

DEVELOPMENT REVIEW BOARD REPORT



Meeting Date: October 6, 2016 Item No. 5
General Plan Element: *Character and Design*
General Plan Goal: *Foster quality design that enhances Scottsdale as a unique southwestern desert community.*

ACTION

Scottsdale Pathways Wayfinding 36-DR-2016

Location: City Wide

Request: Request for approval of sign designs to be used on the City of Scottsdale public path and trail system.

OWNER

City of Scottsdale
480-312-2367

ARCHITECT/DESIGNER

JRC Design
602-224-5100

ENGINEER

Gavan & Barker, Inc.
602-200-0031

APPLICANT CONTACT

Gary Meyer
City of Scottsdale
480-312-2367

Key Items for Consideration

- Sensitive Design Principles

DEVELOPMENT PROPOSAL

Goal/Purpose of Request

The applicant's request is for approval of ten (10) sign designs for the City of Scottsdale public path and trail system, excluding path and trails within the McDowell Sonoran Preserve.

Neighborhood Communication

To receive public comment on the proposed sign design, staff had three open house meetings. In addition, staff has presented the new sign design to the Scottsdale Transportation Commission Path and Trails subcommittee, the Transportation Commission, and the Parks and Recreation Commission. Also, the signs were on display in the One Civic Center atrium from April to August, 2016.

DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS

The proposed signage for the City of Scottsdale public path and trail system, excluding path and trails within the McDowell Sonoran Preserve, is to add and replace the city's existing signage with a contemporary appearance. Consistent with the Scottsdale Sensitive Design Principles for signage, the proposed sign design themes incorporate three primary panel background colors, green, blue, and brown. These colors are representative of the primary trail and path locations within the City. Signs with the green background color will be used within parks and improved desert wash areas, blue background color will be used adjacent to canals, and the brown background color will be used within the natural desert surroundings. In addition, the new logo for the City of Scottsdale public path and trail system will incorporate the three primary colors. Within all areas, regulatory signs will utilize a yellow panel background color.

Consistent with the Scottsdale Sensitive Design Principle to ensure appropriate consideration for visibility and legibility of a sign, font colors will be contrasting colors. In addition, font sizes and colors are consistent with the American Association of State Highway and Transportation Officials (AASHTO) guidelines and recommendations for signs.

OTHER BOARDS & COMMISSIONS

Transportation Commission

On July 16, 2015 and June 16, 2016, City Staff presented the proposed sign design to the Transportation Commission as an informational item.

Paths and Trails Subcommittee

On July 7, 2015 and May 3, 2016, City Staff presented the proposed sign design to the Transportation Commission Paths & Trails Subcommittee as an informational item.

Parks and Recreation Commission

On May 18, 2016, City Staff presented the proposed sign design to the Parks and Recreation Commission as an informational item.

STAFF RECOMMENDATION

Recommended Approach:

Staff recommends that the Development Review Board approve Scottsdale Pathways Wayfinding, Case No. 36-DR-2016 per the attached stipulations, finding that the provisions of Development Review Criteria have been met.

RESPONSIBLE DEPARTMENTS

Planning and Development Services
Current Planning Services

Transportation
Transportation Master Planning

STAFF CONTACT

Dan Symer, AICP
Senior Planner
480-312-4218
E-mail: dsymer@ScottsdaleAZ.gov

APPROVED BY



Dan Symer, AICP, Report Author

9-21-2016

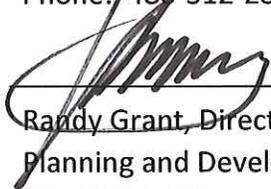
Date



Steve Venker, Development Review Board Coordinator
Phone: 480-312-2831 E-mail: svenker@scottsdaleaz.gov

9/21/16

Date



Randy Grant, Director
Planning and Development Services
480-312-2664, rgrant@scottsdaleaz.gov

9/23/16

Date

ATTACHMENTS

- A. Stipulations/Zoning Ordinance Requirements
- 1. Applicant's Narrative
- 2. Sign Graphics
- 3. Draft Phase 1 Implementation Plan
- 4. Transportation Commission, July 15, 2015 Minutes
- 5. Transportation Commission, June 16, 2016 Minutes
- 6. Paths and Trails Subcommittee, July 7, 2015 Minutes
- 7. Paths and Trails Subcommittee, May 3, 2016 Minutes
- 8. Parks and Recreation Commission, May 18, 2016 Minutes

**Stipulations for the
Development Review Board Application:
Scottsdale Pathways Wayfinding
Case Number: 36-DR-2016**

These stipulations are intended to protect the public health, safety, welfare, and the City of Scottsdale.

APPLICABLE DOCUMENTS AND PLANS:

1. Except as required by the Scottsdale Revised Code, the Design Standards and Policies Manual (DSPM), and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
 - a. Signs, including form, color, and appearance shall be consistent with the graphics submitted by JRC Design , with a city staff date of 08/05/2016.

Path & Trail System Signage Package For the City of Scottsdale

The objective of this project is to create a comprehensive sign package for the paths and trail system throughout the City (except for the McDowell Sonoran Preserve). The project was initiated because there are a wide variety of signage types along the paths/trails. Many of these signs are outdated and some are confusing.

In January 2015, the City of Scottsdale contracted with JRC Design and Gavan & Barker to create a comprehensive sign package for the path and trail system. Over the past year, the design team conducted field surveys and inventoried the existing network of signs in the southern portion of the City (south of Indian Bend Road) along the paths/trails which run through Indian Bend Wash and along the canals. Then, the team met with staff and stakeholders to gather input on the signage. They also researched maintenance, budget, schedules and phasing issues. The team conducted interviews with user groups and stakeholders – and reviewed best practices established by other communities.

Public outreach included the following events and activities:

- 7/7/15 - presentation at COS Paths & Trails subcommittee (info only)
- 7/16/15 – presentation at COS Transportation Commission (info only)
- 4/17/16 – open house at citizen surveys at “Cycle the Arts” event at Scottsdale’s Museum of the West
- 5/3/16 – informational update to Paths & Trails subcommittee
- 5/11/16 – Wednesday evening public input event (open house) & surveys at Chaparral Park
- 5/14/16 – Saturday morning public input event (open house) & surveys at Chaparral Park
- 5/18/16 – informational update to Parks & Recreation Commission
- 6/16/16 – update to Transportation Commission & consensus to move forward with the project as presented
- Full size mockup samples of the signage were on display at One Civic Center atrium from April 2016 to August 2016

Advertising included the following:

- We ran an article in the news feed on the City of Scottsdale web site in April 2016 – advertising the open house meetings.
- We posted the open house events on the Scottsdale “Calendar of Events” page – and on Facebook, NextDoor and Twitter in April 2016.

Based on this research and analysis, the team developed a schematic design which is included as part of this application. This design has received a consensus approval by the City of Scottsdale Transportation Commission. The design includes a variety of sign types for various applications as shown in the attached graphics package.

Upon approval by the Development Review Board, the consultant team will complete the construction documents.

Phasing Plan:

Phase One is planned for Indian Bend Wash pathway system and the south area canal system. This includes all paths & trails south of Indian Bend Road.

Phase One may extend over several years depending on funding availability. Future phases will progress to the north based on funding.

Request:

Staff is requesting approval of the path & trail signage package – as shown on attached drawings. The intent is to use this signage system City-wide except for the McDowell Sonoran Preserve.

CITY OF SCOTTSDALE
PRE-APPLICATION REQUEST
PROJECT NARRATIVE

**Pathway Wayfinding for the
City of Scottsdale's Off-Street Pathway System**

City of Scottsdale Project No. 410-YB28A-56047
July 6, 2016

Project Overview

This project includes the development of a standardized wayfinding signage system that can be implemented along the City of Scottsdale's off-street pathway system. The off-street pathway system generally consists of the pathways along Indian Bend Wash, the canals, and unpaved trails outside the McDowell Sonoran Preserve and other rights-of-way. Currently, the pathways have an unsystematic variety of signage that leads to pathway user confusion and a lack of identity for the City's pathways.

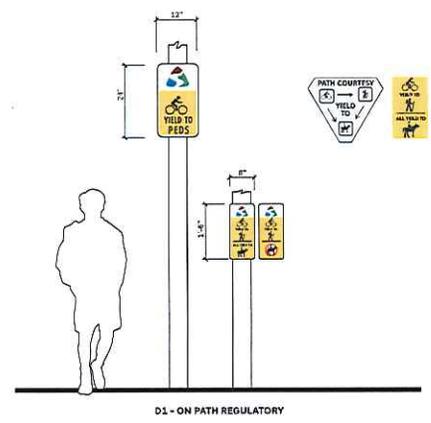
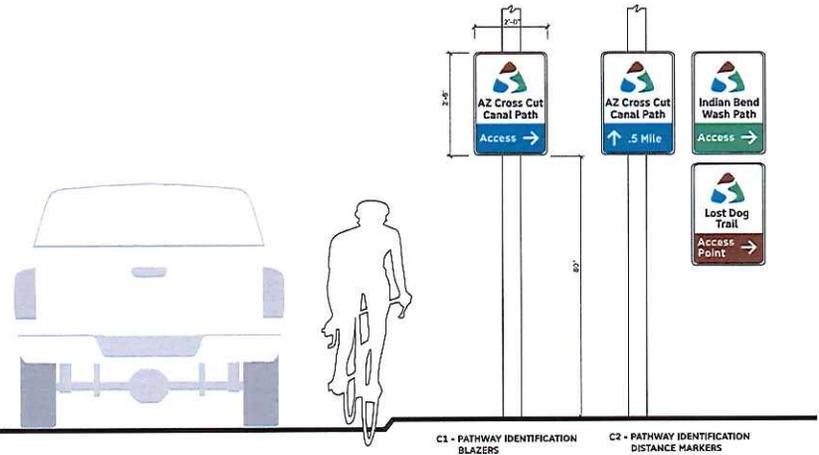
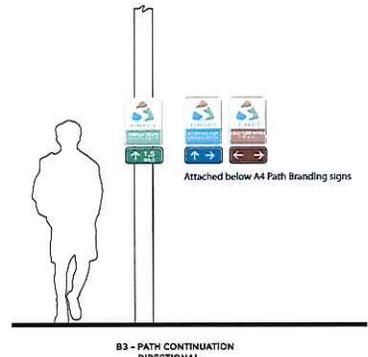
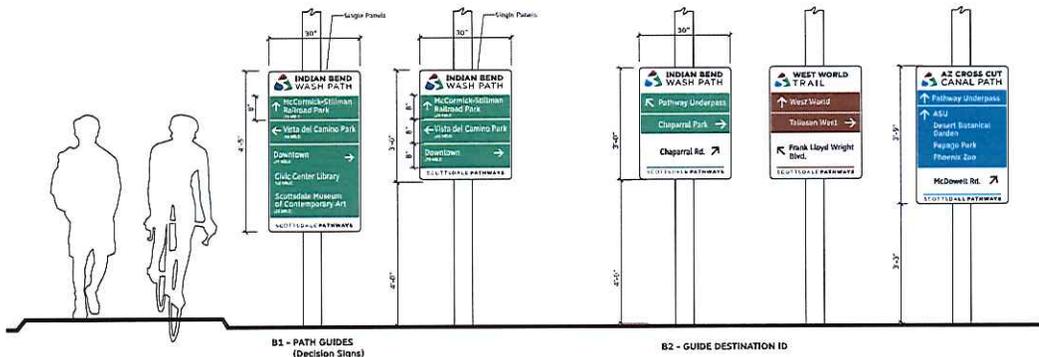
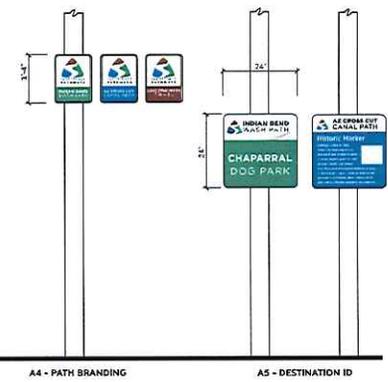
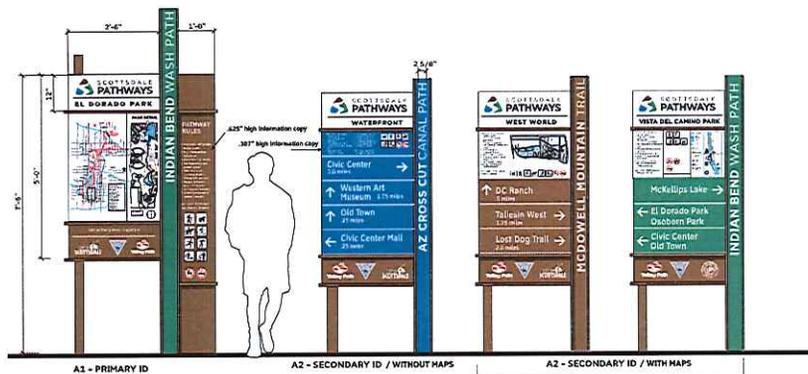
The wayfinding signage system will include a cohesive signage hierarchy that creates a consistent pathway identity for the City. The wayfinding system will enhance the users experience by promoting user safety, providing pathway and landmark identification for both residents and visitors, and encouraging alternative modes of transportation.

