



**SUMMARIZED MINUTES**

**CITY OF SCOTTSDALE  
TRANSPORTATION COMMISSION  
REGULAR MEETING**

**THURSDAY, JULY 16, 2015**

**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 6:03 p.m.

1. **ROLL CALL**

**PRESENT:** Steven Olmsted, Chair  
Paul Holley, Vice Chair  
Gary Bretz, Commissioner  
Barry Graham, Commissioner  
Steven Rosenberg, Commissioner  
Robert Stickles, Commissioner

**ABSENT:** Matthew Wright, Commissioner

**STAFF:** Rose Arballo, Transportation Commission Coordinator  
Susan Conklu, Senior Transportation Planner  
Madeline Clemann, Transportation Planning and Transit Operations  
Manager  
George Williams, Principal Traffic Engineer

**GUESTS:** Rebecca Murans, JRC Design

2. **PUBLIC COMMENT**

No public comment was received.

### **3. APPROVAL OF MEETING MINUTES**

- Special Meeting of the Transportation Commission - June 4, 2015
- Study Session of the Transportation Commission – June 18, 2015
- Regular Meeting of the Transportation Commission – June 18, 2015

**COMMISSIONER STICKLES MOVED TO APPROVE THE MINUTES OF THE SPECIAL MEETING OF JUNE 4, 2015, AND THE REGULAR MEETING AND STUDY SESSION OF JUNE 18, 2015. VICE CHAIR HOLLEY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER WRIGHT WAS ABSENT.**

### **4. WAYFINDING UPDATE**

Ms. Susan Conklu, Senior Transportation Planner, presented an update on the wayfinding project. She outlined the history of the wayfinding project for the paths and trails, and noted that the feedback to Maricopa Association of Governments (MAG) on the regional wayfinding guidelines was very similar from all the communities participating in the MAG Bicycle and Pedestrian Committee. The MAG consultant introduced final guidelines in May. Ms. Conklu explained that Scottsdale signage will be consistent with the MAG design, but the City is not bound to use the MAG materials or designs. Ms. Conklu noted that Ms. Rebecca Murans of JRC Design was in attendance.

Highlights of the presentation included:

- The initial site survey and inventory conducted by JRC Design with City staff revealed a mixture of signage with no hierarchy of sign types, clutter, and confusion. Issues with the placement of signs and sign content were found.
- The goal is to have consistent signage throughout the City's paths and trails that will inform users of where they are. Focus will also be on making certain that signs are placed in the most appropriate, logical locations.
- The cities represented at the MAG Bicycle and Pedestrian Committee meeting concurred that the MAG Valley Path brand and logo shows that communities all belong to a single connective system; however, the identity of each community should be more prominent.
- The typeface to be used will be standard Clearview Text and the letters will be two inches high.
- JRC Design has developed three logo concepts. Concept #2 is considered the most effective. The colors displayed are not the exact colors that would be used in the actual signage. The recommended Scottsdale Pathways logo symbolizes mountains (brown), canals (blue), and greenbelts (green).
- Various sign options and post types were displayed. Striping on the paths is an integral part of the wayfinding system.
- Staff hopes to have plans finalized by winter. A pilot project to test the signage and get public feedback is planned for some time in October.

Commissioner Stickles shared feedback from the meeting of the Paths & Trails Subcommittee on July 7.

- Subcommittee members requested that the signage be extended to the northern boundary of the city at Cave Creek Road, pointing out that conditions in the northern part of the city are much different.
- The colors are symbolic and should be coordinated with the local surroundings.
- He elaborated that individual signs would include two or three colors, but the proportion of each color would depend on the location of the sign.
- He confirmed that the proposal meets all ADA requirements.
- He commented that the consultant's work has led to a vast improvement over the starting point last year, and commended both JRC Design and staff.
- A Commissioner commented that the signs should be identical in design to stress the Scottsdale identity, opining that changing the color proportions could confuse users.
- Ms. Clemann indicated that staff will prepare alternate sign designs so the Commission can understand the effect of changing the color proportions.
- Ms. Conklu added that the Paths & Trails Subcommittee had discussed making the signs shorter farther north and that fewer signs would be needed.
- Wayfinding is intended for a wide population including residents of Scottsdale and neighboring communities and visitors from out of state.
- Commissioner Stickles said the Paths & Trails Subcommittee had discussed digital connectivity and the possibility of adding QR codes to signs for the benefit of smartphone users.

