



PUBLIC MEETING AGENDA

Transportation Commission

MEETING DATE

Tuesday, November 12, 2013
7:30 a.m.

MEETING LOCATION

Tempe Transportation Center
200 East 5th Street, Don Cassano Community Room
Tempe, Arizona

MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Public Appearances The Transportation Commission welcomes public comment for items listed on this agenda. There is a <i>three-minute time limit</i> per citizen.	Charles Huellmantel, Commission Chair	Information
2. Approval of Meeting Minutes: The commission will be asked to review and approve meeting minutes from the September 10, 2013 meeting.	Charles Huellmantel, Commission Chair	ACTION
3. Transit Video Concept Staff will present information on a Transit Video Concept.	Sue Taaffe, Community Services	Information
4. Broadway Road Streetscape Project Update Staff will provide an update on the Broadway Road Streetscape Project.	Eric Iwersen, Public Works	Information
5. El Paso Gasline Pathway Project Update Staff will provide an update on the El Paso Gasline Pathway project.	Eric Iwersen, Public Works	Information
6. Regional Bike Share Staff will provide an update on the Regional Bike Share program	Eric Iwersen, Public Works	Information
7. Bus Service Changes at Arizona Mills Mall Staff will present information on proposed bus service changes at the Arizona Mills Mall	Mike Nevarez, Public Works	Information

<p>8. Department and Regional Transportation Updates Staff will provide updates from city Departments and current issues being discussed at the Maricopa Association of Governments and regional transit agencies.</p>	<p>Public Works; Community Services</p>	<p>Information</p>
<p>9. Future Agenda Items Commission may request future agenda items.</p>	<p>Charles Huellmantel, Commission Chair</p>	<p>Information</p>
<p>According to the Arizona Open Meeting Law, the Transportation Commission may only discuss matters listed on the agenda. The City of Tempe endeavors to make all public meetings accessible to persons with disabilities. With 48 hours advance notice, special assistance is available at public meetings for sight and/or hearing-impaired persons. Please call 350-2775 (voice) or 350-8400 (TDD) to request an accommodation to participate in a public meeting.</p>		



Minutes City of Tempe Transportation Commission September 10, 2013

Minutes of the Tempe Transportation Commission held on Tuesday, September 10, 2013, 7:30 a.m., at the East Valley Bus Operations and Maintenance Facility, 2050 W. Rio Salado Parkway, Tempe, Arizona.

(MEMBERS) Present:

Charles Huellmantel (Chair)
Aaron Golub
Pam Goronkin
Kevin Olson
Gary Roberts
Peter Schelstraete

Ben Goren
Nikki Gusz
Philip Luna
German Piedrahita
Benjamin Sanchez

(MEMBERS) Absent:

Don Cassano
Sue Lofgren
Charles Redman

City Staff Present:

Shelly Seyler, Deputy Public Works Director
Transportation
Eric Iwersen, Acting Transportation Planning Manager
Sue Taaffe, Public Information Officer
Mike Nevarez, Interim Transit Manager
Joe Clements, Transportation Financial Analyst
Yvette Mesquita, Sr. Management Assistant

Robert Yabes, Principal Planner
Tanya Chavez, Neighborhood Services Specialist
RC Noderer, Transit Operations Coordinator
Travis Mullen, Administrative Assistant
Mark Vinson, City Architect / Design + Preservation
Manager

Guests Present:

Mark Soden, Landscape Architect Consultant

Commission Chair Charles Huellmantel called the meeting to order at 7:30 a.m.

Agenda Item 1 – Public Appearances

None

Agenda Item 2 – Meeting Minutes

Commission Chair Huellmantel introduced the minutes of the August 13, 2013 meeting and asked for a motion.

Motion: Commissioner Gary Roberts

Second: Commissioner Phillip Luna
Decision: Approved

Agenda Item 3 – College Avenue Streetscape Project

Mark Vinson, City Architect / Design + Preservation Manager, presented an update on the College Avenue (5th Street - University Drive) Streetscape project including design concepts and distributed a handout.

Mark shared information regarding the current College Avenue Commons building ("Block 12") project indicating it is expected to be completed by August 2014 and explained ASU's desire to connect the projects to the Transportation Center as a way to create a unified Streetscape on College Avenue between 6th Street and 7th Street. Key elements and/or changes include:

- Shade pavilion and cooling tower
- Public right-of-way landscape
- Grading and drainage, such as a curbless plaza; facility entries
- Added hardscape materials, such as truncated domes, bollards, and speed tables
- Street alignment improvements
- Bike path integration
- Street lighting
- Consideration for potential problems

Commissioner Huellmantel inquired about the bollard with regard to special events in the area and where buses would go. Mark replied that the bollards are movable to block off streets for events and collapsible for emergency access. Eric Iwersen responded to the question by stating that the bus access issue is being worked on.

ASU's goal is to get the project started after the Insight Bowl and have it completed by August along with the Commons project at no cost to City with ASU signing a maintenance agreement.

Commissioner Ben Goren questioned the led lighting element included in the handout. Mark replied he would double check the information.

Commissioner Roberts asked Mark to verify that the placement of the bollards, truncated domes, and bike path were in the correct order from the shopping center to the streetscape. Mark confirmed the order and stated that this is a curbless plaza.

Commissioner Goren added that this area would be a great location for an integrated shared space with no bike lanes. Eric shared that this type of concept has not been included for various reasons but noted minor design treatments that are being incorporated to move closer towards a shared space concept while still meeting the legal requirements for a street and bicycle facility.

Shelly Seyler mentioned that by not having bike lanes on College Avenue, bikes would be required to ride in the flow of traffic and would not be allowed to pass vehicles when traffic is congested. Commissioner Pam Goronkin agreed that there is a lot of volume on this street and the changes would impact traffic by having bicyclists share the same lane as motor vehicles.

Commissioner Huellmantel commented that he would like to see more pedestrian dominated curbless areas. If the goal is to reduce congestion downtown, thought should be given to relocating some of the busses to another location away from the Tempe Transportation Center. Commissioner Goren added that the Tempe Transportation Center is

located in the center of downtown and some perimeter locations along Mill Avenue and University Drive would be a good way to prevent all the busses from being forced to go downtown.

Commissioner Aaron Golub asked if the hardscape materials are cutting edge for porous materials. Mark answered that none of the pavement would be defined as permeable and we are trying to grade the area to where the rain water would slope towards planting areas.

Commissioner Kevin Olson said that a shared space is a great idea, by not marking the road into separate lanes vehicles will be able to move more freely even with the additional pedestrian and bicycle traffic. Eric responded that ASU is looking for something between the shared space concept and the legal requirements. Commissioner Goronkin added that psychologically, the user slows down and becomes more alert when the road is not designated or marked as obvious areas of travel. Commissioner German Piedrahita pointed out that the busses are predictable; it is the cars that need to be accounted for.

Commissioner Nikki Gusz commented that the shading is important and the lights are a great addition to the area.

Commissioner Goronkin said that ASU is trying to promote high end retail uses in the area and this begins to achieve not a linear experience, but something that pedestrians can explore because there are interesting things to walk to and places to eat.

Agenda Item 4 – David Strang Memorial Update

Eric Iwersen, Acting Transportation Planning Manager, provided an update on the status of the status of the David Strang memorial and distributed a memo.

Eric shared that the 24-inch box native Palo Verde will be planted along the Crosscut Canal Multi-use path. The language of the plaque was verified with David's wife Ellie and will be embedded in a permeable concrete surface adjacent to the tree. The tree will be planted during October to avoid the harsh weather conditions and will be truck watered for 6 to 8 months.

Eric also noted that the tree will be purchased and planted in the next 4 to 6 weeks. An event for the dedication of the memorial will be held after the November commission meeting in the morning.

Commissioner Chair Huellmantel thanked Eric and staff for their service and expertise.

Commissioner Roberts asked why the tree changed from a Mesquite to a Palo Verde. Eric replied that upon further research the Palo Verde was chosen because of its rate of survival. Once a date is identified, and information is shared with David's family an update will be provided at the next Commission meeting.

Agenda Item 5 – Regional Bike Share

Eric Iwersen, Acting Transportation Planning Manager, provided an update on the proposed Regional Bike Share program and distributed a memo, map, and bike graphics. Information shared included:

- Added stakeholders
- Development of a voting/decision making process for stakeholders
- Contractor Cycle Hop hired to put concept together and find a corporate sponsorship
- Timeline is around Spring in 2014 with 250 bikes at 25 locations
- Media information on Twitter, Facebook, and push messages
- Preliminary system brand established

Sue Taaffe, Public Information Officer, presented an update on the system brand and possible changes that could occur in the future regarding the bike color and name. Currently, an orange bike with the name "GR:D" is what the regional committee has suggested to move forward. However, the process of finding a corporate sponsor can alter the name or color in the future. This is going to Council as early as the end of November.

Commissioner Huellmantel asked if there were any changes. Eric said the seat cover colors, grips, the basket size, and the impact of heat on the materials were reviewed and noted the bike is chainless.

Commissioner Goren asked if the bike was shaft driven. Eric replied that it was and that it was single speed. Commissioner Goren asked about the durability of the drive shaft and if it was going to hold up. Eric replied that it was a prototype and that it is working in other cities.

Commissioner Roberts asked where the proposed headquarters would be located and if this location would be where the bikes would be refurbished. Eric answered that it is unknown right now, but indicated a single location or multiple warehouse facilities may serve as a headquarters to hold/refurbish all the bikes and will be based on potential program expansion.

Commissioner Roberts asked if a bike picked up at the Library Complex is dropped off at another location, is there any way to (1) trace the bike cost to the person, and (2) how will the bike be picked up. Eric answered that it is still being organized but the idea is that anyone can leave it anywhere. The program is a hybrid system where the bike does not have to return it to a dock, but can be returned to a bike rack. If you rent the bike for two hours, then after that time the bike becomes available. There is a built in GPS that helps in tracking the bikes location for the maintenance team to find, repair and stock hubs that are low.

Eric mentioned an incentive program is being explored, for example; a free rental could be issued if a renter brought the bike back to a hub with a low inventory.

Commissioner Roberts asked if the \$850,000 is for the 250 bikes and the 25 locations. Eric stated that \$100,000 was authorized by City Council to come from the Tempe Transit Tax; \$750,000 from a Federal grant with the City of Phoenix that was received last year; and the startup cost will come from the corporate sponsorship that Cycle Hop agreed to seek at no cost to the city. The \$850,000 would go towards expansion at some later date. Sue added that a portion of the funds would also be used for promotional media.

Commissioner Goren asked if putting the bikes stations around high population's areas, like apartment complexes has been given any thought. Eric provided examples such as College Avenue and University Drive along with Apache Boulevard and Rural Road as high population areas. Commissioner Goren asked if Hardy Drive and 5th Street would be considered. Eric mentioned that locations are being concentrated in the heart of the downtown and anticipated areas like Hardy Drive and 5th Street would be areas to target for expansion.

Commissioner Huellmantel asked if there are going to be actual stations where there will be a dependable place where you find bikes and if it was possible to link to new development projects to get developers to invest funds. Commissioner Goren asked about the flexibility of station locations when it is realized that a particular area is a hotspot for bicycle commuters. Eric indicated a station prototype is being developed and envisions a system that will be able to identify options and allows for moves to the ideal location.

