

Regional Active Transportation Plan

MAG Contract No. 803

Visioning Workshop Summary

1.1 Introduction

The Maricopa Association of Governments (MAG) Regional Active Transportation Plan (ATP) will serve as a guide for improving, expanding and connecting the MAG region’s active transportation network. This network will facilitate the movement of people walking, bicycling, and taking transit. As the Metropolitan Planning Organization, MAG plays an important role in promoting the regional vision through its funding decisions, the technical assistance it offers, and the information it develops and makes available to its partner agencies. A major focus of the plan will be to identify opportunities for “complete corridors” that prioritize multimodal access and connect the region. Opportunities for routes and investments will be identified with an emphasis on connections to places people want to go, overcoming barriers in the network, safety, and quality of life factors. Identifying these corridors will propel the MAG region forward in terms of being positioned for grant and other funding opportunities, and create an organized framework upon which a finer, local network of safe, high comfort walking and biking facilities grows.

The MAG region has a strong foundation on which to build, but much more can be done to elevate walking, bicycling, and transit as viable forms of transportation and a means to reinforce regionalism and placemaking. Ultimately, implementation of the ATP will shift the culture of the Valley from car-centric to people-centric, and create a happier, healthier and more economically competitive region.

This memorandum summarizes the Visioning Workshop held on November 17, 2017. The purpose of the Visioning Workshop was to establish measurable goals and strategies for achieving those goals and set the stage for achieving “buy-in” from a broad constituency and provide a clear path to the what, why, and how of implementation.

1.2 Meeting Details and Participants

Meeting date | time: 11/17/2017 9:00 AM to 12:00 PM

Meeting location: Ironwood Room, 2nd Floor, MAG Offices, 302 N 1st Ave, Phoenix, AZ 85003

Representatives from more than 50 organizations were invited to participate in the Visioning Workshop. Attendees represented 24 organizations comprised of federal, state, county, city, town, and tribal governments; transportation engineers; urban planners; transit planners; health organizations; developers; and non-profit advocacy organizations. The strength of the Visioning Workshop was getting the people of action together in one room to drill down into specific issue areas such as establishing regional active transportation corridors as a foundation for local networks, establishing design principles, and forming a plan of action to create a happier, healthier region.

Workshop Attendees:

NAME	ORGANIZATION	NAME	ORGANIZATION
Brock Barnhart	Gunn Communications, Inc.	Dana Kennedy	AARP
Tony Belleau	City of Tempe	Yung Koprowski	Y2K Engineering
Margaret Boone	MAG	Martin Lucero	City of Surprise
Joe Bowar	City of Phoenix Public Transit	Amanda Luecker	Valley Metro
Diane Brown	Arizona PIRG Education Fund	Jose Macias	City of El Mirage
Kristen Busby	Urban Land Institute	Gregory McDowell	Gila River Indian Community
Quinn Quihui Castro	MAG	Kristen Myers	Town of Gilbert
Andy Clark	Toole Design Group	Trisalyn Nelson	Arizona State University
Susan Conklu	City of Scottsdale	Deborah Salon	Arizona State University
Julian Dresang	City of Tempe	Michael Sanders	Arizona Department of Transportation
David Dube	Maricopa County Department of Public Health	Stephanie Stearns	MAG
DeDe Gaisthea	MAG	Kenneth Steel	Maricopa County Department of Public Health
Jonathan Garrett	Stantec	Jason Stephens	MAG
Liza Oz-Golden	Maricopa County Department of Public Health	Ed Stillings	Federal Highway Administration
C.J. Eisenbarth Hager	Vitalyst Health Foundation	Quinn Tempest	This Could Be PHX
Chaun Hill	MAG	Kevin Terg	City of Phoenix
Michael Hintze	Toole Design Group	Audra Koester Thomas	MAG
Reed Kempton	Maricopa County Department of Transportation		