Highlights of the ensuing discussion included:

- A Commissioner commented that the current state of the signage is preventing full participation by residents. The unified theme proposed and the better quality of information will encourage people to use the paths. He fully supports this important effort. He agreed that the Scottsdale identity is more meaningful than the MAG Valley Path logo.
- A Commissioner suggested putting the name of each city in white lettering on the red band at the top of the Valley Path sign. This would provide uniform branding across the system.
- A Commissioner said he is very glad to de-emphasize the laundry list of rules and regulations posted in City parks.
- Ms. Conklu commented that as work moves forward towards the final design and cost of signage, this will enable staff to propose a budget which would be funded over several years.
- Chair Olmsted thanked Ms. Conklu for her presentation. He asked whether other stakeholder City groups will be given an opportunity to provide feedback. Ms. Clemann stated that public outreach is planned once they are closer to final design. She agreed that inviting other boards and commissions to give input is an excellent idea.
- Ms. Conklu explained that the initial work with the consultant is being funded out of the bikeways account. Installation may be funded from a different account.
- Chair Olmsted stated it is important for the Commission to remember that projects such as this play into the discussion on how to balance spending on various transportation modes.

## **5. BICYCLE FRIENDLY COMMUNITY UPDATE**

Ms. Conklu presented an update on the City's application to the League of American Bicyclists (LAB) Bicycle Friendly Communities program. The League considers the five Es: engineering, education, encouragement/events, enforcement, and evaluation and planning. A sixth E (equity for low income and minority residents) is being incorporated.

Highlights of the presentation included:

- This is a process requiring continuous improvement. The City cannot rest on its laurels. When Scottsdale achieved gold level in 2011, there were three platinum level cities and 14 gold level cities. Today there are four platinum level cities and 21 gold level cities. The number of participants has risen from approximately 190 communities to 350 communities.
- Scottsdale was awarded silver in 2005 and was the first community to achieve silver without a university or college. Now, Scottsdale is aiming for platinum.
- The City hosted two “All Things Bike” meetings which were attended by 25 people, primarily bike shop owners who provided the following feedback:
  - What makes Scottsdale bike friendly? Good bikeways, destinations, Indian Bend Wash, police bike patrols, extensive network.
  - What needs to be improved? More connectivity, bike friendly major roadways, need for separated bike lanes, Scottsdale bike maps, better bike paths downtown and north of Cactus, more bike friendly businesses along the canals and downtown, bike parking, and wayfinding.
  - Construct more paths, separated bike lanes on larger streets, more continuity downtown, wayfinding, paths and trails north of Cactus, bike lanes on major roads.
  - Expand bike education for adults.
  - Expand bike events, especially family-oriented and competitive.
  - More bike routes with maps.
  - Better tracking of bike/car collisions with location information. More enforcement for all road users.

Next Steps:

- Continue with the draft application, as the deadline is August 11.
- Continue improving the program and working with the community. “All Things Bike” meetings were well received. Staff plans to repeat this once or twice a year.
- Find partners who can offer bike education.

Highlights of the ensuing discussion included:

- A Commissioner recommended mentioning the Preserve as a destination for cycling.