Commissioner Goren mentioned that dropping the bikes at bus station would be a great way to make sure the bikes would be available to everyone other than having to go to a dock or station.

Agenda Item 6 – Department and Regional Transportation Updates

Sue Taaffe, Public Information Officer, provided information regarding the following events:

- Safe Places Press Conference - September 18th
- Bike Hero Nominations due November 30th
- El Paso Gas Line Multi Use Path Public Meeting - September 26nd at 6:30 pm
- Orbit MiDi bus Prototype Public Meeting - September 28th
- Valley Metro is holding a series of public meetings discussing regional bus changes happening in January (Tempe is not affected by the changes)

Eric reported an update on the Broadway Road Streetscape Project sharing the data collection has started; beginning next week there will be lane closures; a report will be provided to the commission in the future; and Sue shared a public meeting will be held on October 17th at 6 pm

Commissioner Roberts asked if there is going to be any signage letting residents know that the Streets will be blocked off. Eric answered that there will be signage and anyone can call 311 to get additional information. Residents were notified one half miles north and south and other announcements and media notifications were issued.

Commissioner Piedrahita asked about how the lane would be shut off and what activity would be in the area. Shelly explained the purpose of the project signs and announcements was to make sure everyone received information about the street closure. There will be no activity in the area; it is only for the purpose of collecting traffic data for the upcoming projects.

Agenda Item 7 – Future Agenda Items

None

The Commission's next meeting is scheduled for October 8, 2013.

Meeting adjourned at 8:30 a.m.

Prepared by: Travis Mullen
Reviewed by: Yvette Mesquita

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 3

DATE

November 12, 2013

SUBJECT

Transportation Video Concept

PURPOSE

To present a video concept to promote riding the bus and light rail to be shown on Tempe 11 and via social media. If additional funds are available in the media budget for FY 2014/15, then this video could run on Cox Communication East Valley cable TV.

BACKGROUND

The goal of the marketing program is to encourage Tempe residents and visitors to incorporate alternative modes of transportation in their everyday lives including riding the bus and taking light rail. The target audiences are unique; and in order to reach them, the messages have to be communicated in a way that is both relevant and compelling. By producing a video that is edgy and skews younger, we can reach another portion of the demographic not traditionally reached by online and print advertising.

The timeline for producing the video is as follows:

- Weeks of Oct. 14 and 21: Initial coordination of talent, locations, props
- Weeks of Nov. 11 and 18: Pre-production meeting(s)
- Week of Dec. 2: Shoot
- Dec. 3 thru Jan. 13: Editing
- Feb. 3: Release date

FISCAL IMPACT

\$500 for props and \$2,500 for editing, which is budgeted in cost center 3916.

RECOMMENDATION

This item is for information only.

CONTACT

Sue Taaffe
Public Information Officer
480-350-8663
sue_taaffe@tempe.gov

ATTACHMENTS

None

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 4

DATE

November 12, 2013

SUBJECT

Broadway Road Bicycle & Pedestrian Streetscape Improvements Project

PURPOSE

Provide an update on the status and next steps for the Broadway Road project.

BACKGROUND

The city of Tempe is implementing a project to improve pedestrian and bicycle facilities, enhance the streetscape and calm traffic on Broadway Road between Mill Avenue and Rural Road. Initial discussions to improve the streetscape along Broadway Road began in 2008 as identified in the Comprehensive Transportation Plan as part of the Tempe 2030 General Plan. The project will include bicycle and pedestrian enhancements, future public art opportunities, additional crossing opportunities, ADA improvements and landscaping. It is intended to promote neighborhood stability, sustainable business and development efforts while continuing Tempe's commitment to alternative modes of transportation. This project is funded with \$3.875 million in federal Congestion Mitigation and Air Quality grant money. The city of Tempe will also contribute (through the transit fund) a 5.7% percent match of the total grant money received.

Project Aspects

Limited Right-of-Way: In the case of Broadway Road, the city will not purchase property or impose eminent domain. However, some properties may be impacted as there is landscaping and in some cases walls within the city right-of-way. Therefore, this will require building on perceived one to six feet of personal property. See project website for detailed information: www.tempe.gov/broadwayroad

Median Islands: The medians are not only proposed as an aesthetic improvement, but also to create a safer environment along the corridor. By having medians, conflict points among vehicles are reduced. The access changes being proposed are part of a growing effort by government agencies to improve how major transportation corridors are managed. These efforts, known as access management, involve the careful planning of the location and spacing of driveways, street connections, median openings and traffic signals. Access management can also involve using medians to channel left-turns to safe locations, and providing dedicated turn

lanes at intersections and access points to remove turning vehicles from through lanes. The combined purpose of these strategies is to reduce crashes and traffic delay. Managing access on a road can result in better traffic flow, fewer crashes, and a better shopping experience.

Source: Federal Highway Administration.

Traffic Volumes: Traffic volumes along Broadway Road have continued to decline. In 2000/01, there were 32,270 vehicles per day along Broadway Road between Rural Road and Mill Avenue. Last year, there were 25,209 vehicles in the same corridor. At the same time, transit use in this corridor has decreased from 478,823 boardings in 2000 to 401,823 boardings in 2012, which may be attributed to the implementation of Orbit. In 2008, when Orbit Jupiter was launched, there were 644,931 boardings.

Impact to Emergency Services: In addition, Tempe Fire and Police department representatives reviewed the five concepts to determine how a wall/barrier separating Broadway Lane from Broadway Road and how a 10 to up to 15-foot travel lane on Broadway Lane would impact emergency services. Their assessment was that they would be able to respond to residents and businesses along the corridor regardless of which of the five design concepts was implemented.

Public meetings were held throughout 2008, 2009 and 2010, which resulted in an initial draft design concept. Various factors necessitated re-drafting the streetscape plan and the new design concepts were presented on Feb. 25, 2013. Residents, businesses and property owners on Broadway from Mill to Rural between Apache to Alameda were invited to all of the public meetings. Methods used to communicate the public meetings and online comment form included:

- Press releases/Web site
- Emails to neighborhood Chairs with further distribution by the chairs to members
- Social Media
- Direct mailings to property owners on Broadway Road
- Door hangers to residents and business owners in the project area

The surveys and public comment indicated strong support for a lane removal on Broadway Road. The five concepts presented at the February public meeting included 3 options with a lane removed in the eastbound direction, and 2 options showing the existing 2 lanes westbound and 3 lanes eastbound.

All concepts presented included:

- Bicycle lanes on Broadway Road
- Landscaped median islands with left-turn pockets
- Wider sidewalks on the south side of the road, with street trees
- A buffer area (wall or landscape material) between Broadway and Broadway Lane on the north side of the street

Current Situation

Based on traffic data, City Council direction, and the input received from the last public meeting, the preferred design concept for the Broadway Road Bicycle, Pedestrian & Streetscape Enhancement Project includes the removal of one eastbound traffic lane on Broadway Road between Mill Avenue and Rural Road. The lane was temporarily barricaded off from Sept. 16 to Sept. 30 to conduct a simulation of the conditions identified in the preferred roadway design concept. During the simulation, traffic counts were taken on Broadway Road from Mill Avenue to Rural Road along with gathering traffic counts and speeds along adjacent neighborhood streets like College, Encanto, Dateland and Alameda.

This section of Broadway Road has similar traffic volumes as other four lane arterials in Tempe like University Drive, Guadalupe Road and Rio Salado Parkway. Traffic volumes on this section of Broadway Road have decreased nearly 35 percent over the last ten years. Public transit improvements, freeway expansions and the increase of bicycling have likely contributed to the decrease of traffic volumes on this section of Broadway Road. Removing one lane of traffic allows for the addition of neighborhood amenities like sidewalks, bike lanes, trees and improved mobility options for a greater number of people.

Staff will present the final design concept as well as data collected by staff during field observations at the October 8 Transportation Commission meeting. Volume and speed data collected during the simulation will be available at a future meeting.

Next Steps

A public meeting was held Oct 17 from 6 to 7:30 p.m. at Community Christian Church, 1701 S. College Ave. Beginning Oct. 17, residents may comment online about the project and view the design concept through Oct. 28.

Discussion at the public meeting included:

- Reviewing traffic count data
- Reviewing the final design concept including landscaping, wall treatment, and lane configurations.
- Updating the public about the project process and timeline

Staff will present the final design concept to the City Council in November. Engineering construction documents will be finalized in late spring 2014. Construction would likely begin as early as summer/fall 2014 and last six to eight months.

FISCAL IMPACT

Federal funds total approximately \$3.875 million and the Tempe Transit Fund currently shows a 5.7% project match. Annual maintenance and operations for the project are estimated to be approximately \$7,000 - \$10,000.

RECOMMENDATION

- Review final design concept and traffic data

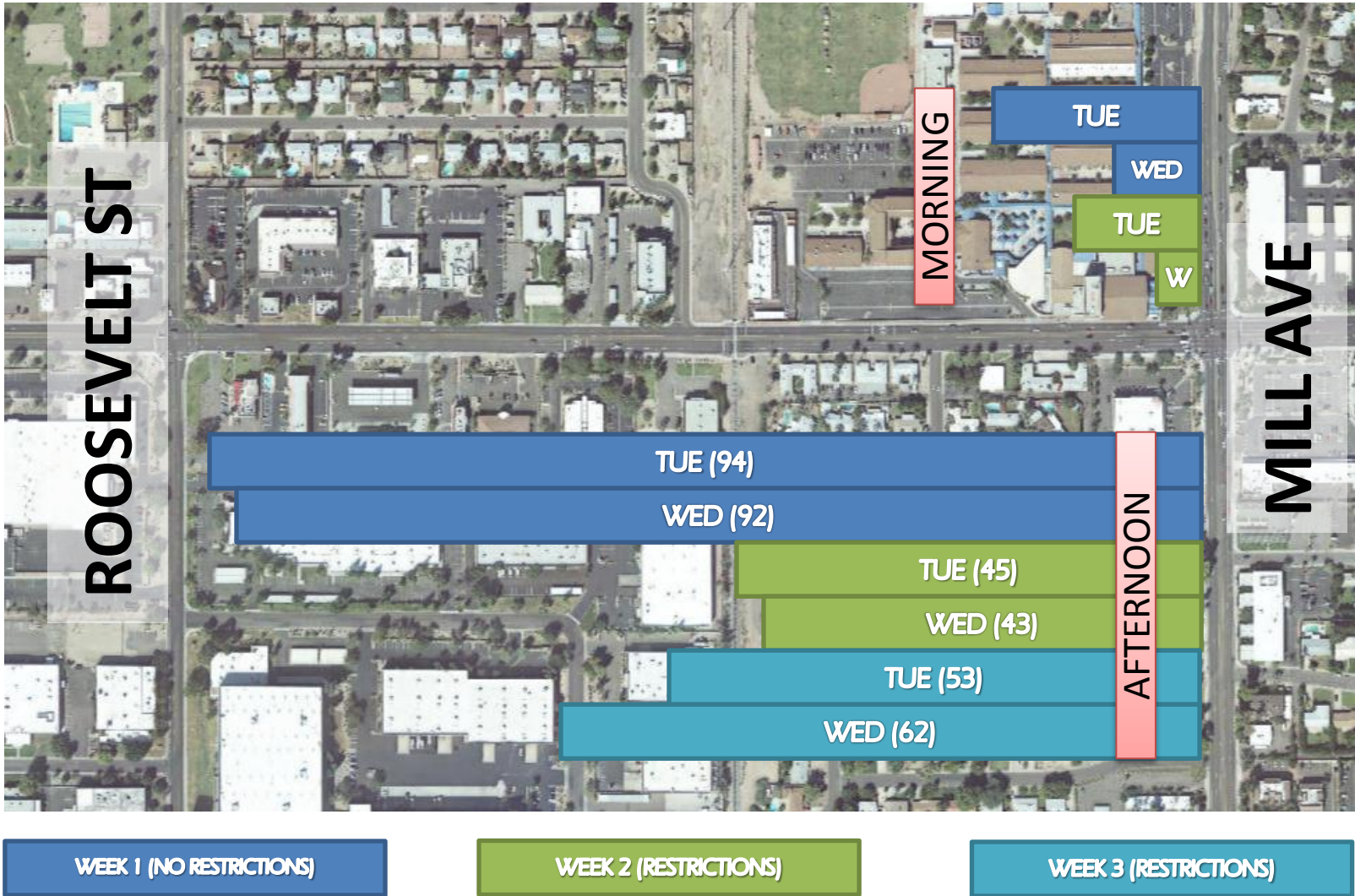
- Present update to Council in November for final approval

