Phase I: Initial Project Outreach Summary Report

Central Phoenix Transportation Framework Study

Bus Network

Freeway Network

Rail Network

Sustainability and Livability

Arterial Network

Commercial Vehicle Movements

Intelligent Transportation Systems

Bike and Pedestrian Movements

Prepared for

MARICOPA ASSOCIATION of GOVERNMENTS

In Associa on With

bqaz

and the following Project Partners

Arizona Department of Transporta on (ADOT)
Federal Highway Administra on (FHWA)
City of Avondale
City of Chandler
City of Glendale
City of Mesa
City of Peoria
City of Phoenix
City of Tempe
City of Sco sdale
Town of Guadalupe
Town of Paradise Valley
Gila River Indian Community
Salt River Pima-Maricopa Indian Community

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October 2010

Phase I: Initial Project Outreach Summary Report

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Executive Summary

Study Overview

The Central Phoenix Transportation Framework Study (CPHX) is the latest in a series of long-range planning studies initiated by the Maricopa Association of Governments (MAG). The success of previous framework studies has launched a new generation of planning for the MAG region, where the needs of the distant future are determined and balanced against the current challenges of providing for multimodal transportation in times of shrinking revenues and growing environmental and energy concerns.

The study goals are to develop an environmentally sustainable multimodal transportation network, to determine and prioritize capacity, operational and safety improvements, and to form a framework for regional connections and roadways within the study area.

Initial Outreach

In July, the Study Team hosted five focus groups to learn more about multimodal issues and opportunities specific to five topics: public safety; commercial interests; economic development and downtown development; sustainability and livability; and, transit, bicycle and pedestrian interests. Held over the course of two days, 85 individuals participated in focus groups.

July 2010 Focus Group Meeting

In August, the Study Team hosted six Geographically Based Dialogues throughout the study area to discuss regional connectivity and begin to identifying issues and opportunities for a future multimodal transportation framework. Thirty-nine individuals participated in the dialogues.

Finally, throughout August and September, the Study Team met individually with various stakeholders. Opportunities to meet and dialogue with interested parties will continue throughout the process, and those interested should not hesitate to contact the Study Team.

Outreach Highlights

While individual focus group and dialogue meeting notes are contained within this report, the following highlights the common themes heard throughout the eleven stakeholder engagement opportunities held:

Study Recommendations

- Commit to multimodal, intermodal planning—do not continue the mistake of planning for a single mode in isolation

- Integrate land use and transportation planning
- Learn from successful, peer cities
- Think outside the box; consider unique approaches including multi-level mobility (skyways, underground facilities, multi-level transportation infrastructure)

Policy Recommendations

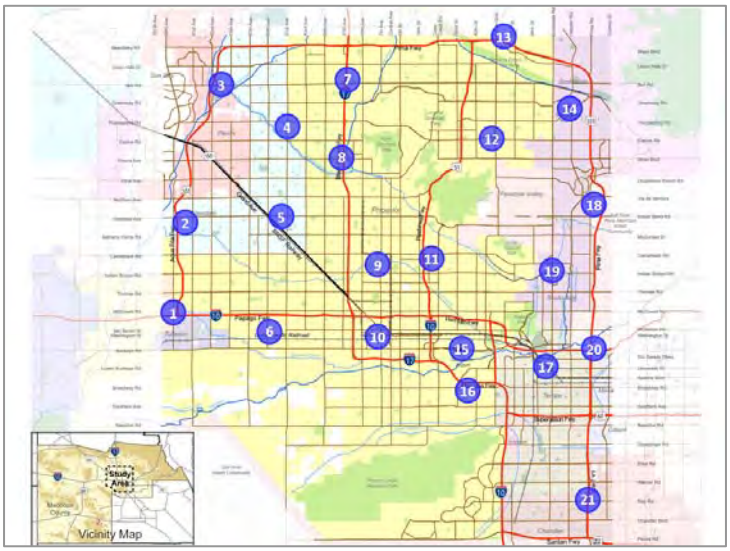
- Help facilitate the development of a new transportation funding paradigm
- Help facilitate planning governance; cannot continue to plan at the individual jurisdictional level if we want a *regional* system that works
- Help to shepherd policy/standard/zoning consistency throughout the Valley; MAG should play a leadership role and help to facilitate consistency of key infrastructure policy amongst its members

Mobility Recommendations

- Need to plan the best transit model and discontinue the philosophy that "everyone should get something"
- Promote infill, transit oriented development and mixed use developments that promote quality density land use alternatives that will support transit alternatives
- Connect key activity centers
- Improve speed and reliability of existing transit and focus on capturing "choice users" for future transit alternatives

Key Activity Centers Identified

Dots indicating activity centers not intended to be geographically representative



Public Safety Focus Group
Summary Report

Date: July 19, 2010; 8 to 10 a.m.
Location: MAG Saguaro Room

Handouts: CPHX Fact Sheet

Participants: Wendoly Abrego, Phoenix Revitalization Corp.; Stuart Boggs, Valley Metro/RPTA; Janice Jacobo, City of Phoenix; Sarath Joshua, Maricopa Association of Governments; Tracey Rivas, City of Phoenix; Sean Sweat, Intel Corporation; Dan Varner, Arizona Department of Emergency Management; Kerry Wilcoxon, City of Phoenix; and James Willis, Peoria Police Department

MAG Staff and Consultants Present: Brent Cain and Scott Miller, HDR; Bob Hazlett, Micah Henry, Monique de los Rios Urban, Tim Strow, Maricopa Association of Governments; Curt Dunham and Audra Koester Thomas, Partners for Strategic Action, Inc.; and Dan Marum, Wilson & Company, Inc.

Meeting Summary

The purpose of the topical focus groups was to learn more about specific issues and opportunities concerning multimodal transportation. Bob Hazlett welcomed participants and thanked them for their participation.

Mr. Hazlett provided a brief overview of the framework process, noting that Central Phoenix (CPHX) is the latest in a series of long-range planning studies initiated by the Maricopa Association of Governments (MAG). Today, nearly 2 million people live within the CPHX study area; at buildout, projections indicate it could double to nearly 4 million people. The goal of CPHX is to develop an environmentally sustainable, multimodal transportation network to serve the metropolitan core. The contributions from stakeholders, including feedback received during these focus groups, will help the study team understand the opportunities for a future multimodal transportation system.

Mr. Hazlett introduced Curt Dunham as the focus group facilitator. After participant introductions, Mr. Dunham led participants through a series of questions (responses captured as part of this report).

At the conclusion of the focus group, Mr. Hazlett thanked participants again for their contributions and reminded them that they were now part of the study review team and will be asked for continued contributions throughout the process.

Focus Group Feedback

1. What portions of the transportation network do you perceive to be the most unsafe?

- People running red lights
- Lack of bike lanes or safe alternatives for bike and pedestrian movements
- Difficulty in seeing motorcyclists and the low rates of helmet use by motorcyclists (approximately 50%)
- Speeding
- Unsafe pedestrian crossings; design and construction of pedestrian crossings are often an afterthought; encroachment of landscaping to pedestrian access or crossing buttons
- Weaving to get in/out HOV lanes; there are few direct HOV connections within the network and it's hard for people to access lanes safely
- Airport access to and through Sky Harbor
- Need quick response to clear accidents to prevent secondary accidents. Unfortunately, there are times when required documentation/investigation activities must occur prior to clearing accidents. While these prolonged investigations sometimes do create secondary accidents, public safety personnel try to expedite processing as much as possible
- Video billboards are distracting; the Christmas holiday event at the GRIC raceway creates delays along I-10
- Olive (at L-101) is a problem for Peoria; even if we don't pull folks over until at least 15 mph over the posted limit, we are able to immediately pull folks over for surpassing this threshold
- Grand Avenue and through Sun City/Surprise has many senior drivers—many traffic incidents caused by the aging population and the use of golf carts moving from residential to commercial areas
- Peoria has been issuing license "re-submittal" forms to senior drivers who have been pulled over for incidents, however, MVD continues to issue licenses to unsafe, elderly drivers—this is a real problem
- Arterials are being used as secondary collectors, which they were not designed to do
- Buckeye and Thomas have heavy truck traffic
- Buckeye and Jefferson—lots of cut through traffic. While there is a lot of commercial activity in this area it is adjacent to residential neighborhoods; this is an example of a land use/transportation compatibility issue
- Trucks often exit freeways very fast, creating accidents or incidents in deceleration ramps
- We've seen hazardous materials and oversized loads come through on Sky Harbor Boulevard—this is dangerous and not desired by the airport
- Sky Harbor Boulevard is often seen and used as a east/west shortcut for through traffic; Sky Harbor Boulevard was not designed or intended to be used for non-airport traffic
- Non-uniform arterials, or "scalloped", roadways are a problem: moving from six lanes to two lanes to four lanes to six lanes fosters merging-related accidents. This "scalloped" circumstance is often due to developer-funded roadways that will not be built to full

design until adjacent neighborhoods reach buildout; need to remedy this patchwork roadway development

- Transitioning between jurisdictions can sometimes be a problem (road names change, roadway configurations change); early notification and signage could help remedy accidents that occur when drivers "panic stop" or make rash movements
- When districts/cities siting schools, safety isn't considered for students arrival/departure
- Light rail has had a good safety record as compared to other metropolitan areas—last year, only 50 accidents reported
- Bus pullouts are a problem: while passenger vehicles love them, bus drivers hate them because once a bus pulls in, passenger vehicles won't yield to allow the bus to re-enter the roadway. Additionally, when accidents occur bus drivers are often cited because the bus pullout is not considered part of the travel lane, and thus, passenger vehicles are considered to have the right of way
- More FedEx and UPS traffic in residential areas because we've had an increase in folks working from home
- We have lots of issues at schools: pick-up/drop-off is dangerous. When there is only 30 minutes for parents to come through, one police citation takes the entire pick-up/drop-off time. School design needs to address this issue better; with open enrollment increasing and bus usage down, schools simply aren't able to accommodate this morning/afternoon traffic
- High school student parking and drop-off creates conflicts
- Trucks often finding short cuts instead of using truck routes—diesel is expensive and time constraints are great on truckers
- Tandem trailers are hard on roadways, and if a tandem trailer jackknifes, it's a real problem
- Trucks mixed with pedestrian/bike movements on arterials will continue to be a problem
- Sometimes people have turned onto light rail corridor and then don't know to get out/off of it since its protected by high curbs
- 24th Street where the rail system is at grade—as growth occurs, there will be more of a back up and delay, even just with Light Rail
- As rail becomes more popular (cargo and passenger), interaction between rail and other modes will need to be addressed
- During holidays (Wed. before Thanksgiving) Sky Harbor traffic backs up all the way to the freeway system (which then impacts the freeway)
- I-10 southbound to Washington and 51—spillback issues with morning airport traffic
- Cell phone use is a huge problem (in general: distracted drivers). While newspaper readers and make-up appliers are a problem, the highest proportion of accidents is coming from cell phone/texters

