

November 5, 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, November 18, 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 November meeting, the quorum requirement is 11 committee members.

2. Approval of the October 21, 2014 Meeting Minutes of the Bicycle and Pedestrian Committee

2. For information, discussion and action to approve the meeting minutes of the October 21, 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. Valley Bike Month

Valley Metro will give an update on Valley Bike Month events.

5. For information and discussion.

6. Demonstration of New Features of the MAG Bikeways Online Map

MAG staff will present the new features of the regional online bike map including the unveiling of the bike informational videos.

6. For information and discussion.

7. Flood Control District of Maricopa County Partner Projects

Harry Cooper, Landscape Architect and Planner in the Planning and Project Management Division, will present information on how Flood Control is providing multi-use opportunities on their projects. The presentation will also give an overview of their facility locations and recent project successes including 43rd Ave Basin, Loop 303 Drainage Improvements, White Tanks #4 and White Tanks FRS #3 and the Outfall Channel.

8. Discussion of E-Bikes and Other Motorized Bicycles on Shared-use Paths

Susan Conklu will lead this discussion on E-bikes and other motorized bicycles on shared use paths. This discussion will include state laws and local ordinances regarding the use of various motorized bicycles and whether regulations need to be updated. Please bring information from your own ordinances for this discussion.

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.

December 16, 2014 **NOON LUNCHEON**

7. For information and discussion

8. For information and discussion

9. For information and discussion

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
BICYCLE AND PEDESTRIAN COMMITTEE

Tuesday, October 21, 2014 at 1:30 p.m.
MAG Office Building, Ironwood Room
302 North First Avenue, Phoenix

MEMBERS ATTENDING

Katherine Coles, Phoenix, Chair of Bicycle and Pedestrian Committee	# David Gue, Litchfield Park
Tracy Stevens, Avondale, Vice-Chair of Bicycle and Pedestrian Committee	# David Maestas, Maricopa
Michael Sanders, ADOT	Laurie Santana for Denise Lacey, Maricopa County
Raquel Schatz, Apache Junction	Ashley Barinka for Jim Hash, Mesa
Robert Wisener, Buckeye	Brandon Forrey, Peoria
# Stacy Bridge-Denzak, Carefree	# Brett Burningham, Queen Creek
* Ian Cordwell, Cave Creek	Amanda Leuker, Valley Metro
Jason Crampton, Chandler	Susan Conklu, Scottsdale
* Jose Macias, El Mirage	Stephen Chang, Surprise
Kristin Myers, Gilbert	# 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

Vince Lopez for Kenneth Steel, Maricopa County Health	Jeff Casklake, TBAG
* Kelly LaRosa, FHWA	Sheina Hughes, Stantec Consulting
# Bob Beane, Coalition of Az. Bicylists	Rich Wilson, Wilson & Co.
John Rose, Maricopa County Trail	Eileen Yazzie, MAG
Christine Fanchi, Avondale	# Karen Vitkay, ALTA Planning
Justin Azevedo, Coffman Studio	Jess Church, Merje
Alex Oreschak, MAG	Suzanne Day, Valley Metro
	J.C. Porter, ASU
	Theresa Gunn, Gunn Communications

1. Call to Order

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

2. Approval of the September 16, 2014 Meeting Minutes of the Bicycle and Pedestrian Committee

Tracy Stevens moved to approve the meeting minutes of the Bicycle and Pedestrian Committee for September 16, 2014. Susan Conklu 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. Those wishing to comment on action agenda items were given an opportunity at the time the item was heard. Thomas Stokell from New Zealand works for an organization called Love to Ride. Love to Ride is all about showing more people how easy and enjoyable cycling is. If you love to ride, then let's spread the love! Show your support for cycling and together we can get more people cycling. He moved to London, England to work for this organization. The goal is to look at behavior change theory to increase the number of people bicycling. Bike rides are organized and more than 100,000 riders in seven countries have participated. The first U.S. program was in Atlanta, Georgia. There were 300 new riders. The program challenges people to ride just for 10 minutes to start. People are encouraged to participate at the Love to Ride website. The organization wants to include more cities in the project.

4. Staff and Member Agency Reports

Christine Faanchi distributed a handout summarizing the Avondale Event entitled Reimagining City Streets in Avondale, Arizona. held on October 11, 2014. A temporary traffic calming project was implemented. This turned out to be a very successful event. Avondale is conducting a city-wide bike survey.

Maureen DeCindis announced that she will be retiring on December 16, 2014 and that Alex Oreshak will be taking over the program.

Brandon Forrey said that WalletHub recently announced its 2014 list of best and worst cities for people with disabilities. Peoria, Scottsdale, Chandler, and Gilbert all ranked very high (all in the top ten!). The three main criteria for ranking were Economic Rank, Quality of Life, and Health Care Accessibility & Quality Rank. See the full list at <http://wallethub.com/edu/best-worst-cities-for-people-with-disabilities/7164/>.

