



PUBLIC MEETING AGENDA

Transportation Commission

MEETING DATE

Tuesday, December 10, 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 November 12, 2013 meeting.	Charles Huellmantel, Commission Chair	ACTION
3. Transportation Ridership Research Serena Unrein of Arizona PIRG will present on the Changing Trends in Transportation and the Impact on Cities.	Eric Iwersen, Public Works and Serena Unrein, Arizona PIRG	Information
4. Media Plan Update Staff will provide the commission with an update on the Media Plan	Sue Taaffe, Community Services	Information
5. Bike Hero Nominations Staff will request the Commission select a recipient for the city's annual Bike Hero Award	Sue Taaffe, Community Services	ACTION
6. Path and Streetscape Project Update Staff will provide the commission with an update on the status of pathway and streetscape CIP projects currently underway	Eric Iwersen and Robert Yabes, Public Works	Information
7. Protected Bike Lanes Staff will present information to the Commission on the concept of separated bike lanes and a potential project	Eric Iwersen and Julian Dresang, Public Works	Information

<p>8. Department and Regional Transportation Updates</p> <p>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 Development; Community Relations</p>	<p>Information</p>
<p>9. Future Agenda Items</p> <p>Commission may request future agenda items.</p>	<p>Charles Huellmantel, Commission Chair</p>	<p>Information</p>

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Minutes City of Tempe Transportation Commission November 12, 2013

Minutes of the Tempe Transportation Commission held on Tuesday, November 12, 2013, 7:30 a.m., at the Tempe Transportation Center, Don Cassano Community Room, 200 E 5th Street, Tempe, Arizona.

(MEMBERS) Present:

Pam Goronkin (Vice-Chair)	Don Cassano
Aaron Golub	Ben Goren
Sue Lofgren	Nikki Gusz
Kevin Olson	Philip Luna
Peter Schelstraete	Charles Redman

(MEMBERS) Absent:

Charles Huellmantel (Chair)	German Piedrahita
Gary Roberts	Benjamin Sanchez

City Staff Present:

Shelly Seyler, Deputy Public Works Director Transportation	Joe Clements, Transportation Financial Analyst
Eric Iwersen, Acting Transportation Planning Manager	Yvette Mesquita, Sr. Management Assistant
Sue Taaffe, Public Information Officer	Travis Mullen, Administrative Assistant
Tanya Chavez, Neighborhood Services Specialist	Chris Boris, Transit Intern
Bonnie Richardson,	Robert Yabes, Principal Planner
Mike Nevarez, Interim Transit Manager	

Guests Present:

Deron Lozano, Valley Metro	Craig Coronato, Logan Simpson Design
John Romero, Bicycle Cellar	

Commission Vice-Chair Pam Goronkin called the meeting to order at 7:35 a.m.

Agenda Item 1 – Public Appearances

None

Agenda Item 2 – Meeting Minutes

Commissioner Goronkin introduced the minutes of the September 10, 2013 meeting and asked for a motion.

Motion: Commissioner Don Cassano

Second: Commissioner Kevin Olson

Decision: Approved

Agenda Item 3 – Transit Video Concept

Sue Taaffe, Public Information Officer, presented a video concept to promote ridership for the bus and light rail to be shown on Tempe 11 and via social media.

Sue referred to the handouts and explained the additional funds, if available in the media budget for FY 2014/15, would cover the cost for the video to run on Cox Communications East Valley cable TV. The video shoot will be on Monday, November 18, 2013 and finished by early February. If funds are not available the video will run on YouTube, Twitter, Facebook, and other social media.

Sue presented the last video that promoted ridership for the bus and light rail, explaining that the cost of directing and the talent was around \$80,000 to produce. Tempe 11 will produce the video using Mr. Taaffe along with other free talent and simple props from Halloween decorations reduce the cost significantly.

Commissioner Aaron Golub expressed concerns whether the theme paints transit users in the right light. Sue responded that we are very cognizant of potential concerns and are trying to emphasize how easy it is to ride the bus/rail. The topic is something that was reviewed while pushing the envelope to jump on a hot topic like zombies.

Commissioner Goronkin asked if other people would be in the video shoot such as passengers. Sue responded that the passengers would be staff and other people willing to be involved for free.

Commissioner Nikki Gusz asked how the last ad performed on viewership and the possible difference with this ad. Sue explained that the last ad was run before social media became popular and was only viewed on East Valley Cable TV.

Commissioner Golub asked why this was not submitted on the same channel. Sue explained that a TV spot had a one-year buyout, which expired in 2008. The spot is about \$3,000 for one year. It can only run on social media, but cannot go on East Valley Cable at this price.

Agenda Item 4 – Broadway Road Streetscape Project Update

Eric Iwersen, Acting Transportation Planning Manager distributed handouts including maps, and provided an update on the status and next steps for the Broadway Road project.

Eric gave a briefing of the packet information regarding the traffic data compiled from the simulation of the road closures that happened over a two week period in September. Traffic Engineering conducted the test using rubber tube counters on the roadway in 25 locations on Broadway and adjacent streets. Staff was present in the area on six different days to observe traffic as well. The test results provided a volume count on Broadway Road and adjacent neighborhood streets as well as Apache Road and Southern Avenue.

The summary of the simulation data showed for all the tested areas that the traffic volume did not exceed a ten percent increase on any given day, which is within the acceptable limits.

Commissioner Goronkin mentioned that Alameda Drive came close to the ten percent traffic volume increase during the test. Eric said that Alameda, at 9 percent during the last week of the simulation, was watched closely because it has been identified in previous years for a traffic-calming project.

There was one change since the concept was taken to Council in May, the signalized crosswalk on Sierra Vista Road and Broadway Road had a split public response. The signalized crosswalk on the concept on Broadway Road has been shifted east, between Sierra Vista and Ventura, and modified to be a pedestrian actuated signal only, connecting it to transit services on the north and south side of the street. Shelly Seyler mentioned that a more favorable support for this location was received.

Commissioner Ben Goren asked where this new signal would be located. Eric reiterated that it is a little bit east of Sierra Vista near the bus shelter. Commissioner Goronkin said it makes more sense to put the pedestrian signal closest to the transit stops.

Eric informed the commissioners that there are ongoing discussions with the property owners on the north and south side of the street to modify the size of the medians on Broadway Road on the north side. There are also ongoing discussions to finalize the type of pavement materials for the project.

The June and October public meetings had good support for the streetscape project. The final design concept will be taken to Council on November 21, 2013 for their support to move into the construction document development phase for federal funding approvals. The earliest construction could break ground would be this time next year with the heaviest of the construction during the summer of 2015.

Commissioner Goren asked if Broadway Road would be down to one lane during construction. Eric responded it is unknown but our goal is to keep as many lanes open as possible to minimize the impact on traffic. Shelly added median construction tends to result in more lanes being closed during periods.

Agenda Item 5 – El Paso Gasline Pathway Project Update

Eric Iwersen, Acting Transportation Planning Manager distributed project maps and provided an update of the El Paso Gasline Path Project.

The half-mile abandoned Gasline in the alley that connects Rural Road to Kiwanis Park is the third part of an existing pathway, and bike route project that extends from Price Road to Rural Road.

The purpose of the public meeting held on September 26, 2013 was to inform the neighborhood and Aguilar Elementary school of the upcoming changes in the alley way. Tempe is partnering with Solid Waste with regard to the relocation of the trash collection from alley to curbside collection. Sesame Street currently has curbside collection on the south side which will help with the north side transition.

Commissioner Goren asked if the homeowner's property line extends to the middle of the alley and if there are any right-of-way challenges. Eric responded that we will have to provide back yard access for pedestrians or homes with a RV gate. The doublewide alley offers opportunities for access to the 60 properties connected to the alley

Eric introduced Craig Coronado the Landscape Architect with Logan Simpson Design. Craig indicated the biggest challenge is the right-of-way and RV access for the homeowners. Fortunately the alley is a doublewide trail for multi-use. The alley has a dedicated 15 foot easement for trash collection which will not be needed.

Craig mentioned this section of improved trail will be connected to a larger system. The Kiwanis Park already has a trail system which can easily integrate the El Paso Gasline project. The details of the federally funded project were provided.

The narrow alley section along Aguilar Elementary school has a chain link fence. This section of the alley is only 16 feet wide between the 4 residences and the school. The alley continues and extends across Forest Avenue and two local street crossings and ends at Rural Road. The portion from Forest Avenue to College Avenue has a wider alley of 50 feet while the north side has a 15 foot easement for trash. College Avenue to Rural Road has a serpentine trail that is intended to mimic east of McClintock Road. A 10 foot wide concrete path will need to be reinforced around a small section for RV access points and for the, soon discontinued, trash collection access points.