2. What types of actions would aid in improving public safety on our transportation network?

- We do not have a good idea of pedestrian and bike exposure. While we know how may are involved in accidents, we don't know how many pedestrian and bicyclists exist in the network. Without exposure data, it's hard to track the relevance or meaningfulness of crash and accident data
- Dynamic message signs are not updated in time leaving people reacting to old data (leaving the freeway system after an accident is cleared)
- Trucks should be in the right lanes, but often are not. Many states restrict trucks in left lanes and could be a consideration for freeways like I-10
- Osborn (near country club) needs a sidewalk and dedicated bike lane
- Better neighborhood design; 15-20 years of planning force people to major arterials instead of driving "through". While this prevents more cars in neighborhoods, it overloads our arterials. As roads get bigger (even as arterials), cars drive faster and more accidents
- Better pedestrian and bike system (more bike lanes, better, more continuous sidewalks)
- Sidewalks should be moved off from, not immediately adjacent to, large roadways (to get away from exhaust)
- Even where there are sidewalks, many prefer to use asphalt roadways over concrete sidewalks because asphalt is easier on the joints
- Too many crosswalks with no destination sidewalk; need to resolve
- Increased photo enforcement, beyond intersections and schools, to monitor speed
- Peoria put in a red light camera at 83rd/Union Hills and its helped to significantly reduce accidents
- Closed school campuses would be better (not allowing high schoolers to leave campus for lunch)
- Perhaps there should be a clearer distinction of streets (collector vs. arterial); pedestrian, bikes and trucks would have a better understanding of what should be used
- ADOT at one point almost tried to reroute a construction alternative through Sky Harbor—we need to find ways to collaborate to reduce or prohibit non-airport destined traffic using Sky Harbor Blvd
- Designing pedestrian walkway buttons for visually impaired individuals, including different chimes and easier ways to signal crossings
- Drivers manuals and tests need to be updated to accommodate new transportation circumstances (i.e. roundabouts)
- We should increase the frequency of driver retesting in Arizona—doesn't happen often enough!

3. What are safety concerns when transitioning between modes?

- 44th/Washington – Light Rail stop with passengers are trying to get on a bus for Sky Harbor, they aren't using the crosswalk and it's a very unsafe transition. While this is a specific example with crossing jurisdictions, this is replicated around town with people

transitioning between modes and using unsafe/unauthorized areas to cross (Central Station: jumping off Light Rail and walking over tracks to get to bus before it leaves). This is a behavior problem, but scheduling magnifies the problem because the intervals between bus/light rail aren't the same

- Light Rail accidents mainly come when drivers violate right/left turn prohibitions
- Pedestrians are impatient—when having to wait 120 seconds or longer, even after pushing the crosswalk button, when the light doesn't change right away, most will wait until there is a 'gap' in traffic and will dart across the road
- Perhaps a signal that acknowledges that a pedestrian has initiated a crossing sequence might evoke higher compliance—perhaps a glowing button or something?
- Perhaps pedestrians should be higher on triggering lighting sequence
- There is a fundamental disconnect between how the arterial system operates and how the transit system is designed: there aren't safe ways for transit users to access transit stops. In some cases, crosswalks are over ¼ mile away from a transit stop. Solutions include mid-block crosswalks or mid-way harbors for pedestrians, even smaller roadways
- Not enough security at park-n-rides: catalytic converters are 'hot' items often stolen at park-n-rides because of the lack of security/monitoring
- Hard to balance needs of adjacent property owners of park-n-rides with the safety concerns at them (lighting, for example)
- Hide-n-ride: people finding vacant parking lots or minimally-used parking lots adjacent to transit stops and leaving cars there all day—a problem with businesses. Trying to get away from shared use park-n-rides and trying to get to more public, dedicated park-n-rides
- Poorly integrated transit stops with bike lanes
- Safety issues with pedestrians leaving bus stops and crossing roads or rail (reason why no bus routes are on Grand Avenue anymore)

4. Are there specific public safety considerations for special populations?

- Shade at all stops
- Bus stops that are only "a sign"…no platform, ramp, etc. All bus stops should have a platform that connects to something

5. Looking at the world now, what are some emergency management/response considerations as we move forward?

- Redundant roadways, especially for I-17 north to Flagstaff is always a problem. A concern for a need to move people out of PHX, but even just for summer getaways, it can be a problem
- We should have a public evacuation system that outlines how public should move in case of an emergency; ADOT is working on a plan
- All signals should have the technology where public safety officials can trigger 'green' to aid in movement of emergency personnel

- It would be great to have all public safety personnel in the Valley using the same equipment and on the same frequency
- Would be nice to have transit, highway construction and DPS communicating to emergency personnel immediately – all eyes with an immediate link to public safety personnel when an incident occurs
- Changing demographics, including the aging of our population, could have major implications to the transportation system (signage is key)

Commercial Interests Focus Group

Summary Report

Date: July 19, 2010; 11 a.m. to 1 p.m.
Location: MAG Saguaro Room

Handouts: CPHX Fact Sheet

Participants: Wendoly Abrego, Phoenix Revitalization Corp.; David Berry, Swift Transportation; Tamie Fisher, City of Phoenix; and Sean Sweat, Intel Corporation

MAG Staff and Consultants Present: Brent Cain, HDR; Bob Hazlett, Micah Henry, Monique de los Rios Urban, and Tim Strow, Maricopa Association of Governments; Curt Dunham and Audra Koester Thomas, Partners for Strategic Action, Inc.; and Dan Marum, Wilson & Company, Inc.

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Focus Group Feedback

1. What are the greatest impedances to the movement of freight within and through the study area?

- Phoenix, compared to other metropolitan areas, is pretty good. We're pretty young. Swift won't do business in some cities, and in some cases, we'll increase our surcharge to do business in difficult locations. Customers help decide the cost of doing business when transportation isn't complimentary
- System was devised for an older transportation philosophy—not able to address contemporary issues
- New commercial developments aren't improving arterials to carry the weight of the development that is occurring; residential neighborhoods simply improve the roadway (and expand if needed) right in front of the development without consideration of continuing that improvement past or between developed nodes
- Sometimes we overbuild roads that are only going to see cars, and underbuild roads that are only going to see trucks
- Having a downtown airport is a HUGE advantage to our community; without it, the economic activity would be very different. However, the downtown location is a huge constraint—we're unable to expand.
- Sky Harbor is a "through" airport (instead of a cul-de-sac or destination)—a huge concern for us is the amount of non-destined traffic that traverses through the airport
- As passengers increase at Sky Harbor, handling of freight (UPS/FedEX) may not be able to coexist: does the public want a passenger system with a broader spectrum of use (2 am when cargo is being moved) or is there a dual option (passenger and cargo at the same airport)?
- In my experience, airports that have asked cargo to move out to a remote location later wished cargo could come back because of the revenue from off-peak access/activity

2. How can access to freight hubs be improved? How can access to freight delivery destinations be improved?

- As downtown develops, goods movements needs to be kept in mind. Perhaps allow for commercial delivery bump-outs (like bus stops) so that trucks don't block a lane of traffic
- Access to the airport (being able to get in and out) is important for the success of both users and the airport itself. Need more transportation capacity in a fixed, constrained environment
- As we continue to grow, traffic will increase on surface streets. As such, we need a strong framework to support the movement of people and to support redundant routes
- Jurisdictions need to work together a bit better—instead of just worrying about their community should think a bit bigger picture to worry about the movements of cargo
- The key cargo hubs aren't likely to change; they are positioned well, and there aren't a lot of other places these hubs could 'go'
- The goal of commercial movements is to have your distribution close to your customers
- When we have growth, that might occur outside of the CPHX study area, and thus, additional port development (port cities) or distribution hubs might be justified to be built outside of the study area

- Phoenix is a net importer of goods (10 loads in, 1 load out)—we bring in raw materials to support all our development and food to feed us and energy to power us; I think we'll remain in a mainly import philosophy. As a country, we're becoming a net importer—not sure if Phoenix is unique in a consumer-based (not manufacturing/industrial) system. We import a car and export a chip—while the chip is higher value. We want a high-value consumer, so focusing on manufacturing/industrial activities may be counter-intuitive (when we want high-value, quality jobs)
- Maybe an important topic to ask economic development folks: should we be working to focus on manufacturing, etc. to fill these trucks/trains as they leave out of Arizona?
- Port of LA has plans to double in size—while we may hope that it's fully grown and that political decisions may not allow it to grow, there is still a likelihood that LA will serve as the port mainstay

3. What elements of the transportation system need to change to accommodate future commercial activity and goods movement within and through the study area?

- Need to take east/west through traffic (not stopping in Phoenix) off of I-10. However, the funding that lays the pavement outside of the study area takes dollars out of the study area
- I-17 as the only north/south corridor is a huge problem—it's why most warehousing along I-17 have failed and are now empty—too much congestion. Investment needs to be made in a redundant north/south roadway
- I-10 will really become a "Route 66"—irrelevant to freight movement. There will be better ways to get east/west than using I-10 to move. It's a road that politicians drew, not one that is meaningful. If people want to vacation in New Orleans, they won't drive I-10, they'll fly. Will growth really occur in El Paso?
- One must consider the future of Phoenix, too…do people want to live in the desert or next to the ocean? We have some things to offer now (cheap housing, labor) but will that last?
- With the economic climate and environmental concerns, packaging has been reduced across the board; products are highly concentrated. Wal-Mart is shipping 20% less goods simply by pallet design and reduction in packaging and reducing miles traveled through warehouse movement or rerouting. Bottom-line: population growth and goods movements are not linear—cargo movement is becoming more and more efficient

4. What are critical intermodal issues associated with goods movement within and through the study area?

- Phoenix Sky Harbor wants as much cargo activity in the off-peak hours as much as it wants as many passengers in the seats of airplanes on-peak; our focus is to fully utilize the system 24/7
- Local-focus: people want resources as close to them as possible (without the not-in-my-backyard impact, of course)

- Commercial transportation coming to the airport is competing with passenger access. The airport relies on properly functioning freeways to do business—it's a tough sell to get people to come two hours early if it takes an additional two hours to get there. We anticipate commercial relievers to the east at first, and to the distant future to the west; Sky Harbor just won't be a reliable source
- Need to make investments into the arterial system
- Rail is a long-haul cargo; Phoenix hasn't been much of a cargo market and in the long term, probably won't be. 70%+ of the goods coming in to Phoenix are coming by truck or air; rail doesn't want to have to stop in Phoenix. Rail used for destinations over 500 miles; under 500 miles usually by truck
- Railroads are government-sanctioned monopolies—any future rail activity will probably be passenger-focused
- The Phoenix market is a cycle of breaking down a big aircraft to little aircraft (and vice versa) to Globe, Show Low, etc.; it's not supply chain activity, it's consumables for people and households. Phoenix is the cornerstone for the rest of the region…if things back up in Phoenix, business will be pushed to Las Vegas and Albuquerque. Need to retain this commercial advantage
- Identify future high-capacity corridors now; don't wait for later. SR 51 was painful enough, but a needed transportation corridor for the vitality of Phoenix

5. Are the designated truck routes functioning well?

- SR 85 is a wasted opportunity—horribly under-marked and underutilized. Need better signage to communicate why it's a better alternative, and work with route providers (Google maps, Mapquest, etc.) to communicate the importance of the alternative. Need to sell it and educate the traveler—for most it's a game-time decision, so you need game-time information
- I-11 would help solve some of the north/south traffic coming in/out of study area
- South Mountain Freeway (L-101) completion will be commuter focused. Where it comes into I-10 at 59th Ave. will be a dead-end, not a transition. Now you're dumping more traffic onto I-10 and it will increase gridlock
- An east/west reliever is the major priority

Economic Development & Downtown Development Focus Group

Summary Report

Date: July 19, 2010; 2 to 4 p.m.
Location: MAG Saguaro Room

Handouts: CPHX Fact Sheet

Participants: Wendoly Abrego, Phoenix Revitalization Corp.; Yuri Artibise, YouriArtibise.com; Kari Cluff, Salt River Project; Heidi Gracie, Valley Metro RPTA; Robert Gubser, City of Peoria; Carol Ketcherside, Valley Metro RPTA; Andrew Knochel, Knochel Brothers, Inc.; Patricia Nelson, Greater Phoenix Convention & Visitors Bureau; Ginamarie Pellerito, Chandler Chamber of Commerce; and Jeremy Stapleton, Stoveworks Studio

MAG Staff and Consultants Present: Brent Cain and Scott Miller, HDR; Bob Hazlett, Micah Henry, Monique de los Rios Urban, Tim Strow, Maricopa Association of Governments; Curt Dunham and Audra Koester Thomas, Partners for Strategic Action, Inc.; and Dan Marum, Wilson & Company, Inc.

