

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
REGIONAL BICYCLE TASK FORCE

Tuesday, June 18, 2002 - 1:30 p.m.
MAG Office Building, Suite 200 - Cholla Room
302 North First Avenue, Phoenix

MEMBERS ATTENDING

Patrick McDermott, Chandler, Chair
*Carol Scherbarth, ADOT
*Bill Lazenby, Coalition of Az. Bicyclists
*Tami Ryall, Gilbert
Debbie Burdette, Glendale
*Janeen Holloman, Goodyear
*Mike Cartsonis, Litchfield Park
Reed Kempton, Maricopa County
Brian Fellows, Mesa

Tim Bolton, Peoria
Lynn Timmons for Kristina Fields,
Phoenix
Randi Alcott, RPTA
Aaron Iverson for Gary Meyer,
Scottsdale
Elizabeth Thomas, Tempe

*Members neither present nor represented by proxy.

OTHERS PRESENT

Maureen DeCindis, MAG
Aaron Iverson, Scottsdale
Anna Roedler, Avondale
Priscilla Hanrahan, RPTA
Dawn Coomer, MAG

Kelly LaRosa, Peoria
Lauren Brooks, Avondale
Rick Andreatos, Glendale

1. Call to Order

Chairman Pat McDermott called the meeting to order at 1:33 p.m.

2. Approval of the May 21, 2002 Meeting Minutes of the Regional Bicycle Task Force

Brian Fellows moved to approve the meeting minutes of the Regional Bicycle Task Force from May 21, 2002. Reed Kempton seconded the motion and the motion passed unanimously.

3. Call to the Audience

No one in the audience wished to address the committee.

4. Staff Report

Maureen DeCindis reported that the Interim Closeout allocations for the \$11M were as follows: \$1.5 million for Special Census, approximately \$500,000 for Signal Coordination, \$8.5 million for Light Rail and approximately \$500,000 for Grand Avenue MIS Study - phase II.

The MAG Ad-Hoc STP-CMAQ Process Improvement Group has met two times. The committee will probably finalize their recommendations for a new TIP process by end of summer. Lynn Timmons mentioned that MAG is not anticipating programming for the 2008 TIP this year for several reasons:

- TEA-21 is currently being reauthorized
- RABA (Revenue Aligned Budget from the Highway Trust Fund) are expected to be lower this year. The fund amount was cut and will be further reduced due to decrease in forecasted growth.
- A new TIP process is being created.

The Transportation Policy Committee members will be approved by the Regional Council Wednesday April 26th, 2002. Maureen DeCindis distributed a handout describing the composition of the committee members.

The Fourth Annual Desert Peaks Awards Evening will be held at the Phoenix Airport Marriott Hotel at 5:30 p.m. on June 26th, 2002. The Desert Peaks Awards were initiated by MAG to recognize individuals and partnerships that have demonstrated a commitment to regionalism through their cooperative efforts. Awards will be presented in five categories: Public Partnership, Public-Private Partnership, Professional Service, Regional Partnership and Regional Excellence.

5. Member Agency Report

Tim Bolton described the Lake Pleasant Parkway plans that would include 10 miles of new bike lanes. These will be the first bicycle lanes on major arterial streets in the city of Peoria. Brian Fellows accompanied a planner from Gila River Indian Community on a tour of canal path development.

Debbie Burdette reported that the seven mile bike path on Skunk Creek is paved and ready to ride.

Aaron Iverson reported that the Scottsdale is updating their streets' master plan and their Parks Department is updating the trails master plan.

Reed Kempton reported that the Maricopa County Board of Supervisors has approved hiring the consultant for the feasibility study for the CAP. They have hired Logan Simpson Design. Amy Macaualy will be the lead consultant for the project. The County Regional Trail Plan is

scheduled for approval by the County Trail Commission on June 19, 2002. The Board will give \$250,000/year for two years to finish the plan and hire a coordinator.

Lynn Timmons reported that the Phoenix Streets Department has hired an outside firm to implement their TIP and enhancement projects. Phoenix is hosting a briefing and a field trip for ADOT representative to see some of the implemented enhancements projects. All MAG committee members were invited to attend the briefing.

6. Update of the Activities of the Transportation Review Committee

Reed Kempton reported that the TRC meeting is scheduled for June 25th, 2002.