On the crosswalk across Forest Avenue, pedestrians and the school will see warnings in the form of stop signs and striping to caution of the upcoming intersection for the trail. There will be desert theme plantings along the trail.

Commissioner Cassano asked if complaints are expected from the neighborhood about the gates leading to the alley and if Tempe would fix them. Eric responded that Tempe will not touch private property, but the improvements will promote good traffic and decrease graffiti as well as criminal activity. Craig added that the fence along the school is in pretty good condition and even though there will be more people traveling along the trail, they will be the right kind of eyes. Eric explained that the extension of path to Kiwanis Park will encourage a shift in people who would normally turn their backs to the alley.

Commissioner Lofgren asked if it was possible to have solar lighting. Craig responded that this is not an option but there is the option for solar irrigation control. Eric added that LED is more efficient now as we are not quite there with solar.

Commissioner Schelstraete asked if the alley was actually owned by the City. Eric indicated the alley is a utility easement for the abandon Gasline. Tempe has rights due to an agreement with El Paso Gas and Tempe will continue to maintain the alley.

Commissioner Redman asked about the long term vision for crossing Rural Road. Eric answered that the signal at Southshore Road is a couple hundred feet north that allows for crossing Rural Road. It is not an ideal crossing today, but if funding permits there could be some type of crossing for direct access in the future.

Craig explained to maintain vehicular access some sections will not be paved. The use of a stabilized stone surface for RV access will be used. The narrower sections will be limited and will have to share the path while the narrowest would only be available for maintenance vehicles.

Craig mentioned there are two different street crossing alternatives. The first option being a stripped crossing, with curb cuts, additional approaching striping and no parking zones around the crossing. The second is the raised table type of crossing which is safe for pedestrian and bikers, but has draining problems and busses turning into the school.

The next public meeting is November 20, 2013.

Commissioner Goronkin thanked Eric, Craig and staff stating that the improved alley will be a great alternative for kids to get to school and people to get to the park.

Agenda Item 6 – Regional Bike Share

Eric Iwersen, Acting Transportation Planning Manager, provided an update on the regional effort to implement a bike share program in multiple cities, and provided information relating regional governance, system branding, corporate sponsorship and the implementation timeline.

Last spring the City of Phoenix contacted with Cycle Hop to launch a bike share program in the region. Phoenix is looking at a December soft launch of 5-10 bikes in their downtown area. Tempe and Mesa will have a Spring launch with Tempe launching 250 bikes.

The amount of \$100,000 is being used for the Tempe Capital Improvement Project. Tempe is working with Cycle Hop to determine how the startup funds will be used. The amount of \$750,000 from federal funding will be available October 1, 2014 which will go towards expanding the program. Tempe is working with Phoenix and Mesa as well as ASU. Cycle Hop has brought on board some local team members including John Romero with the Bicycle Cellar to help design the bike for Cycle Hop and get the bike share started. John helped develop the logo and materials to sell the concept and company.

John informed the Commission that the 5 to 10 bikes are to be introduced as a beta test for the Mayor and City Hall staff to try in Phoenix. They wanted to see these prototypes on the ground and are expecting as many as 500 bikes to be launched by the end of February. This will be going to Council in January.

Commissioner Schelstraete asked when we will have a pathway connection with Phoenix available. Eric shared there is currently a 60 percent construction completion plans for a project to connect Tempe to Ringleyville West.

Commissioner Goren asked if there was an update on information to put the bikes on the bus. Eric responded that online polls would eventually help choose the location of the bikes. He emphasized that they are smart bikes, not smart stations. Even though we want a central location, we would like them to be on public bike racks to be easily located by cell phone or computer. We want the bikes to be available in the public bike racks of the light rail stops, Mill Avenue, and University Drive.

Commissioner Lofgren asked if they will be located near hotels for visitors. John responded by stating that historically bike shares get heavy use from visitors.

Eric shared the Tempe has a link to Gridbikes.com which will be accepting founding members that goes live on black Friday even though the bikes will not be available till February of next year. Eric informed the commission that they will be kept informed. A prototype Cycle Hop bike was presented to viewing and riding.

Agenda Item 7 – Bus Service Changes at Arizona Mills Mall

Mike Nevarez, Interim Transit Manager, provided an update on a longstanding effort by mall management to eliminate transit service within the Arizona Mills Mall.

Mike indicated Tempe may have outlived its welcome at Arizona Mills Mall located on Baseline Road and Priest Road. Bus services have been offered at this site since the late 90s. Currently there are three routes into the mall at a half hour frequency until 10 p.m.. The bus stop has an artist designed shelter; 80 feet of dedicated curb line; and infrastructure for transit. The mall management request is to remove the bus stop.

These routes are well used; however mall management does not believe that a significant number of passengers are mall patrons. Mall employees use the bus to get there and the mall opens up earlier to the public before business hours.

Mall management contacted Regional Public Transportation Agency (RPTA) and the city of Tempe and asked to move the bus stop locations to the ring road or outside of the area. Tempe informed mall management we will take under advisement and work closely with RPTA. RPTA will collect more data on passenger boardings and plans to go to the mall to determine how the routes are benefiting the passengers and the mall.

Commissioner Goronkin asked if the original development agreement between Tempe and Arizona Mills had addressed this issue and if there was a different property owner. Mike responded that there has been a mall operator change and we will be researching the easement on the mall property.

Commissioner Goronkin asked what the Arizona Mills received in consideration. Mike answered that there was a tax break and indicated he is still reviewing the documentation.

Commissioner Goronkin asked if the mall operator is suggesting that we are delivering bad passengers to the bus stops. Mike answered that they indicated the bus stops are just not a benefit to the mall and they are trying to change their image.

Commissioner Goronkin thanked Mike for taking a conservative approach and added the request is part of a greater community and since we have given them some consideration in the development process we have an easement to consider. Mike stated we are going to provide data in an attempt to justify the mall bus stops is in everyone's best interest.

Commissioner Goronkin asked if the busses are interfering with the flow of traffic. Mike responded they were not, but shared the busses are fairly heavy and are causing some wear and tear as are all the many cars that go through the mall. RPTA is going to gather ridership information to take a look at how other malls nationally handle this type of problem. Another issue to consider is that Title VI, governed by the federal government prohibits against disparity, basically a civil rights issue for minorities and low income individuals.

Mike continued that RPTA plans to prepare the ridership report before next October. Commissioner Goronkin added that this is an unintended consequence of a partnership because we are not the principle decision maker. She offered her support in any way that Tempe needs. Commissioner Olson cautioned that we should carefully move forward in make changes and check where our rights extend.

Commissioner Golub added that in 2007-2008 there was a debate whether to move the bus stop to Priest Road, closer to Baseline Road, but the current location was determined to be the best location. Mike said the mall offered to help pay for some of the infrastructure changes for curb cuts and striping for safety for the major arterials into the mall. Commissioner Golub recalled the Arizona Mills originally asked for a regional transit based out of the mall, like a hub, to expand park and ride.

Commissioner Schelstraete asked if the mall was doing okay. Commissioner Goronkin responded that they are doing better than they had in the past. Mike added that he knows a lot of kids like to visit the mall, all malls have that challenge. The stop is located in front of the aquarium. Hopefully we can co-exist and both benefit.

Olson shared that a lot of benefits were given during the developmental stage. Commissioner Goronkin added that this was during the time of our competition with Chandler.

Commissioner Goronkin thanked Mike again and asked he keep the commission informed and let them know how they can support. Mike responded as soon as we get the data back from RPTA an update will be provided.

Agenda Item 8 – Department and Regional Transportation Updates

Sue Taaffe reminded the commissioners David Strang's remembrance event is on December 3rd at 10 a.m.

Agenda Item 9 – Future Agenda Items

None

The Commission's next scheduled meeting is on December 10, 2013.

Meeting adjourned at 8:40 a.m.