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At the conclusion of the focus group, Mr. Hazlett thanked participants again for their contributions and reminded them that they were now part of the study review team and will be asked for continued contributions throughout the process.

Focus Group Feedback

1. What are the economic competitive advantages and disadvantages of the transportation system within the study area?

Advantages:

- There is still room to grow—not yet at buildout
- Congestion is low—easy to get around in a car
- Phoenix was relatively late in building transit, but we learned a lot of important lessons from others on how to build a better system
- Location of the airport with respect to the road system
- Transit system is young, but moving forward
- We have lots of room for infill, even before going vertical—density can be increased and can serve as a way to attract creative, high quality employers
- Number of airports in the area
- Lots of diversity to offer—something to offer everyone: higher density, large acre, employment-based, pedestrian-oriented, transit-oriented…lets create more options

Disadvantages:

- Communicating opportunities to traveling/tourism crowd
- Auto-centric system—hard to get around town any other way
- Not well served by passenger rail, and not as robust in rail cargo service
- Lack of intercity passenger rail system (Tucson to Phoenix to Las Vegas—lacking a European model)
- Lacking synergy between business and transportation (streets too wide to be noticed, hard to access: lots of inefficiency)
- Need to expand park-n-rides and longer-term parking to utilize transit (a weekend trip to TUC); key activity centers lack sufficient park-n-ride opportunities (Tempe park-n-ride for transit to Suns games)
- Lacking reliable, long-term transportation funding source
- The current system enables continued dependence on individual cars
- Current land use policies aren't conducive to attracting our transit-oriented, mixed use developments that are now desired—need more higher density mixed use developments
- The perception of our transportation network doesn't help us land creative, high quality employers (no trees, poor aesthetics); others believe that Phoenix has one of the most beautiful freeway systems—while it is desert-scape, it is one of the most attractive.
- Transportation and transit users should be proactive in reaching out to new, large employers to communicate and educate them on how employees can access transit; or,

better yet, businesses should coordinate with transportation providers before selecting a site to find best circulation solution

- Within municipalities, there isn't a regional perspective on success—cities are city-centric and there really needs to be an appreciation that the success of one is the success for all
- It's cheap to do business here in the Valley, but there is little value-added that can be offered in other metropolitan areas

2. What are the current and potential future activity centers in the study area? Locations (with key mobility factors identified for each)

- Downtown
    - New urban design manual—higher density, infill
    - Park once, transit around—its easy to get to, but hard to get around
    - Pedestrian-friendly improvements
    - Improve transit speed between ASU Tempe and Downtown campuses—takes over an hour; maybe a bypass, non-stop between campuses
    - Extend transit options downtown, especially after hours (shift workers, night life, etc.)
    - Find ways to make transit friendly, cleaner and safer
    - Cost and availability of parking needs to be balanced in order to incentivize transit use—may need a comprehensive parking study
    - Why use coin-only meters in this day in age? Need relevant payment mechanisms for parking (credit card)
    - Start attracting businesses back downtown—space to do so, currently easy to get to
- Biltmore
    - Hard/weird to get to via car
    - Even with the bypass, it is an unsafe area for pedestrians
    - Seem to be plenty of city transit stops, but perhaps there is a lack of education
    - Free valet parking for most businesses, so its just easier to drive from place to place
    - Prime transit corridor
- Scottsdale Airpark
    - It's not on a grid system and is difficult to navigate
- Sky Harbor Airport
    - Sky Train and connection to light rail system is going to be really effective when its done
    - Washington/Jefferson/south of airport has a lot of infill, economic hub
    - Connectivity between rental car facility to main terminals is a real problem; while the current bus system isn't sexy and a bit confusing, once you figure it out, it really works

    - From a tourist perspective, the positioning of Sky Harbor is very advantageous to key recreation and activity centers—unique for Phoenix
    - Connectivity between east and central valley for Sky Harbor
    - Light rail—higher frequency and longer hours (early/late flights not served)
    - Equal presence between rental cars and use of transit—build a system like other cities where you get off the plane and look for the corresponding transit line
    - Numbering of terminals is frustrating and confusing
- Westgate
    - Totally designed for cars; located next to freeway
    - Transit options to accommodate a drinking public attending sporting events and nightlife
- Desert Ridge
    - Built for cars, located next to freeway
    - Unlikely that Desert Ridge folks are transit oriented; perhaps express bus…but with growth of museum and infill, perhaps an opportunity. Currently, the design of the community is not transit/pedestrian/bike friendly
- Downtown Tempe/ASU
    - One of the better-served transit locations—highest cost of parking in the region!
    - Bike infrastructure better than rest of Valley; Mill Ave is pedestrian friendly
    - Bike-focused transit signals is nice (instead of having to leave roadway to push pedestrian button)
    - Starting to serve as the central core (halfway between west and south)
    - Tempe is a good transit model
    - Tempe is trying to be a destination, not a throughway
    - Shade at transit locations
- Central Avenue Corridor (north of I-10)
    - Long, linear with higher density activity but lacking connectivity between high rises
    - Potential, but street presence and connectivity lacking
    - Lots of opportunity to do transit-oriented development and higher density mixed use
    - Revise land use to foster more pedestrian-friendly, transit-friendly development
    - Probably the best area to increase people-powered transportation—bike/pedestrian use. Faster to bike Thomas to Downtown than to take light rail, but it's not comfortable—if we make it more comfortable, perhaps we'd see an increase in bike use
- Price Corridor
    - Major transit opportunities
    - Connectivity is an issue
    - Access an issue for trucks—Fry at L-101
- L-101/I-17
- Skysong/South Scottsdale/SRPMIC

    - Break up blocks and create new corridors for new development
    - Lots of easy redevelopment opportunities—parking lots, car dealerships, underdeveloped
    - Transit (light rail) between Skysong area and Chandler
- Metro Center

3. What mobility factors are most important to economic growth and development?

- Interconnectivity of activity center hubs via transit (BRT or Light Rail)—whereas other metropolitan areas have a center hub, Phoenix is more nodal making it more difficult to radiate transit opportunities. However, it will be impossible to connect everything, but let's be sure everyone knows what to expect: if you want to live on the grid, know what that will mean; if you don't want to live on the grid, then understand what that means. We have the problem of trying to provide a little transit to everyone, thus giving nobody quality transit
- Transit-ready development should be a new focus; need paradigm shift to build up and some spaces; comprehensive land use planning philosophy; need to show better examples of higher density (Paris doesn't have anything over seven stories)
- Need an education effort to help folks get why density works, and how density can work well
- Solar generation within the freeway corridor right-of-way
- Native and desert-adapted plans that can be a source for biodiesel
- Focus on multimodal transportation planning—when building new freeways, be sure to identify park-n-rides
- Intercity commuter rail
- Commuter rail; creating another light rail 'spine' in metropolitan area
- Pay as much attention to the areas *between* the nodes as you do with the nodes themselves—most of our day-to-day living occurs between nodes
- Improve air quality (i.e. green belts)
- Improved governance—strong regional coordination and reliable funding
- Employ complete streets
- Air, freight and heavy rail expansion for goods and services coming in/out of Phoenix (not all just by truck)
- Light rail mission in Phoenix isn't clear—we've tried to build a system to accomplish a bunch of things, instead of building a clear mission (economic development vs. pedestrian service vs. right-of-way, etc.)

Sustainability & Livability Focus Group
Summary Report

Date: July 20, 2010; 8 to 9:45 a.m.
Location: MAG Saguaro Room

Handouts: CPHX Fact Sheet

Participants: Wendoly Abrego, Phoenix Revitalization Corp.; Rob Antoniak, Arizona Public Service; Yuri Artibise, YouriArtibise.com; Stuart Boggs, Valley Metro RPTA; Dean Chambers, J2 Design; Jim Dickey, Arizona Transit Association; Trinity Donovan, City of Chandler; Leslie Dornfeld, PLAN-et; Brian Fellows, ADOT; Brandon Forrey, City of Peoria; Kate Gallego, Salt River Project; Ryan Glass; Aaron Golub, Tempe Bicycle Advisory Group; Chase Gordon, LISC Phoenix; Eric Gorsegner, Sonoran Institute; Eric Johnson, City of Phoenix; Carol Ketcherside, Valley Metro RPTA; Andrew Knochel, Knochel Brothers, Inc.; Shawn Kreuzwiesner, City of Peoria; Denise Lacey, Maricopa County Department of Transportation; Kurt Maurer, Arizona Department of Environmental Quality; Tim Oliver, Maricopa County Department of Transportation; Paula Randolph, Sonoran Institute; Valerie Roy, ASU/Valley Metro; Michael Sanders, ADOT; Sean Sweat, Intel Corporation; Greg Tripoli, Insured Solutions; Glen Van Nimwegen, City of Peoria; and Mitch Wagner, Maricopa County Department of Transportation

MAG Staff and Consultants Present: Brent Cain, HDR Engineering; Bob Hazlett, Micah Henry, and Tim Strow, Maricopa Association of Governments; Curt Dunham and Audra Koester Thomas, Partners for Strategic Action, Inc.; and Dan Marum, Wilson & Company, Inc.

Meeting Summary

The purpose of the topical focus groups was to learn more about specific issues and opportunities concerning multimodal transportation. Bob Hazlett welcomed participants and thanked them for their participation.

Mr. Hazlett provided a brief overview of the framework process, noting that Central Phoenix (CPHX) is the latest in a series of long-range planning studies initiated by the Maricopa Association of Governments (MAG). Today, nearly 2 million people live within the CPHX study area; at buildout, projections indicate it could double to nearly 4 million people. The goal of CPHX is to develop an environmentally sustainable, multimodal transportation network to serve the metropolitan core. The contributions from stakeholders, including feedback received during these focus groups, will help the study team understand the opportunities for a future multimodal transportation system.