The wayfinding system will be implemented in phases based on City budget. It is anticipated that a pilot project will consist of a section of pathway along Indian Bend Wash.

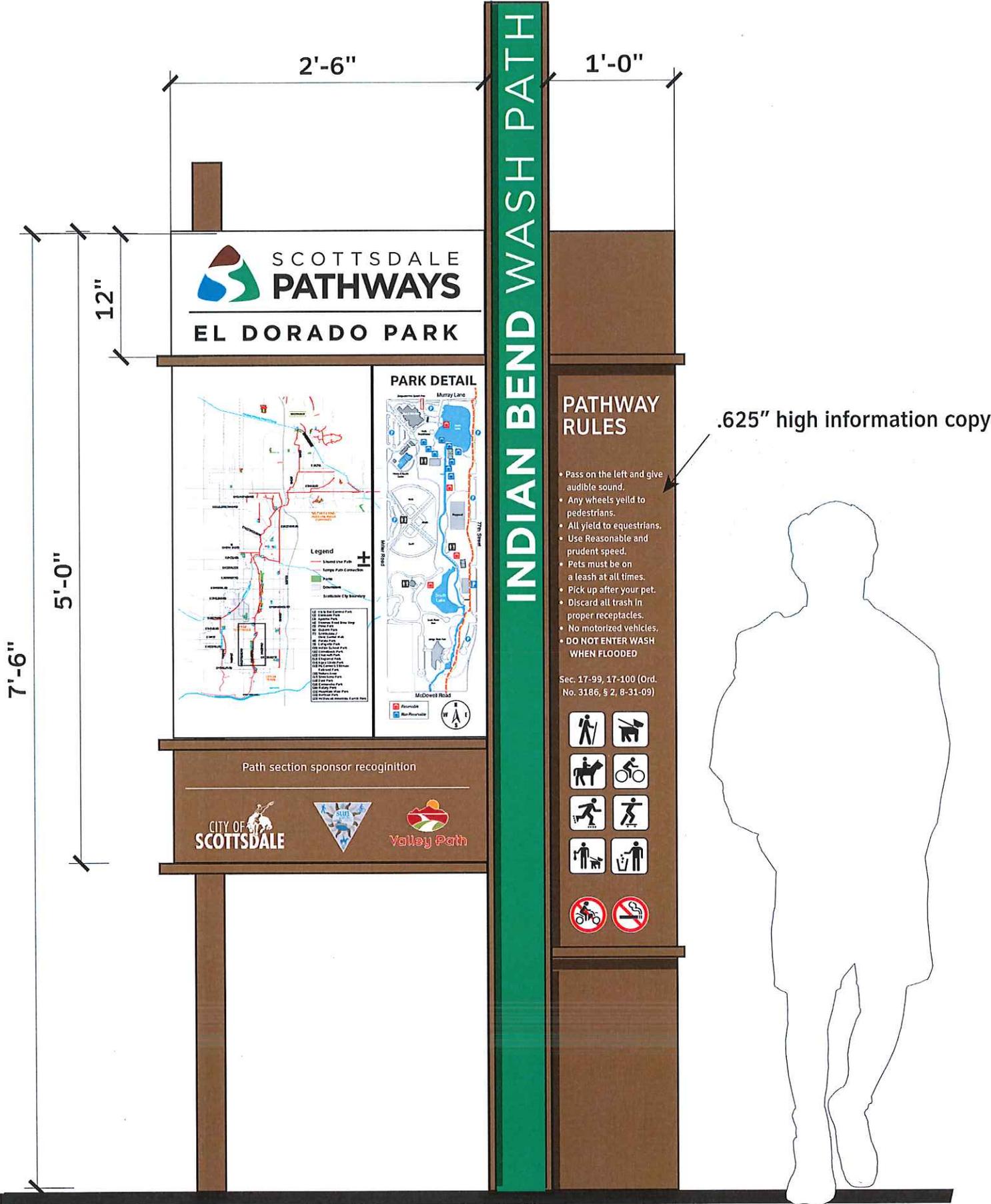
Project Elements

The wayfinding signage system is branded with a three color identifiable logo that encompasses all of the City's pathway types including the pathways along the "green" belt of Indian Bend Wash; the "blue" canal waterways, and "brown" desert trails. The system will be color coded based on pathway location; the signage along Indian Bend Wash will have a green background or accent; signage along the canals will have a blue background; and signage along desert paths or trails will have a brown background.

The signage types included in the wayfinding signage system will consist of freestanding primary identification signs that provide orientation and rules; pathway guide and destination signs that provide direction and distance to parks and other landmarks; pathway branding identification signs to let users know they are on the pathway; and regulatory signs to promote safety. The copy for the signs will be on standard reflectorized sheeting on aluminum substrate. The structure for the freestanding primary signs will be constructed with natural finish steel beams and panels. All other signs will be mounted with typical sign mounting hardware onto existing pathway light poles when possible, or onto telespar square perforated posts.



ATTACHMENT #2



7'-6"

5'-0"

12"

2'-6"

1'-0"

SCOTTSDALE
PATHWAYS
EL DORADO PARK

PARK DETAIL

INDIAN BEND WASH PATH

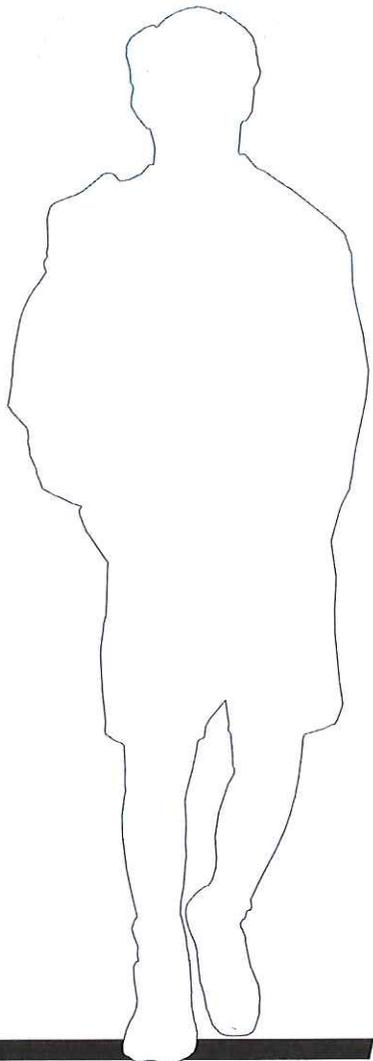
PATHWAY RULES

- Pass on the left and give audible sound.
- Any wheels yield to pedestrians.
- All yield to equestrians.
- Use Reasonable and prudent speed.
- Pets must be on a leash at all times.
- Pick up after your pet.
- Discard all trash in proper receptacles.
- No motorized vehicles.
- **DO NOT ENTER WASH WHEN FLOODED**

Sec. 17-99, 17-100 (Ord. No. 3186, § 2, 8-31-09)



