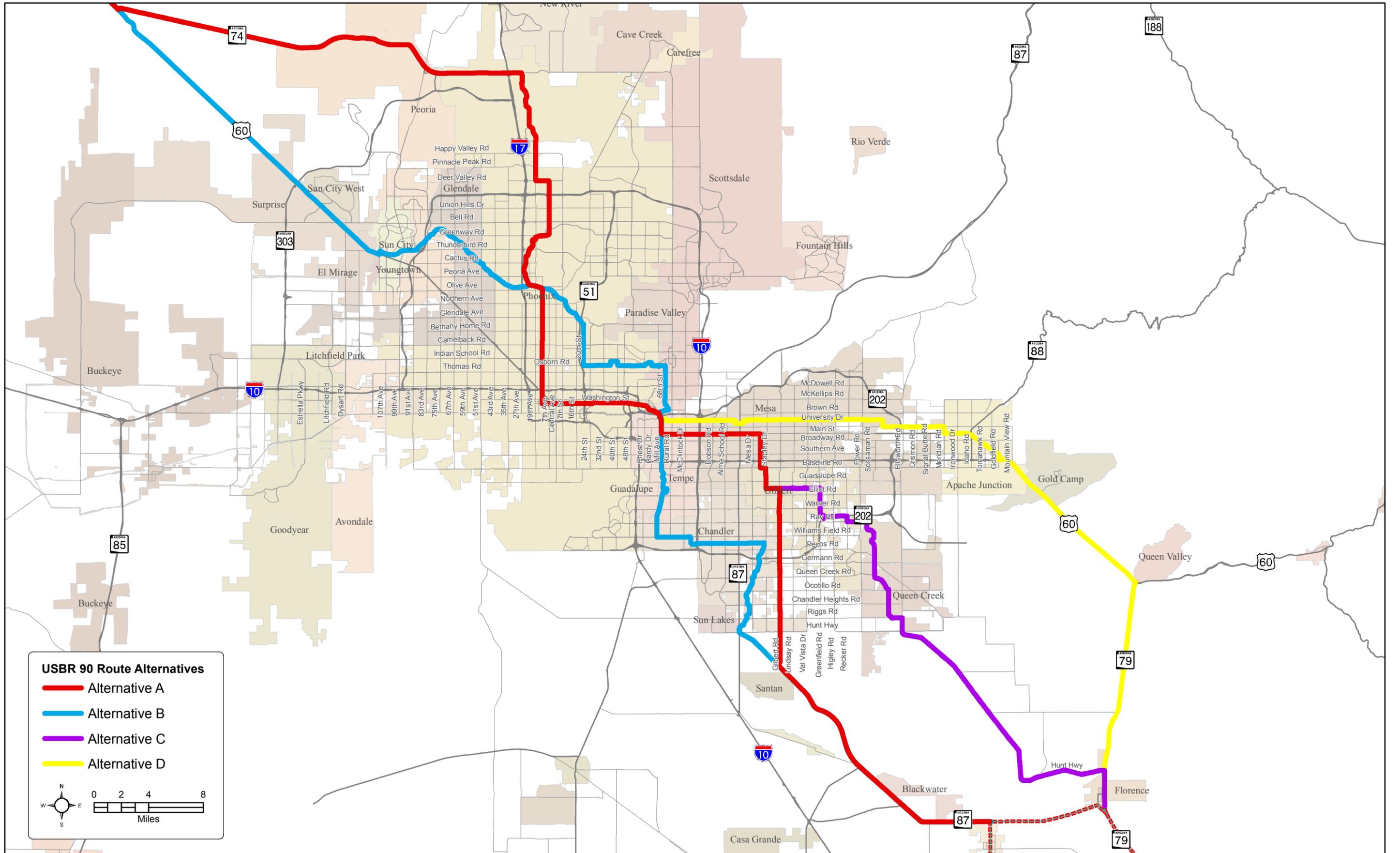
**Request for Project Change - MAG Transportation Improvement Program**

**CURRENTLY PROGRAMMED**

Agency	Work Year	TIP ID	MAG ID	Location	Work	Miles	Lanes Before	Lanes After	Funding Year	MAG Mode	Funding	Federal	Local	Total	Note
Phoenix	2015	PHX15-446C	33349	Various Locations in Tempe and Phoenix	Implementation of Regional Bike Share	18	0	0	2015	Bike/Ped	CMAQ	\$ 1,414,500	\$ 85,500	\$ 1,500,000	

**REQUESTED CHANGE - Please include New Projects**

Agency	Work Year	TIP ID	MAG ID	Location	Work	Miles	Lanes Before	Lanes After	Funding Year	MAG Mode	Funding	Federal	Local	Total	Requested Change
Phoenix	2015	PHX15-446CR1	33349	Various Locations in Phoenix	Procure bicycles, kiosks, racks, and smart bike technology for Regional Bike Share Program		0	0	2015	Bike/Ped	CMAQ	\$ 777,975	\$ 47,025	\$ 825,000	Amend TIP: Create new project by dividing project into a Phoenix sponsored work phase
Tempe	2015	PHX15-446CR2	TBD	Various Locations in Tempe	Implementation of Regional Bike Share, including procuring bikes, kiosks, racks, etc.		0	0	2015	Bike/Ped	CMAQ	\$ 636,525	\$ 38,475	\$ 675,000	Amend TIP: Create new project by dividing project into a Tempe sponsored work phase



**USBR 90 Route Alternatives**

- Alternative A
- Alternative B
- Alternative C
- Alternative D

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Miles

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