Mr. Hazlett introduced Curt Dunham as the focus group facilitator. After participant introductions, Mr. Dunham led participants through a series of questions (responses captured as part of this report).

At the conclusion of the focus group, Mr. Hazlett thanked participants again for their contributions and reminded them that they were now part of the study review team and will be asked for continued contributions throughout the process.

Focus Group Feedback

1. What kinds of improvements to the multimodal transportation system help to promote equitable, affordable housing? How can a system increase mobility and help to lower the combined cost of housing and transportation?

- Connectivity of all modes of transportation
- Get people out of their cars
- Design areas that you don't need a car; create a synergy where people can use transit to move around within and to other activity centers
- Emphasize the importance of mixed use development—places where people can live, work and play
- Give more consideration to school siting and how we create housing alternatives close to schools. Instead of putting schools in after housing is built (in the middle of cotton fields), find ways to mix the correct housing options around existing schools
- Include school leadership in the discussion
- Promote walkability and walkable developments
- We've gotten away from the grid system—cul-de-sacs and walls—leaving people to walk a long way away even if the destination is technically very close (as the crow flies). People have wanted to get traffic out of neighborhoods, but that has dumped traffic onto arterial streets and collectors aren't actually functioning
- Need density; need better quality design, insisting on denser housing
- Lots of opportunities for infill and transit oriented development
- Many houses close to Town were built for 5-6 people, with 2 living in them now; look for other kinds of density housing (not just condo units and apartment blocks)
- Need to densify, but until you have key service industries that accompany dense neighborhoods (like a grocery store) it will be hard to create sustainable communities
- Promote uses of brownfields
- Realtors and home builders should be included in the dialogue
- Cul-de-sacs destroy connectivity, but everyone wants to live on one; it's incumbent to educate builders/realtors/cities on why this is an important consideration
- Uniform quality of education across a region removes families moving out of the core to get to better schools
- Employment centers are pushing people to live on the edges; need quality employment in the core

- Cheap houses are on the edges, and that pushes people out from the core
- If you're able to provide housing near employment and transit hubs, you're able to reduce your monthly budget by removing the need to have a car (saving $8,000 a year)
- Land use regulations that when creating denser housing, targeting people who don't need cars, still have requirements to provide parking spaces for residents—this needs to be changed
- Providing a housing mix—range of housing—is important
- One of the ways to dis-incent infill is when you *incent* sprawl; perhaps development fees should be confronted, changing the paradigm of how this works
- The funding mechanisms enables the 'easy' lending practice: to a single-family home; funders don't feel safe investing in unique, creative, dense, TOD activities
- Adaptive reuse policy discussion needs to occur outside of Phoenix as well in order to create a regional dynamic
- Planning needs to think outside of the am/pm peak activity—we need to provide round-the-clock transit and need to start thinking round-the-clock
- Valley METRO is starting to expand service, including express bus connectivity, to address mid-day needs (getting home to take care of a sick child)
- Seems to me that we're not the only metro area that hasn't already dealt with these same issues—can't we find a model to follow? Can't we go above ground transit?
- Are we even going to be a car society in 40-50 years? This is the first question that needs to be answered before we do any planning. Seems to me that we've overbuilt capacity already.
- Unintended consequences occur with decisions. The "Alex" service in the Awautukee area is used by school kids, seniors, park-n-ride, etc.; this kind of service engenders a transit habit in school age kids who will think of this as an option when they grow up. Since transit isn't really something Phoenicians have used, instilling the next generation in a transit-mode, we'll have a lot more success in changing to a truly multimodal philosophy
- Political will is needed to ensure affordable housing occurs; it just doesn't happen—work with communities within the study area to see what their needs are, specific to mixed use opportunities

2. How do we focus on supporting affordable, equitable housing?

- Need to understand that full spectrum of housing options is needed—when addressing the full spectrum, you can acquire all ranges of folks, especially young out of college grads, to attract employers who are looking for the "creative class". Need a variety of housing, but don't build to a specific economic class. There is too much homogeny now; we need to create diverse housing serving all ranges within the same neighborhoods. How can we find ways to allow all kinds of people, regardless of income, to live in the same neighborhoods

- Need to identify how far a pedestrian can feasibly walk within our desert heat, then build a transit network that services a population that is willing to walk "x" far and wait "y" time
- 99% of people who have the option to take a bus in the heat won't—need to think beyond buses in terms of walkability
- Urban areas aren't only for empty-nesters and recent college grads—they can be for families, too (New York!)
- There is a 'feel' and quality of life items that needs to be provided
- Transportation framework needs not to focus on land use, but it needs to focus on transportation. We need to change the paradigm. We should state that we're done planning for cars. Living in New York I used to go skiing…took a subway to a bus to a shuttle to the mountain; I never had to use a car
- Need to find a way to make incremental change—the first thing we should do is identify modal targets that we can shoot for, then build policies that get us there. It's going to be hard to provide transit and provide affordable housing—funding is needed (roads or transit), and when you invest in the core, you'll drive the cost up for the core
- Need a creative strategy to implement these great ideas—without it, this plan will just be pretty and sit on a shelf
- Affordable housing isn't the same unit always being affordable; as units become older or less desirable, they become 'affordable' when other options are offered. Affordable housing is cyclical
- All transportation is subsidized, perhaps the focus of the subsidy is changed
- Most transit systems will occur adjacent to or in coordination with a roadway network—that won't change
- We always require a number of parking spaces for new developments, but we don't require number of bike spaces or showers or pedestrian access, etc.
- I'd argue that the roadway network isn't built to accommodate transit
- People still see a cost associated with transit, and freeway use as 'free'—why pay for transit if I have a 'free' road
- Need to define affordability and educate what the options are (density, affordable, etc.)—it doesn't mean a skyscraper in the middle of Ahwatukee
- Start using a model of multimodal transportation—from the government perspective—instead of siloing the "car people" or the "rail people" or the "bus people" – why do we still do studies that focus on only one mode?
- Instead of talking multimodal or transportation study, we simply need to go in saying "how can we improve mobility"

3. What kinds of improvements to the multimodal transportation system help to enhance economic competitiveness within the study area, such as access to jobs and other opportunities?

- To increase the number of 'basic' employers we need a diverse work force, and to do that, we need the amenities to attract those kinds of people. One of those amenities needs to be transportation alternatives (car sharing, transit, etc.)
- We need to start thinking as a region instead of thinking as independent communities (Phoenix, Scottsdale, Tempe, etc.)
- We've been a low-investment location, attracting low-wage jobs. Maybe we need to make more investment to attract quality employers looking to invest in us
- Cooperation to build enterprise zones might be a good solution
- Better information leads to better decision making. It would be valuable to quantify the "all-in costs" of selecting "x" location over "y" location; what is the *true* cost of putting a business in south Chandler
- Find ways to link the modal alternatives—how is freight moved in and back out? How can one fly in and get to a place to do business?
- It's just too easy to lay out a roadway network; it's harder to lay out a rail network because it's portrayed as a private business (monopolized rail lines, etc.)

4. How can improvements to the multimodal transportation system help support existing communities and facilitate redevelopment and revitalization?

- Define redevelopment—people in established neighborhoods get worried at what that means. Education and providing visual simulations to depict what redevelopment means helps to eliminate the fear
- Can't look at transportation without looking at land use—they're intertwined
- Think transportation before need/people; if people can get in and out of somewhere easily, the redevelopment and people will come
- Have the study go down to a neighborhood street level—not just collector/arterial level. Provide the framework for communities to take the next step to plan the next layer down
- Take clues from historic Phoenix—look at older photos to repurpose existing fabric
- Connectivity will connect outer communities, bringing their money to the core
- Be mindful that redevelopment might repurpose and push out people within these existing communities
- Discuss with communities how the regional transportation network works and serves individual communities at the local level and at the regional level
- Take clues from other metro areas for things that have successful redevelopment stories
- When transit and transportation alternatives are approved, work with the community to find a way to integrate development and find ways to preserve the uniqueness of the community
- Affordability doesn't just happen—when areas become desirable they become less affordable, pushing those existing folks out
- Education needs to go both ways—those who design the system need to be educated
- Creating a tool box of options for communities is important

- Need to continue to push the creative envelope, and yes, we have tools, but until policies are changed, we won't enable use of these 'tools'
- An integrated approach needs to occur
- Complete streets is important—perhaps a MAG policy that all federally-funding projects need to incorporate complete streets (or all modes considered)
- I'd be really proud if this study was what started to shift the paradigm that we're not planning for cars

Transit, Bike and Pedestrian Interests Focus Group
Summary Report

Date: July 20, 2010; 10 to 11:45 a.m.
Location: MAG Saguaro Room

Handouts: CPHX Fact Sheet

Participants: Tony Arranaga, Light Rail Blogger; Yuri Artibise, YouriArtibise.com; Stuart Boggs, Valley Metro RPTA; Dean Chambers, J2 Design; Maureen DeCindis, Maricopa Association of Governments; Jim Dickey, Arizona Transit Association; Leslie Dornfeld, PLAN-et; Brian Fellows, ADOT; Brandon Forrey, City of Peoria; Ryan Glass; Aaron Golub, Tempe Bicycle Advisory Group; Heidi Gracie, Valley Metro RPTA; Jim Graham, Start Up Now; Eric Johnson, City of Phoenix; Carol Ketcherside, Valley Metro RPTA; Andrew Knochel, Knochel Brothers, Inc.; Shawn Kreuzwiesner, City of Peoria; Denise Lacey, Maricopa County Department of Transportation; Eric Laubach, JBS USA; Annie McVay, Arizona State Parks; Eva Olivas, Phoenix Revitalization Corporation; Tim Oliver, Maricopa County Department of Transportation; Joseph Perez, City of Phoenix; Connie Randall, City of Phoenix; Paula Randolph, Sonoran Institute; Valerie Roy, ASU/Valley Metro; Peggy Rubach, Valley Metro - RPTA; Michael Sanders, ADOT ; Jeremy Stapleton, Stoveworks Studio; Sean Sweat, Intel Corporation; Greg Tripoli, Insured Solutions; Serena Unrein, Arizona Public Interest Research Group; and Mitch Wagner, Maricopa County Department of Transportation

MAG Staff and Consultants Present: Brent Cain and Marc Soronson, HDR; Bob Hazlett, Micah Henry, Monique de los Rios Urban, Tim Strow, Maricopa Association of Governments; Curt Dunham and Audra Koester Thomas, Partners for Strategic Action, Inc.; and Dan Marum, Wilson & Company, Inc.

Meeting Summary

The purpose of the topical focus groups was to learn more about specific issues and opportunities concerning multimodal transportation. Bob Hazlett welcomed participants and thanked them for their participation.

Mr. Hazlett provided a brief overview of the framework process, noting that Central Phoenix (CPHX) is the latest in a series of long-range planning studies initiated by the Maricopa Association of Governments (MAG). Today, nearly 2 million people live within the CPHX study area; at buildout, projections indicate it could double to nearly 4 million people. The goal of CPHX is to develop an environmentally sustainable, multimodal transportation network to serve the metropolitan core. The contributions from stakeholders, including feedback received

during these focus groups, will help the study team understand the opportunities for a future multimodal transportation system.