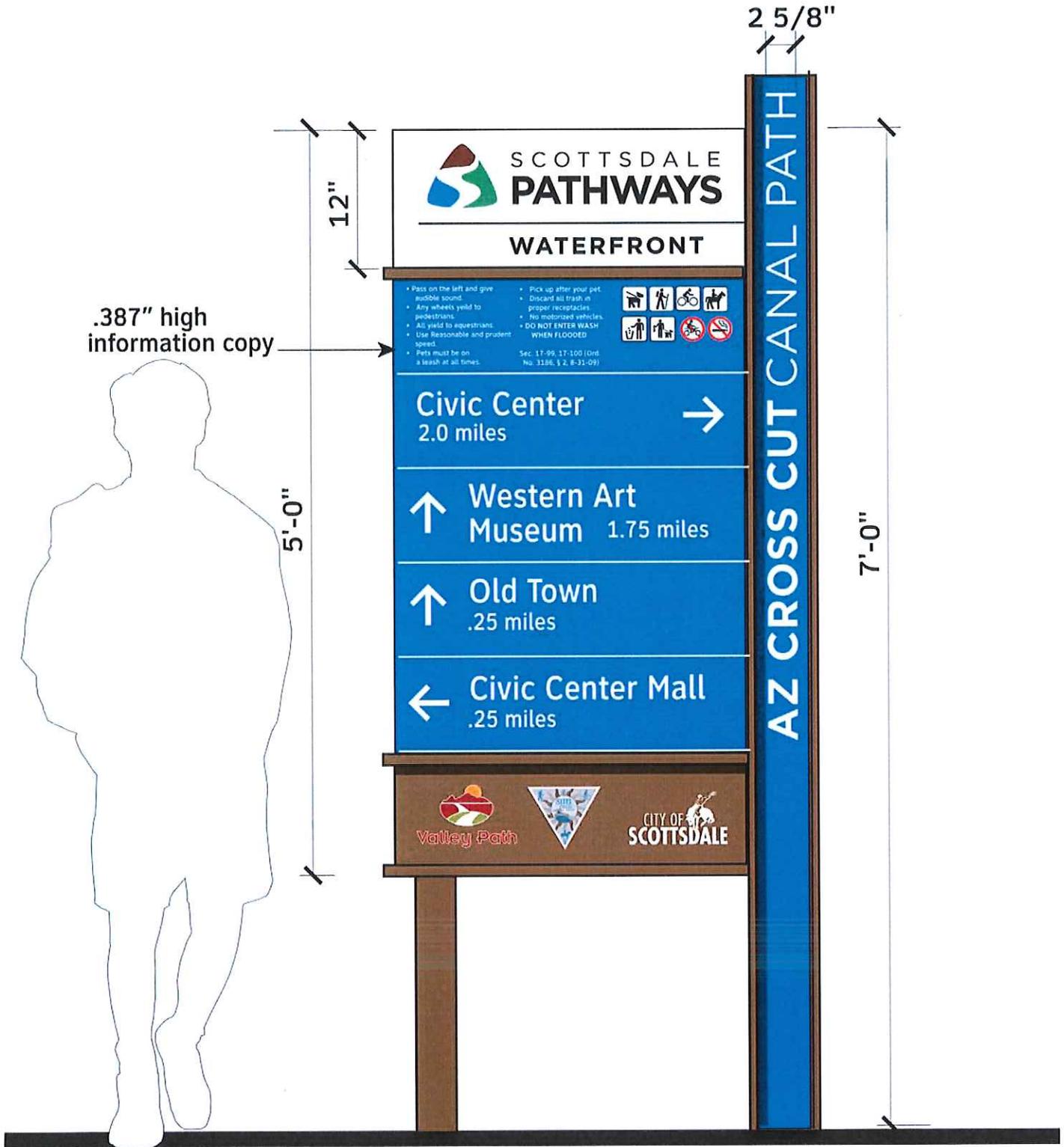
.625" high information copy



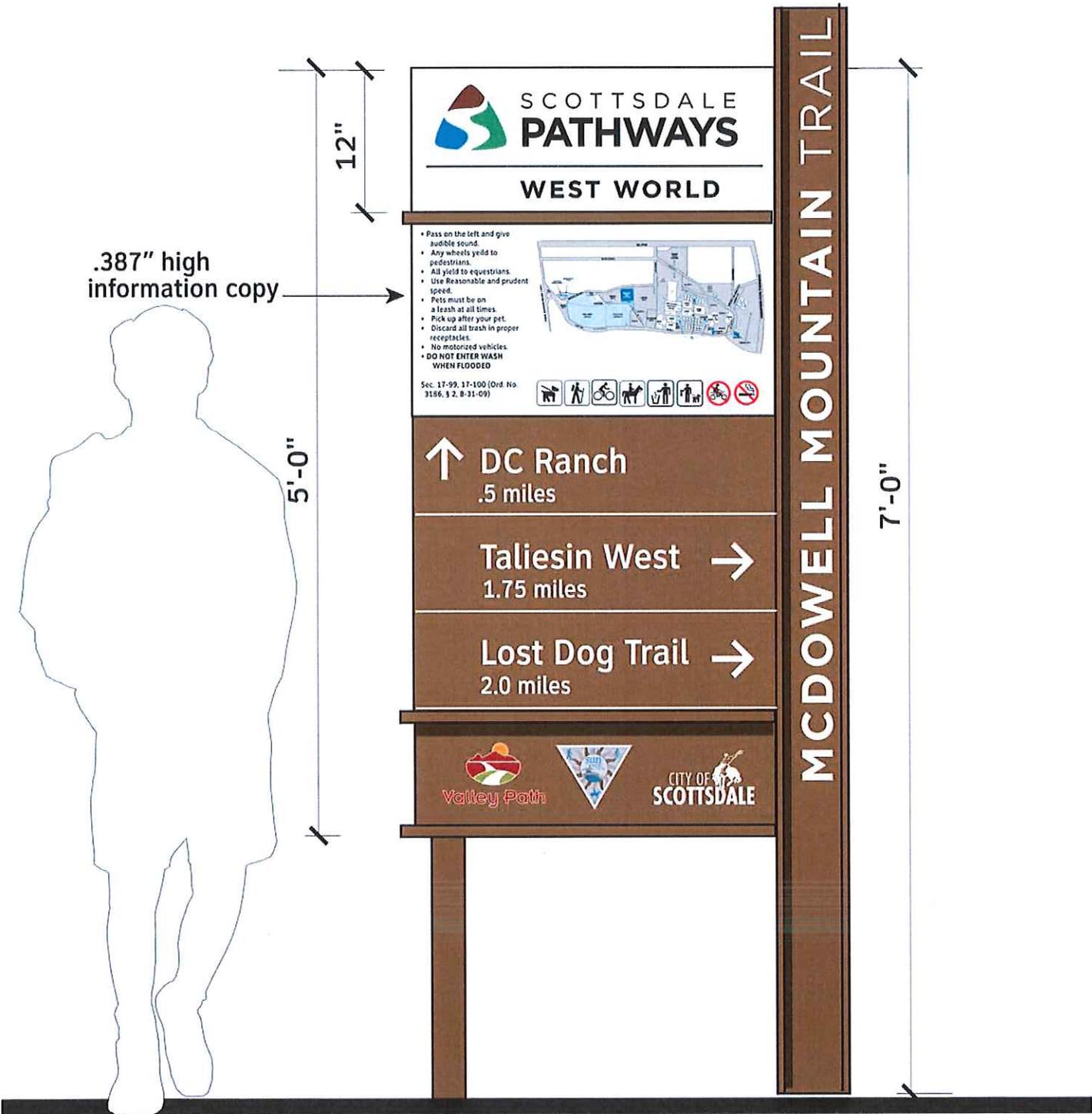
Path section sponsor recognition



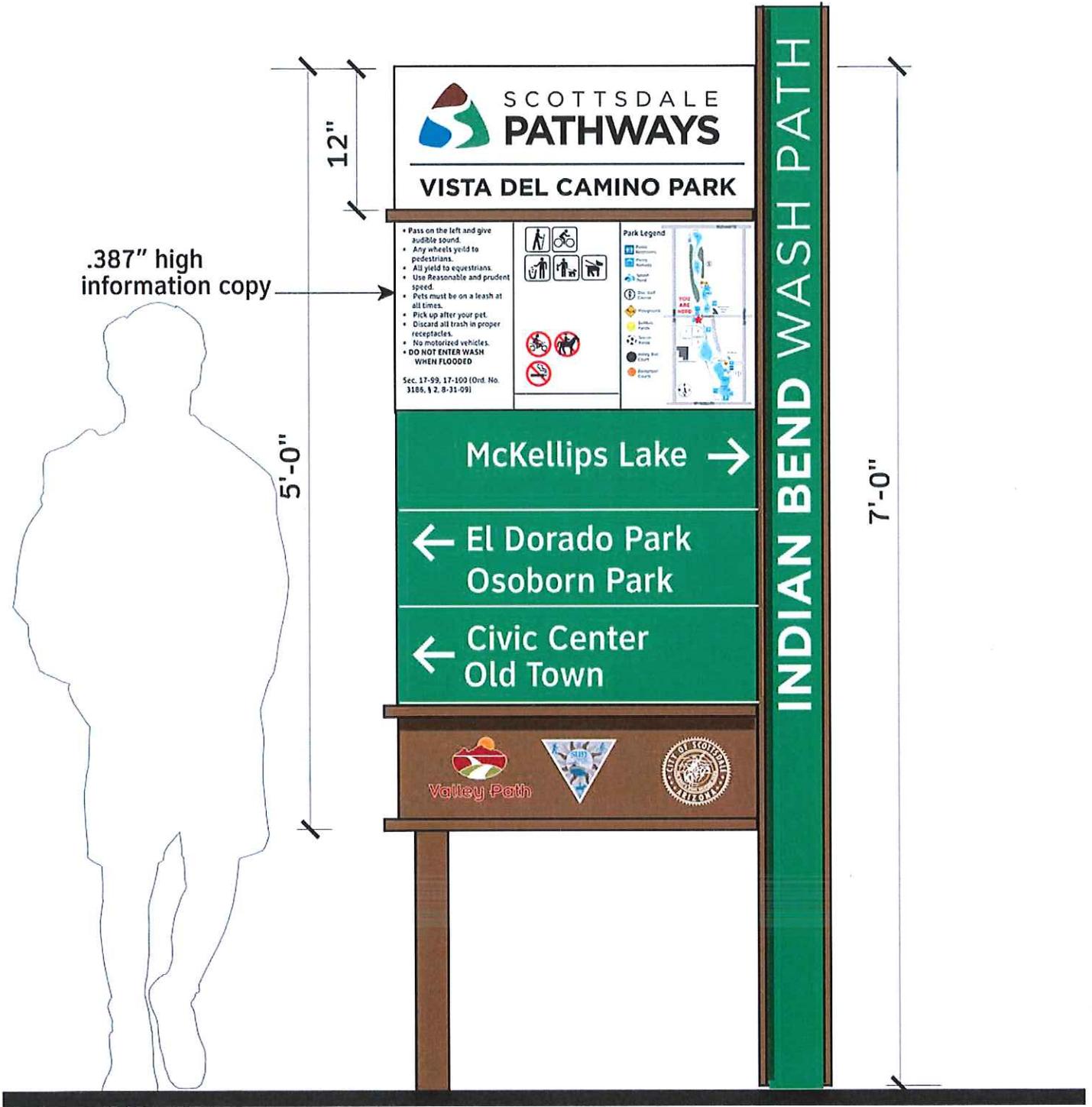
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A2 - SECONDARY ID / WITHOUT MAPS



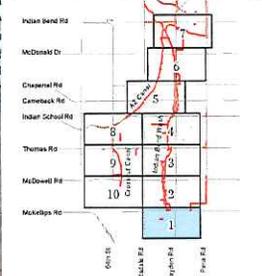
A2 - SECONDARY ID / WITH MAPS



A2 - SECONDARY ID / WITH MAPS

SIGN LOCATION
PLAN

Sheet Index Map



Legend

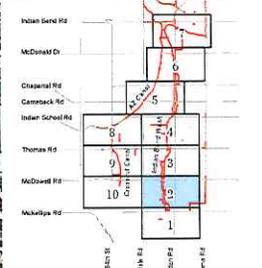
SIGN I.D. NUMBER	SIGN TYPE	DESCRIPTION
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A1		Primary Path Identification
A2		Secondary Path Identification
A3		Underpass Identification
A4		Path Confirmation
A5		
B1		Path Guide / Directional
B2		Path Continuation
B3		Off-Path Continuation
C1		Path Identification - Off Path
C2		Path Directional - Off Path

- Shared Use Path
- Bike Lane
- Bike Route
- Paved Shoulder
- Unpaved trail



SIGN LOCATION PLAN

Sheet Index Map



Legend

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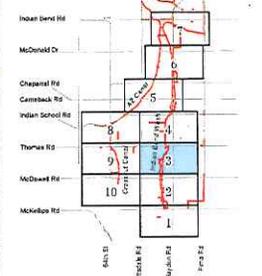
Sheet 2 of 10



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SIGN LOCATION
PLAN

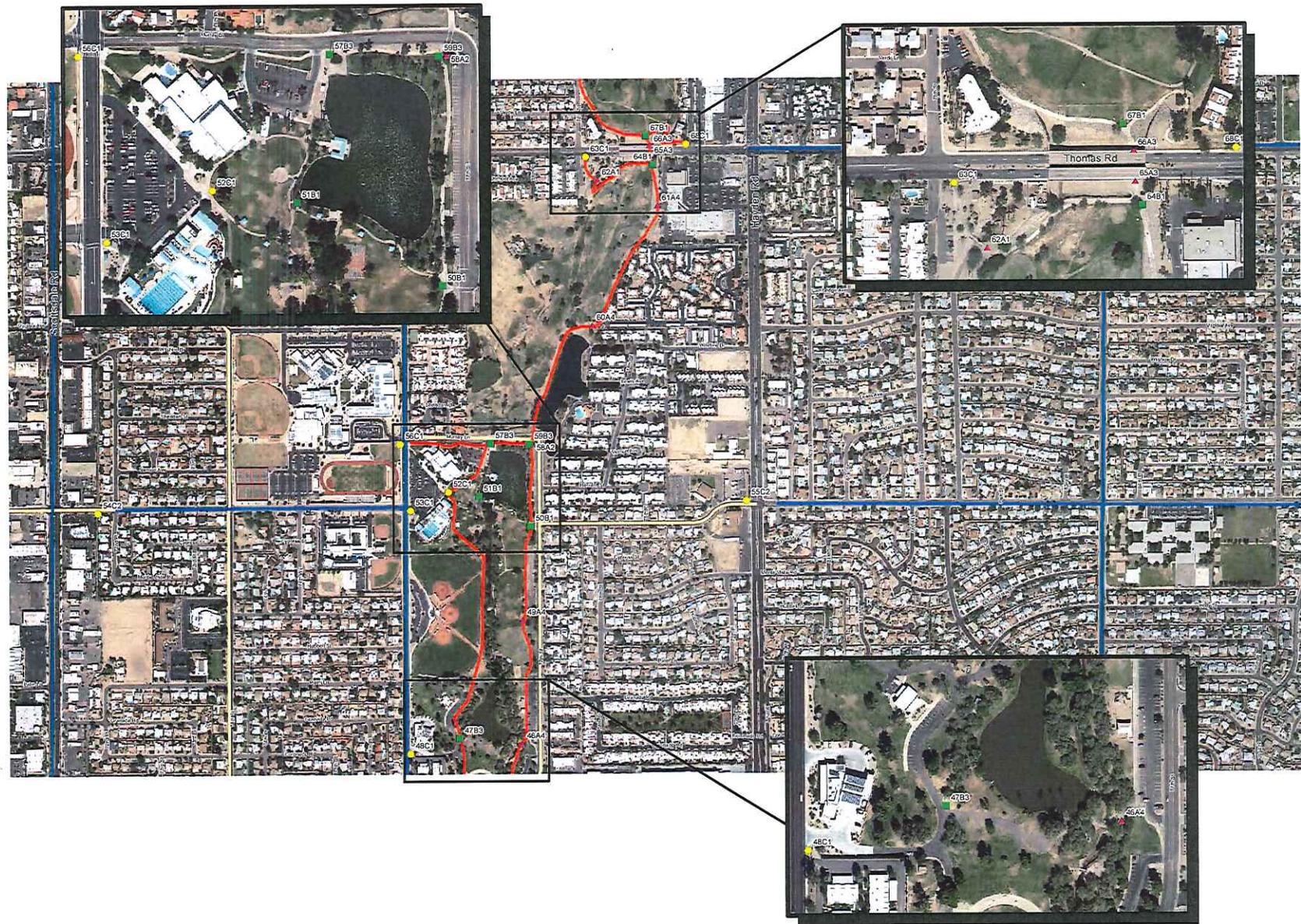
Sheet Index Map



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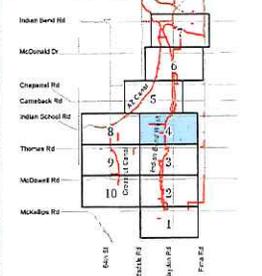
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SIGN LOCATION
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Sheet Index Map