CONTACT

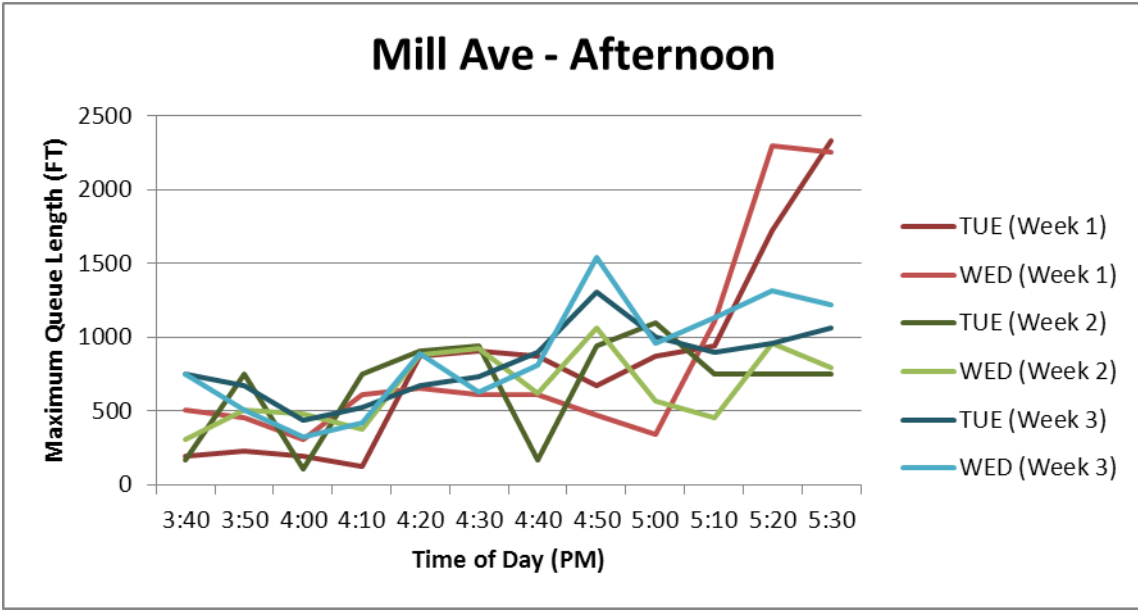
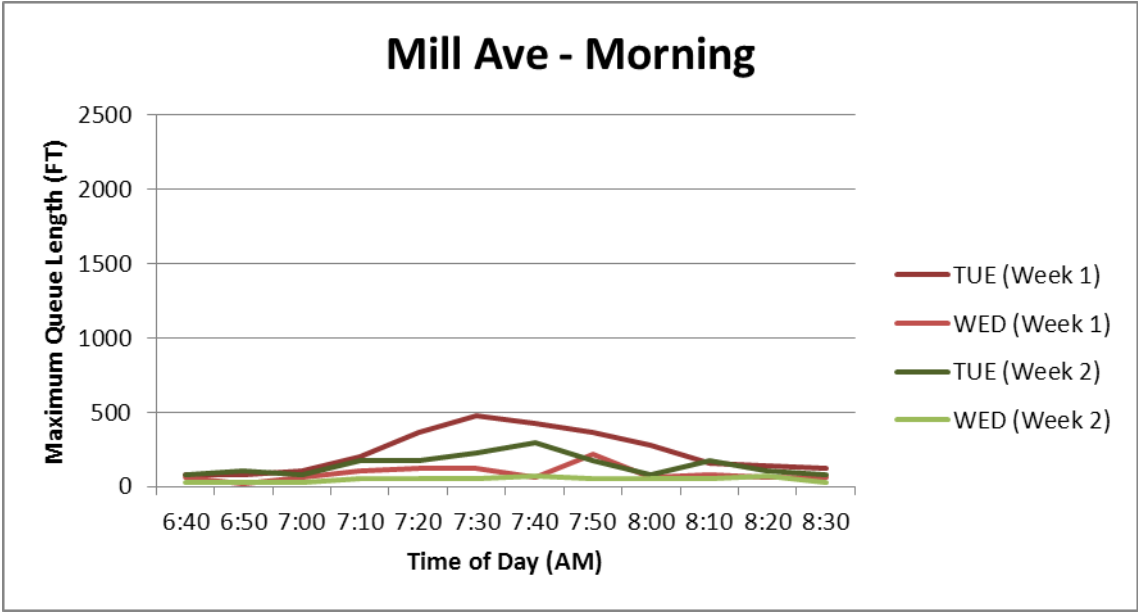
Eric Iwersen
Interim Transportation Planning Manager
480-350-8810
Eric_iwersen@tempe.gov

ATTACHMENTS

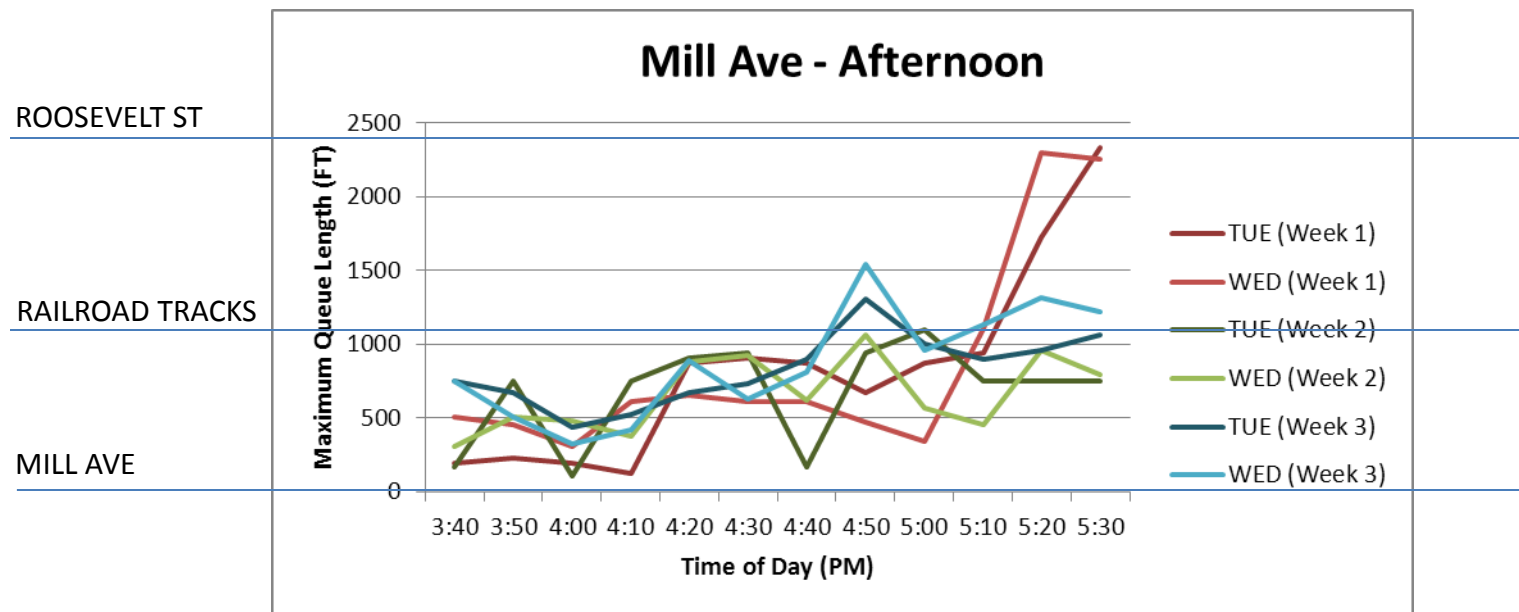
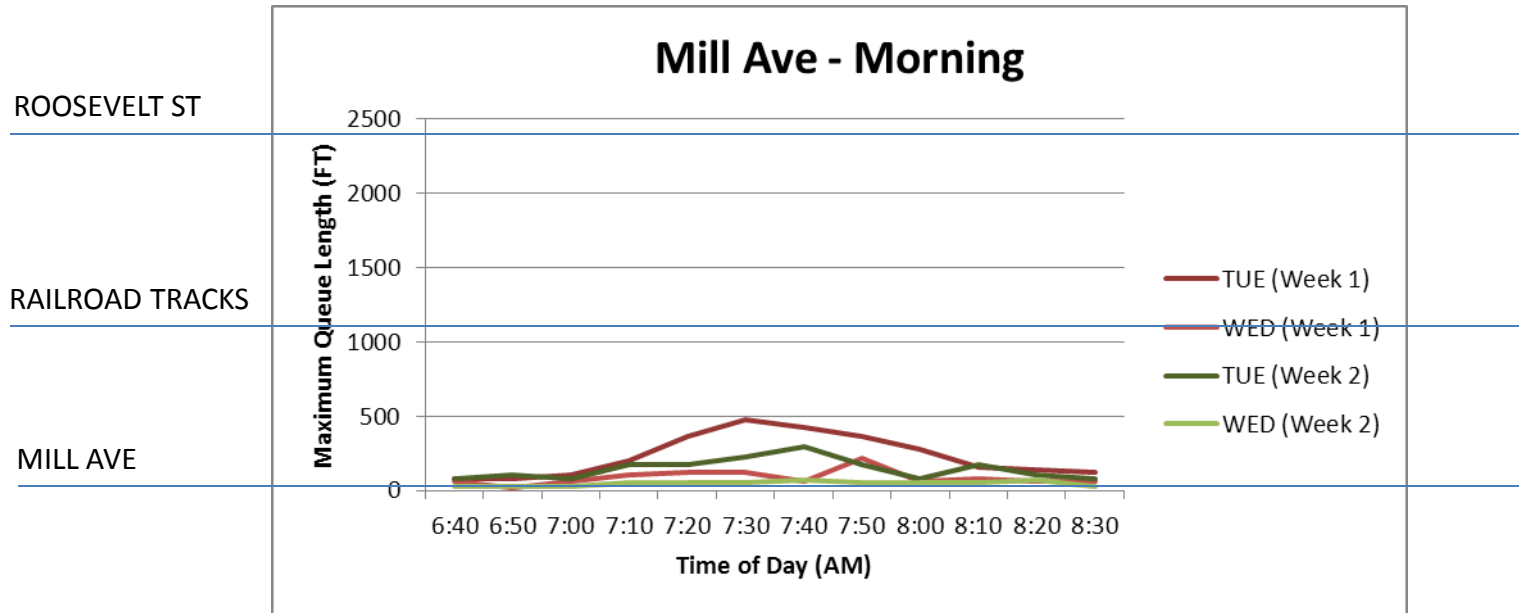
Project Traffic Data
Preferred Project Design