Mr. Hazlett introduced Curt Dunham as the focus group facilitator. After participant introductions, Mr. Dunham led participants through a series of questions (responses captured as part of this report).

At the conclusion of the focus group, Mr. Hazlett thanked participants again for their contributions and reminded them that they were now part of the study review team and will be asked for continued contributions throughout the process.

Focus Group Feedback

1. What are the strengths of current multimodal system?

- Rapid bus transit system works really well—they get people from a park-n-ride to downtown very, very quickly via HOV lanes
- The system does a good job finding a way to incorporate the car into our transit system (rapid bus transit)
- Phoenix was an early adopter of bike racks on fronts of bus
- Wide streets are a positive for bikers
- Bike system is becoming cohesive—there are still some gaps
- Light rail is a success, and does work in this metro area—let's capitalize on the opportunity
- Complete streets manual forthcoming—let's use it

2. What are the weaknesses of current multimodal system?

- System is underfunded compared to our relative metro areas, thus, we have less a transit system than others
- Need to expand the rapid bus transit system destinations beyond just downtown
- We have a habit of using minimum requirements for pedestrian/bike as "standards"
- Wide streets are a negative for pedestrians who need to cross
- Need to think complete streets
- Need to have better policy to have better partnerships with developers (give them more density to get more transit)
- Need to consider climate more in our transit design
- Lack of dedicated lanes for bikers who need to share with cars
- Need to have wider sidewalks with shade (and policy that allows bikes on sidewalks)
- Schools and developers are not working together to provide safe travel for kids
- Lack of connectivity between modes (we should have bike-n-rides, not just park-n-rides)—need to find ways to get to places via bike
- Being a bike planner and being a biker are two different things—biking provides a perspective valuable for planning. Citizen committees are important to bring these issues forward

- Intersections are where bike lanes end, and that's where the majority of accidents occur—without connectivity (through intersections, for example) you're setting people up in dangerous situations
- We only have parking spot requirements for development, we need requirements to support bike infrastructure and showers in employment
- No MAG standard for wheelchairs—need update
- Need underpasses at canals (most are at grade)—this is low hanging fruit
- Need accountability between agencies that we're moving towards the same standards
- Need to provide a safe, comfortable, shaded, connected transit system
- Bus and light rail aren't an integrated system
- Bus side of transit isn't as well integrated as long as decision making focuses on jurisdictional issues instead of where bus service is best placed and can service the most amount of people
- Need more advertising and signage to protect bicyclists—there isn't fairness in the multimodal system
- Need to increase presence of bike/pedestrians to increase the behavior modeling (people do what people see)
- Policy consistency is needed so that the users can expect a uniform system—is it OK or not OK to bike on sidewalks?
- Lack of mid block crossings – sometimes going ½ mile to get to a safe (legal) crossing
- Light rail (even at buildout) won't serve all who it should
- Imbalance between bus service in the east/north/west (west poorly served); need a regional perspective; don't leave these decisions up for local governments to fight out and miss serving where the "need" is
- A fallacy with transit-minded people is that you should take transit to where the people are—that only encourages continued sprawl. Serve the populations that can and should be served—if you want it, move to it
- We often do a "one solution for all" concept—light rail isn't the solution for all, so we need to discriminate the use of our tools in our tool box and use them appropriately
- Need more passenger rail options (intercity and commuter)
- Need standards that focus on pedestrian-oriented infrastructure—specifically, building design isn't conducive to pedestrian-orientation
- We don't go back to older neighborhoods to provide transit connectivity and retrofit pedestrian infrastructure (we're better when its new)
- Include the target populations in open space and park space discussions
- We need neighborhood ordinances that promote garbage can integration with sidewalks
- We do a poor job where we *do* have density providing little walkable and pedestrian-friendly activity
- We don't have anything to walk to and from downtown
- Pedestrian groups aren't as well organized as bicyclists

- County hasn't put together a comprehensive plan to reduce pollution during rush hour traffic (the main creator of pollution)—we need to use the data we've been collecting
- MAG has some of the insight and vision (complete streets, for example) and MAG should have or get the power to force its members to adopt these important policies (or you fall out of Prop 400, for example)—MAG needs more teeth

3. How can we effectively deliver more users to the transit system? What are some of the barriers of transit access?

- Transit needs to be more convenient. I live in north PHX and to take transit to my work, it's 2 hrs 15 minutes; by car, it takes 25 minutes—what's my incentive?
- Get people living along light rail and use those empty lots—infill! Need to intensive use/density around existing transit corridors where the investment has already been made
- Need to reduce the number of transfers (for me, 4 transfers and 12 miles)
- Need to understand that not everyone wants to live or work downtown, so we need to tolerate that people want to live in other places and find a diversity of options for folks
- Beef up options to address emergency transportation (kid sick at school)
- Need frequency and usability for transit to work—if you're waiting 15-30 minutes for buses or there isn't a diverse system to address a range of needs, it won't be successful
- Increase cost of parking
- We also have to consider the cost of service and density—the paradigm has to shift that we can't be everything to everyone—a bus stop can't be in front of everyone's home
- Lack of growth restriction laws puts a damper on density development; need more transit oriented development
- Taking light rail corridors down freeway corridors eliminates the pedestrian access opportunities and other collection points. Need appropriate alignments to encourage transit collaboration
- Provide information for timing of transit—mobile apps to inform of timing of transit (real time!)
- Dedicated bus lanes
- Need something to show and educate people how transit is personal—and can be used on an individual basis
- Cannot continue to plan for single occupancy vehicles—need more livable streets, density and transit
- All employers should be required to have a hybrid vehicle for employee emergency use
- Educate our kids (who in turn will educate their parents)

4. How can we improve access to special populations?

- More mid-block crossings and addressing crossing our canals; connect all canals via "hawks"; current light rail system prohibits mid-block crossings
- Observe and see what's working in other communities (Europe) and model after those great communities

- Encourage better design principals universally—it also prevents for an assumption that a design has been made for a specific kind of person
- Be mindful of the range of populations—seniors trying to make a short trip, children running out in the street to get a ball, etc.
- Support complete street movement—streets as *parts* of neighborhoods instead of *separating* neighborhoods
- Think through how intersections are used (not how they're designed)—cars often block crosswalks, for example
- Coordinate with special populations
- Standardize and have member agencies adopt the policies MAG has already created
- Diagonal cross walks—rarely people are going on the square? Have been done in the past in Phoenix and were removed for a reason

Papago Dialogue
Summary Report

Date: August 11, 9 to 11 a.m.
Location: Tempe Transportation Center
200 E Fifth Street
Tempe, AZ

Participants: Steve Bass, Mesa Community College; Charlie Belk, City of Tempe; Julian Dresang, City of Tempe; Darren Henderson, Parsons Brinckerhoff; Sintra Hoffman, ADOT; Cathy Hollow, City of Tempe; Diana Kaminski, City of Tempe; Jennifer Love, Parsons Brinckerhoff; and Don Smith, Parsons Brinckerhoff

MAG Staff and Consultants Present: Marc Soronson, HDR Engineering; Bob Hazlett and Tim Strow, Maricopa Association of Governments; Peggy Fiandaca and Audra Koester Thomas, Partners for Strategic Action, Inc.; and Dan Marum, Wilson & Company, Inc.

Meeting Summary

The purpose of the topical focus groups was to learn more about issues and opportunities of multimodal transportation in different regions of the study area. Bob Hazlett welcomed participants and thanked them for their participation.

Mr. Hazlett provided a brief overview of the framework process, noting that Central Phoenix (CPHX) is the latest in a series of long-range planning studies initiated by the Maricopa Association of Governments (MAG). Today, nearly 2 million people live within the CPHX study area; at buildout, projections indicate it could double to nearly 4 million people. The goal of CPHX is to develop an environmentally sustainable, multimodal transportation network to serve the metropolitan core. The contributions from stakeholders, including feedback received during these dialogues, would help the study team understand what components might make up a future multimodal transportation system.

Mr. Hazlett introduced Peggy Fiandaca as the dialogue facilitator. After participant introductions, Ms. Fiandaca led participants through a series of questions (responses captured as part of this report).

At the conclusion of the dialogue, Mr. Hazlett thanked participants again for their contributions and reminded them that they were now part of the study review team and will be asked for continued contributions throughout the process.

Dialogue Feedback

1. What are some of the competitive advantages that make this area unique (in terms of transportation, economic development, etc.)

- People have to pass through the Tempe area to get to/from other parts of the Valley
- Tempe is a net importer of employment
- More linear mileage of freeway than anywhere else in the Valley; lots of freeway access
- Arizona State University
- Access to Phoenix Sky Harbor
- Tempe Town Lake is a great recreation amenity and economic generator
- Potential development, even just around the lake, exists; however, Tempe sees itself at built out, and is now concentrating on redevelopment
- Redevelopment does provide some challenges; the type of redevelopment that will occur may mean changes to infrastructure
- Existing infrastructure in Tempe is an advantage and Tempe feels confident it can accommodate healthy population growth
- Heavy demand for transit use exists; ASU has created a large net demand. It's the only place where we have 100,000+ using it on a daily basis with easy access
- Tempe is the most pedestrian- and bike-friendly community in the Valley; it is easy to get from one end of the city to another using alternative transportation

2. What are the current activity centers within the region?

- ASU
- Tempe Market Place/Rio Salado/Tempe Town Lake
- Sky Harbor Airport
- Diablo Baseball Stadium
- Southwest Tempe, autoplex area (Ikea area)
- ASU Research Park
- Arizona Mills Mall
- Papago Park area
- Discovery Triangle/Sky Song
- Broadway area, either side of Priest

3. How do these activity centers get connected? What transportation modes are appropriate for particular activity centers?

