



SUMMARIZED MINUTES

**CITY OF SCOTTSDALE
TRANSPORTATION COMMISSION
REGULAR MEETING**

THURSDAY, OCTOBER 16, 2014

**KIVA – CITY HALL
3939 N. DRINKWATER BOULEVARD
SCOTTSDALE, ARIZONA 85251**

CALL TO ORDER

Chair Olmsted called the regular meeting of the Scottsdale Transportation Commission to order at 6:04 p.m.

1. ROLL CALL

PRESENT: Steven Olmsted, Chair
Gary Bretz, Commissioner
Barry Graham, Commissioner
Steven Rosenberg, Commissioner
Robert Stickles, Commissioner
Matthew Wright, Commissioner

ABSENT Paul Holley, Vice Chair

STAFF: Rose Arballo, Transportation Commission Coordinator
Paul Basha, Transportation Director
Walt Brodzinski, Right-of-Way Supervisor
Madeline Clemann, Transportation Planning and Transportation Operations Manager
John Kelley, Senior Transportation Planner/Transit Operations Coordinator
Phillip Kercher, Traffic Engineering and Operations Manager
Mercedes McPherson, Senior Transportation Representative
George Williams, Principal Traffic Engineer

GUEST: Amy St. Peter, Maricopa Association of Governments

2. APPROVAL OF MEETING MINUTES

- Study Session of the Transportation Commission – September 18, 2014
- Regular Meeting of the Transportation Commission – September 18, 2014

COMMISSIONER STICKLES MOVED TO APPROVE THE MINUTES OF THE REGULAR MEETING AND STUDY SESSION OF SEPTEMBER 18, 2014 AS PRESENTED. COMMISSIONER GRAHAM SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). VICE CHAIR HOLLEY WAS ABSENT.

3. PUBLIC COMMENT

There were no public comments.

4. TRANSIT IMPROVEMENTS

Transportation Planning and Transit Operations Manager Ms. Madeline Clemann and Senior Transportation Planner/Transit Operations Coordinator Mr. John Kelley presented proposed transit improvements over the next five years. The first improvements will take place in April 2015.

Ms. Clemann stressed that this presentation contains important information for the Commissioner's discussion and that changes may be made to the plan.

Goals for improvement:

- Improve frequency to reduce transfer time and increase ridership
- Standardize hours of service, from 5:00 a.m. to 10:00 p.m.
- Return the focus of the Downtown Route to tourism
- Provide consistent route frequency throughout the day
- Provide more links to light rail
- Adjust routes to service more trip generators (malls, schools, hospitals)

Proposed changes by year:

FY 2014/2015 - immediate:

- New Route 156
- Improved frequencies Routes 17, 29, and 41
- Shea Blvd. Route 80 improved frequency all day

April 2015:

- Change downtown trolley route to the perimeter of the area with ten-minute service until 9:00 p.m. every night
- For the Camelback corridor, end route 50 at Scottsdale Road, improve frequency to match Phoenix

- Introduce a new Trolley Route on Camelback Road between Scottsdale Road and Pima Road with an end of the loop service to residential areas on weekends and Scottsdale Community College on weekdays.
- Improve frequency of the Miller Road trolley to 20-minute service. Ridership has already increased from 3,000 per month to 30,000 per month since the route was changed from regional Valley Metro to a local Trolley route.

FY 2015/2016:

- On the Scottsdale Road corridor, improve frequency of Route 72 to 10-minute service with transfer to light rail. Transfer wait time for east-west travel to Route 72 would be reduced from as much as an hour to possibly less than ten minutes.
- McDowell Road corridor extension of Route 17 to Casino Arizona in the Salt River Pima-Maricopa Indian Community (SRPMIC). Scottsdale would pay for service between Granite Reef and Pima and the SRPMIC would pay for service from Pima Road to the Casino.

FY 2016/2017:

Phase improvements for Airpark Area trolley and Shea Boulevard/90th Street north to Frank Lloyd Wright Boulevard:

- Phase 1. Extend Existing Route 81 to the new North Scottsdale Park And Ride:
- Phase 2. Turnaround the existing Route 81 at Mustang Transit Center using new roundabout
- Phase 2. Implement new trolley from future Mustang Transit Center to the Park and Ride
- Phase 3. Extend Airpark trolley service to serve both sides of the Scottsdale Airpark when resources and vehicles become available.

FY 2017/2018 or later:

- Replace Scottsdale Road Route 72 service with existing BRT service and improve bus shelters and express service

Ms. Clemann summarized that the goal is to grow ridership by improving frequency, consistency and convenience, having shorter transfer wait times, longer hours of operation, improved accessibility at bus stops, and reduce gaps in service.