Figure 1 – Visioning Workshop Meeting Materials



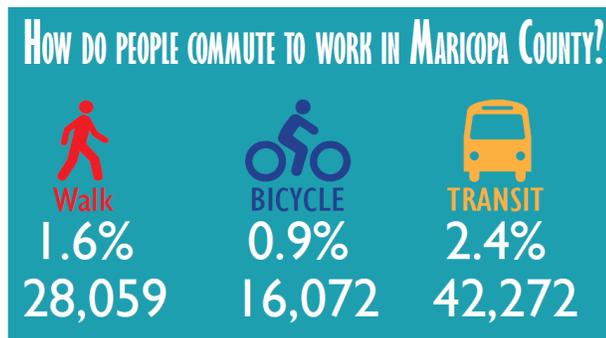
1.3 Setting the Scene

Andy Clarke, Director of Strategy, at Toole Design Group, and former President of the League of American Bicyclists, provided a short presentation to a) capture the evolution and momentum of the Active Transportation movement; b) inspire bold thinking; and c) challenge attendees to establish a solid foundation of goals and strategies for the Active Transportation Plan. Andy highlighted the rapid evolution of the active transportation field, which has changed expectations as to what is possible. He emphasized that regional goals should be ambitious and aspirational while remaining grounded in awareness of current conditions and cultural norms. At the same time, targets and goals can be set to help shift those norms and chart a course to a different future

1.4 Establishing 2040 Goals

To monitor the effectiveness of regional Active Transportation programs and initiatives, attendees were presented with available baseline data for the region and asked to discuss and establish performance targets.

Mode Share



Data Source: U.S. Census ACS¹

In response to current active transportation levels in the MAG region and where these levels should be by 2040 attendees discussed the following:

Target Setting

- Figures are already low – even doubling would remain low.
- Denver is an example of a place that increased mode share by allocating funding accordingly in the TIP by removing new roadway and expansion projects and DRCOG programming 20% of TIP (DRCOG) to transit and active transportation investments.
- The 2012 ADOT Pedestrian and Bicycle plan set a target to “double the percentage of total trips made primarily by bicycling and walking in Arizona within the next 10 years”.

¹ The American Community Survey (ACS) is an ongoing survey by the U.S. Census Bureau. It regularly gathers information previously contained only in the long form of the decennial census, such as ancestry, educational attainment, income, language proficiency, migration, disability, employment, and housing characteristics. These data are used by many public-sector, private-sector, and not-for-profit stakeholders to allocate funding, track shifting demographics, plan for emergencies, and learn about local communities. Sent to approximately 295,000 addresses monthly (or 3.5 million per year), it is the largest household survey that the Census Bureau administers. ACS data presented at the MAG Regional Active Transportation Plan Visioning Workshop is 2015 5-year estimates for Maricopa County.

- Why are we setting goals to project mode share when the transportation industry is changing at such a rapid pace with insurgence of mobility service providers (e.g., Uber and Lyft) and self-driving cars?
- A specific number may not be plausible at this time since the transportation system is undergoing a revolutionary phase right now.
- Benchmarking and target setting needs to be grounded in analysis.
- Would like to benchmark the MAG region and its member agencies to leading jurisdictions / cities.
- Aspirational target setting is important so there is something to shoot for.
- How does Phoenix's T2050 plan fit into this regional process?
- Particularly for bicycling, general interest reflects differently than actual numbers (from the ACS data)
- By 2040, 30% of all person-trips are made using active modes.
- (Aspirational Goal) By 2040, 50% of all person-trips are made using active modes.

Data

- Which communities have the highest active transportation mode share numbers? Data is needed on the current level of use.
- Data is needed for the current level of interest. The [Maricopa County Trip Reduction Survey](#) is only administered to a limited population, but indicates that 5%, 12%, and 15% of commuters are interested in walking, bicycling, and taking transit, respectively.
- Benchmark against population in the region. What is the population projected to be in 2050?
- All jurisdictions should compare the same data.
- Current data is specific to trips for commuting to work (and school). Targets should be set based on different, better data that is inclusive of all person trips. There are many other users and trip purposes. Trips made by retired individuals or utilitarian trips made by people outside of commuting to work are examples of data that should be captured.
- Will trips such as students using Arizona State University shuttles to, from, and between campuses be captured?
- How is transit defined? The Plan will need to transform the perception of what transit is as well – it isn't just bus or rail – it is inclusive of shared rides such as vanpool too. Are trips made by mobility service providers (e.g., Uber and Lyft) and self-driving cars considered transit?
- Data used to set targets should be related to land-use as well. Enough data needs to be obtained to make the business case and define a return on investment.

Funding

The outcomes of the MAG Regional Active Transportation Plan could be incorporated in a future referendum, “Prop 500”², by shifting philosophy towards the movement of people, instead of motor vehicles. Attendees discussed the need to think broader towards local funding as well since a future “Prop 500” will likely be insufficient to implement every desired project in this region. Places with the greatest success in improving active transportation have usually been championed by decision makers and elected-officials. Workshop attendees recognize that being informed and having the right tools for communication with elected officials will be important throughout Plan development.