- Safeway, Shamrock distribution area:
    - not easy to get pedestrian or transit access there, but perhaps heavy rail to provide access to cargo; this is also a regional attractor (few Tempe-based employees)
    - Need to be sure that use of heavy rail has long-term justification; rail is a heavy investment when the potential for short term business movements may change

thus making maintenance of heavy rail too expensive. Land use could change that might mean rail is abandoned
    - Tempe would most likely want to ensure the rail corridor that exist remains for future opportunities
- ASU
    - ASU currently makes up 20% of the light rail ridership; it is an underestimated opportunity
    - Students are taking classes at both Downtown and Main campus, using light rail to move seamlessly between each location; looking for connectivity to ASU West (or Polytechnic) is important as the Main campus becomes more constrained. Connecting each campus with light rail would be a dream
    - ASU has told Tempe previously that they're wanting 10,000 more beds in 10 years with a focus on grad programs, but would also require freshman students to live on campus—not sure what the impact of this would be
    - BRT should be better utilized; it's perceived as a second-class form of transportation, but it's the most creative/responsive and could be used easily to connect ASU to other activity centers. It's also upgradable—start with BRT and upgrade over time. Expanding the Orbit system and increasing its efficiency—more direct lines, minimizing the snaking of the routes (like Mars); 1+ hour one-way travel, while I take it, doesn't encourage ridership
    - Community college and ASU connection is important as many community college students are also taking ASU courses. Community college enrollment increasing due to initial student enrollment and retooling

4. What are new corridors needed within the region?

- Mill Avenue transit facility
- Without a regional alliance and appropriate land use to accommodate, a heavier rail facility won't be viable. Need to ensure transit oriented development and that future lines go to existing/future activity centers and that they connect to a larger transit system (BRT, light rail, etc.). LA, Atlanta, Perth (Australia) are peer examples
- Grand Avenue might provide a nice "diagonal" route to connect Peoria to Queen Creek. While the perception might be to align them to existing roadway corridors, actually its often more advantageous to pull passenger rail off these existing corridors so that you can concentrate on land use changes and promoting transit oriented development
- Need better access around Broadway Curve facility. Southern might be a better pass through (instead of Broadway, where businesses exist and more destination access occurs). Mid-mile crossings might be a possibility. Interesting observation that we're having more vertical land use development, but still on-plane transportation development. Maybe as we mature we'll think of off-plane transportation options
- Need to find exclusive transit rights of way; light rail trains can move up to 65 mph, but when in existing street right of way, can't move that quickly. Having a combination

where higher speeds provide commuter movements and in-street transit for localized movements

- US 60 has no ability to expand, so Baseline and Southern will take a larger load and become relievers. Need to use intelligent transportation systems (signaling, user information, etc.) to make arterials more effective
- Connectivity between southern Tempe and Scottsdale; a north-south connector should be established, perhaps Rural
- Strategic collectors that go through and have logical termini, instead of just being a collector, but not becoming an arterial. In the half mile grid, Tempe is hoping they will become complete streets
- Hardy Drive might be a transit corridor with a grade separated road/rail option
- HOV to HOV connections allow for long-distance BRT routes; without a complete HOV system, it limits BRT opportunities; also consider dedicated exits for BRT and direct connectors (L-202 right into University). Constrained BRT options could deter economic development activities within Tempe region
- Bikes: half mile streets are preferred for cyclists; Alameda and I-10 (and others) prevent continued access. While we've looked at putting bike lanes at each arterial, I think bike/pedestrian access at the half mile might make more sense. A challenge is Tempe identifying use of "green streets", but there is a conflict between commercial activities and bike/pedestrian activities. However, many bicyclists want lanes on every arterial. Having consistent lanes and continuity within and between communities is important (gap between Tempe and Phoenix at the Sky Harbor Airport—Rio Salado from Priest to SR-143). Valley Forward bike/ped program that identifies opportunities (planned, future, potential) is a good document to reference

5. What should this study recommend in order for a successful framework system to be implemented?

- Project prioritization across jurisdictions, using projected growth and land use as well as cost/benefit analysis
- Do not make the mistake to look at things in isolation, either jurisdictionally or modally; need to craft an integrated system
- Recommend that municipal land use planning link transportation; MAG should provide guidance and support to municipal land use planning to help facilitate collaborative planning activities
- Continue collaborative planning (Phoenix and MAG around light rail)
- Is there an average or "ideal" commute figure that the Valley should work towards? 20 minutes is often used, but should this be considered? Many people buy a house where they are comfortable with a car-based commute; it's hard, even with access to it, to use transit when it is twice as long as a car commute

6. Anything outside of the Tempe area that we should consider?

- Major activity center at Glendale's Westgate facility

- Chandler technical facility—large employment generator
- Scottsdale Airpark
- Connectivity to Phoenix-Mesa Gateway

7. Final thoughts:

- Getting more productivity out of existing infrastructure; study area has a relatively 'new' system, and we need to get better efficiency and effectiveness from it
- It's most important to provide multimodal connectivity and mobility
- Increasing transit in the West Valley should be a priority
- Commuter rail recommendations and BRT expansions
- Would love to see transit connectivity between downtown Scottsdale and downtown Tempe
- Need to focus on longer term trips, commuter or otherwise
- Arterial BRT have some opportunities (like Seattle) at skip stop or mile spacing

Southeast Dialogue
Summary Report

Date: August 11, 1 to 3 p.m.
Location: Ironwood Library
4333 E Chandler Blvd.
Phoenix, AZ

Participants: Julian Avila, ADOT; Jason Crampton, City of Chandler; Leila Gamiz, Maricopa Association of Governments; and Dale Hardy, Valley Metro/RPTA

MAG Staff and Consultants Present: Scott Miller, HDR; Bob Hazlett and Tim Strow, Maricopa Association of Governments; Peggy Fiandaca and Audra Koester Thomas, Partners for Strategic Action, Inc.; and Dan Marum, Wilson & Company, Inc.

Meeting Summary

The purpose of the topical focus groups was to learn more about issues and opportunities of multimodal transportation in different regions of the study area. Bob Hazlett welcomed participants and thanked them for their participation.

Mr. Hazlett provided a brief overview of the framework process, noting that Central Phoenix (CPHX) is the latest in a series of long-range planning studies initiated by the Maricopa Association of Governments (MAG). Today, nearly 2 million people live within the CPHX study area; at buildout, projections indicate it could double to nearly 4 million people. The goal of CPHX is to develop an environmentally sustainable, multimodal transportation network to serve the metropolitan core. The contributions from stakeholders, including feedback received during these dialogues, would help the study team understand what components might make up a future multimodal transportation system.

Mr. Hazlett introduced Peggy Fiandaca as the dialogue facilitator. After participant introductions, Ms. Fiandaca led participants through a series of questions (responses captured as part of this report).

At the conclusion of the dialogue, Mr. Hazlett thanked participants again for their contributions and reminded them that they were now part of the study review team and will be asked for continued contributions throughout the process.

Dialogue Feedback

1. What are some of the competitive advantages that make this area unique (in terms of transportation, economic development, etc.)

- ASU an economic and population generator
- Tempe and Chandler mall developments
- Opportunity to have multi-level transportation corridors (below ground, for example)
- Good access to the airports (Sky Harbor, Chandler and Gateway)
- Good access to the regional freeway system
- Nice natural features, such as South Mountain
- Employment centers including west Chandler and ASU Research Park
- Price corridor is a "crown jewel" for potential development; land use is set up for large employers and great access to a number of infrastructure assets (nitrogen lines, for example)
- Chandler is a job importer via Price Corridor and airport area; people commuting to Chandler for jobs
- Region can support affordable housing options, and is situated with great transportation access
- Chandler proactively planning (update general plan three years early) as it reaches geographic land lock/buildout; continuing strong policy to ensure available lands go towards employment instead of residential
- Use rail lines right of way for pedestrian/bicycle mobility
- Opportunity for high speed rail to come to southeast valley (as opposed to other areas): PHX/TUC high speed rail connection
- Transit will serve as the reliever
- So many folks who live in Arizona have moved from transit-friendly communities/regions
- Region is relatively new; we have first generation development, and we have an opportunity to avoid retrofitting

2. What are the current activity centers within the region?

- Price Corridor
- Chandler Fashion Mall
- ASU
- Ray/L-101
- I-10 Corridor
- Business park, employment development along I-10
- Kyrene Branch Rail line—future potential activity center
- Downtown Tempe (high density residential)
- Chandler Boulevard (in general plan), transit corridor and transit oriented development (high density residential)

- Chandler downtown/Arizona Avenue
- Chandler Regional Hospital (Dobson and Frye)

3. How do these activity centers get connected? What transportation modes are appropriate for particular activity centers?

- Chandler Fashion Mall
    - Good transit access
- Chandler Boulevard
    - Redevelopment potential; converting big box, large parking lot facilities into high density residential developments
    - Planned for BRT, but with Prop 400 coming short, may not reach as planned but an eventual facility (I-10 to Arizona Avenue, perhaps to Phoenix-Mesa Gateway Airport)
- Chandler airpark
    - Pure employment focused; small mixed use
- Chandler downtown
    - BRT starting soon (on Arizona Avenue from Sycamore Light Rail Station to Germann); desires to have light rail access so Chandler focused on building high density to justify future asset
    - Arizona Avenue positioned well for high capacity transit
- Price Road Corridor
    - BRT, local bus service at minimum
- ASU
    - Connectivity between southeast valley (Chandler) to Tempe, ASU
    - Rural Road high capacity transit connection
    - Connectivity between ASU campuses and community college campuses throughout region
    - High density residential around educational campuses
    - Parking at ASU Main campus is shrinking; transit access to/from for students is important
    - Connection to Gateway Community College, South Mountain Community College
- Places to connect Southeast Valley to:
    - Downtown Tempe/ASU
    - Phoenix-Mesa Gateway Airport (Riggs Road/Hunt Highway Connection from I-10)
    - Downtown Phoenix
- Existing rail line
    - Use corridor for pedestrian/bicycle access north to Tempe/Phoenix/Scottsdale to link into existing systems
- Chandler Regional Hospital
    - Transit opportunity between hospital, Frye and Chandler Downtown

4. **How can we help facilitate implementation of a multimodal transportation system?**
    - Building a 'system', not just isolated/silo modal planning; facilitate appropriate land use adjacent to system to support economic development and mobility goals
    - Coordinated efforts amongst partners; other regions have had to build a system between multiple cities/counties/regional governments/states; we have one county and a handful of communities so this has to be possible
    - Need a high density, mixed use land development pattern to support high capacity transit corridors; by building up densities it will help facilitate the kinds of transit we want/need
    - Strong leadership at local level (city councils) and regional level (between cities and at state level) to maintain focus on the development of a system for our future
    - Address Prop 207 issues—this is a huge hindrance for any redevelopment or land use changes; hasn't been tested and needs to be!
    - State needs a grasp on growth management; as outer fringes continue to expand and state land is developed, a larger strain will be placed on freeway system and our problems will grow
    - Compared to other peer regions, we underfund transit; need to determine how/who gets this focus to get the "choice" rider; need to give transit funding a higher priority
    - Need higher frequency of transit service
    - Need local policy that will dedicate transit corridors and transit-only right of way
    - Find pedestrian-friendly opportunities to connect within activity centers (skyways like Minneapolis or underground like Houston)
    - Indirect left concept, sunken corridor/dedicated transit right of way

5. **Any thoughts specific to the Broadway Curve?**
    - Connectivity demand coming from far east valley coming into Tempe and Downtown (Baseline to Broadway); lots of opportunity for various modes

6. **Final thoughts:**
    - System-wide transit option only works if its sustainable and moves people
    - Lots of cross traffic and multi-directional traffic moving through Broadway Curve on I-10 (confluence); creates a large scale bottleneck

Northwest Dialogue

Summary Report

Date: August 12, 10:30 a.m. to noon
Location: Glendale's Main Branch Library
5959 W Brown St.
Glendale, AZ

Participants: Leah Baker, Bureau of Land Management; Steve Beasley, ADOT; Thomas Bickauskas, Bureau of Land Management; Jon Froke, City of Glendale; Robert Gubser, City of Peoria; Chris Jacques, City of Peoria; Jamal Rahimi, City of Peoria; Thomas Ritz, City of Glendale; and Valerie Swick, Flood Control District of Maricopa County

MAG Staff and Consultants Present: Tim Strow, Maricopa Association of Governments; Peggy Fiandaca and Audra Koester Thomas, Partners for Strategic Action, Inc.; and Dan Marum, Wilson & Company, Inc.

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At the conclusion of the dialogue, Mr. Strow thanked participants again for their contributions and reminded them that they were now part of the study review team and will be asked for continued contributions throughout the process.