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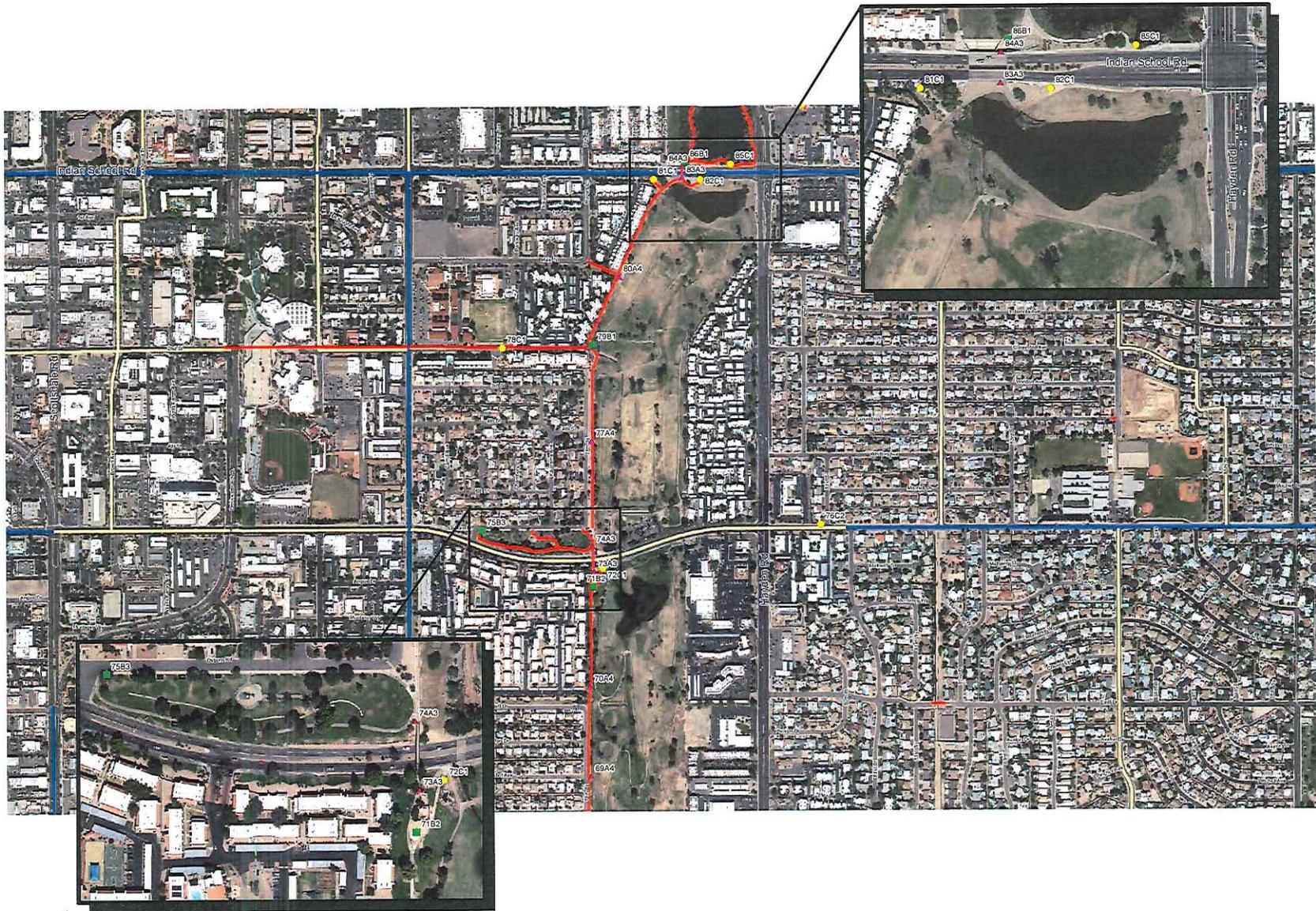
— SIGN I.D. NUMBER
— SIGN TYPE
— 62 A1 SIGN TYPE

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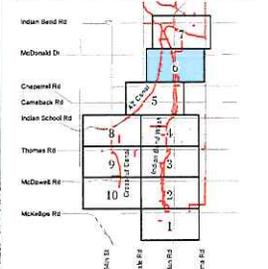
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SIGN LOCATION
PLAN

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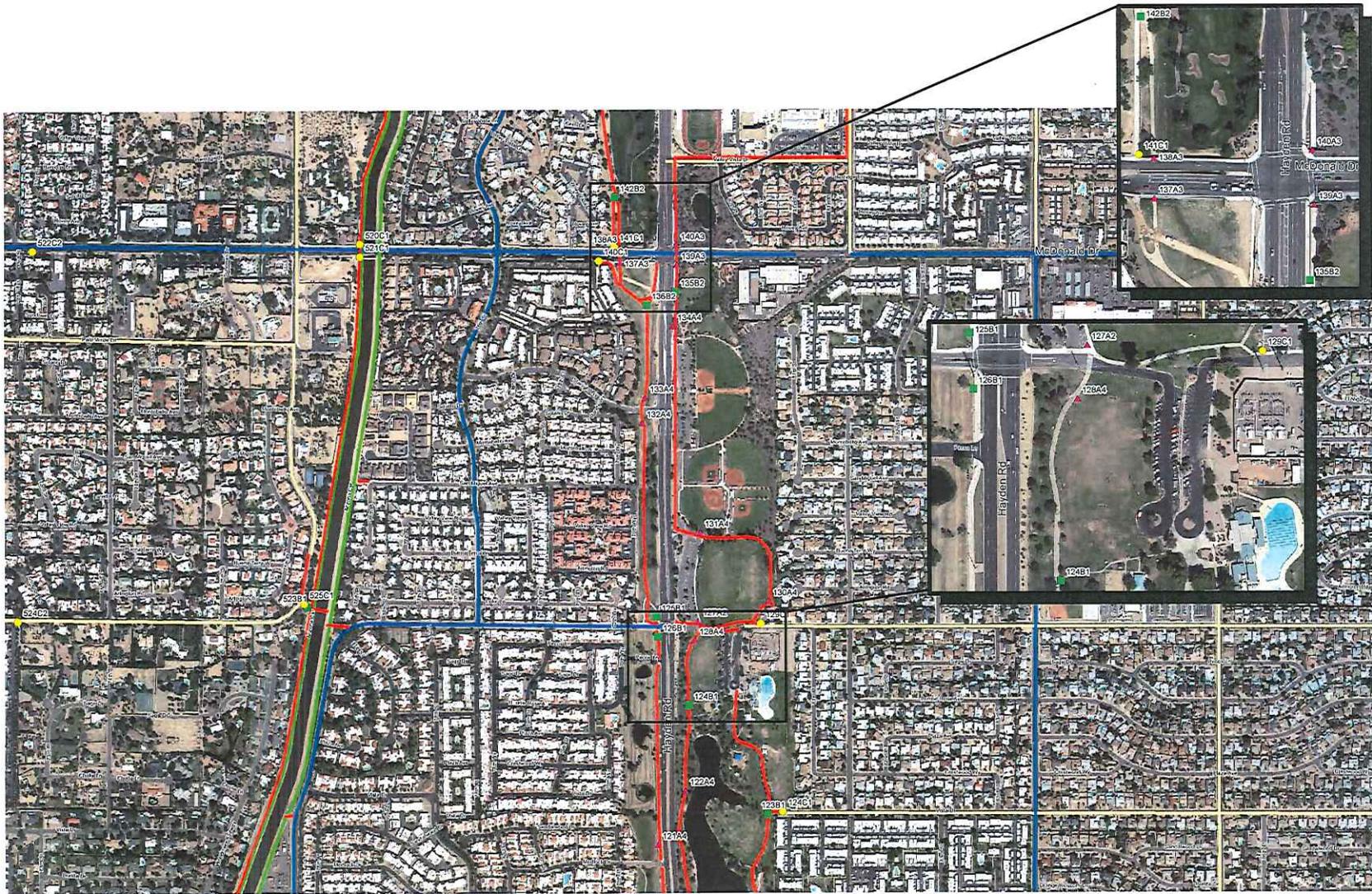
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A1	Primary Path Identification	Primary Path Identification
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A3	Underpass Identification	Underpass Identification
A4	Path Confirmation	Path Confirmation
A5	Path Confirmation	Path Confirmation
B1	Path Guide / Directional	Path Guide / Directional
B2	Path Continuation	Path Continuation
B3	Off-Path Continuation	Off-Path Continuation
C1	Path Identification - Off Path	Path Identification - Off Path
C2	Path Directional - Off Path	Path Directional - Off Path

- Shared Use Path
- Bike Lane
- Bike Route
- Paved Shoulder
- Unpaved trail

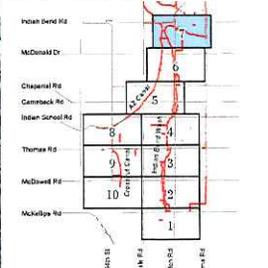


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SIGN LOCATION
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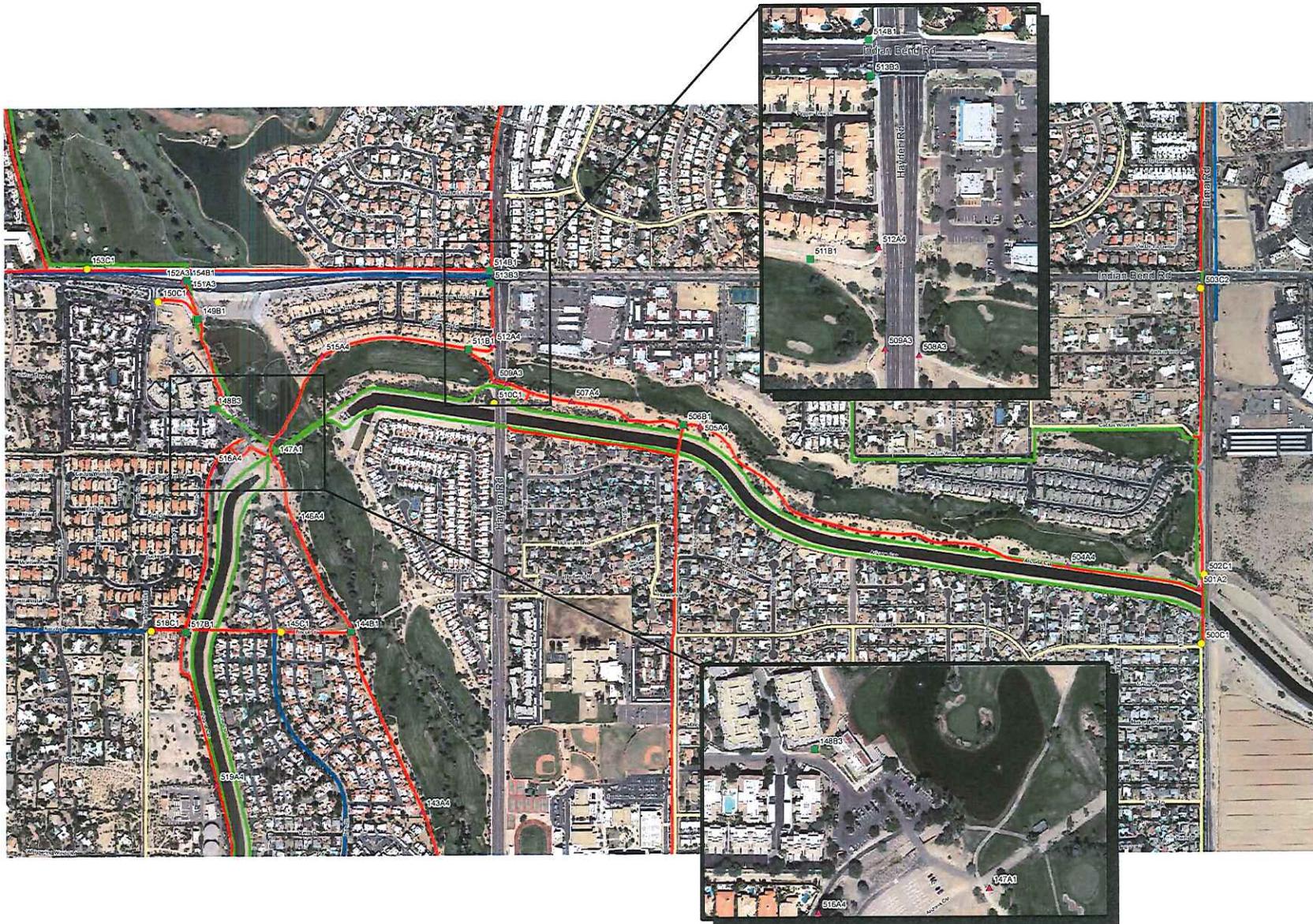
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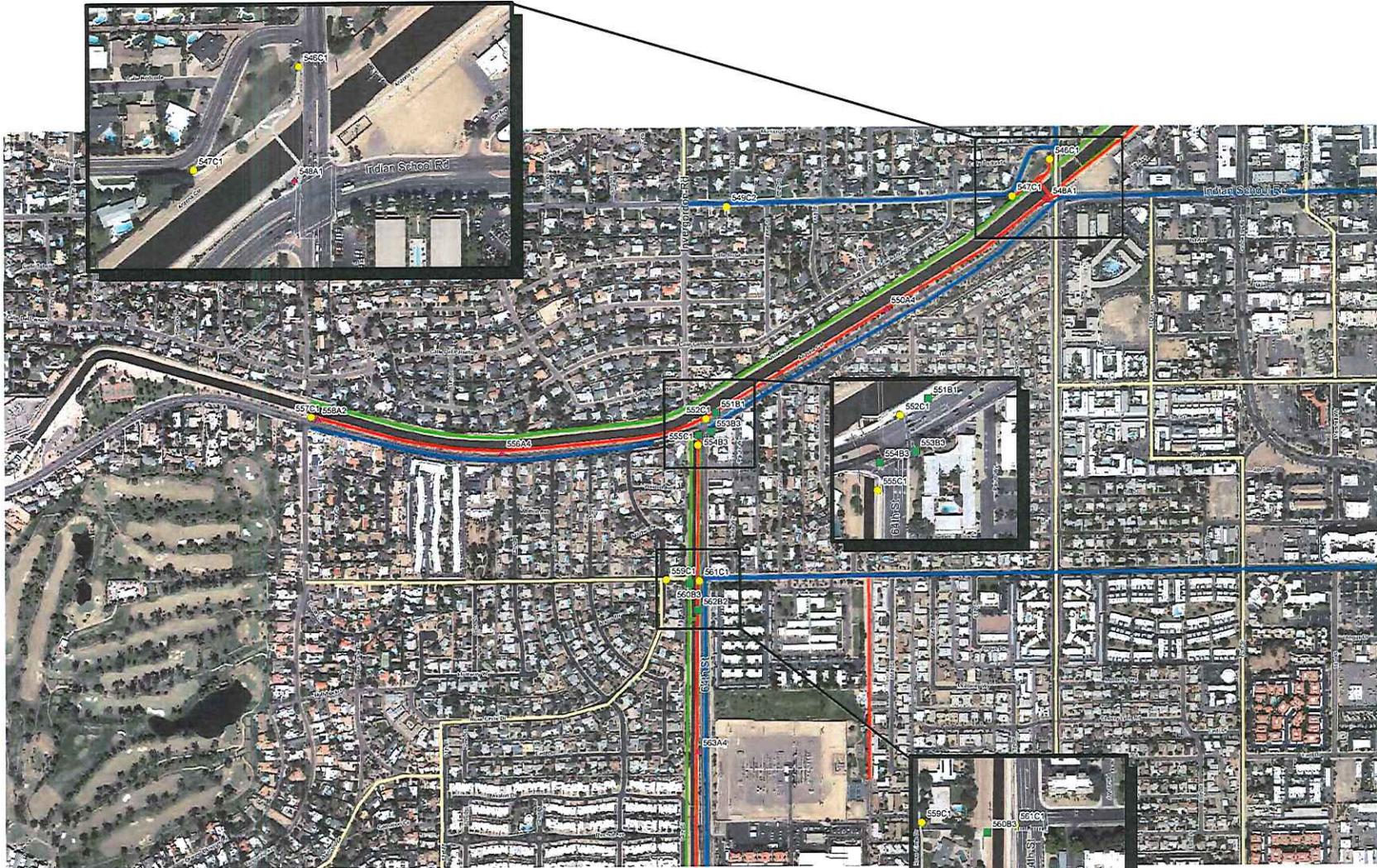
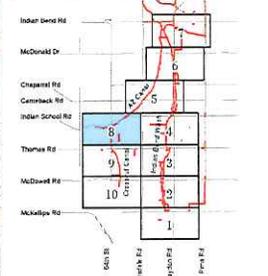
—	Shared Use Path
—	Bike Lane
—	Bike Route
—	Paved Shoulder
—	Unpaved trail