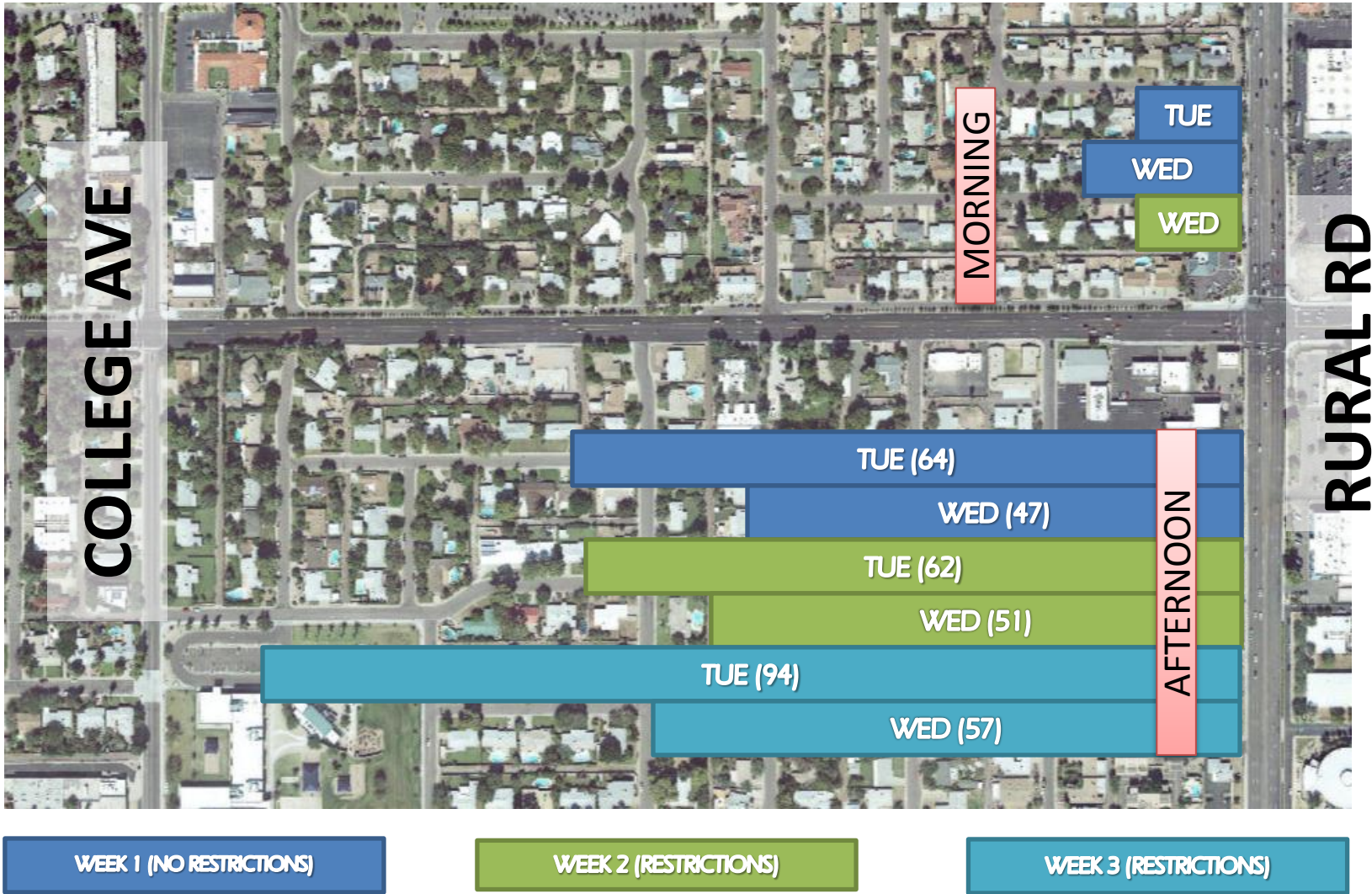
BROADWAY ROAD AT MILL AVENUE – MAXIMUM QUEUING



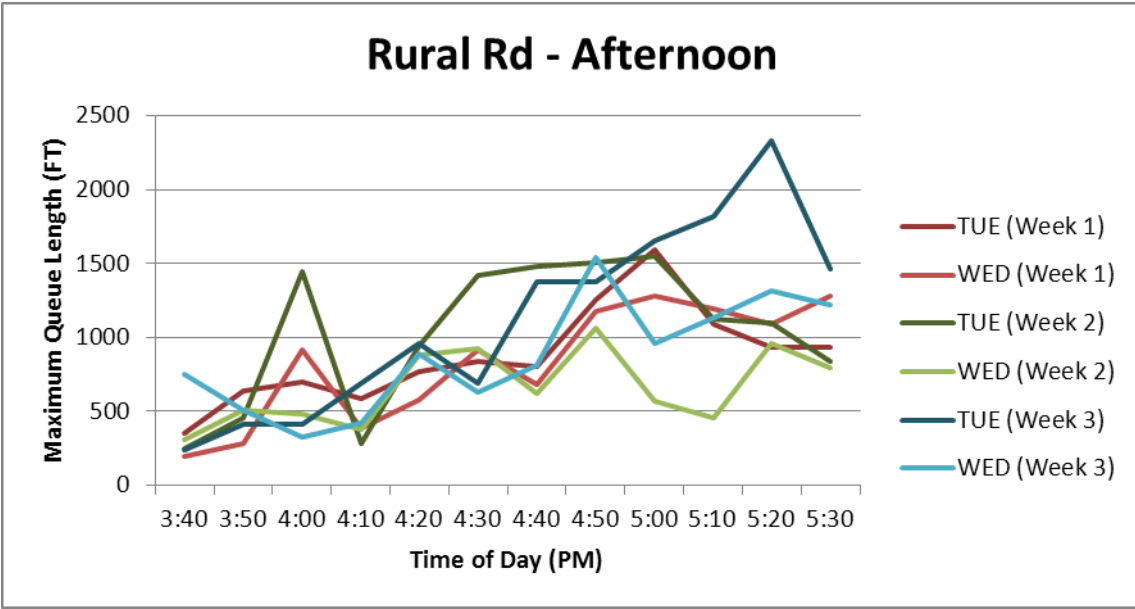
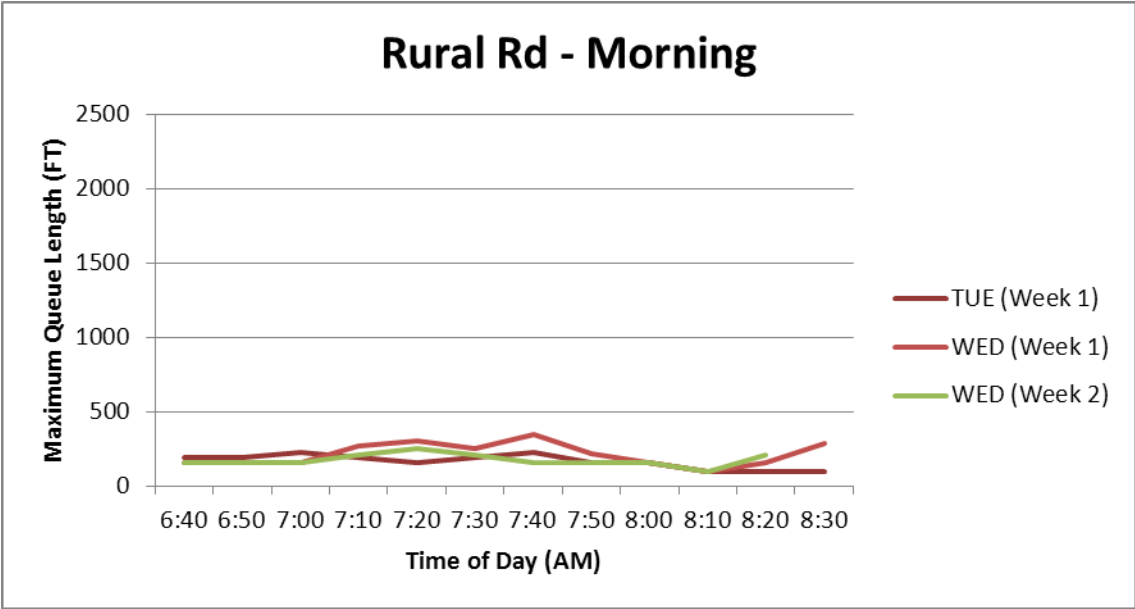
500' is equivalent to approximately 20 vehicles



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BROADWAY ROAD AT RURAL ROAD – MAXIMUM QUEUING



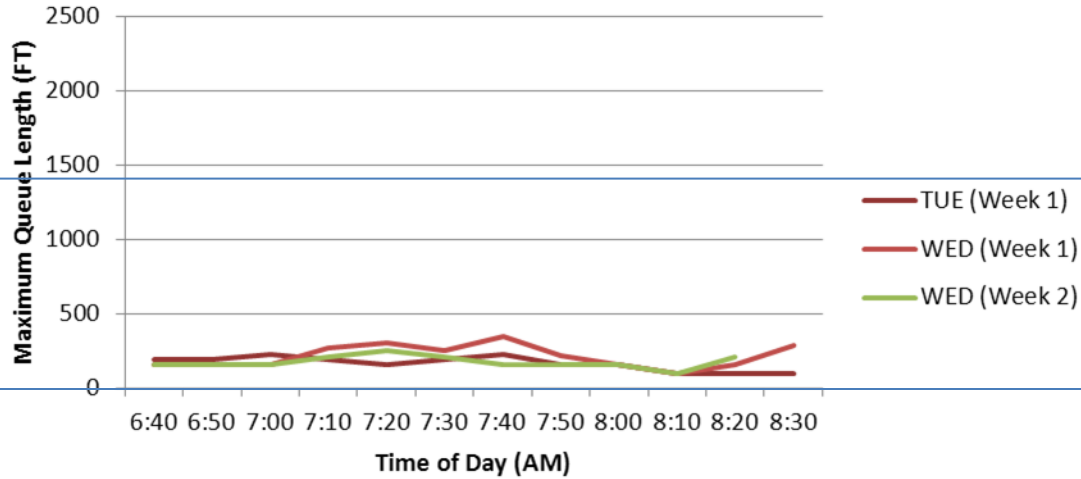
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COLLEGE AVE