Safety

Arizona is a Focus State for the Federal Highway Administration (FHWA) Focus Safety Approach Program in three areas. Phoenix, Tucson, and Mesa are the three cities that qualify Arizona as a Pedestrian Focus State with respect to pedestrian fatalities based on the number of fatal crashes per 100,000 population. Being identified as a Focus State allows the FHWA the ability to provide additional resources to those agencies to improve pedestrian safety. Crashes involving non-motorized road users are not always identified in crash reports or databases. Crashes involving a single bicycle (run-off-road/path or falls), single pedestrian (trip and falls), bicycle-bicycle, or pedestrian-bicycle are not included in the motor vehicle crash database. As a result, it is likely that many crashes involving pedestrians and bicycles are under reported and not included in crash statistics.³

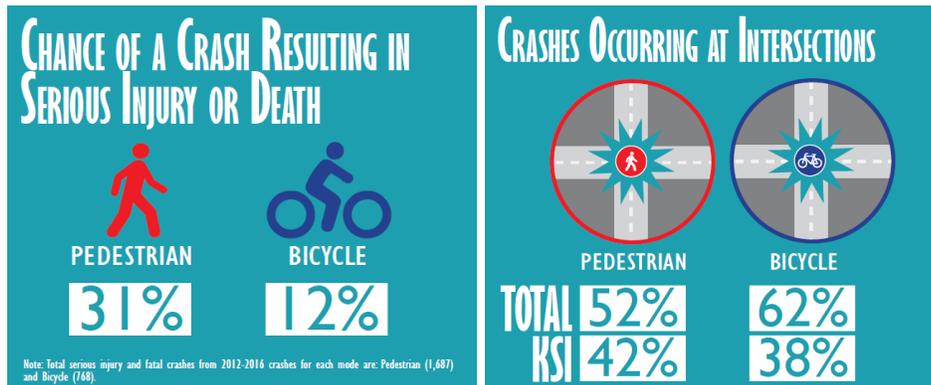
As an early initiative of this Plan, the Maricopa County Department of Public Health will explore hospital data available to epidemiologists⁴ to determine the data that would be available and useful for transportation planning.



² In 1985, the voters of Maricopa County approved Proposition 300 to establish a one-half cent (.5%) transportation excise (sales) tax for construction of a regional freeway system. The half-cent sales tax was approved for a period of 20 years. The tax was set to expire on December 31, 2005. The funds were used to further develop the regional freeway network and provide some basic transit services. Voters approved Proposition 400 in 2004, which would continue the one-half cent sales tax for 20 years. The tax is being used for construction of new freeways, widening of existing freeways and highways, improvements to the arterial street system, regional bus services and other special bus transportation services, and high capacity transit services such as light rail, bus rapid transit and express buses. All projects funded from the sales tax are specified in the Maricopa Association of Governments (MAG) Regional Transportation Plan. (http://www.valleymetro.org/projects_and_planning/prop400_details) “Prop 500” is the term coined when discussing a future proposition to continue or establish a transportation sales tax beyond 2024.

³ 2015 MAG Strategic Transportation Safety Plan, Page 12

⁴ Public health professionals who investigate patterns and causes of disease and injury in humans.



Data Source: Arizona ALISS Crash Database (KSI = “Killed or severely injured”)

In line with national, state, and regional transportation safety goals, zero is the only acceptable target. “Zero Deaths – Zero Injuries” is MAG’s regional vision established in the 2015 Strategic Transportation Safety Plan. Attendees expressed their desire to achieve zero deaths in a shorter timeline, by 2030 instead of 2040.

Health



In response to current measures of health in the MAG region and where these levels should be by 2040 attendees discussed the following:

- Self-driving/autonomous vehicles can potentially harm outcomes and increase percentages in a negative way instead a positive way.
- Health numbers are as important as commute numbers.
- Aging communities become isolated. Would like to focus on aging in general and not specific illnesses.
- The goal should be to flip the numbers – 64% of people in Maricopa County getting enough physical activity and 37% of people in Maricopa County considered obese or overweight.

1.5 Strategy Break-Out Groups

Break-out #1: How will the increase in active transportation be achieved?

- Will the increase be spread evenly throughout the region, or concentrated in certain areas, among certain populations?
- What are the three to five most important things that need to change to achieve the increase in active transportation?