Highlights of the Commissioner's discussion following the presentation included:

- Trolley contract: The City implemented a new contract on October 1st with their service provider and as a result cost rose by approximately \$500,000 annually (the operator had not increased the rate since before the recession).
- Service to SRPMIC: A suggestion was made to negotiate paratransit costs with SRPMIC for the extension of Route 17 to Casino Arizona.
- Via Linda Senior Center Service: Transit service to the Via Linda Senior Center is challenging. Staff is evaluating either re-routing a trolley or opening the Cab Connection program to serve the Via Linda Senior Center.
- Downtown Route: The downtown route will be revised by working with the Scottsdale Convention and Visitors Bureau (SCVB) to determine where the trip generators are. The route will be simplified to make it more tourist-friendly and easier to stick to a schedule.

- Sky Harbor Link: A link to Sky Harbor has value, but the City is not yet ready. Eventually, a seasonal link to connect with the new Route 56 is a possibility. Once Route 72 is at ten-minute frequency, riders would be able to use it to access light rail and get to the Airport. For Scottsdale transit vehicles to access Sky Harbor directly, the City of Phoenix would have to agree to allow.
- Airpark Service: A Commissioner noted that the Airpark is an important employment center and that the residential population is increasing. He questioned why waiting until FY 2016/2017 to introduce transit. Ms. Clemann said it takes time to initiate a new service effectively; more vehicles have to be purchased and the City has to ensure sustainable funding.
- North Scottsdale Service Lacking: A Commissioner inquired about trolley service to communities such as McDowell Mountain Ranch and Grayhawk, citing the need for trolleys so that the aging population can reach the other transit options. Seniors comprise 20 percent of the City's population and that proportion will grow. Ms. Clemann said the planning process has not identified enough density for ridership in those areas; however, staff is looking at the possibility of routing Route 72 east from Thompson Peak Parkway and north on Miller Road to Pinnacle Peak. Staff is developing a program with Foothills Caring Corps to use Cab Connection vouchers for van rides between Shea Boulevard and the north boundary of Scottsdale. Mr. Kelley said census data is a primary tool in route planning to accommodate seniors, people with disabilities, and low income people. This service is planned, but not the highest priority at this point. Another possibility, as Phoenix expands northward, is to connect north Scottsdale residents to Phoenix routes.
- Cost of Curb Ramps: Ramps to improve accessibility at bus stops cost approximately \$1,500 to \$2,000 per stop. Approximately 500 stops need to be upgraded. A Commissioner commented that although this is a total of \$1 million, in terms of risk management this number would pale in comparison to a personal injury lawsuit.
- Master Plan Link: A Commissioner suggested adding the content of tonight's presentation to the transit section of the Transportation Master Plan, and including ultimate visions for Sky Harbor and north of Bell Road. Improvement goals could be converted to performance measures.
- Airpark Priority: Several Commissioners agreed that the Airpark is a priority, especially given the current widening of the Loop 101.
- 5-Year Plan Funding: Ms. Clemann said staff's next step is to firm up financing and obtain commitments from the City Manager and City Council. Once sustainable funding is identified, staff will return to the Commission with a revised five-year plan.
- Camelback Trolley: Mr. Kelley said staff is confident that the improvements will lead to increased ridership. Trolleys are cheaper to run than busses, so frequency can be increased. Riders are more accepting of riding a trolley than a bus. Residents at Camelback Towers and on Chaparral have constantly requested trolley service.
- Bus Stop Maintenance: Ms. Clemann said the new employee who cleans the bus shelters is spectacular and that graffiti is the biggest challenge.
- Previous Airpark Routes: A Commissioner cautioned that there had been two routes to the Airport/Airpark, an express route and a circulator route that were not successful, and suggested researching why these routes were unsuccessful.
- Bus Shelter Relocation: A Commissioner inquired about reuse of abandoned bus shelters. Staff discussed the logistics of attempting this, explaining that removing the old shelters is cost prohibitive; therefore, the plan is to leave the abandoned shelters

as pedestrian amenities. The Commissioner opined that the old shelters are an eyesore.