Suzanne Day reported that Valley Metro selected the local designer and pedal craft artist for Valley Bike Month April 2015. Portable bike rack program is going strong and ASU has borrowed the racks for the ASU home football games. There is no charge for member agencies to borrow the portable bike racks. Phoenix Spokes people is calling October *Biketober*.

Joe Perez said on November 2, 2014, there will be a Cyclovia Event in Tucson which Phoenix will be going down to research in order to do a similar event in Phoenix.

Susan Conklu asked if members had damage to bike paths during the last few rain storms. In Scottsdale, most of the damage occurred was through the active wash with undercutting and loss of decomposed granite. Brandon Forrey said that he would check for damage in Peoria. Katherine Coles noted that one of the streetscape projects lost 50% of the trees in Phoenix and there was at least \$8 million in repairs needed.

5. MAG Off-Street Bicycle Network Wayfinding Guide

Jess Church of Merje, the design consultant, presented the final off-street bicycle network system name and logo as well as draft sign typologies for the wayfinding system. Participants were asked to provide feedback on the initial sign family of elements and designs.

Jess Church explained that in March, the consultant garnered the Brand Personality concepts from committee members input. The result was: uniting, functional, vivid, exhilarating and escape.

Maureen DeCindis explained that MAG management chose the logo at the Pulse Path. *Pulse Path: Adventure Your Way* logo was displayed both in vertical and horizontal format. The path system is used for transportation, commuting, recreation, and exercise - enjoying the path in the way the user wants to. The tag line *Adventure Your Way* will be used for marketing items not necessarily on the wayfinding signs.

The goals of Wayfinding Pulse Path:

- Builds TRUST in the Path
- Provides consistent information for all Path users
- Strengthens the new brand - Pulse Path!
- Helps the user fill in gaps that exist currently in the Network
- Makes the Pulse Path experience more enjoyable

Wayfinding Tools

- Support
(brochures and maps, marketing materials, merchandise)
- Digital
(mobile apps, pulse path web site, QR codes, audio tour)
- Environment
(public art, site furniture)
- Static
(path identification, directional signs, pavement markings, health and fitness)

Brand match with MUTCD standards for bike signage. Certain fonts, certain graphics and specific colors. Regulated to typeface, three destinations, mileage and time and use MUTCD icons.

Jess Church showed a continuum of MUTCD approved standard design and then at the other end of the spectrum was the Brand influenced design. In the final design guidelines, both designs will be represented both must look like a cohesive system. Federal funding will only pay for those signs that are MUTCD approved which would include the green background color and Clearview font.

Samples were show illustrating a Primary Path Identification, Secondary Path Identification, Large Kiosk, Small Kiosk, Mile Markers, and System Identification.

Jess Church showed two concepts for the MUTCD signs. Option A with the brand logo on the bottom or Option B with the brand logo on the top. The posts were painted with the logo colors to help with the identification. Theresa Gunn asked the members which version the committee likes. Brandon Forrey noted that the design of the logo on A would be an expensive sign to build. Jason Crampton said lettering should be purple. Joe Perez suggested purple shadow outlining the letters. Kristin Myers asked about the poles with holes. Jess Church responded that the pole looks solid but the holes can be poked out. The colors could be on a sleeve to avoid painting. Kristin Myers suggested a wrap and to be aware that the city maintenance budget is very low and to be aware of the climate here. Brandon Forrey suggested using a retro-reflective strip. Bob Beane said that 3M has an adhesive that is retro-reflective and warranted for five years. The committee members liked Option B with the brand logo on the top better.

Jess Church then showed three options for Brand influenced signs. Three design options were presented to the committee for input.

Option 1: Industrial Elegance

The base is concrete pored into corrugated metal pipe. There could be a lighting element included at the top. All signs would have a space to identify the specific name of the path. On a pedestrian kiosk, there could be safety information. Icons can be used to give very quick information.

Option 2: Flowing Organic Option

Organic and natural experience with softer edge. Weathered Corten steel which is a naturally orange color. The perforated screen mimics water moving. Wood does not last but wood-like with recycleable materials can last 15 years.

Option 3: Natural Minimalist

Using gabion boxes with river rock and the panels would be in manufactured bronze used in outdoor signage.

Theresa Gunn distributed handouts of the three options to take back to each city's streets and parks departments for comments. Maintenance and cost issues are important. Susan Conklu likes the perforated metal because it is see through. She liked gabion and the industrial look but worried that wood or wood substitute could withstand the harsh Arizona weather. Brandon Forrey said colors with gabion on Option 3 were dull and said that Option 2 is very busy and could be destroyed by vandals. Option 1 is the best of the three but not very inspiring. He said he would lean towards gabion one especially in the New River area.

