



APPROVED 1/21/2015 (TAC)

SUMMARIZED MEETING MINUTES
City of Scottsdale
Environmental Quality Advisory Board
Regular Meeting
5:30 p.m., Wednesday, December 17, 2014
Community Design Studio
7506 E Indian School Rd., Scottsdale, AZ 85251

PRESENT:

Floyd Marsh, Chair
Candice Gimbel, Vice-Chair (Arrived at 5:44 p.m., left at 7:30 p.m.)
Alisa McMahon, Board Member
Stephan Hermann, Board Member
Larry Person, Board Member
Michel Hulst, Board Member

STAFF PRESENT:

Tim Conner, Office of Environmental Initiatives
Sam Brown, Office of Environmental Initiatives
Kevin McKee, Mayor's Office
Brian Biesemeyer, Water Resources
Chris Hassert, Water Resources
Kathy Rall, Water Resources
Nicole Sherbert, Water Resources

Call to Order:

Chair Floyd Marsh called the regular meeting of the Environmental Quality Advisory Board (EQAB) to order at 5:32p.m.

Roll Call:

A formal roll call took place confirming the members present as stated above

Public Comment:

No public present, no comments were received.

- 1. Presentation and Discussion with the Board regarding Water Resources' ongoing programs including the water softener rebate program, and an update of the drought management planning effort.**
Discussion

Brian
Biesemeyer,
Kathy Rall,
Nicole Sherbert,
& Chris Hassert

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Water Resources Executive Director Brian Biesemeyer introduced his attending staff, and began the presentation regarding the Drought Management Plan Update process. He stated staff intended to introduce the update to City Council in February 2015. Chair Marsh asked if there was a supporting role for EQAB to assist in the process. Mr. Biesemeyer suggested that once the Council approved the plan's structure, EQAB could then assist in the public outreach program. Chair Marsh suggested that EQAB revisit this topic early in 2015 and consider submitting a written response from the board to City Council.

Board Member McMahon asked if Mr. Biesemeyer was familiar with the language proposed in the general plan update draft related to drought management planning. Mr. Biesemeyer stated he was aware of the proposed language, and would revisit it to assure he was familiar with it.

Chris Hassert provided an update to the water softener rebate program and salinity reduction efforts. He stated that possibly the program had not been as successful as they had hoped, and that staff was in the process of evaluating possible future adjustments.

Kathy Rall provided the board with an update on the City's water conservation and rebate programs

Mr. Biesemeyer introduced Nicole Sherbert who is now Water Resources PIO. Mr. Biesemeyer suggested that his staff might return to provide updates on these and other related programs to the board on an annual basis. He suggested that the board consider avoiding the months of January through March due to a department focus on budgeting during that time.

Chair Marsh closed by thanking all of the Water Resource staff for their presentations.

2. **Approval of Summarized Meeting Minutes -- Regular Meeting: November 19, 2014. Possible action** Chair Marsh

MOTION AND VOTE – Item #2:

Board Member Person moved to approve the Summarized Meeting Minutes – Regular Meeting November 19, 2014; Board Member Hulst provided a second to the motion; **Motion APPROVED 5-0.**

3. Administrative Report -Discussion

- **All members of the Board provided Mr. Conner with original signed forms for the Annual Ethics and Open Meeting Law Refresher (Board Members completed web version of annual training provided by the City Attorney's Office prior to the meeting), and Annual Personal Information Disclosure forms. These original forms were turned over to Kevin McKee, Mayor's Office, who stated he would turn them into the City Clerk's Office the next day.**
- **Discussion regarding the Board and Commission Annual Report**
- **Overview of the recent Maricopa County Air Quality Conference.** Board Members Person and Hulst provided an over view of the conference which they had attended along with Tim Conner and Sam Brown.
- **Overview of recent ASU and associated Walton Group work and presentations** – Item not discuss, and will be brought back when Anthony Floyd is available to discuss.
- **Upcoming schedule for nominations and appointments to EQAB by City Council** – Mr. Conner explained that the next application period had been extended into mid-January.
- **Other updates and opportunities**

Tim Conner,
Anthony Floyd,
and Board
Members

4. Updated overview of board member's findings and recommendations for the reduction of idling at local schools during student pickup. Also recommendations and findings regarding a desired expansion of school bus service to local schools. – Discussion and possible action