Prepared by: Travis Mullen
Reviewed by: Yvette Mesquita

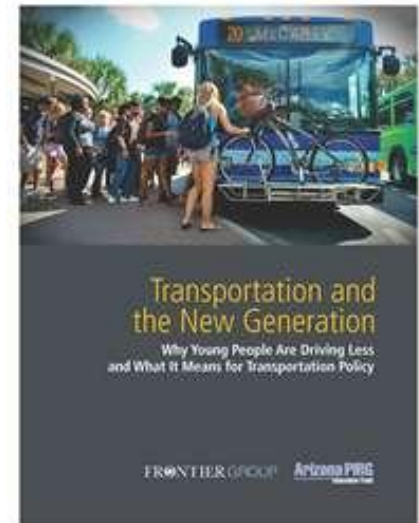


Changing Trends in Transportation

Serena Unrein
Arizona PIRG

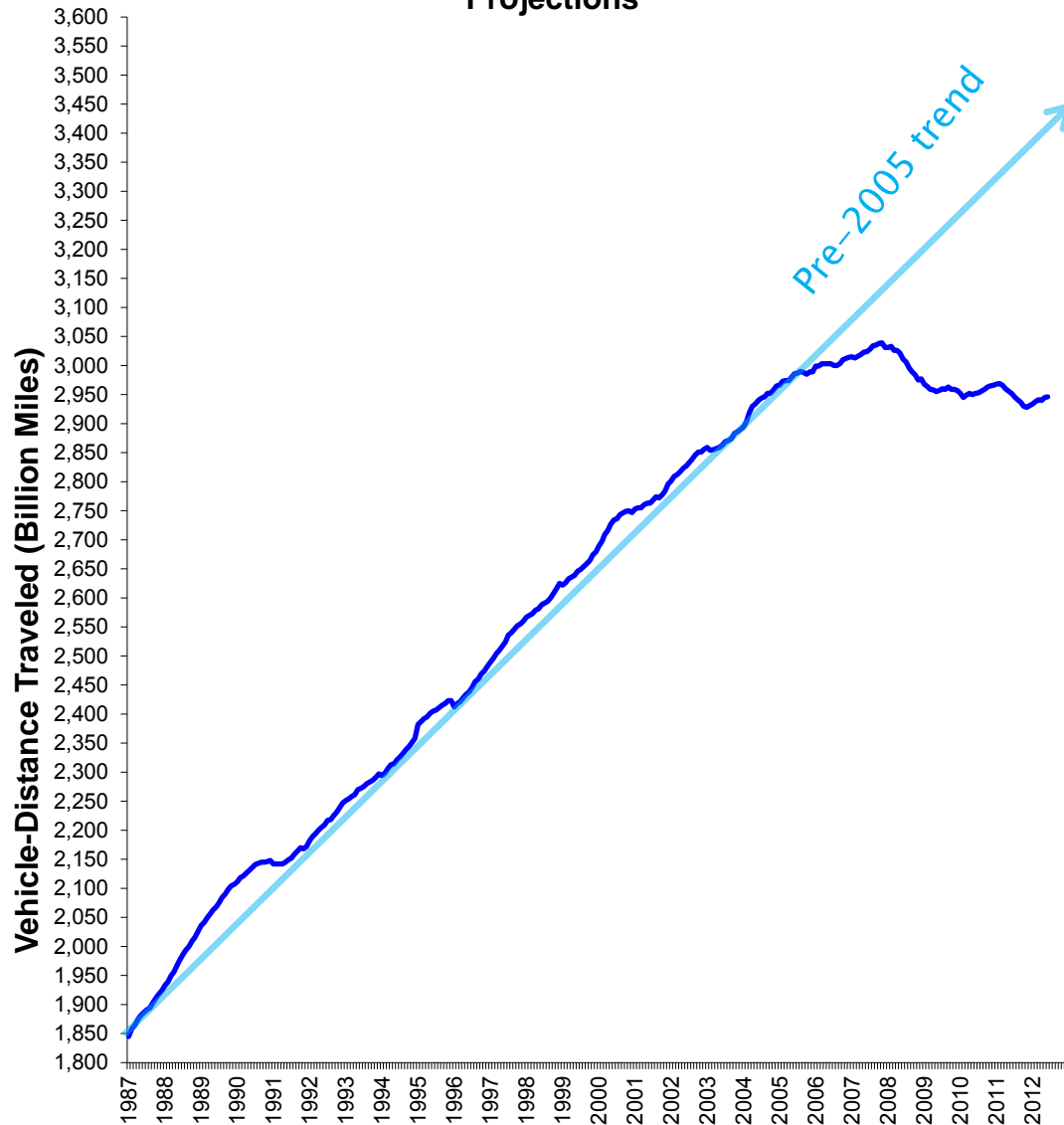
Changing Transportation Trends

- ▶ Americans are driving less overall
 - This is true in Arizona, too
- ▶ Young people are leading the trend away from driving
 - And it's not just because of the recession
- ▶ This has huge implications for policy & planning



What is normal VMT growth?

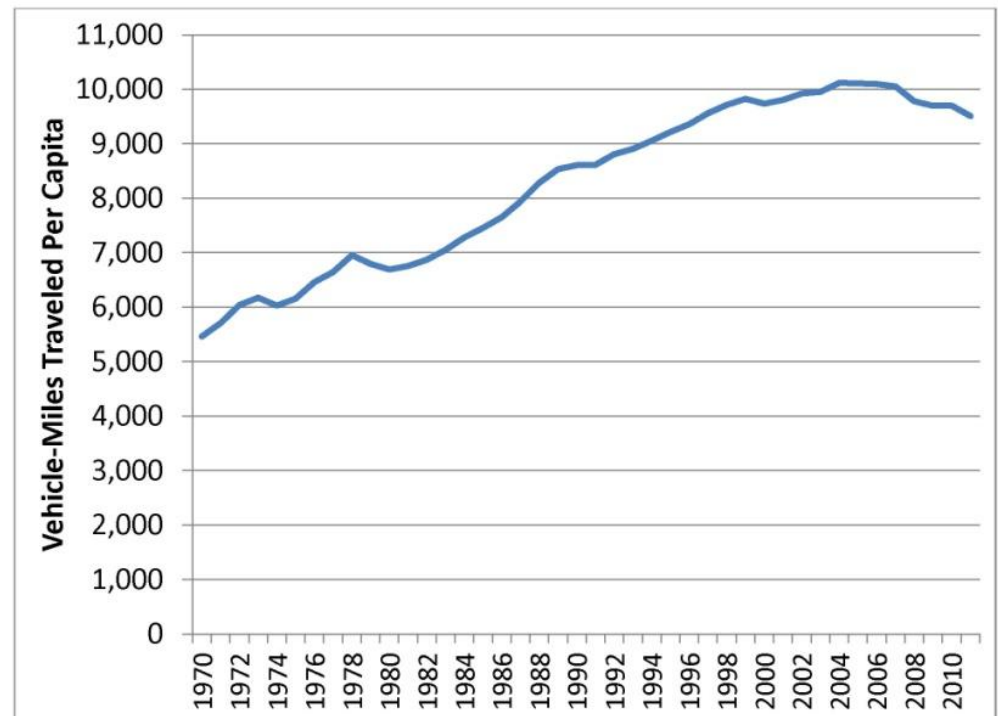
Moving 12-Month VMT Total with Possible Trend Projections



The longest decline in vehicle travel since World War II

- ▶ Per capita VMT last peaked in 2004
- ▶ Per capita VMT down 6% since 2004
- ▶ Absolute VMT last peaked in 2007

Vehicle-Miles Traveled per Capita, U.S.



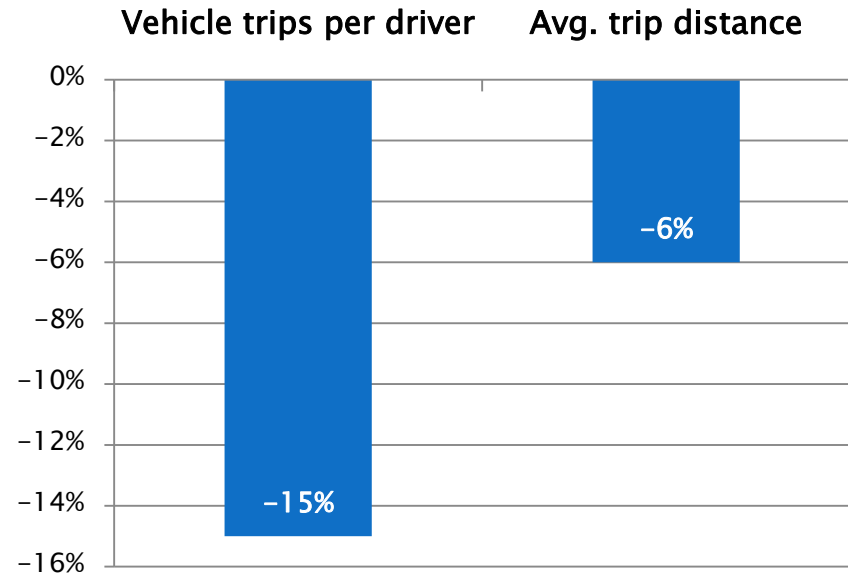
Youth driving in particular has declined sharply

VMT declined 23% among 16 to 34 year olds from 2001 to 2009 (2009 NHTS).