5. COMMUNITY PARATRANSIT ACTIVITIES AND PROGRAMS

With reference to the American with Disabilities Act (ADA), Ms. Clemann discussed the various programs offered by the transit group, which are geared towards disabled and senior residents. She outlined the group's commitment is to service to the public. Ms. Clemann noted that Scottsdale has higher population growth in the senior demographic than other municipalities in the region. The programs include:

- East Valley Dial-a-Ride
- Cab Connection
- Scottsdale Trolley system with lift-equipped vehicles
- Valley Metro, with lift-equipped vehicles, heads the ADA certification program to allow qualified users to access Dial-a-Ride
- Phoenix and Scottsdale Age-Friendly Community Programs

Ms. Clemann introduced Ms. Amy St. Peter, the Human Services and Special Projects Manager for Maricopa Association of Governments (MAG). Ms. St. Peter presented the Age-Friendly Network. The purpose is to connect all people with all generations in every community. Transportation is often the biggest barrier. Over 463,000 people living in Maricopa County are 65 and older. By 2020, the number is forecast to increase to 700,000. This population is diverse, talented and engaged. Today, seniors want to be active and play a meaningful role in their community. Ms. St. Peter acknowledged the generous support of the Virginia G. Piper Charitable Trust. MAG is part of a national initiative funded by the Pfizer Foundation called Community Agenda. They were fortunate to participate in the City Leaders Institute on Aging in Place funded by the MetLife Foundation and administered by Partners for Livable Communities.

Ms. St. Peter displayed a map of where seniors age 65+ who do not have a vehicle are living, existing transit routes, and location of hospitals and medical facilities. Ms. St. Peter noted that the primary reason given for ride requests is to medical facilities. She explained that the map indicates this is a significant issue throughout the Valley and will only increase. It is imperative to work with other partners to meet these needs.

MAG facilitates the application process for Section 5310 federal funding for agencies that transport older adults and people with disabilities. MAG has encouraged service agencies to better coordinate their services to reduce overlapping coverage and make the most effective use of the resources they have. She explained that MAG is working with some untraditional partners whose services are affected by people's access to transportation, including human services agencies, local governments, ASU, the Arizona Department of Health Services, and others. The Greater Phoenix Age-Friendly Network website is at www.connect60plus.com and includes a wealth of information.

Ms. St. Peter described three pilot sites that have been implemented:

- Villages aim to fulfill unmet needs of resident members so that they can age in place. In Maricopa, the charge is \$60 per year per person or \$90 for a household. Central

Village is a Village and a time bank offering 58 different services operating on the principle of neighbors helping neighbors.

- Time Banks is another way to add transportation for seniors.
- Northwest Valley Connect is a mobility management partnership between Benevilla and Sun Health.

Ms. St. Peter concluded by stating that information and referral are key. Without transportation nothing else matters.

Comments as discussed are highlighted below:

- Two identical community forums are scheduled. Both are free and open to the public.
 - ✓ Tuesday October 21 from 8:30 to noon at Scottsdale Community College.
 - ✓ Wednesday October 29 from 8:30 to noon at the Valley of the Sun Jewish Community Center in northern Scottsdale.
- A Commissioner commented that the One Call-One Click Program recently initiated by Northwest Valley Connect is greatly needed.
- A Commissioner mentioned participating in a program sponsored by the Federal Reserve Bank of San Francisco which focuses on smart growth, community health and urban development. He agreed that creative partnerships are important.
- A Commissioner expressed hope that the City of Phoenix might join the regional system and consider providing their service in the same manner as the east Valley and the northwest Valley by using taxi-cabs. He noted that some cities give bus passes to people who are ADA certified. Ms. Clemann said Scottsdale is investigating whether this attempt to encourage seniors and disabled people to make more use of fixed route transit has been effective. The Commissioner asked whether any consideration has been given to introducing a monthly pass for ADA fares for people on low income. Ms. Clemann said that is an excellent idea, especially if they could partner with Phoenix to introduce a regional fare card.

6. SUPER BOWL 2015

Right-of-Way Supervisor Mr. Walt Brodzinski provided an update on planning for Super Bowl 2015. He has recently joined a Super Bowl Response Committee through the Department of Economic Vitality. The committee will evaluate how events interact with the City and the transportation system.

At this time, events include:

- Five block parties
- Concert at the Civic Center Mall
- Native American Festival
- A number of private VIP events around Scottsdale Fashion Square

Four events have been approved and 21 are pending. Events planned at WestWorld include the charity fundraiser Taste of the NFL and some private events. The current estimate is 60 events in and around downtown Scottsdale, which include private, corporate and VIP events.