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SIGN LOCATION PLAN

Sheet Index Map



Legend

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C2	Path Directional - Off Path	

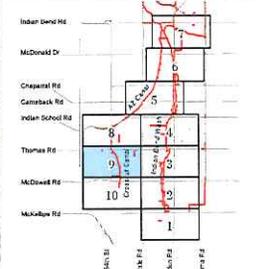
62 A1 SIGN TYPE	DESCRIPTION
Red line	Shared Use Path
Blue line	Bike Lane
Yellow line	Bike Route
Green line	Paved Shoulder
Black line	Unpaved trail



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SIGN LOCATION
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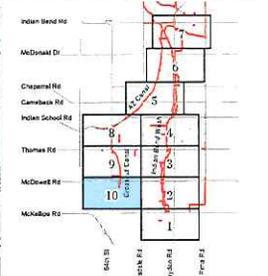


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Sheet Index Map



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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:

AV 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>**



APPROVED SUMMARIZED MINUTES

**CITY OF SCOTTSDALE
TRANSPORTATION COMMISSION
REGULAR MEETING**

THURSDAY, JUNE 16, 2016

**COMMUNITY DESIGN STUDIO
7506 E. INDIAN SCHOOL ROAD
SCOTTSDALE, ARIZONA 85251**

1. CALL TO ORDER

Vice Chair Holley called the regular meeting of the Scottsdale Transportation Commission to order at 6:01 p.m.

2. ROLL CALL

PRESENT: Paul Holley, Vice Chair
Gary Bretz, Commissioner
Barry Graham, Commissioner
Jyme Sue McLaren, Commissioner
Robert Stuckles, Commissioner

ABSENT: Steven Olmsted, Chair
Steven Rosenberg, Commissioner

STAFF: Madeline Clemann, Transit Manager
Susan Conklu, Senior Transportation Planner

GUESTS: Ron Brooks, Valley Metro

3. PUBLIC COMMENT

No members of the public wished to address the Commission.

4. APPROVAL OF MEETING MINUTES

- Study Session of the Transportation Commission – May 19, 2016
- Regular Meeting of the Transportation Commission – May 19, 2016

COMMISSIONER BRETZ MOVED TO APPROVE THE STUDY SESSION MINUTES OF MAY 19, 2016 AND THE REGULAR MEETING MINUTES OF MAY 19, 2016 AS PRESENTED. COMMISSIONER STICKLES SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). CHAIR OLMSTED AND COMMISSIONER ROSENBERG WERE ABSENT.

5. Non-ADA

Madeline Clemann, Transportation Planning and Transit Operations Manager, provided the presentation. Under Title 49 Subtitle A of the Federal Code of Regulations, the Federal Transportation Administration defines individuals as ADA paratransit eligible under the following conditions:

“Any individual with a disability who is unable as the result of a physical or mental impairment, including a vision impairment and without the assistance of another individual, except the operator of a wheelchair, lift or other boarding assistance device, to board, ride or disembark from any vehicle on the system which is readily accessible to and usable by individuals with disabilities.”

The Transportation Department conducts testing in order to certify individuals as being disabled in order to qualify for East Valley Dial-A-Ride service. For seniors who are not ADA certified and are age 65 years or older, other programs are available. Some seniors do not wish to be classified as ADA disabled and choose not to enter the certification process. These seniors may participate in the Cab Connection program whether or not they pursue ADA certification. Scottsdale operates two senior transportation programs.

- East Valley Dial-A-Ride
 - Originally created for those who are ADA certified.
 - An add-on program has been created for seniors.
 - Those age 65 or older can use the service.
 - Scottsdale, Tempe and Chandler pay for East Valley Dial-A-Ride senior services, however Mesa and Gilbert do not.
- Scottsdale Cab Connection
 - Those age 65 or older can use the service.
 - City run and financed program.
 - Other cities provide programs such as Ride Choice and Platinum Passes.
 - Ride Choice
 - Accepts seniors age 65 and older.
 - Seniors must prepay \$25 to \$30 to receive a total of \$100 of taxi service per month, using a rechargeable credit card type smart card. Prepayment is a challenge for low income seniors.
 - Cities pay the remaining portion for trip costs.
 - Users of the system average two to three trips per month.

- Users may not utilize more than \$100 in service per month, however they can bank unused funds.
- Participant cities include Chandler, Fountain Hills, Gilbert, Mesa and Tempe.
- Platinum Pass
 - Similar to a bus pass in appearance.
 - The pass pays for the fixed route bus fare.
 - Available to ADA certified individuals.
 - Busses are equipped to accommodate disabled riders.
 - Program funding no longer comes from the City budget and comes directly from Prop 400 regional sales tax funding.
- East Valley Dial-A-Ride Program
 - Accepts seniors age 65 and older.
 - An application is required.
 - No testing required.
 - Currently offers unlimited numbers of trips.
 - Trips are scheduled through a call center 365 days a year.
 - Total trips in Scottsdale in 2014/2015 were 14,478 with total East Valley trips approaching 50,000.
 - In March, 2016, 66 Scottsdale residents were approved for the program.
 - Approximately 36 individuals use the service every month.
 - Nineteen riders are also enrolled in Cab Connection.
 - Four individuals made trips longer than six miles.
 - The City costs for trips was \$11.69 to \$50.14.
 - There are different scheduling rules and fares for seniors versus ADA certified individuals, leading to confusion over which program to use when scheduling trips.
 - Senior participants schedule trips to achieve a lower fare than Cab Connection, which overloads the dispatch office.
 - Clients argue with drivers when asked to pay mileage charges on the senior program.
 - There is no cost containment for the City.
 - The base fare is \$4 per one-way trip with a 50 cent per mile additional charge for trips six to 15 miles and \$1 per mile for every mile 16 and over.
- Cab Connection
 - Accepts seniors age 65 and older.
 - Accepts ADA certified individuals.
 - An application is required.
 - Riders are provided 16 one-way trips per month.
 - Trips can be scheduled 24/7 by calling a cab company directly.
 - The City's maximum outlay per ride is \$10.
 - The rider pays 20 percent of the total amount up to \$10.
 - For amounts over \$10, the rider covers the entire cost.

After considering the problems, costs to the City and the lack of cost control, it is being recommended that the duplicative East Valley Dial-A-Ride senior program be eliminated. It is further recommended that the East Valley Dial-A-Ride senior riders be moved to the Cab Connection program. Benefits of this change include:

- Reduction of call center scheduling mistakes.
- Ends fare confusion.
- Some East Valley Dial-A-Ride seniors will be able to attain ADA certification and will continue to use East Valley Dial-A-Ride as an ADA certified user.

Cab Connection senior impacts include:

- Seniors using a Cab Connection voucher and keeping their trips at six miles or less will result in lower fares.
- As trip lengths increase fares will also increase.
- Nine East Valley Dial-A-Ride seniors currently make trips over six miles. Five are estimated to be ADA certifiable and are expected to continue to use East Valley Dial-A-Ride.
- Seniors will need to manage trip length to pay for a higher portion of the fare, which will continue to be monitored. Vouchers for medical trips may be issued in hardship cases.

City budget impacts:

- In terms of the City's budget, this will help to contain senior transit service costs.
- Eliminates an East Valley Dial-A-Ride annual cost of \$73,000, but will increase the annual Cab Connection budget by approximately \$32,000 for an estimated cost savings of \$41,000.
- Currently, the Cab Connection program costs approximately \$385,000 while the East Valley ADA certified Dial-A-Ride program costs approximately \$880,000 and the senior program totaling \$73,000 for a total of \$1.34 million.

Should the Transportation Commission approve the change, staff would provide City Council with an email notification next week of the intention in order to solicit comments. In July, the Platinum Pass program will be initiated. Also in July, a explanation letter and a Cab Connection application will be issued to the 66 East Valley Dial-A-Ride participants. Between July and September, the Cab Connection applications would be processed, with East Valley Dial-A-Ride continuing until October 1st, at which time the change would be implemented.

A Commissioner commented that a reduction of two programs to one would eliminate much confusion.

A Commissioner voiced appreciation for pursuing a more sustainable model.

A Commissioner stated that 16 vouchers for eight round trips in one month is not a significant amount for a traveler who might be volunteering or working regularly. Ms. Clemann noted that most users in the Cab Connection program do not use services for work. The number of vouchers was cut from 20 three to four years ago because seniors were not using them. Only one person in the last two years has asked for more vouchers. When the notice of change is mailed out, riders will be asked to contact the department if a hardship exists. If there are a number of hardships reported, a program will be developed to meet these needs.

A Commissioner asked how many people who are not seniors utilize non-ADA service. Ms. Clemann stated that a rider must be 65 or older. Ron Brooks, Manager of Accessible Services for Valley Metro, stated that individuals utilizing non-ADA Dial-A-Ride service

provided by East Valley Dial-A-Ride do include both seniors and others who are ADA certified who travel on a same day basis. The vast majority of customers who use non-ADA service are seniors. Non-seniors must become ADA certified in order to use services. If the City Council approves the proposed elimination of the non-ADA program through East Valley Dial-A-Ride, Valley Metro would inform customers who are taking same day trips and who are not seniors of the option to use Cab Connection. These customers could use East Valley Dial-A-Ride for advanced reservation ADA paratransit and can use Cab Connection as a resident of the City of Surprise for same day trips. This will not change their ability to travel. Metro Valley's data for East Valley Dial-A-Ride for non-ADA riders reveals that trips are short, averaging approximately five miles with low trip numbers. Furthermore, the data reveals that the average customer is taking fewer than ten trips per month on all programs.

A Commissioner suggested the addition of a component to the travel training program which would teach riders to effectively combine cab trips and transit methods. Ms. Clemann stated that this is included in the narrative training provided to seniors at the senior center.

In response to a question from a Commissioner, Mr. Brooks stated that non-ADA riders from Tempe and Chandler will be able to travel into Scottsdale. Each local jurisdiction is free to set their own rules for non-ADA service.

A Commissioner suggested public outreach to provide the opportunity for resident comments and suggestions. Upon discussion of notification methods, it was suggested to post details of the change at the senior center. A public information officer will be developing an outreach program.