Fewer trips.

Shorter trips.

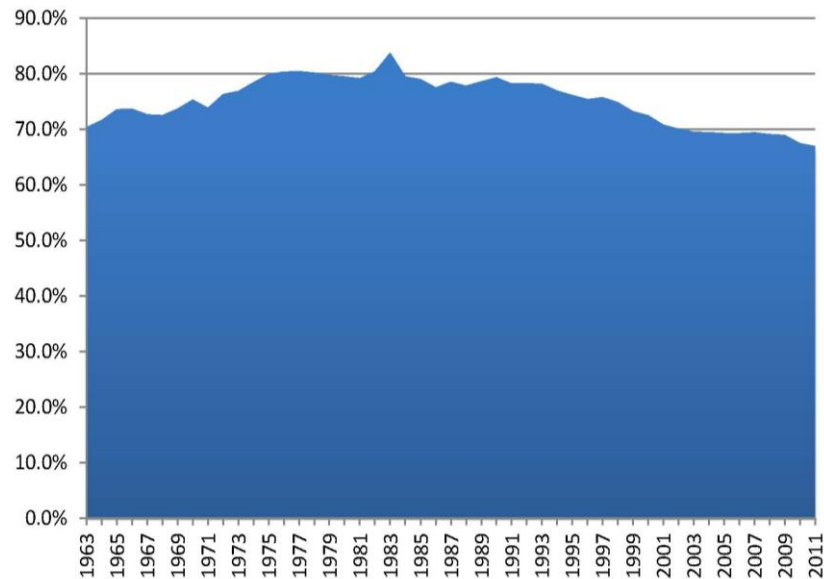
Fewer drivers.



Fewer Young People Getting Licenses

In 2011, the percentage of 16-to-24 year olds with driver's licenses dipped to 67% – the lowest percentage since at least 1963.

Percentage of 16 to 24 Year Olds with Driver's Licenses



Non-driving modes *not* declining

- ▶ Youth use of transportation alternatives has increased from 2001 to 2009 (NHTS)
 - Biking trips up 24%
 - Walking trips up 16%
 - Transit passenger-miles traveled up 40%
 - Trips up less, but still up

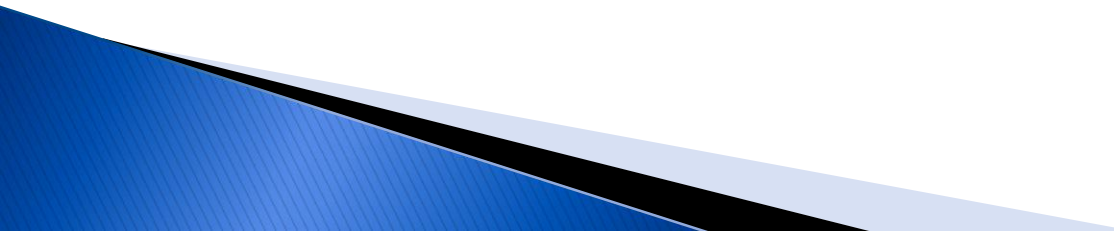
Why are youth important?

- 1) Young people account for a substantial share of drivers and vehicle travel (~25%).
- 2) Transportation habits and behaviors may persist as young people age.
- 3) Big, durable transportation investments last many decades. New projects will be used mostly by today's youth.

But WHY are young people driving less?



Why are young people driving less?

- 1) The economy
 - 2) Changing housing and transportation preferences
 - 3) More a burden than a symbol of freedom
 - 4) Technology
- 

The economy

- ▶ Clearly a large factor: employment, vehicle ownership, gas prices, etc.
- ▶ Young people with jobs drive more miles than young people without.

However:

- Young people *with* jobs drove 16.5% fewer miles on average in 2009 than in 2001.
- Young people in higher-income households (> \$70K household income) also saw dramatic increases in transit use and bicycling and decline in VMT.

Changing housing and transportation preferences

- ▶ Survey data consistently show that young people:
 - Value urban lifestyles and proximity to transportation alternatives more than older generations
 - Are more inclined to alter their driving behavior for environmental reasons
- ▶ Nearly two-thirds of Millennials surveyed for an Urban Land Institute report in 2011 said that walkability was essential (14%) or preferable (50%) in their housing choices.

Cars were once symbols of independence and freedom for youth...



- ▶ But that's no longer the case.
- ▶ According to research firm Gartner, 46% of drivers between 18–24 would choose internet access over owning a car
- ▶ In an MTV survey of “millennials” about their preferred brands, no carmaker made it into the top 10.
 - Replaced by Google and Nike

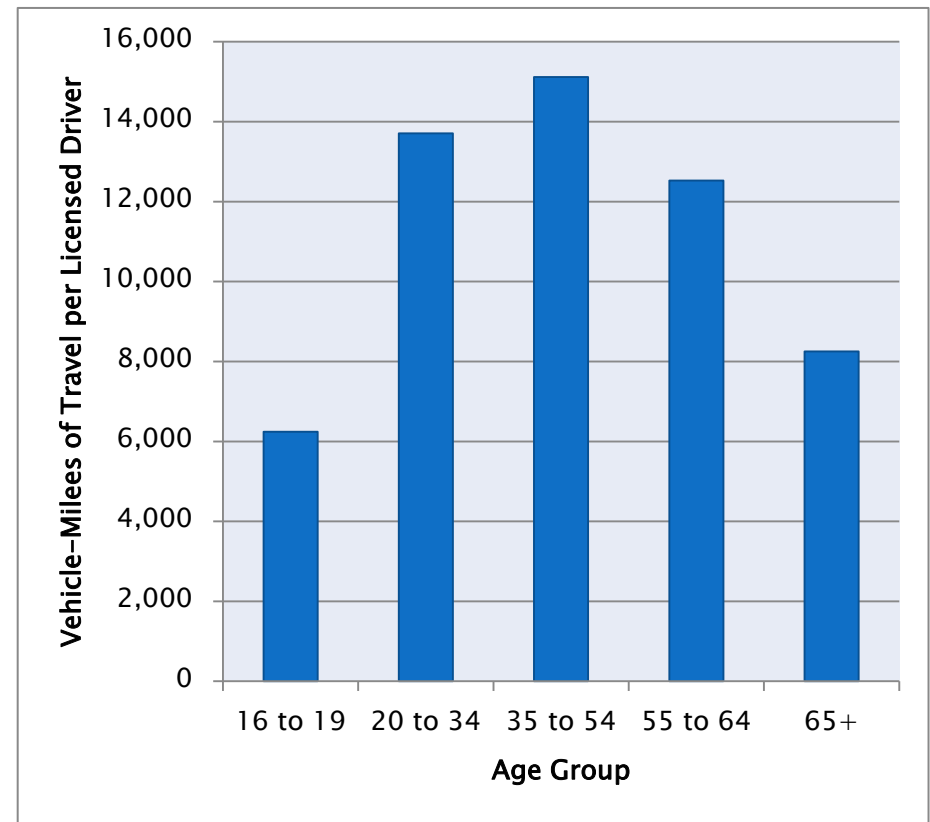
Technology

- ▶ New, tech-enabled transportation options that didn't exist 15 years ago:
 - Car-sharing
 - Bike-sharing
 - Real-time transit information
- ▶ Cars and cell phones don't mix
- ▶ Tech makes non-driving travel time more productive



And what about the Baby Boomers?