Rural Rd - Morning

SIERRA VISTA DR

RURAL RD

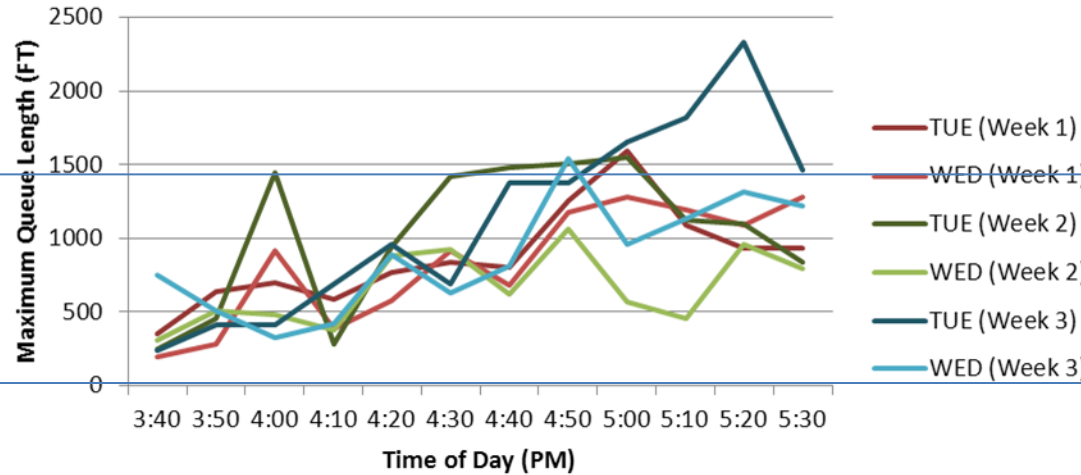


COLLEGE AVE

Rural Rd - Afternoon

SIERRA VISTA DR

RURAL RD



500' is equivalent to approximately 20 vehicles

AVERAGE DAILY VOLUMES – 5% Fluctuation

+/- 5%

Location	Week 1	Week 2		Week 3	
Alameda Dr. west of Rural Rd.	2,025	2,123	5%	2,198	9%
Broadmor Dr. west of Rural Rd.	1,492	1,484	-1%	1,560	5%
College Ave. north of Broadway Rd.	4,529	4,413	-3%	4,494	-1%
College Ave. south of Broadway Rd.	3,316	2,411	-27%	3,103	-6%
Dateland Dr. south of Broadway Rd.	271	262	-3%	288	6%
Encanto Dr. btwn. El Camino Dr. & Sierra Vista Dr.	547	549	0%	522	-5%
Encanto Dr. north of Broadway Rd.	504	445	-12%	477	-5%
Farmer Ave. north of Broadway Rd.	1,012	1,022	1%	1,015	0%
Forest Ave. south of Broadway Rd.	173	179	3%	180	4%
Granada Dr. south of Broadway Rd.	634	530	-16%	530	-16%
Hardy Dr. north of Broadway Rd.	7,970	7,698	-3%	6,993	-12%
Hardy Dr. south of Broadway Rd.	8,659	8,610	-1%	8,642	0%
La Rosa Dr. south of Broadway Rd.	311	313	0%	303	-3%
Palmcroft Dr. btwn. Forest Ave. & Mill Ave	338	332	-2%	349	3%
Roosevelt St. north of Broadway Rd.	2,000	2,022	1%	2,047	2%
Roosevelt St. south of Broadway Rd.	5,045	5,135	2%	5,227	4%
Sierra Vista Dr. south of Broadway Rd.	629	657	4%	649	3%
Ventura Dr. north of Broadway Rd.	873	902	3%	904	4%
Apache Blvd. btwn. College Ave. & McAllister Ave.	21,764	21,880	1%	20,798	-4%
Broadway Rd. btwn. College Ave. & Rural Rd.	28,123	27,060	-4%	26,009	-8%
Broadway Rd. btwn. Mill Ave. & College Ave.	27,209	24,218	-11%	25,088	-8%
Broadway Rd. btwn. Roosevelt St. & Farmer Ave.	32,060	29,606	-8%	29,673	-7%
Mill Ave. north of Broadway Rd.	26,490	26,342	-1%	25,965	-2%
Mill Ave. south of Broadway Rd.	26,564	27,464	3%	27,798	5%
Southern Ave. btwn. College Ave. & Rural Rd.	28,979	30,180	4%	29,780	3%

AVERAGE DAILY VOLUMES – 10% Fluctuation

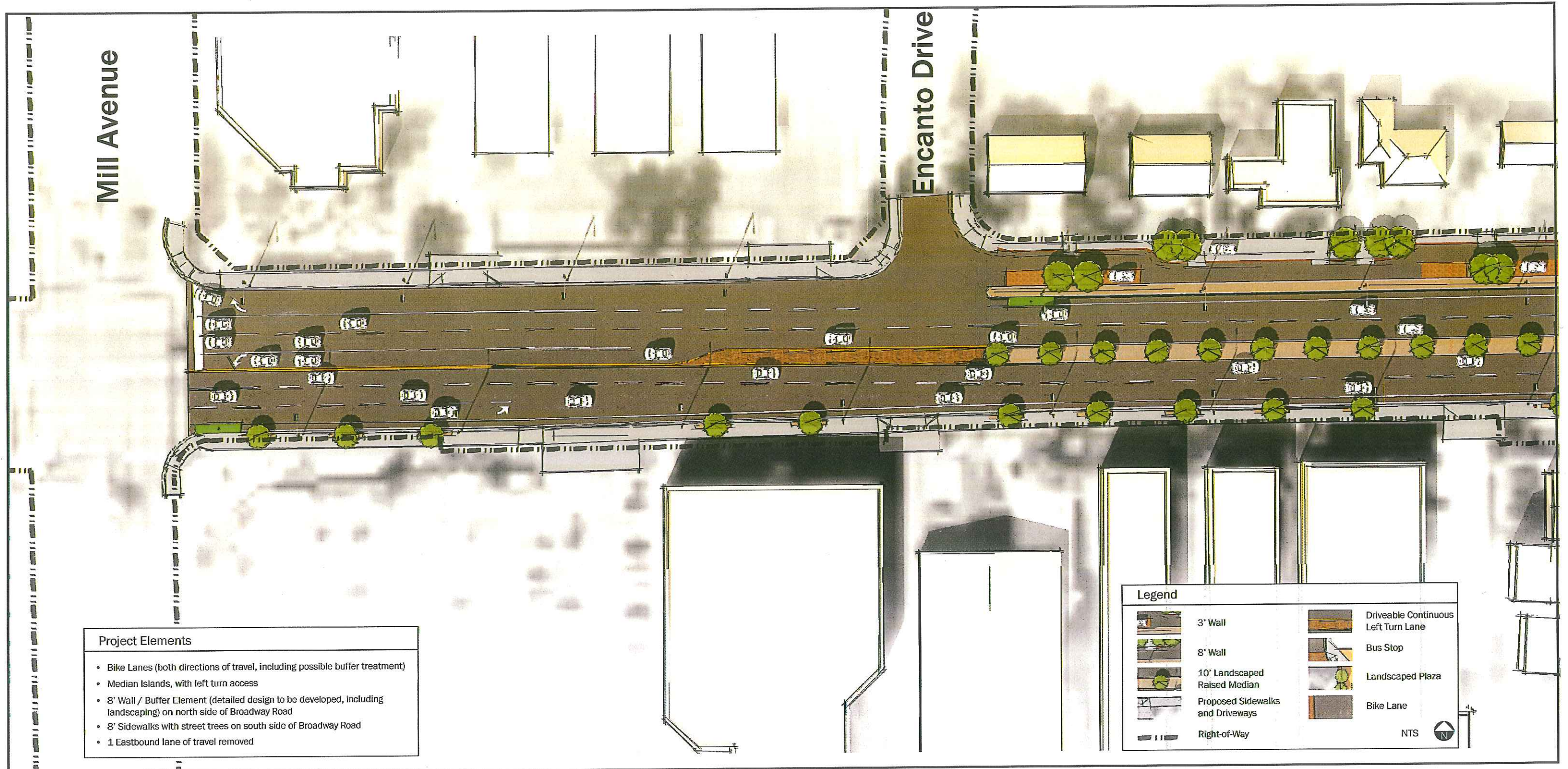
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AVERAGE DAILY VOLUMES – Greater Than 10% Fluctuation