There was discussion that this agenda item was posted for information and discussion only. Ms. Clemann stated that while a motion would not be proposed, the Commission was free to agree to a decision by consensus. There was a consensus of four (4) to one (1) for recommended the proposed change, with Commissioner Bretz dissenting. He noted that staff has changed its position over time. In the past, they were proponents of senior transportation. He expressed concern that a number of seniors will struggle to have adequate access.

Vice Chair Holley noted that the Commission has agreed by consensus and that the issue now goes to City Council for action. The Commission is not scheduled to meet again until August. Ms. Clemann added that with City Council's approval, the change will be implemented in October.

6. WAYFINDING SIGNAGE UPDATE

Susan Conklu, Senior Transportation Planner provided the presentation. Highlights included:

- Background
 - Wayfinding signage was included in the 2008 Transportation Master Plan in the bicycle element, which recommended wayfinding signage for paths and trails.
 - The project began in 2011.
 - In 2011 and 2012 interns explored low cost in-house installation options. As a result, test signs were installed in June, 2013 through October of 2013 from Shea to McKellips on Indian Bend Wash.

- Since 2012, staff has come before the Paths & Trails Committee, the Transportation Commission and the Parks & Recreation Commission to provide updates.
 - During this time, there was a transition from installing test signage to working with consultants to design custom looks.
 - The findings reflected a lack of a consistent system or hierarchy of signage, including inconsistency of symbols.
- New design concepts were presented last July and have since been refined.
 - Direction panels would be larger than the test signage.
 - Larger text with two-inch letters on 36- inch wide panels.
 - Signs along the canal will have a blue background.
 - Signs along paved paths will be green.
 - Signs along unpaved trails will be brown.
 - Sign samples were displayed and discussed.

A Commissioner stressed simplicity, such as the possibility of having the signs all be the same color. The differing pathways could be distinguished with trim patterns. Multiple sign colors have the potential to create confusion.

Another Commissioner opined that the differing colors assisted with distinguishing path categories more effectively. Vice Chair Holley suggested that the design was better left to the graphic designers.

- The prototypes were developed over the winter and have been displayed for comment since that time.
 - Signs were displayed at the Cycle the Arts Community Bike Ride Event.
 - The Paths & Trails Subcommittee reviewed the signs on May 3rd.
 - Two open houses were held at Chaparral Park in May.
 - The signs were reviewed by the Parks & Recreation Commission after the open house meetings.
 - Signs have been on display at the One Civic Atrium since April.
- Twenty written comments were received in addition to verbal comments received at meetings, with the majority of comments being positive. A common recommendation was to integrate technology, including a link reference to the City's online interactive map.
- Next steps.
 - Finalization of designs in approximately the next 30 days.
 - Finalize sign location designations.
 - Staff coordination of implementation and installation after the fiscal year starts in July.
 - Scheduling will depend on other bikeways projects, as the sign installation does not have its own CIP number.
 - The all-in highest cost estimate is approximately \$800,000, unless the number of signs changes dramatically in the next few weeks. Cost includes materials, fabrications, post, concrete pads, staff time and contingency. Complete installation could take two to four years.
 - After the first year, staff will request funding through the CIP budgeting process.

Highlights of the ensuing comments included:

- A Commissioner stated that the sign design was excellent, including the three colors included in the backdrop. The differing colors provides a differentiation between the types of paths and trail systems.
- A Commissioner concurred with the attractiveness and effectiveness of the three colors.
- In response to a Commissioner's question regarding comments from the Parks & Recreation Commission, Ms. Conklu reviewed a list of comments received.
 - Sign program is good for visitors.
 - Would like to integrate a web link for those using smartphones.
 - There are questions on funding.
 - Suggested clear direction on where equestrians are prohibited.
 - Positive comments were received on the access point signs and the logo.
- A Commissioner commented that it would be helpful for users to have a web link in order to use their phone GPS to navigate the map.
- A Commissioner stated that the signs are so attractive that there is the potential for theft or vandalism.
- A Commissioner commented that wealthy tourists come from countries outside the U.S. that use kilometers and suggested consideration for inclusion on the signs.
- A Commissioner suggested including "No urban camping" on the list of prohibitions.
- Ms. Conklu stated that in response to the City's last two applications to the League of American Bicyclists, the City has been encouraged to install wayfinding signage.
- A Commissioner commented that the blazer signs and their poles are too large.
- A Commissioner stressed importance of having the north directional cues always at the top of the sign.
- In response to a question from a Commissioner, Ms. Conklu confirmed that the \$800,000 cost is for signs from McKellips to Indian Bend Wash only.
- The Commissioner asked for a cost estimate on the total sign cost for the City. Ms. Clemann stated that the next step would be to acquire the total pricing after the value engineering processes and other steps necessary to determine an estimate. Ms. Conklu clarified that the scope thus far does not include mapping areas north of Indian Bend. These will be covered in the future as the program moves forward.
- A Commissioner recalled that the scope charged to JRC when it was hired was to look at the entire City from Carefree to McKellips. Ms. Conklu replied that the scope was changed by the time a contract was entered into, due to funding mechanisms. JRC may be hired to complete the entire scope of the City, depending on funding.
- Vice Chair Holley asked whether Indian Bend Wash was inclusive of Camelback Walk. Ms. Conklu replied that Indian Bend Wash informally includes several points on the main continuous wash, but that areas such as Shea, Camelback Walk, Upper Camelback Wash and WestWorld will likely have detailed name designations. Vice Chair Holley suggested that the Indian Bend Wash designation stop at Shea. Ms. Conklu replied that Indian Bend Wash will likely end slightly before reaching the McCormick Ranch neighborhood.

7. OTHER TRANSPORTATION PROJECTS AND PROGRAM STATUS

Ms. Clemann provided an update on freeway paving. Paving is complete southbound. There are two segments remaining northbound. Paving will not continue this weekend as an ambient temperature 110 degrees or less is required for paving. Striping will commence when paving is complete.

The Transportation Master Plan will be presented to City Council on July 5th with public comments invited at the meeting. City Council will then take action as to its approval.

The Arizona Canal Path from Chaparral to Indian Bend Wash is on hold, due to bird nesting.

8. PUBLIC COMMENT

There were no public comments.

9. COMMISSION IDENTIFICATION OF FUTURE AGENDA ITEMS

A Commissioner stated that he has repeatedly asked for a presentation from Duet and Foothills Caring Corps. Ms. Clemann stated that she will pass this suggestion to Mr. Basha.

Vice Chair Holley noted that there will be no meeting in July. The meeting in August will take place at the Kiva.

A Commissioner requested an update on Hidden Hills. He also asked for a presentation on the totality of broken trails within the City and possibilities of filling the gaps and other remediation.

A Commissioner asked for an update on the Bike Share program.

A Commissioner asked for a discussion on Downtown sidewalks.

10. ADJOURNMENT

With no further business to conduct, Vice Chair Holley adjourned the regular meeting at 7:46 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>**



SUMMARIZED MINUTES

CITY OF SCOTTSDALE TRANSPORTATION COMMISSION PATHS & TRAILS SUBCOMMITTEE

TUESDAY, JULY 7, 2015

Agave Conference Room
One Civic Center
7447 E. Indian School Road, Suite 205
Scottsdale, AZ 85251

CALL TO ORDER

Chair Stickles called the meeting of the Paths & Trails Subcommittee to order at 8:34 a.m. A formal roll call confirmed the presence of Subcommittee members as noted below.

ROLL CALL

PRESENT: Robert Stickles, Chair
Michael Bouscher, Parks & Recreation Commissioner
Michael Kuzel, Subcommittee Member (arrived at 8:36, left at 10:46 a.m.)
Linda Whitehead, Subcommittee Member

ABSENT: Paul Holley, Transportation Commissioner

STAFF: Rose Arballo, Trails Subcommittee Coordinator
Paul Basha, Transportation Director
Susan Conklu, Senior Transportation Planner
Gary Meyer, Senior Project Manager

GUEST: Jamie Cowgill, JRC Design

2. PUBLIC COMMENT

No public comment was received.

3. APPROVAL OF MEETING MINUTES

Subcommittee Member Whitehead clarified that although she referred to the Canadian route she had experienced, she wanted to praise all of the Adventure Cycling Association maps. She asked that the minutes read "A Subcommittee Member commended the maps of cycling routes published by the Adventure Cycling Association for the wealth of helpful detail provided."

SUBCOMMITTEE MEMBER WHITEHEAD MOVED TO APPROVE THE MINUTES OF THE MAY 12, 2015 MEETING AS AMENDED. COMMISSIONER BOUSCHER SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF THREE (3) TO ZERO (0). SUBCOMMITTEE MEMBER KUZEL WAS NOT YET PRESENT AND COMMISSIONER HOLLEY WAS ABSENT.

4. BICYCLE FRIENDLY COMMUNITY UPDATE

Senior Transportation Planner Ms. Susan Conklu discussed the application to the League of American Bicyclists (LAB) to the Bicycle Friendly Communities program. The League considers the five Es: engineering, education, encouragement/events, enforcement, and evaluation and planning. A sixth E is being added, equity for low income and minority residents.

Highlights of the presentation and discussion included:

- This is a process requiring continuous improvement. Ms. Conklu stressed that Scottsdale cannot rest on its laurels. When Scottsdale achieved the 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. The following feedback was provided:
 - Outreach to bike shop owners was suggested. Staff is building a current list.
 - What makes Scottsdale bike friendly? Good bikeways, destinations, Indian Bend Wash, and use by other cyclists.
 - What needs to be improved? More connectivity, bike friendly major roadways, need for separated bike lanes, 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, and bike lanes on major roads.
- Expand bike education for adults.
- Expand bike events, especially more family oriented and competitive.
- Provide more bike routes with maps like Cycle the Arts.
- The need for better tracking of bike/car collisions with location information and more enforcement for all road users.

Next Steps:

- Continue with the draft application as the deadline is August 11.
- Ms. Conklu will provide this update presentation to the Transportation Commission at their next meeting of July 16.
- Continue improving the program and working with the community. All Things Bike was a starting point and staff plans to repeat this once or twice a year.
- Continue outreach to businesses and welcome cyclists as a business strategy.
- Feedback from the League of American Bicyclists with the City's 2011 application: expand safety education; consider a network of bicycle boulevards, possibly included in the new Transportation Master Plan. Short-term closures for street events; bike share; bike corrals and/or parklets for parking.
- Ms. Conklu reviewed the application form and Subcommittee Members discussed possible responses. They concurred that the greatest challenge has been the Arizona Canal Path between Chaparral and Indian Bend Wash. Ms. Conklu agreed to mention the successful resolution of Mountain View Trail. A Subcommittee Member recommended stressing the importance of the wayfinding project and the scope of bike detection at signalized intersections.
- Future Plans include:
 - Gather and analyze collision data.
 - Safe Routes to School.
 - Better promote Bike Month.
 - Workshop for bike valet parking volunteers.
 - Borrow bike count equipment from MAG.
 - Encourage cycling for seniors, to include modern tricycles.
 - A Subcommittee Member recommended narrowing down and grouping future plans and tying them to the five Es.
- Engineering: Scottsdale has approximately one third of all grade separated crossings in the Valley.
- Education: children, adults, education by and of police.

- Encouragement: Bike Month, trip reduction program, special events.
- Enforcement: outline police enforcement policies. Police prefer outreach and education to handing out citations.
- Evaluation: Transportation Master Plan, ridership, census data, cite the economic impact study conducted by the State.
- Why Scottsdale is a Bicycle Friendly Community:
 - Comprehensive infrastructure network, closing the gaps, providing redundancy.
 - Many bike facilities per resident.
 - Transportation Master Plan and City policies serve as a model for the region.
 - Cycling valued as a mode of transportation for all ages and abilities.
- Aspects most in need of improvement:
 - Promotion.
 - Improve connections in the Greater Airpark area.
 - Improve cycling downtown with improved connectivity and bike parking. Possible addition of bike lanes to Scottsdale Road could be included in the new Transportation Master Plan.
- Ms. Conklu encouraged Subcommittee Members to continue providing feedback as they think of points to cover in the City's application.

5. **WAYFINDING**

Ms. Conklu outlined the history of the wayfinding project for the City's paths and trails, and noted that the feedback to 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 Senior Project Manager Mr. Gary Meyer who is managing the contractual administration, was in attendance, and introduced consultant Ms. Jamie Cowgill of JRC Design.

Highlights of Ms. Cowgill's presentation on the Trails Program included:

- The initial site survey and inventory she conducted with City staff showed a jumble of signage with no hierarchy of sign types, clutter, and confusion.

Branding:

- The cities represented at the MAG Bicycle and Pedestrian Committee meeting concurred that the MAG Valley Path brand and logo from MAG shows that communities all belong to a single connective system, but that the identity of each community should be more prominent.
- A Subcommittee Member cited hosting cycling vacations headquartered in Scottsdale where participants could ride long loops around the Valley. People always comment on the difference between Scottsdale, Phoenix and Tempe. Scottsdale paths are cleaner, wider, more esthetically pleasing and better planned. It is important for visitors to know they are in Scottsdale.
- Ms. Conklu indicated that the purpose of wayfinding is to know where one is, so the identity of each city is important information to users.