- ▶ Driving is an activity highly dependent on one's stage of life.
- ▶ In 2000, 29.5% of Americans were in the 35-to-54 year old age bracket; by 2010 it fell to 27.9%
 - By 2020, projected to fall to 24.8%



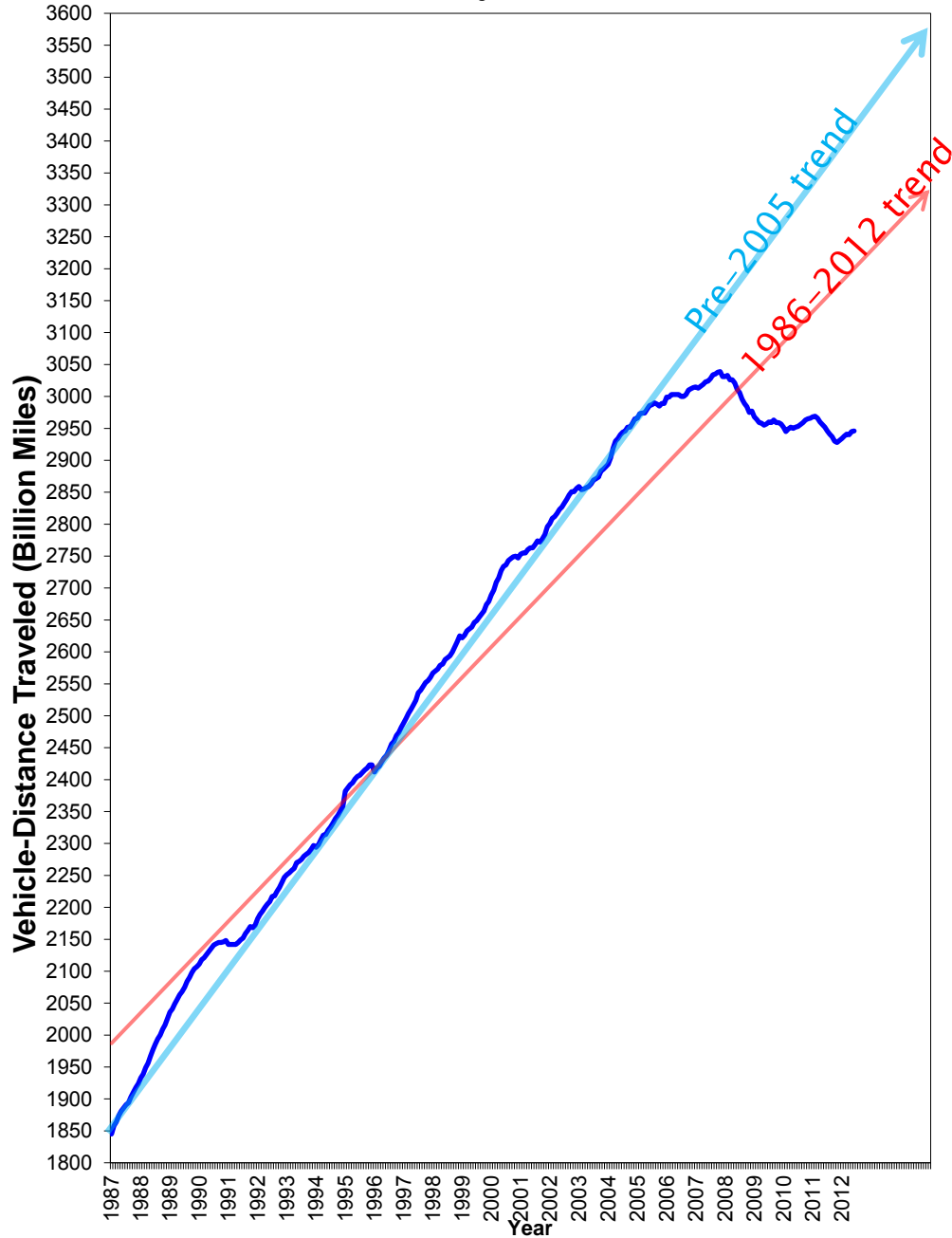


Implications

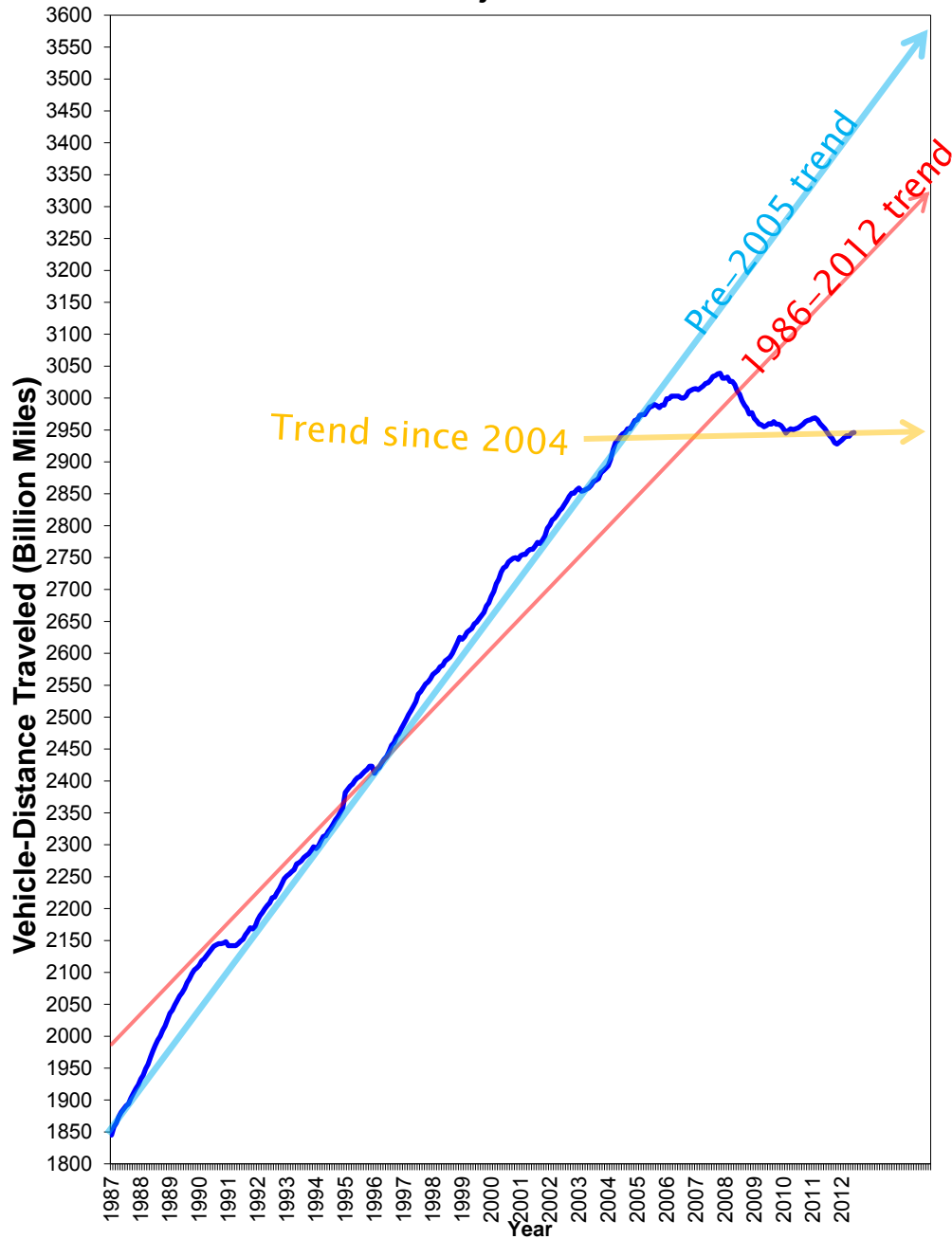
What do normal driving patterns look like?

...and why do they matter?