>10%

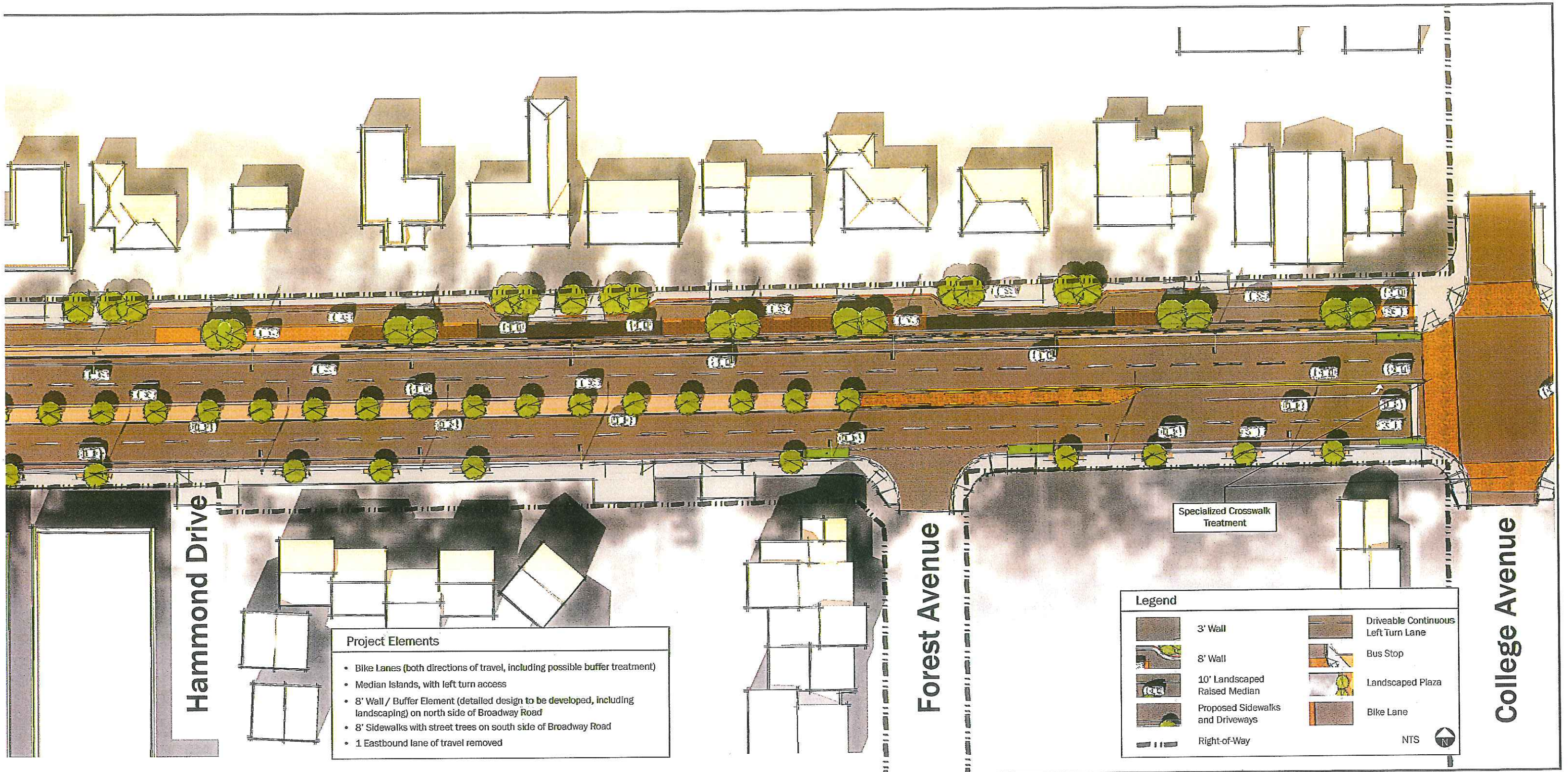
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Alameda Dr. west of Rural Rd.	2,025	2,123	5%	2,198	9%
Broadmor Dr. west of Rural Rd.	1,492	1,484	-1%	1,560	5%
College Ave. north of Broadway Rd.	4,529	4,413	-3%	4,494	-1%
College Ave. south of Broadway Rd.	3,316	2,411	-27%	3,103	-6%
Dateland Dr. south of Broadway Rd.	271	262	-3%	288	6%
Encanto Dr. btwn. El Camino Dr. & Sierra Vista Dr.	547	549	0%	522	-5%
Encanto Dr. north of Broadway Rd.	504	445	-12%	477	-5%
Farmer Ave. north of Broadway Rd.	1,012	1,022	1%	1,015	0%
Forest Ave. south of Broadway Rd.	173	179	3%	180	4%
Granada Dr. south of Broadway Rd.	634	530	-16%	530	-16%
Hardy Dr. north of Broadway Rd.	7,970	7,698	-3%	6,993	-12%
Hardy Dr. south of Broadway Rd.	8,659	8,610	-1%	8,642	0%
La Rosa Dr. south of Broadway Rd.	311	313	0%	303	-3%
Palmcroft Dr. btwn. Forest Ave. & Mill Ave	338	332	-2%	349	3%
Roosevelt St. north of Broadway Rd.	2,000	2,022	1%	2,047	2%
Roosevelt St. south of Broadway Rd.	5,045	5,135	2%	5,227	4%
Sierra Vista Dr. south of Broadway Rd.	629	657	4%	649	3%
Ventura Dr. north of Broadway Rd.	873	902	3%	904	4%
Apache Blvd. btwn. College Ave. & McAllister Ave.	21,764	21,880	1%	20,798	-4%
Broadway Rd. btwn. College Ave. & Rural Rd.	28,123	27,060	-4%	26,009	-8%
Broadway Rd. btwn. Mill Ave. & College Ave.	27,209	24,218	-11%	25,088	-8%
Broadway Rd. btwn. Roosevelt St. & Farmer Ave.	32,060	29,606	-8%	29,673	-7%
Mill Ave. north of Broadway Rd.	26,490	26,342	-1%	25,965	-2%
Mill Ave. south of Broadway Rd.	26,564	27,464	3%	27,798	5%
Southern Ave. btwn. College Ave. & Rural Rd.	28,979	30,180	4%	29,780	3%