7. Bicycle Safety Education Program Update

The Regional Public Transportation Authority reported on the Bicycle Safety Education Program that was funded for \$80,000 in the 2002 TIP. The program elements included media campaign, marketing materials and forming partnerships.

Priscilla Hanrahan gave a PowerPoint presentation explaining the details of the campaign. The objective of the program is to educate Valley residents on bicycle safety to ensure safe and enjoyable riding and to increase awareness of the message to "Ride on the Right".

Material Production included: Youth Bicycle Education Activity Sheet (30,000 were produced) and City of Phoenix Share the Road bicycle safety brochure (10,000 were produced). Items currently being produced include 30,000 tatoos, 30,000 reflective stickers, 5,000 whiz rings, 40,000 bookmarks.

The Media Campaign produced a 30 second television public service announcement in conjunction with City of Scottsdale that will air on Nickelodeon, Cartoon Network, MTV and city cable channels.

A 60 second radio spot aired on KKFR and KZZP. The radio spot entitled "I Hate Algebra" was played for the committee.

Cinema slides, playing in three Harkins Theaters (Scottsdale, Chandler and Tempe), will run from April through July, 2002

The campaign maximized the message by coordinating it with the annual Valley Bicycle Week 2002.

Educational materials were distributed during events at WalMart, Bicycle Swap Meet, Go Glendale Family Bicycle Ride, Bicycle Mania, Bicycle to BOB, Valley Forward Earthfest.

Lynn Timmons asked if the campaign received a 2:1 media buy. Priscilla Hanrahan responded that the campaign received leveraged talent.

Elizabeth Thomas asked for clarification on the MTV buy. Priscilla Hanrahan explained that it is possible to buy time for a local ad even though MTV is national.

8. Regional Bikeways Map

Maureen DeCindis reported that the MAG Regional Bikeways Map will need to be updated in order to include all recently developed bicycle facilities. Committee members were asked to review the current map and give MAG their updates. Members inquired as to the best format to submit the changes. Staff will research ARC INFO and ARC VIEW.

9. “America Moves” Conference

Brian Fellows presented an update on the planning for the conference scheduled for April 2-4, 2003. This conference will be a symposium on forging bicycling, walking and physical activity partnerships.

Brian Fellows reported that funding through Centers for Disease Control has not come through. The focus of the conference will be on building partnerships with city, federal, state, and private enterprise with bike and walking programs. Brian Fellows requested assistance from committee members for speakers, funding, on-site needs i.e. registration staff, and leaders for mobile tours.

Randi Alcott asked if Brian Fellows is trying to form a formal conference committee from members of the MAG Bicycle Task Force. Brian Fellows responded that there is a formal conference committee but that all additional members were welcome. He requested that committee members use their national contacts to help find speakers. Brian Fellows asked for assistance in advertising the conference through newsletters, web sites, phone numbers, and calendars.

Brian Fellows distributed a list of potential sessions and mobile workshops and asked committee members to prioritize and rank the sessions. Elizabeth Thomas asked what the cost of the conference might be and if speakers expect to be paid. Brian Fellows responded that these factors have not been determined. Elizabeth Thomas suggested that a simpler conference may be more workable because many city staff is overworked.

Brian Fellows explained that the last session is a coffee/desert brainstorming session. Attendees who have specific questions in certain areas such as planning, funding or partnerships would meet in the large plenary room around various tables with local/regional experts that would facilitate the brainstorming session.

Brian Fellows also explained that there are six to seven mobile workshops that could take place near the conference site. Lynn Timmons suggested that Papago Park area would make a good bike ride with a tour to the Botanical Gardens and the Zoo.

10. Desert Spaces Implementation

The Desert Spaces Plan (adopted by Regional Council 1995) is a widely accepted plan for regional open space in the MAG region. The Plan recommends conservation and management strategies for lands that were identified as critical to the quality of life in the Valley. In 1996, the Desert Spaces Implementation Task Force was formed to further implement the recommendations of the Desert Spaces Plan. One of the recommendations of this Task Force was to form a citizens committee to provide leadership to enhance the implementation of the Desert Spaces Plan. This action may no longer be appropriate as there have been many changes since the Desert Spaces plan was adopted. Staff is recommending a revised process for updating and implementing the Plan.

This agenda item was postponed.

11. Next Meeting

The next meeting of the Regional Bicycle Task Force will be **August 20, 2002** in the Cholla Room.