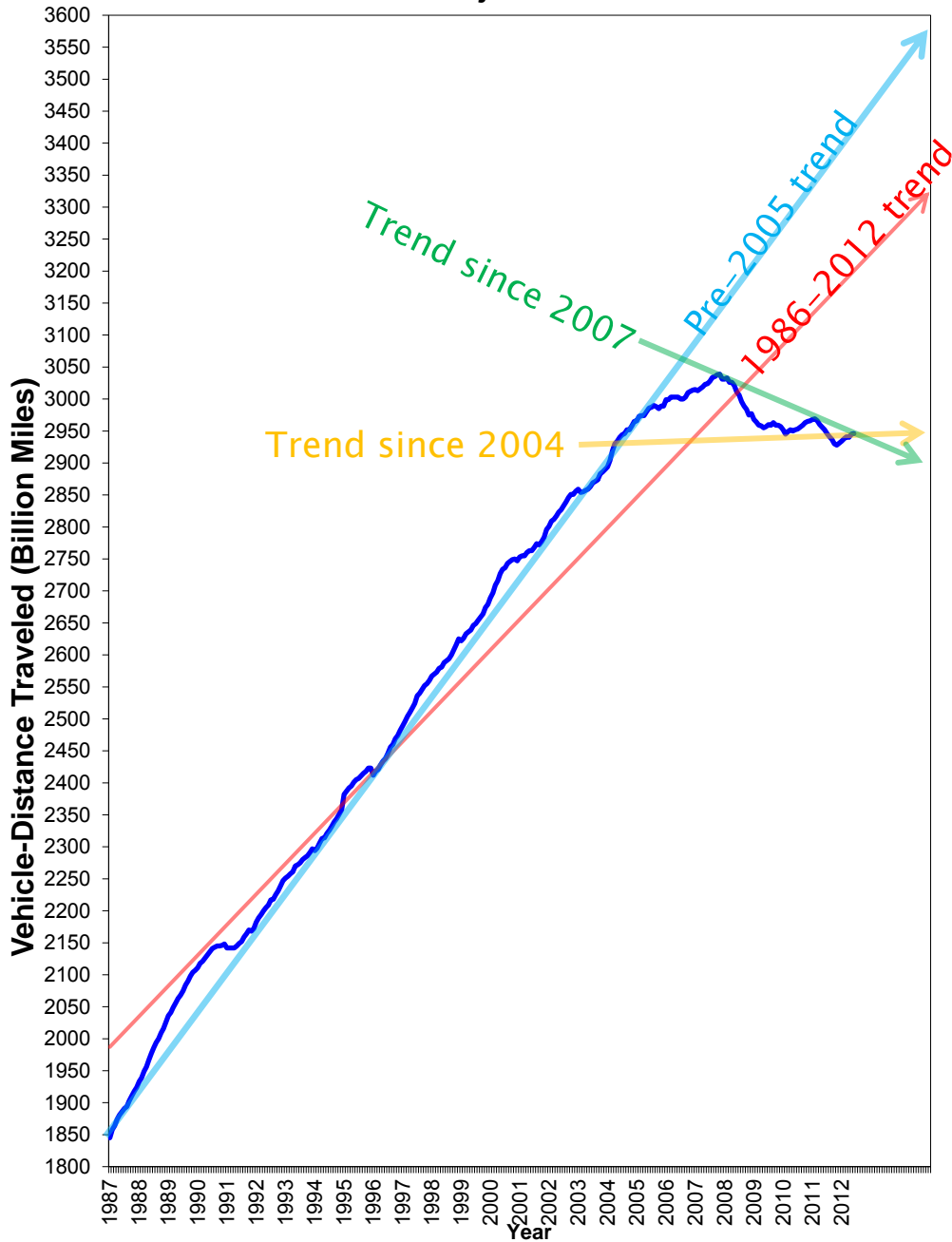
Moving 12-Month VMT Total with Possible Trend Projections



Moving 12-Month VMT Total with Possible Trend Projections



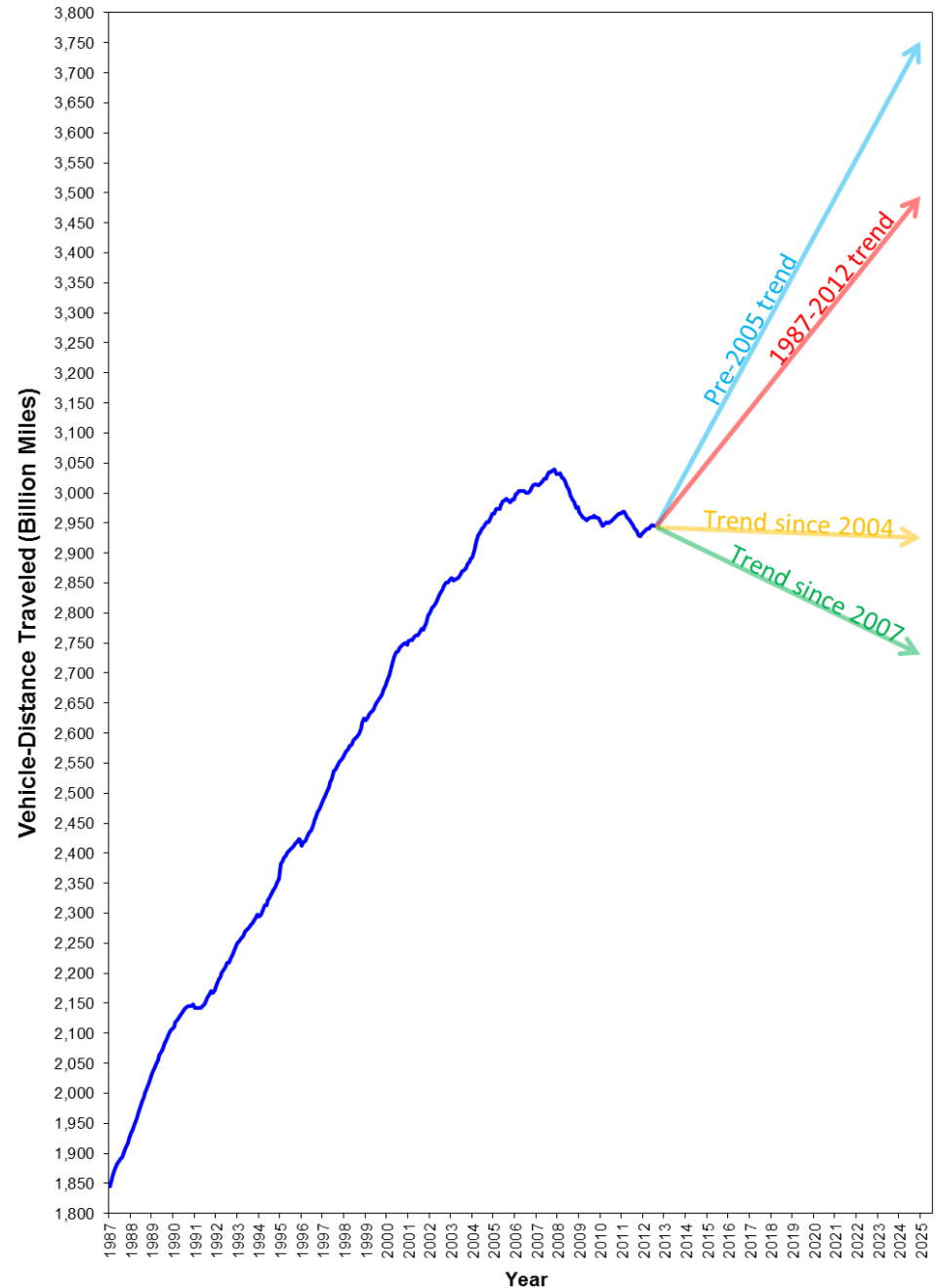
Moving 12-Month VMT Total with Possible Trend Projections



Where does VMT go from here?