Broadway Road

Section 1

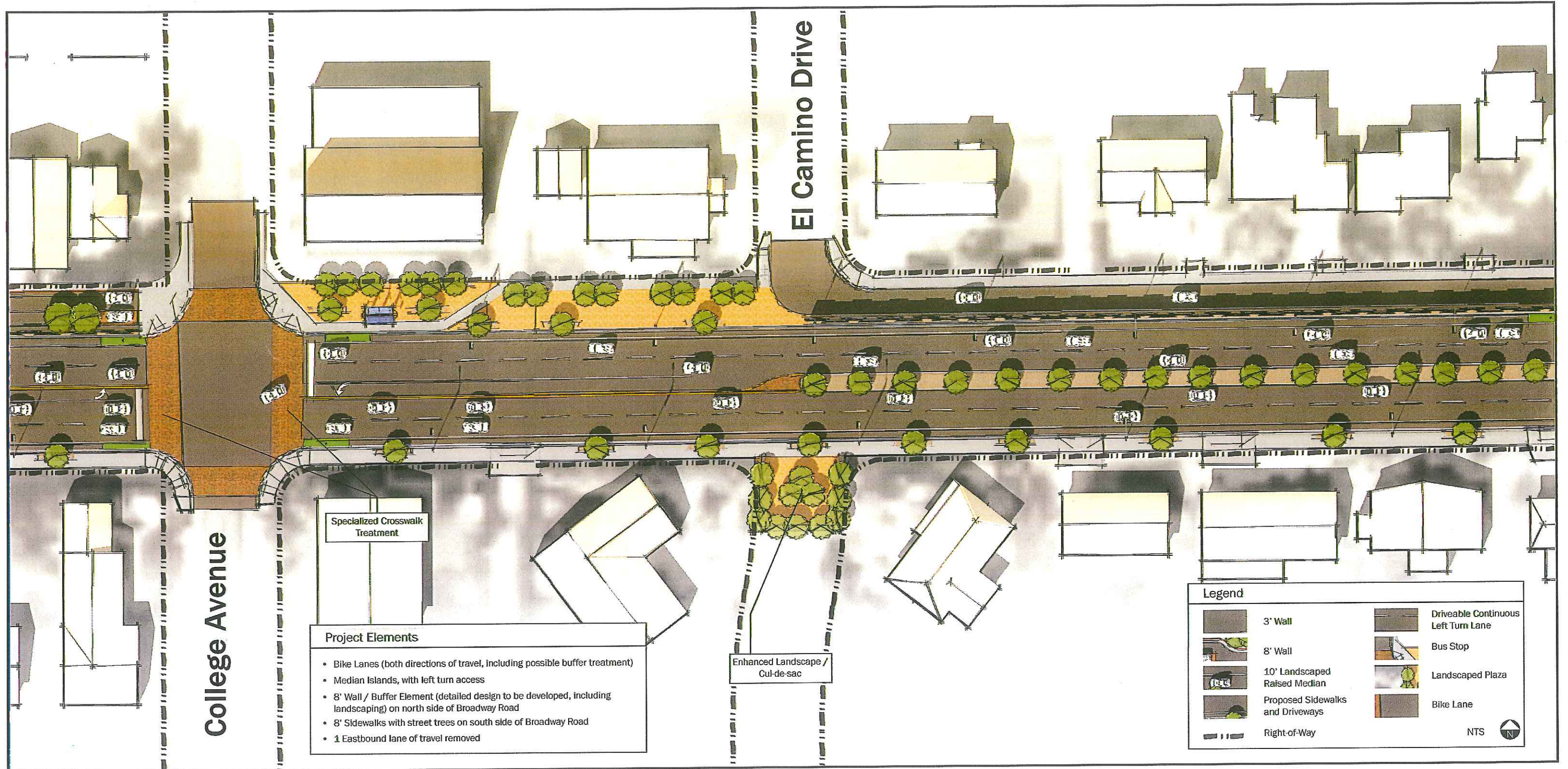
10.11.13



Broadway Road

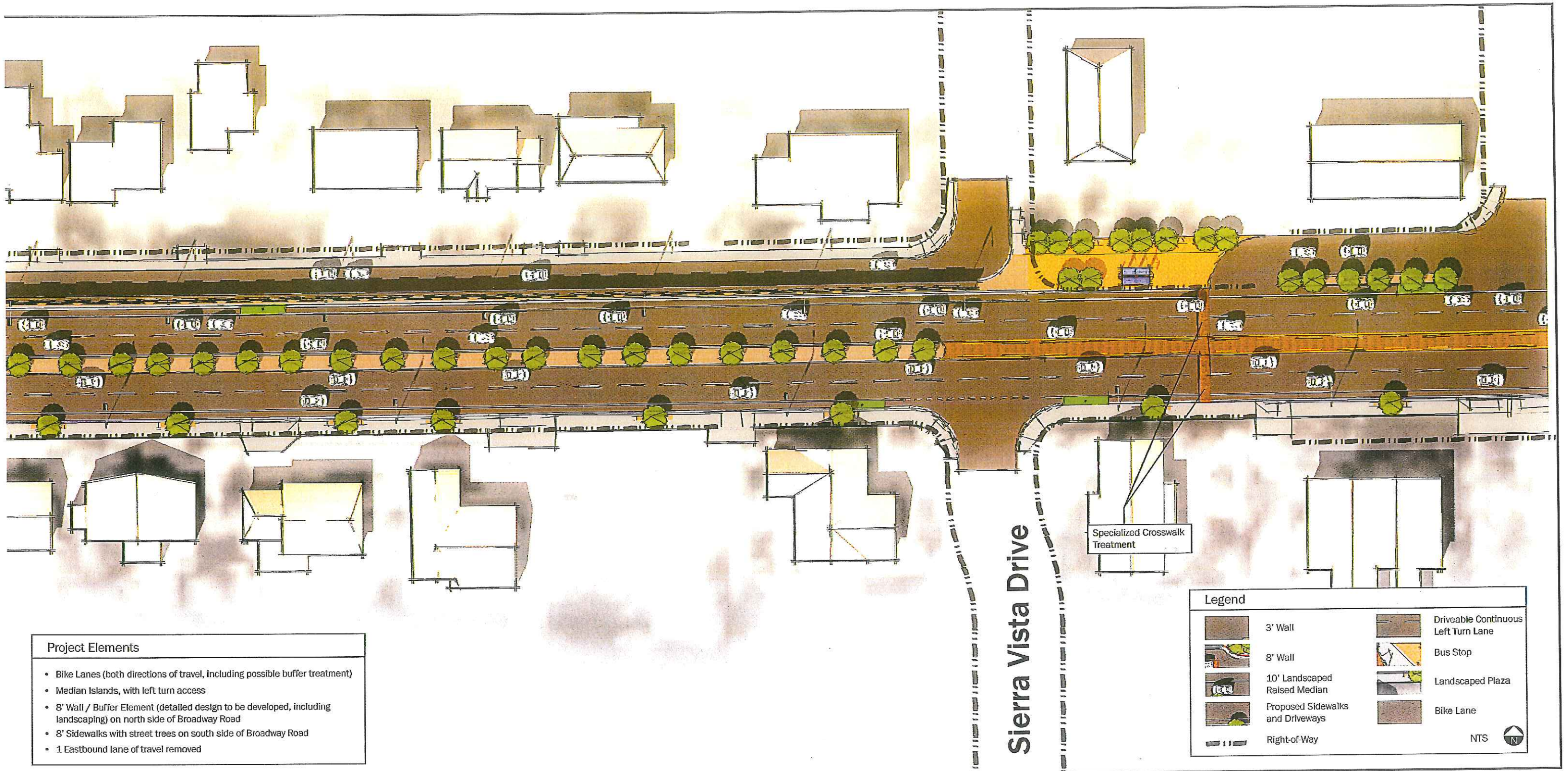
Section 2

10.11.13



Broadway Road

Section 3
10.11.13



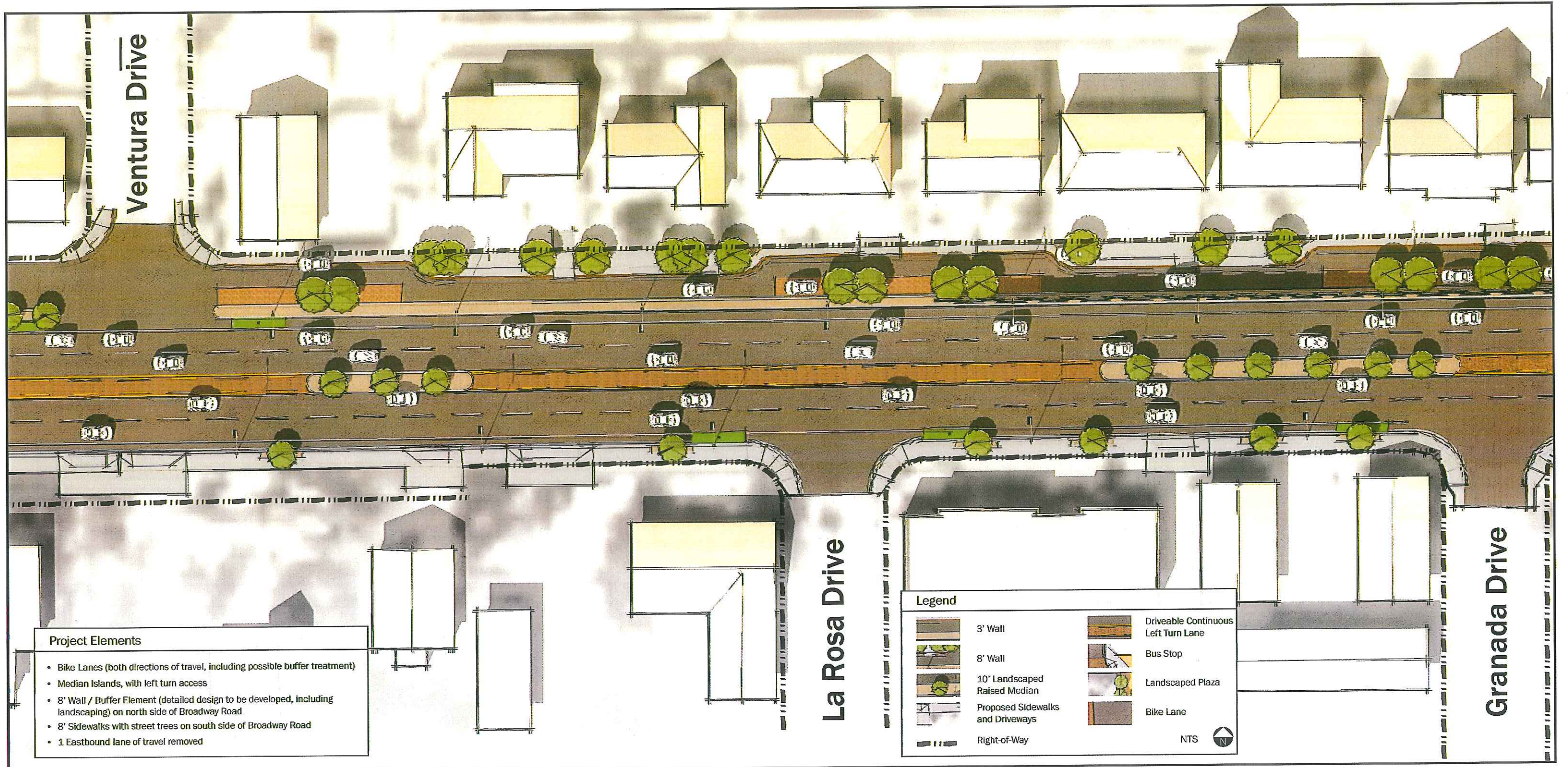
- Project Elements**
- Bike Lanes (both directions of travel, including possible buffer treatment)
 - Median Islands, with left turn access
 - 8' Wall / Buffer Element (detailed design to be developed, including landscaping) on north side of Broadway Road
 - 8' Sidewalks with street trees on south side of Broadway Road
 - 1 Eastbound lane of travel removed

Legend			
	3' Wall		Driveable Continuous Left Turn Lane
	8' Wall		Bus Stop
	10' Landscaped Raised Median		Landscaped Plaza
	Proposed Sidewalks and Driveways		Bike Lane
	Right-of-Way	NTS	

Broadway Road

Section 4

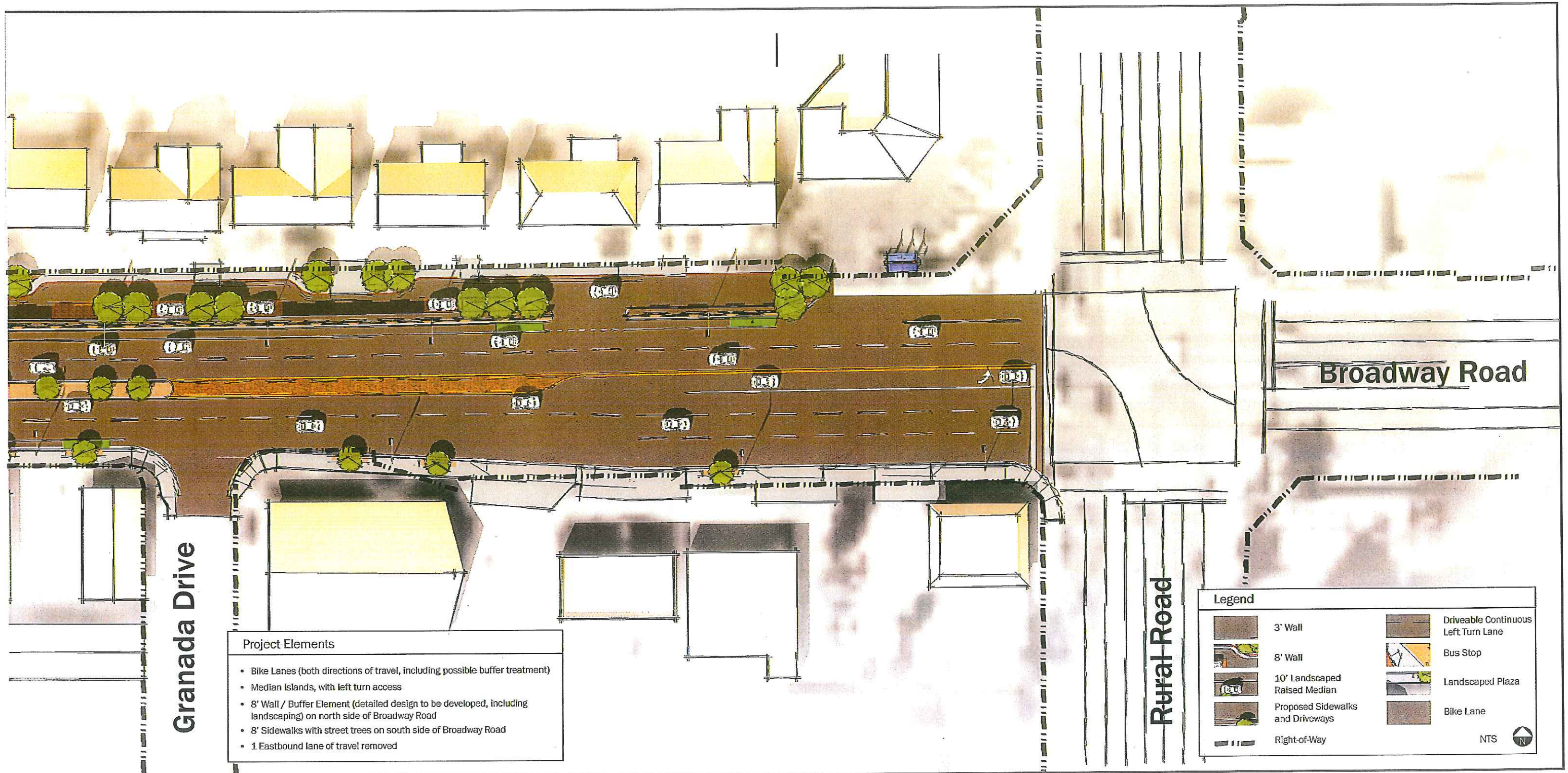
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Broadway Road

Section 5

10.11.13



Granada Drive

Rural Road

Broadway Road

- Project Elements**
- Bike Lanes (both directions of travel, including possible buffer treatment)
 - Median Islands, with left turn access
 - 8' Wall / Buffer Element (detailed design to be developed, including landscaping) on north side of Broadway Road
 - 8' Sidewalks with street trees on south side of Broadway Road
 - 1 Eastbound lane of travel removed

Legend			
	3' Wall		Driveable Continuous Left Turn Lane
	8' Wall		Bus Stop
	10' Landscaped Raised Median		Landscaped Plaza
	Proposed Sidewalks and Driveways		Bike Lane
	Right-of-Way	NTS	

Broadway Road

Section 6

10.11.13

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 5

DATE

November 12, 2013

SUBJECT

El Paso Gasline Path Project

PURPOSE

Provide the Transportation Commission with an update of the El Paso Gasline Path Project.

BACKGROUND

The El Paso Gasline Path Project is a .5 mile pathway from Rural Road to Kiwanis Park in central Tempe. The project is a continuation of an existing pathway and bike route that exists from Price Road to Rural Road (see attached map). Transportation staff successfully pursued federal grant funding in 2009 and the City was allocated \$1.3 million for construction. The project will link together several public parks and schools, including a direct link to Aguilar Elementary. A public meeting was held Sept. 26 and included coordination with Parks and Recreation staff, as well as the Tempe Elementary School District. A project website has been established at <http://www.tempe.gov/elpasopath>.

Staff and design team will present the design concepts at the November Transportation Commission meeting. Final design will be completed by summer 2015 with construction completed by early 2015.

FISCAL IMPACT

The Transit Tax identifies \$103,000 in design costs for fiscal years 13/14 and \$75,000 in construction match costs for FY 14/15. Landscape and maintenance costs have been allocated through the City budget process.

This item is for information and discussion.

CONTACT

Eric Iwersen
Interim Transportation Planning Manager
480-350-8810
Eric_iwersen@tempe.gov

ATTACHMENTS

Attachment A: Project Area Images



CITY OF TEMPE
TRANSPORTATION COMMISSION
STAFF REPORT



AGENDA ITEM 6

DATE

November 12, 2013

SUBJECT

Regional Bike Share Program

PURPOSE

Provide an update on the regional effort to implement a bike share program in multiple cities, including regional governance, system branding, corporate sponsorship and implementation timeline.

BACKGROUND & PROJECT STATUS

History

Bicycle sharing is a for-rent public bike program in progressive, urban environments where land use is higher density, bicycle trips are common and transit use is strong. Bike share programs are meant to support greater access to more sustainable transportation and further reduce dependency on the automobile. Several communities in Europe (Paris, Barcelona) and Tempe peer cities in the United States (Boulder, Madison) have implemented bicycle sharing programs in the last five years. Typically bicycle rack locations are placed in high activity centers and streets to provide convenient customer use. Use is typically by the hour or day, but can be longer.