- A Commissioner noted that Scottsdale does have a connection to ASU. SkySong is located in the city and many students cycle to the Tempe campus from their homes in Scottsdale.
- Separate bike lanes on major arterials would protect cyclists.
- A connection to the Phoenix Zoo and the Desert Botanical Garden is important.
- A Commissioner commended Ms. Conklu on her diligent efforts, noting that the application has evolved tremendously and he hopes for a successful outcome at gold level or above. Chair Olmsted concurred. He added that the Commission is always thrilled with the different projects staff works on. This is what makes Scottsdale a great city. He noted that many of the suggestions from the “All Things Bike” meetings are already being tackled.
- Ms. Conklu clarified that Scottsdale Community College (SCC) lies outside of the City limits, and in previous applications they have always stated that Scottsdale does not have a college or university. Ms. Conklu has checked with LAB, explaining that SCC is about a mile from the city limits and the majority of students travel through Scottsdale to go to school. Additionally, the City hopes to partner with SCC for adult cycling education. Due to these circumstances, the LAB advised Ms. Conklu that it is appropriate to say that Scottsdale is a college town.
- Chair Olmsted encouraged everyone to formulate a long-term vision for the future of cycling in Scottsdale for both the Transportation Master Plan and the General Plan.
- Commissioners discussed past competitive cycling events in the City and the possibility of future events.

## **6. NORTHSIGHT EXTENSION PROJECT**

Principal Traffic Engineer Mr. George Williams reported on the Northsight Boulevard Extension project.

Highlights of his presentation included:

- The project was completed in 2014 and has just won the Associated General Contractors 2014 Build Arizona award. The intersection at Hayden and Northsight was rebuilt, and Northsight was extended to Frank Lloyd Wright Boulevard where there is a signalized intersection. An intelligent transportation systems (ITS) fiber connection is incorporated. The design includes bike lanes.
- Before the project was started, the intersection of Hayden and Northsight handled about 27,000 vehicles per day. The average now is around 35,000 with a high of 37,000 vehicles.
- In the six-year period prior to the project, an average of 6.7 crashes per year was experienced, although Mr. Williams pointed out significant fluctuations from year to year. In the year since the project's completion, there have been 10 crashes with an increase in traffic volume of 28 percent. The collision rate has basically unchanged; however the number of personal injuries has declined by about 80 percent.
- Staff's goal was to divert approximately 30 percent of left-turning traffic to the newly signalized intersection at Northsight and Frank Lloyd Wright. The goal has been

succeeded in diverting 39 percent of left turns to the new signalized intersection during lunchtime. In the afternoon peak travel hours, Northsight carries significantly more of the left-turning traffic than Hayden. The results were so surprising that staff conducted a second traffic count to confirm their findings.

- Travel time analysis following the project shows that average travel time on the Northsight Extension is 1:58 minutes. Before the project was constructed travel time on Hayden was 3:26 minutes. After the project opened, this dropped to 2:23 minutes. Travel time on Frank Lloyd Wright has dropped correspondingly.
- The Arizona Republic conducted a poll on roundabout acceptance last summer. It was found that 66 percent of respondents like using roundabouts.

Highlights of the ensuing discussion included:

- A Commissioner complimented Mr. Williams on including travel time in the metrics presented.
- Chair Olmsted said staff works on a myriad of different mitigation solutions for intersections. He commended Mr. Williams on a fantastic presentation.

## **7. OTHER TRANSPORTATION PROJECTS AND PROGRAMS STATUS**

Ms. Clemann provided updates as follows:

- Councilmember Korte hosts a discussion on Transit Perspectives which airs on Channel 11 on Sundays through the month of July.
- Discount Cab has dismissed themselves from the Cab Connection program effective July 8. Staff notified users and those who provide services for the program. The transition went smoothly.

## **8. PUBLIC COMMENT**

No public comment was received.

## **9. FUTURE AGENDA ITEMS**

A Commissioner requested an update on the City of Phoenix proposal to extend their transit sales tax beyond 2020, with particular reference to any possible effects on Scottsdale.

## **10. ADJOURNMENT**

With no further business to conduct, Chair Olmsted adjourned the regular meeting at 7:29 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>**