Vice-Chair
Gimbel

MOTION AND VOTE – Item #4:

Board Member Person moved to approve and submit the packet as amended by the Board containing a cover memo to the Mayor's staff, Draft suggested memo from the Mayor to three school board Superintendents, accompanying email from Adam Wasserman and Attachment A- Additional Information and Resources to the Steering Committee; Board Member McMahon provided a second to the motion; **Motion APPROVED 5-0. (see attached documents)**

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5. Chair's Report– Discussion and possible action

Chair Marsh

- Other updates and activities

6. Board Members' reports, updates and suggestions for future agenda items. Possible discussion

Chair Marsh &
Board Members

- January 21, 2015 EQAB Annual Business meeting
- Election of Officers
- Possible Approval of 2014 EQAB Annual Board and Commission Report

7. Updates and reminders –

Chair Marsh &
Board Members

- Next EQAB Regular Meeting Wednesday, January 21, 2015 at the Community Design Studio 5:30 p.m.
- Next Green Building Lecture Thursday, February 5, 2015, 7:00 p.m. Granite Reef Sr. Center – Topic- Edible Landscapes and Urban Gardening (no January 2015 Lecture)
- Additional announcements by Board Members & Staff

Adjournment:

Chair Marsh &
Board Members

MOTION AND VOTE – Adjournment:

Board Member McMahon moved to adjourn the meeting at 8:00 p.m., Motion was seconded by Board Member Hermann; **Motion APPROVED 4-0.**

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December 19, 2014 - DRAFT

To: Rachel Smetana, Chief of Staff, Office of the Mayor
Kevin McKee, Assistant to the Mayor

From: Tim Conner, Manager – Office of Environmental Initiatives

RE: Request from EQAB for Mayor to contact School Districts regarding school pick-up and drop-off citizen issue

Hi Rachel,

Please find attached a draft of EQAB's request for communication from the Mayor to the Scottsdale, Cave Creek, and Paradise Valley School District Superintendents. The intent is for the Mayor to reach out and request that they approve of their district's participation in a collaborative steering committee to address the safety and environmental concerns voiced in a recent citizen's email to the Mayor and City Council regarding the current student pick-up and drop-off process at Scottsdale Schools.

EQAB agrees that this is a community based issue and is offering their support through possible facilitation, research, and public outreach. Additional City resources may also be made available, should the need arise.

Attached is the proposed communication by the Mayor to the Superintendents, a copy of the citizen email from Adam Wasserman, and a document displaying research work by EQAB related to this topic.

EQAB is requesting that the School Districts respond to you by January 22, 2015. EQAB would then work with the Districts to arrange for a time and location for an initial meeting assuming the response is positive. This date is simply a suggestion and may be revised if needed.

Please feel free to edit, change format, or make other modifications to this proposed communication. Also you can contact me with any additional comments and questions. Please find below the contact information for the District Superintendents:

Dr. Debbi Burdick, Superintendent
Cave Creek Unified School District
PO Box 426
Cave Creek, AZ 85327
dburdick@ccusd93.org
Office 480-575-2016

Dr. James P. Lee, Superintendent
Paradise Valley School District
15002 N. 32nd St.
Phoenix, AZ 85020
Jimlee@pvschools.net
District Office Phone 602-449-2000

Dr. David J. Peterson, Superintendent
Scottsdale Unified School District
3811 N. 44th St.
Phoenix, AZ 85018
djpeterson@susd.org
480-484-6120

DRAFT Memorandum

From: W.J. "Jim" Lane, Mayor of Scottsdale
To: Dr. David J. Peterson, Scottsdale USD Superintendent
Dr. James P. Lee, Paradise Valley USD Superintendent
Dr. Debbi Burdick, Cave Creek USD Superintendent
Date: December 19, 2014
Subject: Proposed School Transportation Taskforce

Recently, safety and environmental issues were brought to the Mayor and City Council's attention - as they result from school transportation processes involving child drop-off and pick-up. Please find the attached email sent from Mr. Adam Wasserman for your reference.

In an effort to work towards a better situation, I forwarded this issue to the City of Scottsdale's Environmental Quality Advisory Board (EQAB). After much research, EQAB suggests that a collaborative effort would hopefully include participation by the three major school districts, and support from their representative PTOs.