Dialogue Feedback

1. What are some of the competitive advantages that make this area unique (in terms of transportation, economic development, etc.)

- BNSF rail facility
- Sports and entertainment district (Westgate)
- Loop-101/I-10
- Historic characteristics within downtowns (Glendale, Peoria)
- Large flood control features (AC/DC, Bethany Home outfall channel, Skunk Creek) that double as recreation features
- Cactus League facility (Arizona); Maryvale facility (Brewers)
- Luke Air Force Base
- BLM dispersed parcels, often used for recreational purposes and have been identified for potential disposal because they are difficult to manage; could serve as potential opportunities
- ADOT has done a great job with Loop-101; potential Grand Avenue projects will be helpful
- Northern Avenue Super street is a joint project heading out to Loop-303 (Glendale, Peoria, El Mirage and Maricopa County); flyovers or seamless connectivity should be incorporated
- Glendale Airport
- Peoria Rio Vista Park (L-101)—great park with high usage
- METRO Center is a mobility hub—needs redevelopment
- Medical facilities/hospitals serve as good opportunities
- Bell Road between L-101 and I-17—lots of activity
- No mountain pass obstruction that other Phoenix areas have; allows easy connectivity for mobility and especially for transit

2. What are the current activity centers within the region?

- Loop-101/I-10
- Westgate
- Peoria Sports Complex
- Peoria Old Town
- Luke Air Force Base*
- Metro Center—needs to be saved both as a transportation hub and as a retail center
- ASU West and other educational facilities (Grand Canyon, Glendale Community College)
- Thunderbird Medical Center
- Arrowhead Hospital/shopping center
- Boswell Hospital* (on Grand Avenue, just outside of study area)
- Pinnacle Peak* (water park, activity center)*
- Deer Valley Airport*
- Banner hospital Straight (L-101 and Indian School)

- Banner Thunderbird hospital
- Maryvale area has an opportunity for redevelopment; declining reputation now, but there is a lot of potential there

**outside of study area*

3. How do these activity centers get connected? What transportation modes are appropriate for particular activity centers?

- Heavy rail expansion along existing corridor—more commuter rail-like: faster with fewer stops
- Expand light rail to ASU West, etc. (I-10 median, fanning to the northwest using L-101; expansion to Metro Center)
- Use light rail corridors for multimodal purposes, too; bike and pedestrian movements so that you bypass streets and increase quality of life
- Use flood control facilities as mechanisms to provide bike and pedestrian movements, bypassing cross street action and taking advantage of the diagonally-positioned feature
- BLM could support (not necessary take the lead) to help connect alternative bike/pedestrian movements and help to seek grant funding federally
- East/west movements are difficult. Bell and Camelback are oversaturated—need to cross the river a few more times (especially west of the L-101)
- Westgate/sports complexes: need to get BRT and other transit into that facility as the only option currently is to visit via a car
- When getting to downtown Phoenix (say for a baseball or basketball game) its easier to use the park and ride and get dropped off in front of the stadium via light rail
- Transit center in downtown Peoria, with a park and ride
- Circulators (like Tempe) work; Glendale has three routes (Glendale Urban Shuttle or GUS) exists currently; need to be used in conjunction with other transit options
- Use Thunderbird as a high capacity transit corridor connecting West Valley eastward

4. How can we help facilitate implementation of a multimodal transportation system?

- The weight of representation in MAG is important—the fragmented political aspects complicate implementing a true *system* that is good for the *region*
- Curing funding mechanism is a problem as local governments are competing with each other
- Could toll roads be considered, specifically a turnpike alternative (long distance roadway solutions); put it in use in the place of a *free*way
- Increase densities to make transit viable; mixed use developments (67th and 43rd along Glendale Avenue—the old auto road; around sports complex) is a focus; eliminating set backs, remove parking requirements and supporting densities over 20 stories high. *In Peoria sports complex (20-30 story range) and old town propose an injection of employment; multimodal study will identify transit oriented development opportunities in short- and long-term*

- BLM disposal property could be an implementation strategy

6. Final thoughts:

- Very exciting—finally we have a roadmap that will provide more support at the local level
- Very timely
- Exciting to see urban dialogue occurring
- BLM disposal properties might be used to help make this possible
- Thanks for putting these dialogues together; delighted that we were invited to participate
- Lots of planning going on (bqAZ, MAC 21 study and Vision Arizona)—you can learn from those studies
- Looking forward to finding things that can help ADOT with the I-17, especially the simulation model we can use as part of the study; maybe the I-17 could be a simulation "case study"
- Diversifying existing infrastructure, in the case of flood control, for more than just recreation to provide more access and users; providing more access helps to deter vandalism when these facilities and infrastructure have more activity
- Increasing access to high capacity transit is important
- General Plan Updates: Glendale plans a 2012 update; Peoria does annual update, with a vote for end of August

Southwest Dialogue
Summary Report

Date: August 12, 2 to 4 p.m.
Location: Cesar Chavez Library
3635 W. Baseline Rd.
Phoenix, AZ

Participants: Margaret Boone-Pixley, City of Avondale; Ken Galica, City of Avondale; Paul Gilmore, City of Tolleson; and Valerie Swick, Flood Control District of Maricopa County

MAG Staff and Consultants Present: Brent Cain and Scott Miller, HDR Engineering; Tim Strow, Maricopa Association of Governments; Peggy Fiandaca and Audra Koester Thomas, Partners for Strategic Action, Inc.; and Dan Marum, Wilson & Company, Inc.

Meeting Summary

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At the conclusion of the dialogue, Mr. Strow thanked participants again for their contributions and reminded them that they were now part of the study review team and will be asked for continued contributions throughout the process.

Dialogue Feedback

1. What are some of the competitive advantages that make this area unique (in terms of transportation, economic development, etc.)

- Water and the confluence of the Salt and Gila rivers
- Durango Regional Outfall Project; Laveen Area Conveyance Channel
- Undeveloped land that allows us to be reactive and responsive to future opportunities (that we can't even yet think about or imagine)
- Avondale updating its general plan and is thinking toward more TOD; August 2012 general plan update vote
- Big transportation corridors: UP rail corridor, I-10; good east-west connectivity (Van Buren, Buckeye Road, McDowell) but poor north-south connectivity
- In Tolleson, 99th avenue becoming a reliever for I-10; Buckeye Road also an east-west reliever
- Premier sports and entertainment center of the valley: hockey, football, Phoenix International Raceway (PIR wanting to expand to the west and bring in additional opportunities for more year-round activity, etc.)
- Some new baseball facilities in Goodyear and Glendale
- Employment and industrial land uses; warehousing and expanding distribution
- Affordable housing with opportunities for redevelopment

2. What are the current activity centers within the region?

- 75th and McDowell
- Avondale's City Center (Avondale Blvd, Van Buren to I-10)—high density mixed use development
- This is a hard area—so much low density, suburban activity; anticipate more activity when L-301 and L-101 (South Mountain) are completed
- McDowell and Van Buren
- McDowell/L-101 to Goodyear/Estrella Parkway
- Buckeye Road corridor; future TOD (towards Avondale) and heavier employment/industrial through Tolleson and east
- McDowell is a target for high quality employment development
- Buckeye and Goodyear airports—potential employment center as there is a lot of available land
- Glendale airport

3. How do these activity centers get connected? What transportation modes are appropriate for particular activity centers?

- Light rail along Van Buren (easier) instead of along McDowell and would correspond with secondary transit facilities for Buckeye/Avondale transit station to City Center
- Park and rides at City Center, NW corner of Glendale/L-101

- Lots of different options for commuter rail that could occur, but would traverse along existing UP
- Not sure how light rail or commuter rail will fit in within the southwest region to Downtown Phoenix/Sky Harbor, but a north-south light rail to Westgate/north would be viable; perhaps in the long term it will work in a converse fashion: bringing people from the core west for jobs and entertainment
- Connecting educational facilities: Estrella Mountain Community College with ASU West, or even connecting ASU Downtown, Main (then to even Polytechnic in far east valley); ETI, Rio Salado College
- Focus on transit instead of additional arterials, as arterials and high capacity roadways tend to cut and fragment communities
- Would love to have bike connectivity; a full bike/pedestrian system along Agua Fria, continuing the work already completed in Peoria
- Multimodal bridge facility at Dysart—barrier separated pedestrian/bike facility (like floating bridge in Seattle)
- Potential to use agricultural irrigation ditches to double as bike/pedestrian corridors; discuss opportunity with Roosevelt Irrigation District (RID), for example
- Get previous allotment of bus service back in southwest valley before even thinking about expanding; BRT could be an interim transit solution
- Like access managed, indirect lefts

4. How can we help facilitate implementation of a multimodal transportation system?

- Overcome the challenge of gated communities—its hard to get cul-de-sac neighborhoods to feel comfortable sharing amongst a larger community
- Instead of focusing moving people long distances, perhaps we should shift the paradigm and start concentrating on creating sustainable communities where you circulate the population locally (where people are living, working and playing)
- Avondale focuses on complete streets; philosophy should be to focus on all modes (where it makes sense)
- Integrate intelligent transportation systems
- Create a system that fits Arizona; don't force a highly urban/vertical model (like NYC or Chicago) and try to make the geographically large study area something that's fatally flawed

5. Final thoughts:

- What is the current status of the roads of regional significance in this area; Avondale concerned about the status or philosophy regarding RRS

Northeast Dialogue

Summary Report

Date: August 13, 10 to noon
Location: Paradise Valley Community Center
17402 N. 40th St.
Phoenix, AZ

Participants: Wayne Ecton and David Meinhart, City of Scottsdale

MAG Staff and Consultants Present: Bob Hazlett, Maricopa Association of Governments; Peggy Fiandaca and Audra Koester Thomas, Partners for Strategic Action, Inc.; and Dan Marum, Wilson & company, Inc.

Meeting Summary

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At the conclusion of the dialogue, Mr. Hazlett thanked participants again for their contributions and reminded them that they were now part of the study review team and will be asked for continued contributions throughout the process.

Dialogue Feedback

1. What are some of the competitive advantages that make this area unique (in terms of transportation, economic development, etc.)

- Scottsdale looking for infill opportunities
- We have a need to move people in, through and out of Scottsdale

- Entertainment District; lots of activity, especially when ASU is in session
- High quality golf courses and resorts
- Recreational activities, including the preserve and green belt system
- Affordable housing, adjacent to transit and transportation options (South Scottsdale)
- Healthcare: Scottsdale Healthcare (biggest employer) and Mayo Clinic

2. What are the current activity centers within the region?

- Airpark
- Skysong
- Discovery Triangle
- South Scottsdale/Downtown (redevelopment)
- Camelback
- Entertainment District (East Scottdale Rd, between Camelback and Indian School)
- Diamond Backs spring training facility
- Shea/L-101

3. How do these activity centers get connected? What transportation modes are appropriate for particular activity centers?