Tempe staff has secured approximately \$750,000 in federal funds for bike share, with an additional \$100,000 allocated by the Tempe City Council in the recently approved Capital Improvements Program. In June, the Phoenix City Council approved Cycle Hop as the preferred vendor to negotiate a contract with to launch a bike share program in Phoenix. Tempe and the city of Mesa have ensured the opportunity to utilize the Phoenix vendor, Cycle Hop, if each city elects to do so. Cycle Hop and the city of Phoenix have developed a soft-launch effort for December 2013 and anticipates a tri-city launch in spring 2014.

System Branding

Cycle Hop has engaged the Phoenix-based marketing and public relations firm Strategies 360 to develop regional bike share logos, branding concepts for the bicycle and coordinate public outreach efforts. The regional committee reviewed many name, color and brand concepts and advanced the preferred brand GR:D (See attachment). GR:D is a youthful name that can easily read as an emoticon* and reflects the unique and modern Valley street system familiar to our community.

Corporate Sponsorship

Major funding for the first phase of a regional bike share system is predicated on securing a major corporate sponsorship. Cycle Hop, working with Strategies 360, is engaged in discussions with regional companies. Successful partnership with a contributor may influence the brand of the bike share program as well as require advertising policy and practice reviews by each city.

FISCAL IMPACT

Federal grant funding has been awarded to be Tempe (approximately \$750,000) and a Capital Improvements Program allocation of \$100,000 from the Transit Fund has been secured.

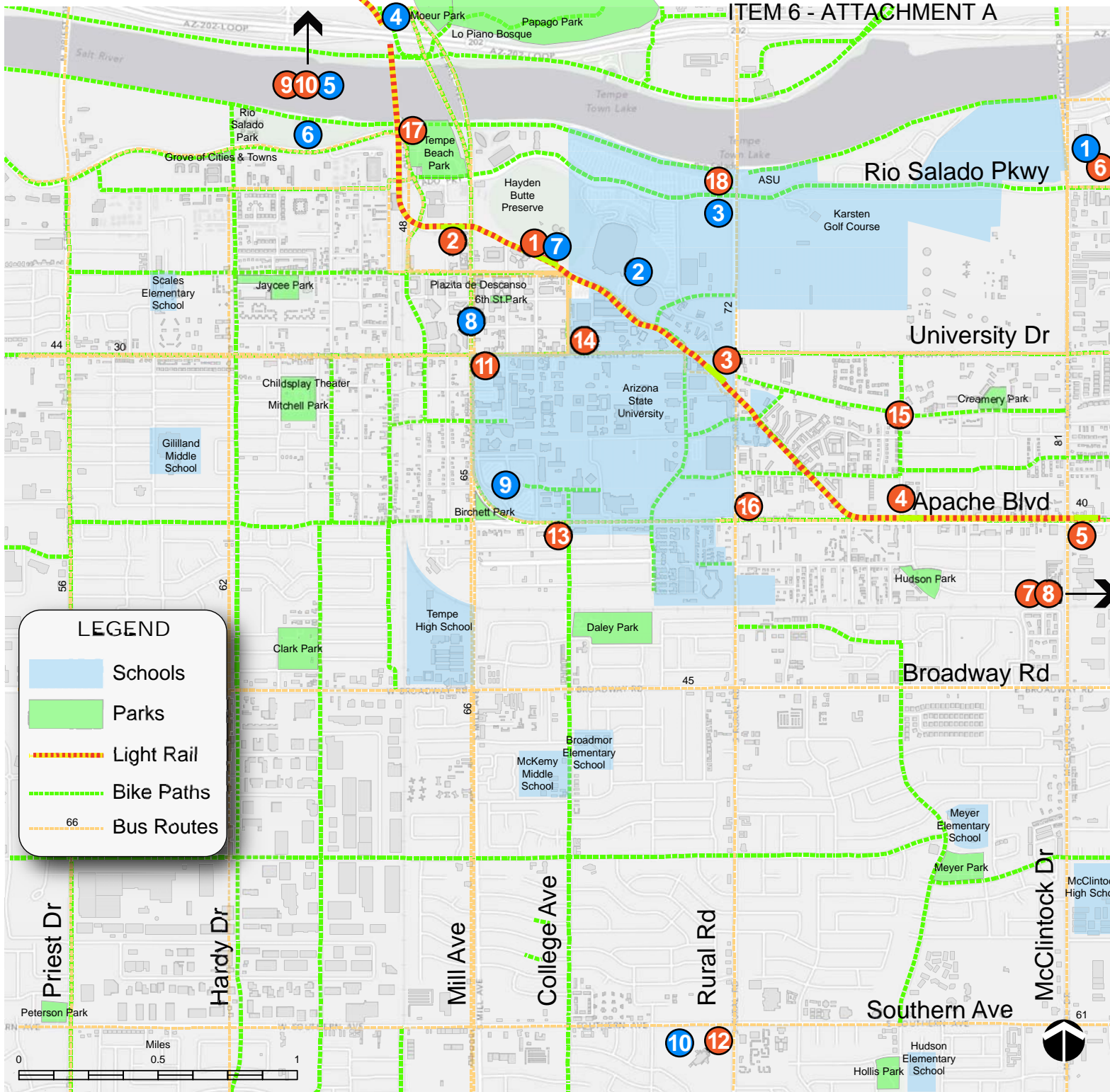
CONTACTS

Eric Iwersen
Acting Transportation Planning Manager
480-350-8810
eric_iwersen@tempe.gov

ATTACHMENTS

1. Tempe Bike Share Locations
2. Bike Share Brand Graphics

* An **emoticon** is a pictorial representation of a facial expression serves to draw a receiver's attention to the tenor or temper of a sender's nominal verbal communication. It expresses - usually by means of punctuation marks - a person's feelings or mood and can include numbers and letters. These emoticons offer another range of "tone" and feeling.



Tempe Bike Sharing Locations

- | | |
|---|--|
| 1 Tempe Transportation Center | 10 Priest Dr & Washington, LRT Station |
| 2 3rd & Mill, LRT Station | 11 Mill Ave & University |
| 3 University & Rural, LRT Station | 12 Southern & Rural, Tempe Library |
| 4 Dorsey & Apache, LRT Station | 13 College & Apache |
| 5 McClintock & Apache, LRT Station | 14 College & University |
| 6 Tempe Marketplace | 15 8th St & Dorsey |
| 7 Smith Martin & Apache, LRT Station | 16 Apache & Rural |
| 8 Price 101 & Apache, LRT Station | 17 Rio Salado Park, Tempe Beach Park |
| 9 Center Pkwy & Washington, LRT Station | 18 Rural & Rio Salado Pkwy |

Activity Centers + Destinations

- 1 Tempe Marketplace
- 2 Sun Devil Stadium, Wells Fargo Arena
- 3 Packard Stadium
- 4 First Solar
- 5 Papago Park Center, Circle K HQ, SRP
- 6 Tempe Center for the Arts
- 7 Tempe Trans Center (9 bus rts, 5 orbits, 1 lightrail)
- 8 Downtown Tempe, Mill Ave
- 9 ASU Gammage Auditorium
- 10 Tempe Public Library, History Museum, Senior Center



CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 7

DATE

November 12, 2013

SUBJECT

Transit Service at Arizona Mills Mall

PURPOSE

Provide an update on a longstanding effort by mall management to eliminate transit service to the mall.

BACKGROUND

Arizona Mills Mall, located in the vicinity of Baseline Road and Priest Drive, has been serving the community since the late 1990s. Currently, the mall is served directly by three local routes, 56 – Priest Drive, 48- 48th St. /Rio Salado and 77 – Baseline Road. All three routes enter the mall property and stop at a location directly adjacent to the mall in front of the Sea Life Aquarium. The stop, which is a small transit center, is a dedicated easement that includes an artist-designed shelter installed in 1997.

All three routes operate seven days a week at a 30-minute frequency. On weekdays, service runs until midnight, but does not enter the mall after 10:00 p.m. at the malls request. At all times, persons are not allowed to be present at the transit center for more than one hour. Loitering at the transit center is prohibited between the hours of 10:00 p.m. and 4:30 a.m.

This year, the malls property management company, SIMON Property Group, contacted both Valley Metro and the City of Tempe requesting that transit service be relocated outside of mall property. The management company, although not formally studied or documented, strongly believes that less than 20% of all deboarding passengers at the mall are mall patrons.

Current Situation

The next regional service schedule change is to occur in January 2014. Normally there are two times a year in which changes to transit service occur. Agencies usually begin the service change process four to five months in advance of transit service changes. The reason for the lengthy period is to properly budget, plan and present potential service changes to the public. Public participation in the decision making process is critical. Also, with any service change the determination must be made whether service changes are subject to Department of

Transportation (DOT) Title VI analysis. Title VI prohibits discrimination based on race, color, national origin or limited English proficiency. The results of a Title VI analysis can determine the final service changes made to any route throughout the metropolitan area.

Mall management requested that service to Arizona Mills Mall be discontinued in January 2014. Because of the planning, required public participation process and the potential for conducting a Title VI analysis, mall management was informed that the change, if made, would have to wait until the next scheduled service change in October 2014.

Next Steps

As Valley Metro is now the operator of service within Tempe, they will be conducting an analysis whether the relocation of the Arizona Mills Transit Center served by three local routes would negatively affect transit passengers. Tempe firmly believes that any change to Tempe transit service should be in the best interest of the passengers and the community, and that a thorough analysis be made prior to any change.

Over the course of the next few months, Valley Metro will conduct research looking at the following issues:

- Cost for relocation of the transit center and options for placement.
- Ridership
 - Destination vs. transfers
 - Impacts to ridership
- Political sensitivity
- Additional data
 - Trip reduction utilization
 - National research on impacts on malls
 - Legal presence
- Public Process to relocate
 - Title VI
 - Schedule and timing

FISCAL IMPACT

Fiscal impact is not known at this time. The ultimate financial implications will depend on the final actions taken. Various options could result in savings in operating costs to possible capital investment in an alternative transit center location and whether mall management is willing to offset the cost of relocation and pay for other necessary passenger/pedestrian related improvements.

RECOMMENDATION

- Information Only

CONTACT

Mike Nevarez
Acting Transit Manager
480-858-2209
michael_nevarez@tempe.gov

ATTACHMENTS

None

**CITY OF TEMPE
TRANSPORTATION COMMISSION**



STAFF REPORT

AGENDA ITEM 8

DATE

November 12, 2013

SUBJECT

Future Agenda Items

PURPOSE

Chair Huellmantel will request future agenda items from the commission members.

BACKGROUND

The following future agenda items have been previously identified by the Commission or staff:

- Transportation Master Plan
- Scottsdale/Rural Road BRT Link Service Study Update
- Commuter Rail Study
- Presentation by Arizona Transit Association on statewide funding
- Transit Television Concept
- Bus Service Changes at Arizona Mills Mall
- Media Plan Update (December 10)
- Bike Hero Nominations (December 10)
- Bike Registration Update

FISCAL IMPACT

None

RECOMMENDATION

This item is for information only.

CONTACT

Shelly Seyler
Deputy Public Works Director
480-350-8854
shelly_seyler@tempe.gov

ATTACHMENTS

None