I am reaching out to ask for your district's representation on a school transportation steering committee. Our initial meeting of stakeholders aims to identify short and long-term improvements to the current process. Numerous local and regional agencies have transportation, environmental, safety and organizational expertise to lend to this issue. And EQAB is available to support a ***school transportation steering committee's*** research and outreach.

Issue Summary (safety, pollution and inefficiencies)

More than 75% of Scottsdale's school age children are transported to and from public, private and charter facilities by their parents or caregivers. Commutes range wildly, but on average students travel outside their neighborhood and face an additional 10 to 40 minute drop-off or pick-up process, on school grounds. Serious side-effects of school individual transportation to schools include:

- **Child safety surrounding the drop-off and pick-up/release processes**
- **Environmental issues such as vehicle exhaust and regional air pollution**
- **Traffic safety in on site staging and parking areas and on surrounding streets**

I know we can make our community safer, cleaner and more cost effective by leveraging our expertise, resources and ideas. I look forward to hearing your feedback and suggestions by January 22, 2015. Please contact my Chief of Staff, Rachel Smetana at 480-312-7806 or by email at rsmetana@scottsdaleaz.gov.

Attachments:

Email from Adam Wasserman to Mayor and City Council 8/12/2014
Attachment A – Additional Information and Resources to the Steering Committee
(Provided by the Scottsdale Environmental Quality Advisory Board)

From: Adam Wasserman [<mailto:adam@gldpartners.com>]

Sent: Tuesday, August 12, 2014 9:43 PM

To: Korte, Virginia; Klapp, Suzanne; Littlefield, Robert; Robbins, Dennis E; Phillips, Guy; Milhaven, Linda; Lane, Jim

Subject: School Environment and Safety

Mayor Lane and Councilmembers Korte, Klapp, Littlefield, Robbins, Phillips, Milhaven

I'd like to speak to you about safety, traffic and environment issues at our elementary school. I live with my family in Scottsdale and I also manage an international transportation investment business from our offices in Scottsdale.

I have a daughter who has just entered kindergarten at the Cheyenne Traditional School. We walk to school each morning and afternoon. The school struggles with the problem of not being a neighborhood school, that is that many parents not living close by generally don't use the buses and drive their children to school. For a period of about 45 minutes before school and before the end of the day, there are 50-100 vehicles lined up well onto the street and the drivers sit there with the engine running. This blocks the through road, creates quite startling pedestrian safety issues for those trying to navigate the nearby roadways, produces a quite significant amount of heat and noise and perhaps most importantly creates a toxic dust cloud right over the school where about 1000 five to twelve year old children are. I find this offensive, dangerous and highly wasteful. It is like a super-sized McDonalds drive through exists at the school. This pollution, noise, heat mess and danger is allowed at our schools where small lungs are under development and this is certainly counter to a family, kid-friendly community, which I assume is something Scottsdale is and aspires to be.

There are numerous national studies showing how this is awful practice and is quite wasteful and hurtful to vehicle engines. A number of States and communities have banned this practice. If you are not familiar, I would be happy to speak to you about these studies as I have read quite a lot in the last week. Arizona DEQ has also recognized this and has created programs to support smarter school environments. They describe the need for local leadership to address the issue.

I find this an amazing sight each morning, with police required to manage and patrol chaos. I think it is a sad situation and think the City should offer some ground rules to what is not very kid or neighborhood friendly. I am asking the City to speak to me about this traffic management/school health situation. Could you please review with me what can be done to improve this situation?

Many thanks.

Adam Wasserman

Adam Wasserman, Managing Partner

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Attachment A

Additional Information and Resources to the Steering Committee

Information provided by the Scottsdale Environmental Quality Advisory Board

Partner Agencies and Groups

Numerous local and regional agencies have expertise in the transportation, environmental, safety and organizational issues facing schools and parents. For example the School Transportation Steering Committee might capitalize on existing anti-idling initiatives and trip reduction programs. Regional experts and specialists who might help the Committee meet core objectives include:

- Valley of the Sun Clean Cities Coalition
- EPA Region 9
- Maricopa County Clean Air Campaign Awards
- City & Town Engineers
- Scottsdale Police Department
- Arizona Department of Education
- School Principals
- Great Hearts Schools – one of the largest charter school networks in the valley.
- Arizona Department of Environmental Quality, Children's Environmental Health Program; STEM Campaign for Idle Reduction
- National Center for Safe Routes To School - <http://www.saferoutesinfo.org/program-tools/find-state-contacts/arizona>

Possible Paths to Improvement

The following ideas aim to catalyze solutions to the pollution, safety and inefficiency of current school transportation (each action item needs further investigation):

Busing and mass transit

Improving the school bus service is a holistic solution. Reorganizing the bus stops to serve neighborhoods rather than single riders can make bus service a revitalized option.