- While we have some people who don't want light rail, I think its short term thinking but philosophy will start to shift
- Need a strong east-west corridor—maybe not a freeway, but a high capacity transit; if along Thunderbird, might have concerns of long spaces between activity centers; maybe McDowell?
- Bolster Scottsdale Road as a higher capacity, multimodal north-south corridor
- Indian Bend Wash Path will be a continuous system from Tempe Town Lake to West World, with future plans to head north to Carefree; working on Arizona Canal corridor that will take you to Phoenix
- Putting bike lanes in with any major street improvements (debate between half mile collectors and arterials)
- Improve bike/bus connections; the rack only allows 2-3 bikes
- Movements between Scottsdale and SRPMIC office park/employment
- Using a future park and ride at southeast corner of Thunderbird with some sort of drop ramp for BRT/HOV or other transportation options
- Want to be sure that we settle on the right kind of transit—if we're committed to light rail, then we're committed; lets get a program together and commit to the technology
- Use BRT and express bus to connect to light rail stops
- Scottsdale needs to connect to ASU

4. What should this study recommend in order for a successful framework system to be implemented?

- If we're thinking of regionalism, we need to combine RPTA and Metro—there needs to be one planning organization for the region, not fragmented

- Improve policy that allows bike storage and showers to improve alternative transportation
- Need to start thinking about the future, not the present; need to start these dialogues now, as it takes a lot of time to create the plan and find the funding; other communities are putting their names on the lists and getting in line for opportunity
- Scottsdale needs to start working better with our neighbors; when Prop 400 is falling short on funding, we need to work together to come up with a sustainable solution
- Address equal funding opportunities, including matching funding requirements from the municipality
- Scottsdale already updating general plan, with downtown plan already adopted, as well as southern and airport heading to council later this year—taking an area-specific plan approach; Scottsdale reaching build-out and will move towards redevelopment; high density residential development on northeast corner of Fashion Mall
- Need to be sure we facilitate connectivity within the Valley, not just within communities

5. Discussion regarding Arizona Parkways:

- Would recommend using Arizona Parkway concept within new corridors and only within existing right of way
- Wouldn't support anything that would make it harder to live as a pedestrian
- If you're taking out landscaped medians, there is a concern about the 'look' of the infrastructure

Downtown Dialogue
Summary Report

Date: August 16, 9 to 11 a.m.
Location: MAG Saguaro Room

Participants: Afshin Ahouraiyan, Flood Control District of Maricopa County; Ryan Cook, PB Americas, Inc.; Dan Klocke, Downtown Phoenix; Chris Kowalsky, City of Phoenix; John Louis, PB Americas, Inc.; Eva Olivas, Phoenix Revitalization Corporation; Jason Pagnard, Burgess & Niple; Shane Silsby, City of Phoenix; Serena Unrein, Arizona Public Interest Research Group; and Mark Yalung, PB Americas, Inc.;

MAG Staff and Consultants Present: Scott Miller, HDR Engineering; Monique de los rios, Maureen Dicindis, and Bob Hazlett, Maricopa Association of Governments; Peggy Fiandaca and Audra Koester Thomas, Partners for Strategic Action, Inc.; and Dan Marum, Wilson & Company, Inc.

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At the conclusion of the dialogue, Mr. Hazlett thanked participants again for their contributions and reminded them that they were now part of the study review team and will be asked for continued contributions throughout the process.

Initial Questions/Comments (responses in italics)

- I feel like all we're doing is studying and planning—there doesn't seem to be coordination between studies to reduce the overall cost and burden on stakeholder and public feedback. What kind of coordination efforts is MAG making with ADOT, Phoenix, etc.? *It's a great question. This particular study is unique in its coordination. First, the City of Phoenix is currently updating its general plan and we will be coordinating with the City to test potential land use alternatives. In addition, we'll be working with other municipalities to allow the testing of land use changes, including impacts of changing densities, etc. Second, our coordination with ADOT is significant. We are working with the I-17 EIS study that has been initiated. Third, we have a "Planning Partners" steering committee comprised of these key stakeholders, including ADOT, Phoenix, Scottsdale, Glendale, Valley Metro, etc. Fourth, this study is not looking at one mode, but multimodal solutions for the region. Finally, this study will dovetail into the update of the future regional transportation plan that is the 'cost constrained' plan for future transportation infrastructure. Other studies that are being used or that we are coordinating with include MAG's transit study and southeast corridor major investment study (MIS), as well as ADOT's statewide transportation plan. It's also important to note that this study in particular will be supported by long-term modeling and population/employment projections (holding capacity). While previous studies have been visionary, this study talks to performance of the recommendations as well as the impacts for multimodal improvements using real-time scenario modeling.*
- Is there an opportunity to coordinate with Arizona Town Hall? *Yes!*
- My concern is that we're spending a lot of dollars reacting to what developers tell us; I think we're getting older now, and I think we need to put investment into existing corridors and considering density and investment into our core.

Dialogue Feedback

1. What are some of the competitive advantages that make this area unique (in terms of transportation, economic development, etc.)

- Canals
- Largest city park in the United States
- Potential for higher density employment
- Access to Greenbelts
- Drainage issues
- ASU Downtown campus
- Established historic neighborhoods
- Proximity to Sky Harbor Airport
- Availability of transit and connectivity
- Potential for heavy rail expansion (existing rail lines)
- Sports and entertainment facilities
- Governance center

2. What are the current activity centers within the region?

- Midtown
- ASU Downtown
- Sports complexes
- Federal/State/Local governance facilities
- Lacking of activity centers south of Downtown; older neighborhoods are left out; lack of equity for access to amenities and access to transit (light rail, etc) [16th to I-17, Rio Salado to railroad tracks]
- South Mountain College
- Large high schools, other educational facilities
- Medical facilities
- Sky Harbor Airport
- Art districts
- Convention Center
- Museums, libraries
- Career Center(s)
- Capital

3. How do these activity centers get connected? What transportation modes are appropriate for particular activity centers?

- Bike lanes and bike paths
- Shaded pedestrian routes (sidewalks, pathways)
- Frequent buses
- BRT into/out of the core
- Capitalize on the success of light rail
- Disconnect between capital and central downtown; unusual that Phoenix doesn't have logical connectivity between governance center (capital) and economic core; improve multimodal connectivity between downtown and capital
- Use a complete streets model for improvements
- Lack of connectivity between old union station, Greyhound facility and Sky Harbor Airport; need to improve 'station' connectivity
- Resolve fracturing caused by railroad corridor (Lincoln) and improve connectivity north/south of rail line
- Address intermodal security and safety issues (from bike to bus, from pedestrian to light rail, from park-and-ride to bus, etc.)
- Use transit to connect to where people are or going to be
- Structural and landscape solutions for shading and maintenance of shade and event mister systems; ensure walking patterns allow for efficient and comfortable pedestrian movements thus encourage pedestrian movements; investigate possibility of skywalks or underground walkways

- Second city concept; consider an above/below grade concept that also supports retail and consumer opportunities
- Consider whether the movement of seven million people to the core is reasonable and rational; surrounding communities have worked hard to create activity centers to facilitate localized activity centers. Why are we concentrating on movements to/from the core when I have amenities that are much closer to where I am at?
- Consider restrictions on goods movements; would truck movement restrictions that impact economic development outweigh improved passenger vehicle and local movements?
- Existing rail corridors should be saved; preserve existing modal corridors
- Consider strengthening truck routes or dedicated lanes
- What are potential private sector mobility services (taxis, shuttles, for-hire transportation)
- It seems to me that the time of use and system don't match; I'd love to stay downtown and have dinner or enjoy a show, I cannot because the last BRT leaves too early—last call service at 6 pm does not facilitate use of activity centers beyond a traditional employee work day
- Growing up in London, I never had to worry about catching transit—even during off peak hours, I never had to wait more than 30 minutes for the next train/bus; as a metropolitan area and major activity center, this system does not work (via any mode—it reinforces the reliance on cars)

4. What should this study recommend in order for a successful framework system to be implemented?

- Tremendous amounts of vacant land; opportunity for infill and redevelopment to build up densities; an urban growth boundary exists within the core and we need to find opportunities, where it makes sense, to increase densities. I love my historic neighborhood, and I would give up some of my lot (that is bigger than those found in Cave Creek) to quality density
- Ensure that residents can contribute to the vision for what they want for future development and what density means, preserving and enhancing existing character. Care needs to be taken when communicating and planning with these historic neighborhoods; there needs to be a balance amongst choices for neighborhoods. An appreciation and understanding that not all homes in historic neighborhoods can stay (due to safety concerns), but lets educate what amenities can be brought with redevelopment and density
- Improve safety and security of transit; don't feel safe using some of the bus routes in core
- Define the purpose of light rail: is it a fast/efficient commuter system, or is it a convenient transit access
- Ensure transit alternatives are affordable so that everyone has access
- Conduct deliberate planning of transit centers and the land use that will help support it

- Integrate planning effort; how does land use coordinate with transportation. This is a good opportunity to discuss how we use the land and how we move around. Coordinate planning philosophies that will support a comprehensive system
- Need to increase the capacity through the core; cannot widen roadways, but need to get more capacity (high capacity transit, dedicated transit right of way, access management, etc.)
- Increase residential density downtown for those to access employment opportunities using pedestrian/bike/transit
- Sprawl needs to be controlled so that the tax base can support appropriate infrastructure needs
- Individual jurisdictional power needs to be dissolved; reduce the "design by committee" and resolve to build a regional system that designs in terms of what's good for the system and region, not what's good for the individual communities/neighborhoods/user
- Recognition of those impacted, the people, need to be considered, especially when developers and private interests are those that support/fund decision makers. Decision makers need to be more responsive to constituents
- Power lies within the people, not the developers
- Improve consistency between codes/zoning/land use/design standards through the system and across jurisdictional boundaries; need cohesiveness within agency land use decisions and between land use decisions
- Use this study to not simply plan a multimodal transportation system, but to provide education and inform public and stakeholders; indeed, the public holds democratic power, but developers have the funding for product; need to understand what choice means within our democratic system
- Subway system should be considered; consider 'under' not on top (or dedicated right of way for transit)
- Need political will of people and leaders to support a comprehensive transit system
- Need to address trendy options; today, everyone wants rail and will not take DASH because its scary; need to find a system that best serves the region long-term and facilitates long-term usership
- Long term solution needs to be multimodal; one mode cannot carry the load of the next 1.7 million; a plan that blends modes to support an entire system is needed

5. Final thoughts:

- When making central Phoenix work, carrot sticks are used by developers to enhance attractiveness of downtown investments; use this to the advantage of the study
- Work to find a regional solution, concentrating on the multiple players
- Improve transit oriented development and the speed to get from one activity center to another
- Ensure access to transit options, beyond the car, for everyone within this central Phoenix region—there should be ways for people working/living within the core to use transit or more importantly, not have to use a car

- Improve reliability and speed of transit service
- Consider going up/down for dedicated transit or even access-controlled roadway segments
- Develop something that can respond to small futures and is flexible to react to the long-term future conditions; find interim solutions or stages
- Consider micro enterprise (small vans, small buses) to provide local connectors
- Utilize existing alleys; consider repurposing or adding modal connections for bikers or pedestrians
- Central core needs to create a transit or intermodal center; currently lacks one
- Improve convenience to improve transit use; if using a car to get somewhere takes only 15 minutes, few will consider using transit if it takes three to four times as long
- Demand management during peak hours