Kristin Myers said that Option 3 is beautiful but the logo is not colorful and offers a perfect perch place for pigeons to sit on. Option 1 look like Vikings sports theme. She suggested bringing the screen from Option 2 into Option 1. She expressed worries that people would climb up the gabion. Consider making the gabion basket as the base and include the mesh. Purab Adabala liked Option 1 because of low maintenance.

Amanda Leuker asked if lighting could be added to Option 3. The yellow and purple colors are jarring on Option 1. Joe Perez said lighting needs to be included in all the options. Jason Crampton likes the fiery orange from Option 2. Katherine Coles made the point that none of the signs can be expensive. Streets and Parks department have no money. The final should be simple but elegant. Gabions take labor and are hard to maintain with graffiti. Option 1 is not inspiring. Consider what materials that cities already have on hand to make or repair the signs. Joe Perez suggested different colors and shapes to make shadows so that the sign looks three dimensional. Susan Conklu noted that signs would be have to go through internal development review process. Can materials be easily ordered and reassembled? Theresa Gunn noted that gabion signs exist in Peoria. Brandon Forrey said the signs are new and no damage has occurred so far.

Jess Church proceeded to explain that there are also System Identifiers: logo can be painted onto the pathway itself and can be used as web graphics on the online map, merchandising, marketing on light rail, airport and at visitor centers.

Karen Vitkay explained the next step would be a presentation on placement guidelines at the December meeting. Maureen DeCindis will send out email and remind members to share the sign concepts with their city staff to provide comments within two weeks.

Katherine Coles reemphasized that signs need to take into consideration cost and maintenance costs and yet be aesthetic pleasing.

6. MAG Unified Planning Work Program (UPWP) for 2016

MAG staff proposed the Design Assistance program as a 2016 project and the committee was given an opportunity to offer options for other projects. Maureen DeCindis suggested that the request for Design Assistance for 2016 should be \$400,000. The demand last year was double the amount of funding available. No other ideas were suggested. Katherine Coles asked for a motion. Tracy Stevens made a motion to request for \$400,000 the Design Assistance for 2016. Brandon Forrey seconded the motion. The motion passed unanimously.

7. Conference Reports

Committee members reported on information learned at recent conferences including the Pro Walk Pro Bike Pro Place (PWPBPP) conference held in Pittsburgh.

Susan Conklu reported that she first attended the Local Coordinators meeting. It was a good resource to hear how other cities are doing. She said that the session on Protected Bike Lanes and Cycle Tracks was very enlightening. Crashes at intersections have increased though overall crashes have decreased. Ridership had increased 75% first year of protected lanes. The speaker urged cities to think of potential riders of all ages when marketing the pathways. And to encourage a culture of health. Many people will drive a car to the gym. The best way to convince people to change behavior is to show them how to change variable experiences i.e. how biking decreases transportation costs. FHWA has Planning and Design Guidelines that will be published soon to enable design flexibility. FHWA announced that all funding sources can be used on bike/ped projects. There is a new approach to information on bike maps. Instead of identifying the facility type, identify it according to comfort level. USDOT Secretary

Fox stressed that bike and walking should be safer. USDOT has launched *Safer People, Safer Streets* campaign.

Brandon Forrey attended the ITE conference. Google *Better Block* gives dozens of examples good ways to engage the community to get their support. The projects makes it so that the neighborhood supports the good ideas rather than just city staff. Tape and plastic planters are cheaper than retrofit.

Michael Sanders attended the Pro Walk Pro Bike Pro Place (PWPBPP) conference. There were four main themes for the conference:

- Change
- Connect
- Prosper
- Sustain

He attended the State Coordinators pre-meeting. There are statewide efforts in places like Washington and Oregon that are doing statewide data collection and performance measures. Some have crash data across the state that is available on line. Data collection on bicycling was not supported by ADOT in next year's budget. There is a whole new manual coming out on how to conduct bike counts. ADOT did receive a Best Practice for their effort in establishing the U.S. Bike Routes.

Alex Oreschak reported that he also attended the Pro Walk Pro Bike Pro Place (PWPBPP) conference. At the Rails to Trails session, he learned that Phoenix has a more cooperative effort with railroads than many other places.

Tracy Stevens commented on Better Block concept. The Avondale effort cost \$400 and took one hour to set up. Michael Sanders noted that Mayor of Pittsburg put in a cycle track just for the conference.

8. Time change for meeting

Committee members discussed the option of changing the time of the Bicycle and Pedestrian Committee 1:00 p.m. from 1:30 p.m. Kristen Myers suggested that this change start in January 2015. Brandon Forrey noted this change would allow committee members to return to their respective cities and avoid peak hour traffic. Committee agreed to move the time of the meetings in 2015 to 1:00 p.m.

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.

November 18, 2014
December 16, 2014 (possibly noon)