- Pro - Potentially eliminate all the current issues.
- Con – Requires a change in the payment structure between District Transport and Arizona Department of Education. Also requires parents to organize for safety and supervision at the group stops.

Private Transport Services

A small percentage of private and charter school parents employ a shuttle service to make longer trips. One family estimates a 6 hour savings in travel time as well as a financial savings between the car subscription and their base case gas costs (i.e. a 3 day/week carpool). Their Tucson based car service is

www.rubyrider.com

- Pro – Solves all the current issues associated with private driving.
- Con – An additional cost to parents often only justified by those with long commutes.

Ride Sharing

Schools already promote car-pool arrangements between families. These programs are most successful when the drive is far for all parties.

- Pro – can address trip reduction with little burden on the schools and government organizations.¹
- Con – Trip Reduction programs may not have made a significant change in the driving culture, thus far.

Forced Parking

A low capital option might be to force all the driving parents to park and walk to the school property.

- Pro – Reduced idling
- Con - More parking spaces and street parking demanded. Chaotic pedestrian activity may ensue. No reduction of above mentioned parent driving issues.

Walking

From November until April the weather permits walking to school for those students who live less than one mile away.

- Pro- Eliminates pollution issues for some drivers.
- Con –Does not address weather, safety and supervision issues². Does not solve lost productivity to caregivers. Does not apply to the majority of students (living beyond half a mile from school).

More efficient drive through pick up

Parents and schools may benefit from a GPS software product that has been implemented to improve the in class time. The system can be reviewed at ... <http://www.mhrtechnologies.com/>

- Pro – Children safety improved by waiting in the building. Drastic reduction in congestion and idle time.
- Con – No improvement to pollution, traffic and productivity issues that occur on the way to pickup and dropoff.

Funding

If funds are required to facilitate the taskforce, EPA and Funders Network Partners for Places have recently promoted grants for air quality improvement programs and sustainable initiatives, respectively. The EQAB would be willing to identify grant opportunities in support of a regional *School Transportation Working Group*.

Previous Improvements

Clark County Nevada – Group Bus Stop structure.

- Christine Gordon, Transportation operations supervisor. 1800 buses run by this district. Two mile regulation are walkers, beyond that there is group bus service to one stop for approx 20 students. Magnet students also have pickups at a school near them – irrespective of distance to the Magnet school. Schools are “hub” stops. Need is reviewed annually.
- Raymond Negrete GIF systems administrator is available to discuss the logistical process in capturing more students over a greater distance.
- <http://ccsd.net/departments/transportation>
- 702-799-8100

Scottsdale Unified School District - Trip Reduction Initiative

Employees and students of Scottsdale Unified School District can do their part to improve Arizona's air quality while reducing traffic congestion. Car-pooling, using public transit systems, riding school buses, biking, and walking to work and school are just some of the ways we can cut down on air pollution and traffic.

Additional information, including the name of your Trip Reduction Program (TRP) site coordinator, is available on employee bulletin boards, or by contacting the Transportation Department at 480-484-8550.

¹ <https://www.sharetheride.com/public/Home.aspx>

² Parent On Alert After Groping Flashing Incidents. ABC15 Oct 3, 2014.

Child Luring Incident in Northeast Phoenix raises parent concern. Arizona Republic, Aug 25, 2011.

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Your site coordinator can explain the program and help you set up shared rides. The District guarantees a ride home for those who are participating in shared rides. It provides car-pooling spaces at each site, as well as bike racks.

The superintendent urges employees to reduce the use of their vehicles whenever possible.

Deer Valley School District

- <http://www.dvusd.org/domain/115>
- Nick Portonova – Director of Transportation 602-467-5090

Pinnacle High School - drop off process improvement; a joint engineering project with City of Scottsdale.