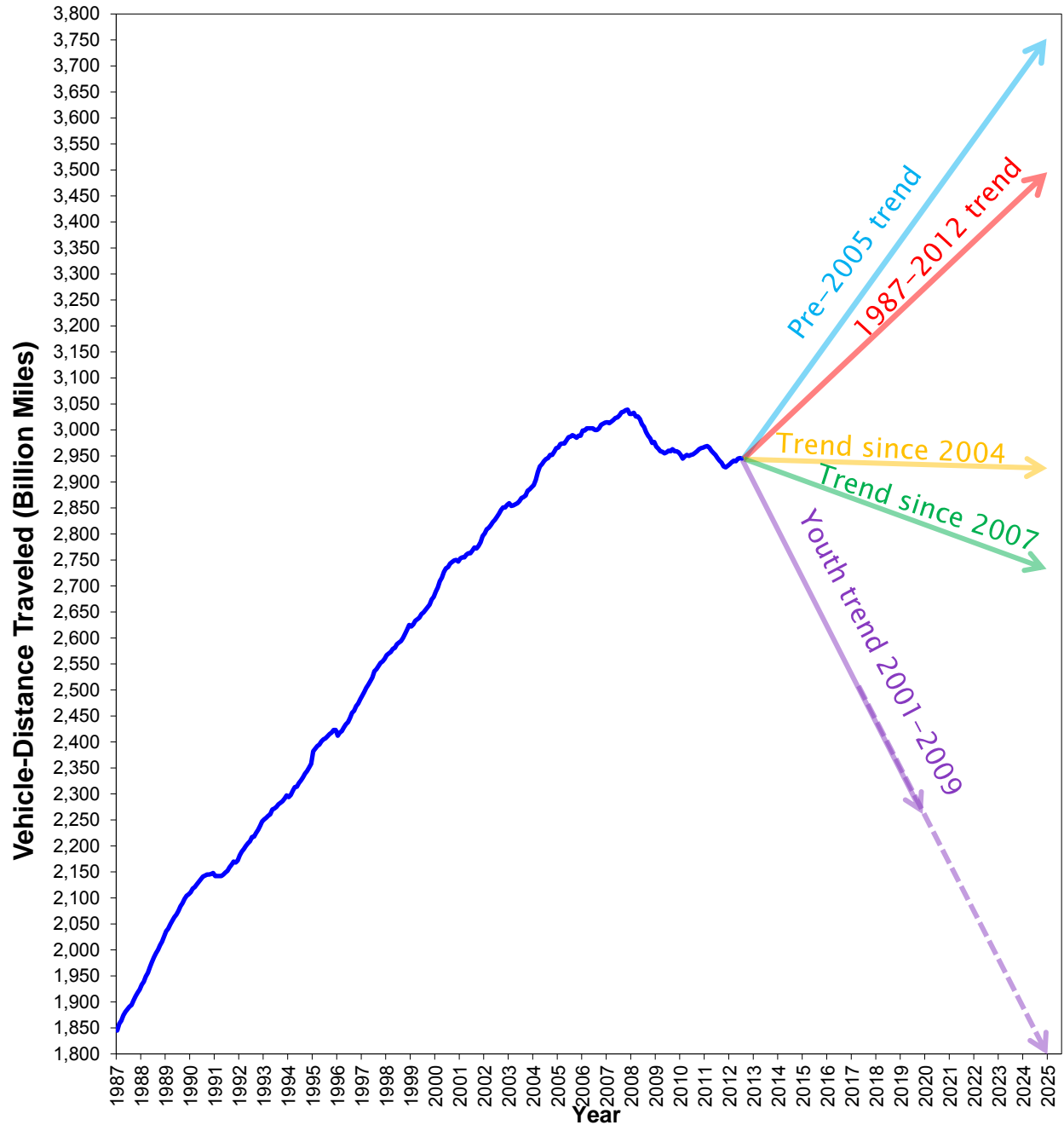
	Projected VMT Change to 2025 (billions)	Total VMT Projected in 2025 (billions)	Pct. change in VMT from 2012 to 2025
Average Annual VMT 1987-2005	1,053	3,750	27.3%
Average Annual VMT 1987-2012	1,054	3,494	18.6%
Average Annual VMT 2004-2012	-42	2,878	-2.3%
Average Annual VMT 2007-2012	-83	2,730	-7.9%

Vehicle Miles Travelled - Moving 12-Month Total



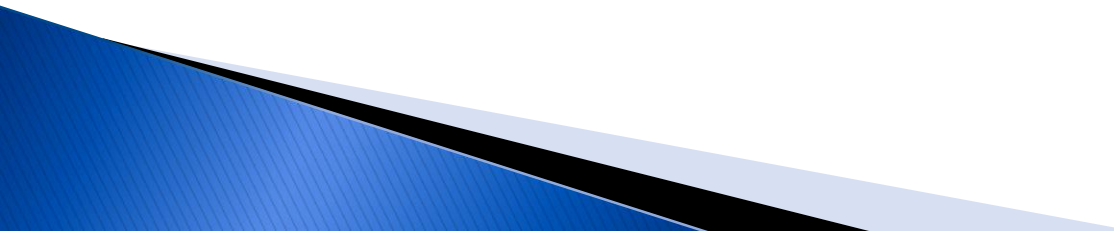
What if the youth trend became *the* trend?

Vehicle Miles Travelled - Moving 12-Month Total



Opportunities from fewer miles driven

- ▶ Less pollution, fewer climate change impacts
 - ▶ Less sprawl, rebirth of cities
 - ▶ Better health outcomes

 - ▶ And perhaps more money for alternative transportation?
- 

Unsustainable Transportation Financing

Old model:

- Periodic increases in gas taxes
- Fluctuating fuel efficiency
- Steady increases in VMT

Current situation:

- Declining real value of the gas tax
- Improved fuel efficiency
- Stagnant or falling VMT

Implications for planning & policy

- ▶ Changing transportation preferences throwing past assumptions into doubt
 - Particularly pronounced among youth
- ▶ Increasingly scarce transportation dollars
- ▶ Transportation planning and policies should reflect the needs and desires of future generations

How to act without knowing the future?

1. Plan for uncertainty.

- Future increases in driving are **not** foreordained.
- Evaluate transportation proposals under a variety of scenarios of future driving.
- Prioritize projects that are the most likely to deliver benefits under any scenario.

2. Support Millennials' and others' desire to drive less.

- Millennials and subsequent generations will be primary users of infrastructure built today
- But bulk of transportation policy framework designed to make building highways easy, investing in innovative solutions difficult

What would good policy look like for Tempe?

- ▶ Adopt a “complete streets” policy to improve accessibility and safety for pedestrians, cyclists, and transit users
- ▶ Assess if planning and zoning rules stand in the way of compact, mixed-use development
- ▶ Ensure transportation investments are consistent with land-use plans
- ▶ Make the expansion of transportation choices a priority
- ▶ “Fix it first” – ensure that existing infrastructure is preserved and maintained

Arizona VMT trends

- ▶ Per capita driving in Arizona last peaked in 2006 (across U.S. last peaked in 2004)
 - Peak year annual VMT per person: 10,131
- ▶ Since 2006, VMT in AZ has dropped 9.3%
 - VMT per person in 2011: 9,190
- ▶ Reduction in annual vehicle miles traveled per person since peak year: 941
- ▶ **Percent decline in vehicle miles traveled per person since peak year: 9.3%**
 - Higher decline than national average

Youth driver's licenses in AZ

- ▶ Number of teenagers increased 3% since 2008
- ▶ Number with licenses fell by 3%
 - At the same time, 17% more teenagers got photo ID cards

Phoenix metro trends

- ▶ Percent change in transit passenger miles per capita from 2005 to 2010: 33.5%
- ▶ Change in proportion of workers who commuted by car from 2000 to 2007–2011: -2.2%
- ▶ Change in percent of workers who worked from home from 2000 to 2007–2011: 1.6%

Serena Unrein
Arizona PIRG
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www.arizonapirg.org

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 4

DATE

December 10, 2013

SUBJECT

FY 2014/15 Transportation Media Plan

PURPOSE

At the Dec. 10, 2013 Transportation Commission meeting, Off Madison Ave (a local advertising agency) will present the recommended Transportation media plan for FY 2014/15.

BACKGROUND

Key messages, as outlined in the marketing plan, include promoting:

- bike events, bike registration, promotions and public meetings
- youth transit pass and ASU U-Pass programs
- Adopt-A-Path and Street programs
- Biking and riding the bus (Orbit, Express and fixed route) and light rail
- bike safety education
- bus detours

Key audiences include:

- ASU & High School students
- Tempe residents and professionals

Proposed paid mediums were based on target ability, efficiency, cost and relevance to the audience.

They include:

- Light pole and Mill Avenue banners
- College Avenue signage
- Azcentral.com
- statepress.com
- azfamily.com
- brandexchange.net
- Marcos de Niza High School online ads
- Corona del Sol online ads
- Tempe High school online ads
- State Press Off Campus Housing Guide
- State Press
- Corona del Sol Sunrise Newspaper
- McClintock High School Guidon Newspaper
- Tempe Opportunities

- Facebook ads
- Pandora
- Mall kiosks at Tempe Marketplace
- East Valley Cox Cable TV

Other mediums considered, but not recommended include:

- Radio
- Movie Theatre Slides
- ASU Sports

FISCAL IMPACT

The budget for FY 2014/15 to promote all elements of the Tempe in Motion program is \$100,000. However, a supplemental request is being made for an additional \$50,000 bringing the total paid advertising budget to \$150,000.

RECOMMENDATION

For the Transportation Commission to endorse the plan and recommend increasing the media budget to \$150,000 annually.