Content and Location:

- Ms. Cowgill displayed proposed new sign locations on an aerial map. These will be stored in a GIS system for ease of tracking.
- Destinations to be included need to be discussed, level of detail and type of destination e.g. downtown vs. Museum of the West. Chair Stickle stressed the need to publicize tourist attractions, noting that the cost of signage is low compared to the investment in the attractions themselves. Need to define the target audience (locals or tourists), and ensure signage is comprehensible.
- Staff thought is to limit destination signage to parks, libraries, museums, and community centers.
- Ease and cost of updating signage is a consideration when adding information that is likely to need updating. Removable stickers are a possibility for some kinds of information.
- Ms. Cowgill recommended placing safety signs at entry points to remind cyclists to yield to pedestrians and stay right. Consistent striping of asphalt reinforces safety rules and is a possible future project.
- A subcommittee member suggested including QR codes on signs for digital access to access relevant online information. Bike-related digital advertising could in fact provide a useful service to the cycling community. The digital information should be integrated into the wayfinding signage.
- The Subcommittee Members discussed how to integrate equestrian users. A subcommittee member noted the historical significance of the Sun Circle Trail. Attendees noted equestrian riders use the canal. Ms. Cowgill pointed out that this potentially adds another layer of information to the signage.

- Ms. Cowgill clarified that the inventory focused on the southern area of the city and as far north as Indian Bend. This area provides examples of the various conditions that need to be considered to create a standard.
- A subcommittee member said he would like to see the signage applied to a path/trail. He cited Dynamite Boulevard as an example. The trail is fractured and eroded, and partially runs on the sidewalk.
- Ms. Conklu said the intent is for the signage to be used for both paved and unpaved paths and trails city-wide. The initial test signage will be posted in the southern area of the city where the inventory was taken. In the northern part of Scottsdale, there will probably be far fewer signs.

Design Considerations:

- The typeface to be used will be standard Clearview Text and the letters will be two inches high. Attendees agreed it is harder to read signage when cycling.
- The recommended Scottsdale Pathways logo symbolizes mountains (brown), canals (blue), and greenbelts (green).
- Color choices depend on technical considerations as well as legibility, as some shades fade more quickly. Ms. Cowgill explained that the color on the PowerPoint slide is much lighter than the actual color of the proposed material. Signs need some reflectivity; dark colors are less reflective. She will provide actual samples of the reflective material at a future meeting. A subcommittee member commented that a more legible sign that has to be replaced is more useful than a sign that lasts longer and is not pleasant to read.
- A subcommittee member suggested that whichever blue is chosen should also be used in the tri-color path logo. The green selected for the road system should be used in the tri-color logo.
- Ms. Cowgill reviewed the options for mounting the signs; post or flag mounted or mounting with various types of beams and pipes.
- She displayed photo simulations of the signs.
- The subcommittee member said the signage may be overly conspicuous and look strange in a more rural suburban context. Ms. Cowgill said signage would probably be smaller. Subcommittee members concurred that any signage should work in the context of each character area. Every part of the city is important and whatever they select should work for the entire city.
- In discussion, a subcommittee member suggested using color coding to delineate the various areas in the system. Ms. Cowgill added a caveat that they do not want to use the shade of green used in the streets system where it is reserved for wayfinding. A subcommittee member commented that there are

places such as Indian Bend Wash that operate like a bicycle street where users should be following traffic rules and the use of green could be appropriate.

- Subcommittee members concurred that the transition in color by area makes sense. They suggested that a logical demarcation zone would be in the general area of the Loop 101, Pinnacle Peak and WestWorld, north of the Central Arizona Canal. People north of this area are used to seeing more brown in the surroundings and the signs that are there are brown.
- Transportation Director Mr. Paul Basha said the signage looks infinitely better than previous iterations. He appreciated that Chair Stickles and Commissioner Holley had urged hiring a professional consultant to work on this project. Ms. Cowgill's presentation shows how cluttered the existing signage is, and the proposal looks great. A few details remain to be settled but, overall, everyone concurred that it is a vast improvement.
- Subcommittee members concurred that they like the proposed signage and look forward to further updates.

6. OTHER TRANSPORTATION PROJECTS AND PROGRAMS STATUS

Due to lack of time, this item was deferred to the next meeting.

7. PUBLIC COMMENT

No public comment was received.

8. ADJOURNMENT

Chair Stickles adjourned the meeting at 11:00 a.m.

SUBMITTED BY:

AV 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>



APPROVED SUMMARIZED MINUTES

**CITY OF SCOTTSDALE
TRANSPORTATION COMMISSION
PATHS & TRAILS SUBCOMMITTEE**

TUESDAY, MAY 3, 2016

One Civic Center
7447 E. Indian School Road, Suite 205
Agave Conference Room
Scottsdale, AZ 85251

CALL TO ORDER

The meeting of the Paths & Trails Subcommittee was called to order at 8:32 a.m. A formal roll call confirmed the presence of Subcommittee members as noted below and introductions were made.

ROLL CALL

PRESENT: Robert Stickle, Chair
Gary Bretz, Commissioner, Transportation Commission
Todd Davis, Commissioner, Parks and Recreation Commission

ABSENT: Michael Kuzel, Subcommittee Member
Linda Whitehead, Subcommittee Member

STAFF: Madeline Clemman, Transit Manager
Susan Conklu, Senior Transportation Planner
Frances Cookson, Staff Representative

2. PUBLIC COMMENT

Chair Stickle confirmed that no members of the public wished to speak.

3. APPROVAL OF MEETING MINUTES

Approval of the minutes was tabled, as those in attendance were not present for the January, 2016 meeting.

4. PATHS AND TRAILS 5-YEAR CAPITAL IMPROVEMENT PROGRAM

Susan Conklu, Senior Transportation Planner, provided the report. Highlights included:

- Non-motorized projects are implemented using the 2004 Trails Master Plan as well as the 2008 Transportation Master Plan.
 - In 2009, the Trails Task Force updated the implementation portion of the 2004 Plan.
 - Any new requests are categorized as proposed.
- Funding sources include:
 - Local funding through transportation sales tax
 - Bond funds
 - Federal funds and grants
- Project updates:
 - Arizona Canal Path
 - Uses CMAQ and local funding.
 - Located at Chaparral Road to Indian Bend Wash connecting near the Silverado Golf Course.
 - Extensive public outreach efforts extended the design phase.
 - Construction has begun with anticipated completion in the fall.
 - Project includes two hot crossings at major streets as well as two bridges.
 - Shea Underpass and Path
 - Uses CMAQ and local funding.
 - Formerly called Mountain View Trails Segment 2.
 - Segments 1 and 3 were built together.
 - Includes path with dual surface, to include equestrian.
 - Currently out to bid.
 - Next steps include selecting a construction contractor and seeking City Council approval.
 - Crosscut Canal Bridge and Path
 - Uses two types of FTA funding.
 - Located south of McDowell Road.
 - Serves a neighborhood connection for those living east of the canal and south of McDowell Road.
 - WestWorld Paths and Trails Project
 - Uses CMAQ and local funding.
 - Connects WestWorld area to Greyhawk.
 - Staff most recently approved alignments and made small adjustments.

- Next steps include environmental clearance, survey of the area and moving to 30 percent design.
- Scottsdale Road Segment 6
 - Uses the remaining amounts of Bond 2000 funding.
 - Goes from Happy Valley Road to Carefree Highway.
 - A beautification project completed in short phases.
 - Intersection construction has begun.
 - Right-of-way acquisition is under way in areas where small easements are required.
 - In March, staff and designers walked through the site. Resulting insights will be incorporated into the final design.
- McDowell Road Sidewalk
 - FTA funding.
 - North side of McDowell from Scottsdale to Miller Road, across the street from SkySong.
 - Has recently passed the pre-application approval process for development review.
 - Next step includes going to bid for construction.
- Shea Road and 112th Street Sidewalk
 - Local funding.
 - South side of Shea from 112th Street to just shy of 114th Street.
 - On 112th Street from Shea to Mountain View.
 - Design is at about 30 percent.
 - Awaiting City Council approval of the 2016 CIP.
- Mustang Transit Passenger Facility
 - FTA funding.
 - Part of a much larger project.
 - Phases are separated, as path portions are easier to construct.
 - Bids opened in April.
 - Next step includes award of contract for path construction.
- Street overlays
 - Local funding as well as recently approved bond funding.
 - Ongoing through the year.
 - During street maintenance project construction, bike lanes and curb ramps are added.
 - Schedules depend on street department.
- Downtown Sidewalks
 - Local funding. Did not pass in the bond for funding.

- Included in the draft CIP for the coming fiscal year.
- If City Council approves the budget in June, design will begin after July and will be on a two-year construction schedule.
- 2nd Street Bicycle Path
 - Locally funded.
 - If City Council approves the budget, design will begin after July.
 - Connects Indian Bend Wash along 2nd Street to 68th Street.
 - A significant question is how it will go through the Civic Center area.
 - Another consideration for resolution is the lack of a traffic signal at Goldwater for 2nd Street.
- Trails
 - Local funding.
 - Federal funding for trails is only available if it is combined with another project.
 - Seven trail segments have been forwarded to the Capital Project Management Group for placement into design.
 - Next step will be to schedule construction for each segment.
- Staff will update the Subcommittee and the Transportation Commission throughout the year.

Commissioner Davis asked about whether electric/pedal bikes fall into the category of motorized vehicle. Ms. Conklu replied that they are technically not allowed in these areas. There was discussion on the various types of motorized bicycles and Segways and the need for further discussion and options going forward.

5. WAYFINDING SIGNAGE

Ms. Conklu stated that the bicycle element of the 2008 Transportation Master Plan recommended wayfinding signage for paths and trails. In addition, there has been feedback from the League of American Bicyclists via the Bicycle Friendly Communities Program that wayfinding signage be added. The project began in 2011 by looking at what other communities have implemented in terms of wayfinding and whether there are existing standards and guidelines. Following this, a plan for installation of signs on Indian Bend Wash was developed. Installation of the signs began in June, 2013 and was completed by Fall 2013.

Next steps included hiring a private consultant to examine methods for consistent design throughout the City. Last July, design concepts were presented to the Subcommittee and to the Transportation Commission, including various logos and two sets of sign packages.

Regional wayfinding signage was also being addressed by MAG, including the hiring of a consultant. MAG paid for the design portion, so that cities without funding would be included. These designs were finalized last May. Scottsdale's signage will be consistent with MAG's design in certain respects, but the City is not bound to using MAG's design. In January, 2015 an existing conditions survey was performed. There is currently no definitive system in place, with inconsistencies in design, color palette and symbols.

In response to a question from Commissioner Davis, Ms. Conklu stated that golf course warning signs are posted along all golf courses regarding the dangers of stray golf balls. Directional panels will be placed using two-inch clearview text. The area from Indian Bend to McKellips will be mapped with symbols showing different sign types and locations.

Comments received during meetings last July with the Subcommittee and Transportation Commission were used to redesign the recommended logo for Scottsdale pathways. Signage will be modified to fit each character area. Color choices and shading would be subject to technical criteria as well as what is most clear and legible for each area. The various sign types, sizes and descriptions were reviewed.

In response to a question from Commissioner Davis, Ms. Conklu stated that there are no horse only trails without bike access. All are multiuse paths.

In response to a question from Commissioner Bretz, Ms. Conklu replied that certain parks prohibit horse traffic on paths. This is governed by a separate ordinance. Non-slip surfaces suitable for horse traffic will be included in the Shea underpass project. The Soleri Bridge area also has a band of nonslip coating.

Commissioner Davis suggested the possibility of a find your trail mechanism by which someone could take a picture of one of the signs and go online to a website to locate the sign location and study the surrounding trails.

The prototypes viewed by Subcommittee members earlier were shown during Cycle the Arts, the community bike ride held on April 17th. Twelve individuals filled out comment cards. Comments included:

- This a well needed project.
- The logo is attractive.
- The design colors and sign size are attractive.
- It will be helpful to indicate destinations and mileage.

The prototypes will remain on display at One Civic Center. Two open houses have been tentatively scheduled. In addition, staff would like to have the signs onsite near the paths to show them in real context. The Parks and Recreation Commission has this

on the agenda for May 18th. The Transportation Commission will hear this update on June 16th.

In response to a question from Commissioner Bretz, Ms. Conklu stated that the onsite sign display will be set up at Chaparral Park at the south end of the lake, just northeast of the Hayden-Chaparral intersection.

Chair Stickles asked when there will be signs north and south of the initial sign placement location, noting that a large portion of Scottsdale is not urban. Ms. Conklu replied that currently they are focused on the initial area and its time frame, specifically whether it could be accomplished in one year or whether it would need to be split into two to three years. Once the updated costs for signs are available as well as the total amount needed, staff will be able to determine an overall cost for the area from McKellips to Indian Bend.