- Everything is different from city to city (demographic / populations) – topography.
 - Multi-modal – need more arterials to make linkages to other parts of the community.
 - Robust connections.
 - The increase will likely not be spread evenly throughout the region.
- Linking light-rail downtown and to business centers.
 - Incentivizing employers to provide shower facilities and parking, congestion pricing, etc.
- Information should be treated more as a marketing campaign instead of informing.
 - Digital marketing tool box to get the word out.
 - Need role models and influencers to show/demonstrate that getting around using active modes is possible; it needs to be relatable.
- Increase multi-modal – political will – education efforts for citizens and elected.
 - Incentivizing (e.g. end of trip facilities) and dis-incentivizing (e.g., parking).
- Identifying and removing the barriers – linkages.
 - Community cooperation towards common goals.
 - Accountability of goals.
 - Encouraging Transit Oriented Development, compact development.
 - Capturing better, more comprehensive data.
 - Focus on 1 to 3 mile trips.
- Looking at how we design infrastructure – provide a comfortable and safe environment.
- Better/more comprehensive data for tracking and communication.



Break-out #2: How is the safety goal going to be met?

- Where can the greatest gains in safety be made in the first five years?
- What are the three to five most important things that need to change to achieve the goal by 2040?

- Need for infrastructure to promote safety – separate vehicles from pedestrians and bicyclists.
 - Walk only zones – enforcement (e.g. Arizona State University).
 - Need to shift culture.
 - Decrease impaired driving.
 - Data is helpful for prioritization and evaluation (ALISS, bikemaps.org).
- Education
 - Shifting focus away from education piece to the infrastructure and design.
 - Texting and driving ban (legislature) -need similar campaign to impaired driving.
 - Internal jurisdictional response to a crash – it's not only the responsibility of traffic engineers.
 - Healthy community – understanding factors.
 - Educate the public.
 - Educate law enforcement.
- Infrastructure and education go hand-in-hand.
 - Access control on arterials .
 - Stop perpetuating bad designs and habits .
 - Road diets (are obtainable).
 - FHWA's Proven Safety Countermeasures – Pedestrian refuge islands.
 - Reduce speeds.
- Leveraging with enforcement agencies – identify key areas to change behavior.
 - Focus on intersections – design / signs.
 - Removing barriers – improving connectivity.
- Establish a traffic fatality review board (take cues from Child Fatality Review Board)– learn from each incident.

Break out #3: How can active transportation help mitigate the current epidemic of chronic disease and chronic pain, and help achieve a happier, healthier region for all?

- Increasing physical activity and decreasing obesity related illness and disease.
- Reduce social isolation.
- Increase longevity and equity in life expectancy across the region.
- Increase access to fresh and healthy foods.

Break out #4: What are the most significant benefits to the region of increasing active transportation?

- Reduce greenhouse gases for a healthier environment and climate.
- Increase economic development and tourism.
- Create a better sense of community and pride in the region.
- Improve neighborhood access to goods and services.
- Reduce financial burdens of vehicle ownership.

Break out #5: How will this story be told – when the Plan launches and in 2040?

- Provide a newspaper headline and opening paragraph, and/or a tweet for both dates that capture the story you want to be heard in the MAG Region.

When Plan Launches

- “Phoenix attracts Amazon with new bike lanes.”
- “New plan takes ATP from concepts to reality.”

2040

- “Valley of the Sun voted for highest quality of life in USA.”
- “Phoenix reigns happiest city.”
- “[Insert MAG member agency] voted Most Livable City.”
- “Phoenix hits 50% mode share.”
- “Region built for cars become region built for people – quality of life soars.”
- “Elected officials prioritize people over vehicles – happiness ensues.”

1.6 What is missing and needs to be developed? What are the barriers?

- How successful Prop 300 / 400 have been for the region.
- Need to get management committees and Regional Council on board.
- Executive buy-in – understanding/belief/commitment. What are the arguments that will resonate?
 - Economic development.
 - Jobs (base high-end jobs).
 - Return on investment.
 - Household economics.
- Adding elected officials to committees (help to establish goals).
- Economics
- Elevator speech-need a succinct story to sell what we want to achieve.
- Personal stories.
- Leverage advocacy groups such as AARP (example story given).
- Changing words and language – positive language, leading with safety.
- Positive marketing.
- Awareness building.



1.7 Next Steps

- Distribute a visual preference survey – developed into an image cloud (MAG Committee Feb. 2018.)
- Bilingual recommendation for survey.
- Social media support – channels to distribute through (need ideas – groups).
- Literature review of peer region plans, policies, practices and outcomes.
- Regional connectivity analysis.