The Transportation Department plans to use variable message sign trailers to direct drivers to parking. The Police Department will have north and south command structures. The City's Emergency Operations Center will be activated. Much more detail on approved and confirmed events will be provided at the Mayor's press conference on the Marshall Way Bridge on October 28. Mr. Brodzinski displayed a map showing the current routes of the downtown and hospitality trolleys, cautioning that these routes will be adjusted.

Comments are highlighted below:

- A Commissioner inquired about construction on the Loop 101. Mr. Brodzinski said that although construction will continue until 2016, the contractor has a moratorium on work that impacts traffic in January. They will be working behind the scenes. This will apply during other major events from Thanksgiving through the spring training games.
- Mr. Brodzinski clarified that staff is working with event organizers to identify the best parking opportunities for the variable message trailers. The function of these signs is to regulate and facilitate parking.
- A Commissioner suggested that these trailers could be used for wayfinding at the Airport. Mr. Brodzinski noted that the event organizers are providing the signs; however, the City owns four that can be deployed as issues develop.
- Street and block closures are strategically placed where previous events have been held so that downtown circulation will not be affected. Mr. Brodzinski added that staff may decide to close extra downtown streets to private vehicles to be more pedestrian-friendly.

7. HAYDEN/NORTHSIGHT ROUNDABOUT

Senior Principal Traffic Engineer Mr. George Williams provided an update on the Northsight extension project. This has attracted much attention because it is Scottsdale's first arterial, multi-lane roundabout. It is also important to note that this was a high level design project, designed by a very experienced roundabout designer. The goal of this project was to reduce left turns at Hayden Road and Frank Lloyd Wright Boulevard by offering an alternative. Since the roundabout opened, staff has studied crash data and traffic volumes. Traffic volume had averaged 27,000 vehicles per day before construction began. In May, a few months after the roundabout opened, traffic volume had increased to 33,000 vehicles per day. In the period 2006 – 2012, an average of 10 collisions per year occurred at the intersection. In the first six months of operation, four collisions took place. Data collection will continue for the next several years.

Mr. Williams summarized that the roundabout is performing well and that staff has received favorable feedback on this project. It was added that according to the artist, the art in the center of the roundabout represents man's leap to flight.

Mr. Williams said the next major roundabout projects are 90th Street at the Mustang Library and the Raintree project, from Thunderbird Road and Scottsdale Road to 90th Street and Raintree.

8. TRANSPORTATION PROJECTS/PROGRAMS UPDATE

Transportation Director Mr. Paul Basha reviewed current projects, including:

- Chaparral Road west of Scottsdale Road: Construction is to begin before the end of 2014 and is a public-private partnership. The roundabout is to be redesigned and emergency vehicle access improved.
- The Thomas Road Streetscape project is currently in construction between Scottsdale Road and Hayden Road. This is primarily a pedestrian and bicycle lane improvement project. A new traffic signal at Civic Center Plaza and Thomas Road just became operational. It includes vehicle and bicycle detection by camera.
- A public hearing will take place on October 27 at Pinnacle Peak Park to discuss the new traffic calming project at 84th Street and Stagecoach Pass. This is another public-private partnership. This section of 84th Street is currently unpaved with a very steep grade. The developer has to provide funding for traffic calming devices.
- A new State law allows cities to designate transportation safety zones. This legislation was initiated and promoted by the City of Scottsdale. Its primary purpose is to allow greater regulation of taxis and other for-hire services in designated areas. Scottsdale is allowed to designate two transportation safety zones, each with a maximum size of three square miles. Staff is preparing to designate the first zone in downtown Scottsdale. The City is particularly concerned with the entertainment district south of Camelback Road between Scottsdale Road and Miller Road, although the zone will be much larger than that. The purpose is to designate certain roadways for loading and unloading purposes only and designate certain areas for taxicab stands or waiting areas. The law also allows greater enforcement of traffic laws in the vicinity. Public hearings are scheduled for October 29 and November 13 at the Community Design Studio. Staff is specifically inviting nightclub owners in the entertainment district.

PUBLIC COMMENT

There were no public comments.

10. COMMISSION IDENTIFICATION OF FUTURE AGENDA ITEMS

- A Commissioner requested that staff email the dates of public meetings and hearings to Commissioners.
- A Commissioner requested a briefing on ADA requirements for the design of paths and trails.

11. ADJOURNMENT

With no further business to conduct, Chair Olmsted adjourned the regular meeting at 8:29 p.m.

SUBMITTED BY:

A/V Tronics, Inc. DBA AVTranz.

***Note: These are summary action meeting minutes only. A complete copy of the audio/video recording is available at <http://www.scottsdaleaz.gov/boards/transp.asp>**