Ms. Clemman stated that during past signage programs, after the first few were completed, new ways of construction were developed, including changes in materials used. Once the process is more mechanized, a budget can be more effectively developed.

Commissioner Davis suggested the possibility of the eventual development of a Friends of the Park program, which could receive community funding for outdoor recreation needs, possibly through sponsorship of signs and other sponsorship opportunities.

Commissioner Bretz recommended look at the bed tax as a source of sign funding. Ms. Clemann stated that the bed tax currently pays for \$300,000 towards the Downtown Trolley, which represents slightly less than half of its operating costs.

Ms. Conklu stated that staff is still working with the Tourism Advisory Task Force on their biking strategy. They funded self-guided bike routes that include unique markers with text descriptions about the areas.

6. OTHER TRANSPORTATION PROJECTS AND PROGRAMS STATUS

Ms. Clemman provided the updates. Highlights included.

- Restriping from Dixileta to 66th on Scottsdale Road is incorporated into the planned resurfacing project. Bicycle lanes were added.
- Ms. Conklu attended the American Planning Association National Conference held in Phoenix. She conducted a mobile session in the community, including a bike tour of Scottsdale's public art on April 2nd with 27 participants.
- A memorial bicycle rack was installed at the Thomas Bike Station in honor of Dr. Roberts on April 3rd. Wanting to honor the doctor, the special care unit staff

had the rack designed, manufactured and installed at the site. There was agreement that soliciting donations for bike racks and benches was a good idea.

- April was Valley Bike Month with several activities taking place.
 - Sunday, April 17th, Ms. Conklu organized the Scottsdale Cycle the Arts for its 11th year. It was an eight-mile guided ride from Scottsdale Museum of the West.
 - There were month-long commuter contests.
 - Wednesday, April 20th was Valley Bike to Work day. Thirty plus people biked to work in Scottsdale, sent photos and received Bike Month t-shirts.
- Two bus service improvements were made.
 - Route 72 now has ten-minute service from 6:00 a.m. to 6:00 p.m. along the segment from Camelback Road to the Tempe Transportation Center.
 - Route 81 was changed to the west side of the Pavilions at Talking Stick, in order to more directly serve the shopping center between Pima Road and Loop 101.

Commissioner Bretz asked whether a bus rider can bring on a bike with motorized assist. Ms. Clemman replied that as long as it fits on the rack it would be permitted.

7. PUBLIC COMMENT

No public comment was received.

8. ADJOURNMENT

Chair Stickles adjourned the meeting at 10:53 a.m.

SUBMITTED BY:

Frances Cookson

Staff Representative

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**CITY OF SCOTTSDALE
PARKS AND RECREATION COMMISSION
REGULAR MEETING**

SUMMARY MINUTES

Wednesday, May 18, 2016

**City Hall Kiva Forum
3939 N. Drinkwater Blvd
Scottsdale, AZ 85251**

PRESENT:

Virginia Harris, Chair
Todd Davis, Vice Chair
Anne Wurth, Commissioner
Michael Bouscher, Commissioner
Sherry Woodley, Commissioner (arrived at 5:06 p.m.)
Chris Thuman, Commissioner
Fred Klein, Commissioner

STAFF:

Reed Pryor, Parks and Recreation Director
Kira Peters, Parks and Recreation Manager
Terry Erickson, Parks and Recreation Manager
Denise Clayton, Parks and Recreation Manager
Brett Jackson, Parks and Recreation Manager
Jody Pierce, Parks and Recreation Manager
Chris Walsh, Parks and Recreation Manager
Susan Conklu, Senior Transportation Planner
Jeff Cesaretti, Stadium Supervisor

Call to Order

Chair Harris called the meeting to order at 5:03 p.m.

Roll Call

Members present as noted above.

Director Pryor welcomed new Commissioner Fred Klein.

Public Comment

There were no members of the public who wished to speak.

Moment of Silence

Commissioners observed a moment of silence.

Chair Harris introduced Commissioner Klein and welcomed him to the Commission.

Commissioner Klein introduced himself and discussed his background and interest in Parks and Recreation.

- 1. Approval of the Minutes**
 - a. Regular Meeting: May 4, 2016

COMMISSIONER WOODLEY MOVED TO APPROVE THE MAY 4, 2016 PARKS AND RECREATION COMMISSION REGULAR MEETING MINUTES. COMMISSIONER THUMAN SECONDED THE MOTION, WHICH CARRIED BY A UNANIMOUS VOTE OF SEVEN (7) TO ZERO (0).

2. Stadium Use Agreement and Rugby Bowl Update

Jeff Cesaretti, Stadium Supervisor, gave an overview of the revised Stadium Use Agreement and the second annual Fiesta Bowl Rugby and Balloon Classic held on April 23rd. The Rugby Bowl consisted of two high school championship games and a featured game between ASU and the Mexican National team. Total revenue to the City from the event was \$18,238.

3. Wayfinding Signage

Susan Conklu, Senior Transportation Planner, gave an update on the City's Wayfinding Signage program for the path network. Her presentation included background of the signage program, which was first identified in the 2008 Transportation Master Plan bicycle element and culminated in a decision by City Council in March of 2014 to hire a private consultant to design consistent path signage citywide. She reviewed the options presented by MAG as part of the regional wayfinding program, and highlighted details of the prototype signs planned for the City of Scottsdale's trail system. Public comments received during the May 11th and 14th open houses are being considered. The prototype signs will be on display in the One Civic atrium for approximately another month and the Transportation Commission will offer comments and a recommendation during their June 16th meeting.

Commission members were given an opportunity to make comments and ask questions. Ms. Conklu discussed opportunities for technology integration and a map app. The "yield to horses" sign will only appear in areas where paths are appropriate for equine use.

4. Community Services Sponsorship and Consideration of the Multi-Year Agreement for Sponsored Teams

Terry Erickson, Parks and Recreation Manager, presented minor revisions to the Community Services Sponsorship policy. She briefly reviewed the Community Services Sponsorship policy and the Youth Aquatic Facility Allocation policy and the history of sponsored teams in Scottsdale, dating back to the early 1970s. Amendments made to the policy include changing the requirement to provide the City with rosters from quarterly to biannually, on page 3 changing the term of sponsorship from "one year" to "one year or for a longer term if approved by the Scottsdale City Council." Groups that are part of the multi-year agreement will continue to give an annual update to the Commission and the Commission will continue to give recommendations on requests for fee increases. Staff is recommending the first multi-year agreement with Scottsdale Aquatic Club to be a three-year agreement with two one-year extensions.

Discussion ensued regarding terms of the agreement with Scottsdale Aquatic Club, the ongoing role of the Commission, and extending the multi-year agreement option to other areas of Community Services such as Human Services and the Library. Commissioners expressed concern about creating a policy that allows groups to operate for three to five years and the potential for unforeseen complications to arise. Ms. Erickson explained that a multi-year agreement offers assurance and stability to the organizations and reduces the time spent by staff and the legal department in annually renewing agreements.

COMMISSIONER WOODLEY MOVED TO APPROVE REVISIONS TO THE SPONSORSHIP POLICY WITH AN EFFECTIVE DATE OF MAY 4, 2016. VICE-CHAIR DAVIS SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FIVE (5) TO TWO (2); COMMISSIONERS THUMAN AND KLEIN DISSENTED.

COMMISSIONER BOUSCHER MOVED TO RECOMMEND APPROVAL OF A MULTI-YEAR AGREEMENT BETWEEN THE CITY OF SCOTTSDALE AND SCOTTSDALE AQUATICS CLUB. VICE-CHAIR DAVIS SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SIX (6) TO ONE (1). COMMISSIONER THUMAN DISSENTED.

5. New ActiveNet Software and Summer Programming

Ms. Erickson presented an overview of the new ActiveNet software, summer programming, and the first day of summer 2016 registration. She discussed the reasons for moving to the ActiveNet system, details of how the cloud-based system operates, and the benefits of reduced server maintenance and green zone infrastructure costs, and the ActiveNet help desk. Ms. Erickson provided a live demonstration of registering for programs through the ActiveNet system.

6. Fit City Scottsdale

Vice-Chair Davis gave a presentation and overview of the Fit City Scottsdale concept being promoted and initiated through Scottsdale Community College and other community partners and Scottsdale businesses. He explained that Fit City Scottsdale originated through a Scottsdale Healthcare and Scottsdale Community College project and is in transition because when Scottsdale Healthcare became Honor Health, it could no longer support the program.

Vice-Chair Davis discussed the program, which is designed to allow collaboration and input from public and private organizations. The goal is to make presentations to community members and businesses for communication and to educate residents on offerings available in their neighborhood. The hope is to build a mentoring program for students. The categories that are currently offered are Fitness, Wellness, Community Service, Events and Festivals, and Sports and Outdoor Recreation. Organizations are encouraged to post their events in the "share tank." All posts must be approved by the program administrator prior to going live. More information can be found at BeScottsdalefit.com.

Commission members were given an opportunity to ask questions. Vice-Chair Davis explained that the current program is more of a grass roots movement with the goal of engaging the community and students. The program is being marketed as a process of helping to promote quality of life and Parks and Recreation programs.

7. Commissioner Report

Commissioner Woodley attended the Commissioner appreciation breakfast along with Vice-Chair Davis, Chair Harris, and Commissioner Thuman.

Vice-Chair Davis enjoyed attending two concerts at McCormick-Stillman Railroad Park. He is looking forward to Mighty Mud Mania, which is in 23 days.

Chair Harris said she is looking forward to Mighty Mud Mania and asked that everyone volunteer to participate. She participated in the most recent Scottsdale 101 classes and recommended that anyone who might be interested sign up for the next session.

8. Manager Updates and Director's Report of Current Events

Reed Pryor, Parks and Recreation Director, thanked Vice-Chair Davis for his participation in the Youth Corps orientation and training. He noted that Leader training is scheduled for June 2nd at Mountain View Park and the first day of programs will start on June 6th.

City Council approved the Parks and Recreation fees and charges during the May 17th meeting and final budget adoption is agendaized for the June 7th City Council meeting.

Youth Sports Field Allocation's baseball group meeting is scheduled for May 19th at Mountain View Park. Topics for discussion will include spring sports, field maintenance, and procedures.

Staff is considering various solutions to mitigate noise from the pickleball courts. The probable solution will be noise reduction plastic polymer sheeting that will help deaden sound. Research is being done to determine what wind load issues could be faced on the existing fence.

Initial research on a BMX bike park indicates that costs would be approximately \$750,000 for a concrete surface and approximately \$450,000 for a dirt park for an average of 20,000 square foot parcel. Finding a location large enough in Scottsdale could prove challenging.

Director Pryor noted that Date Night at Scottsdale Stadium on May 7th was successful with approximately 1,300 people in attendance.

The next Parks and Recreation Commission study session is scheduled for June 1st at Chaparral Drinkwater Building. Topics of discussion will be future thinking and priorities for next year. The following meeting will be September 7th at Chaparral Park.

Denise Clayton, Parks and Recreation Manager, noted that adult sports summer programs are in registration. Programs began May 2nd and leagues begin on June 6th. Team sports, individual tennis lessons, and leagues are available for registration now.

Brett Jackson, Parks and Recreation Manager said that the Papago Park playground demo has begun, and the demo at Paiute will begin soon. He anticipates that it will take approximately a month for the new construction. He noted that city staff attended Tree City USA last month at the state capitol and announced that Winfield Scott's Windbreak was selected as an Arizona Magnificent 7 Witness Tree and will hold the status for the year. Windbreak is the trees that Winfield Scott planted when the Town of Scottsdale was created located on the medians along Drinkwater Blvd and Second Street.

Jody Pierce, Parks and Recreation Manager, said that construction for Mighty Mud Mania is continuing in anticipation of the countdown to June 11th.

Chris Walsh, Parks and Recreation Manager, said that the Scottsdale Sports Complex fields will be closed in July for turf remediation, Staff will be discussing ideas to celebrate the Sports Complex's 10th anniversary, which is August 26th. Mr. Walsh noted that the Scottsdale Stadium facilities Master Plan discussions are underway with the Giants and gave a brief review of the minor renovations taking place on the fields.

Terry Erickson, Parks and Recreation Manager, reviewed aquatics programs activities, noting that there are approximately 2,300 registrants for swim lessons. Family passes are available for purchase through May 30th for McDowell Mountain Ranch, Cactus, and Eldorado that will be good Memorial Day through Labor Day. She reminded the public to check pool hours through the summer because times will fluctuate depending on usage. She noted that there were three rescues at Eldorado last Sunday and one rescue at McDowell Mountain Ranch last week. Critical incident training with the Police and Fire Departments is Saturday, May 28th at McDowell Mountain Ranch.

9. Public Comment

There were no members of the public who wished to speak.

10. Adjournment

With no further business to discuss, and no need for an executive session, the regular meeting adjourned at 6:54 p.m.

Respectfully submitted,

A/V Tronics, Inc. DBA AVTranz