CONTACT

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

ATTACHMENTS

Media plan

City of Tempe - Tempe in Motion
2014/2015 Media Flowchart
11/21/2013

OFF MADISON AVE

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	NET TOTAL
OUTDOOR/MALL MEDIA													\$21,600
Mill Avenue Banner		\$250		\$250			\$250					\$250	\$1,000
Light Pole Banners		Area 6 & 16 Area 2 \$1,250			Area 8 & 15 Area 2 \$1,400			Area 3 Area 2 \$1,600			Area 9 & 12 Area 2 \$1,400		\$5,650
College Ave Street signs													\$0
CBS Outdoor Tempe Marketplace Mall Media 3 units for 52 weeks - 5A, 13A, 15M 49'x72' Added Value: 2 units, as space is available	5A, 13A, 15M	5A, 13A, 15M	5A, 13A, 15M	5A, 13A, 15M	5A, 13A, 15M	5A, 13A, 15M	5A, 13A, 15M	5A, 13A, 15M	5A, 13A, 15M	5A, 13A, 15M	5A, 13A, 15M	5A, 13A, 15M	\$14,950
													\$0
STREAMING RADIO													\$48,000
Pandora :15 sec spot - Web	Serv Changes 137,931 \$2,000	U-Pass 137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	Service Changes 137,931 \$2,000	137,931 \$2,000	Green 137,931 \$2,000	Bike Month 137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	1,655,172 \$24,000
:15 sec spot - Mobile	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	137,931 \$2,000	1,655,172 \$24,000
CABLE													\$46,004
Cox Media :30 Spots Alternates 2 weeks on / 2 weeks off Southeast Valley Zone (Total Cable HH: 80,535) Reach: 88.4% Frequency: 6.9	89 90	89 90	89 90	89 90	90 90	89 90	90 88	87 #	88 88	87 88	# 88 87 88		896 \$46,004
Added Value: 25 taggables/month for 6 months Total taggables: 150 :20/:10 seconds	25	25	25	25	25	25	25	25	25	25	25	25	125 \$0
TOTAL													\$150,000

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 5

DATE

December 10, 2013

SUBJECT

Tempe Bike Hero Award

PURPOSE

The purpose of this memo is to request that the Commission select a recipient for the city's annual Bike Hero Award.

BACKGROUND

The purpose of the Tempe Bike Hero Award is to celebrate bicycling in Tempe, increase awareness of bicycling as an alternative mode of transportation, promote bicycling as an environmentally-friendly recreational activity and illustrate the dedication of Tempe residents and organizations to bicycling. Promotion of the award nomination included online ads (azfamily and azcentral), Pandora, Valley Metro member business services email blasts, TBAG notification, Twitter and Facebook posts and Tempe Today and Connecting Tempe newsletters.

Award criteria include:

- Individuals who live or work in Tempe.
- Tempe-based organizations.
- Demonstration of how the nominee promotes bicycling in Tempe including listing his/her or the organization's achievements and contributions to bicycling along with specific instances of bicycle advocacy. Contributions that could qualify for the award include, but aren't limited to, the following:
 - demonstration of using a bicycle as a significant mode of transportation
 - consistent implementation of bike-friendly facilities at a business site
 - organization of bike events
 - bike-friendly elements in facility design
 - bike safety advocacy
 - youth involvement in bicycling
 - advocacy for bicycle-friendly roads

Nominees include:

- Bicycle Coalition @ ASU
- Bike Saviours
- Mehdi Farsi
- Shannon Bruce Nace
- Ryan Guzy

- Ryan and Jennifer Guzy
- Dick McQueen
- Mary Snow

Past winners include Maja Wessels (2013), Patricia Berning (2012) Eric Iwersen (2011), Bicycle Cellar (2010), Sue Fassett (2009) and Tempe Bicycle Action Group (2008). The recipient will be presented with the award at a future Tempe City Council meeting.

FISCAL IMPACT

\$125 for the award which is budgeted in cost center 3916-6629.

RECOMMENDATION

For the Transportation Commission to select a recipient for the 2014 bike hero award, and determine the future of the program.

CONTACT

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

ATTACHMENTS

Nominations

**City of Tempe
Tempe Bike Hero Award Application**

To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Bicycle Coalition @ ASU

Street Address: 975 S. Myrtle Avenue P.O. Box 875302

City: Tempe State: AZ Zip Code: 85287-5302

Phone: - E-mail: (if available) messina.matt@gmail.com

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Student Planning Association @ ASU

Street Address: 975 S. Myrtle Avenue P.O. Box 875302

City: Tempe State: NY Zip Code: 85287-5302

Phone: 518-322-5517 E-mail: (if available) dbarusch@yahoo.com

- 1) Why BC@ASU deserves to win a Tempe Bike Hero Award?
 - a) Bicycle Coalition @ ASU has achieved many feats in their short lifespan. Created and officially recognized within the past 6 months by ASU students who love biking, not only do they promote bicycling and the use of bicycle infrastructure, they also do their part by promoting classes and certification/ educational opportunities. They have built a relationship with a local group called the Tempe Bicycle Action Group, which is a well known group of bicycle advocates in Tempe as well as other student organizations on campus related to urban planning and cycling. They have fixed efforts specifically on the ASU Tempe campus promoting new bicycle friendly improvements and giving informational sessions and educational lessons. Not only did they participate in Tour de Fat, but they also help Wells Devils with bike sales and other bike sales with TBAG. This young group of aspiring cyclists deserves the Tempe Bike Hero Award for these reasons.

- 2) How does BC@ASU promote bicycling in Tempe?
 - a) BC@ASU is helping to promote bicycling in Tempe by starting with the university campus: if they can affect the population on campus, providing them with education and infrastructure, they can have a greater impact on the community as a whole. When graduates leave ASU but remain in Arizona, they will take with them the skills that BC@ASU is providing.
 - i) They are promoting the League of American Bicyclists' class, Traffic Skills 101, and have had 3 officers complete the course so far. They are also encouraging leaders from TS101 to become League Certified Instructors so that we may provide more education opportunities on campus.
 - ii) They are coalescing with other organizations to promote a campus community, as well as a Tempe community of cyclists. They have had representatives work with Tempe Bicycle Action Group for events such as Tour de Fat, and the Landis Cyclery Sidewalk Sale. Their members have tabled at campus events such as the Well Devils Bike Sale in August and again in October, as well as Sustainability Club Night to promote cycling as a means of green transportation.
 - iii) They are working closely with the ASU Cycling team to provide volunteer opportunities to their member base, as well as educational training such as TS101. They have also built a relationship with the Cycling Club at ASU to bring social rides and bicycling events to the general campus population, as well as encourage more people to get involved in cycling in different ways.

- 3) List BC@ASU's achievements in bicycling in Tempe
 - i) They are a fledgling organization and have not been together for a great amount of time; however, they have had three members complete TS101, and have also had five students and 1 faculty complete the course.
 - ii) They have built a strong relationship with the Tempe Bicycle Action Group to help our impact reach the Tempe community, and have their impact reach the ASU Tempe campus.
 - iii) They are helping to complete a stationary bicycle count at the Tempe campus that will be utilized by campus planners and architects.
 - iv) They are providing student feedback to planners and architects to ease commuter and campus troubles.

- 4) List BC@ASU's contributions to bicycling in Tempe
 - i) Currently, their contributions are focused on the ASU Tempe campus. They have focused our efforts on advertising the facilities our campus already has (fix-it stations, Co-Op, etc). They are hosting an interactive discussion on November 14 to gather as much feedback as we can from students, and hope to use this information to strategically improve campus infrastructure for cyclists.
 - (1) During the Well Devils Bike Sale, their organization focused on secure bicycle lockups and safe riding techniques. They were able to educate an astounding number of students on proper and secure cycle lockup!

- 5) List BC@ASU's specific instances of bicycle advocacy in Tempe
 - i) Tour de Fat tabling with Tempe Bicycle Action Group
 - ii) The Landis Cyclery Sidewalk Sale tabling with Tempe Bicycle Action Group
 - iii) Sustainability Club Night tabling event
 - (a) Well Devils Bike Sale in August and October
 - (b) Our members attend other organizations' meetings to promote interclub participation and promote cycling for various means. (Ex. Attending Well Devils meetings)

**City of Tempe
Tempe Bike Hero Award Application**

To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Bike Saviours

Street Address: 1930 S Roosevelt St

City: Tempe State: AZ Zip Code: 85281

Phone: (602) 429-9369 E-mail: (if available) <http://www.bikesaviours.org/>

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Amoneeta Beck

Street Address: 1243 N. Oleander St.

City: Tempe State: AZ Zip Code: 85281

Phone: 618) 559-4125 E-mail: (if available) amoneeta@asu.edu

October 14, 2013

Dear Tempe Bike Hero Award Committee:

I would like to nominate Bike Saviours (<http://www.bikesaviours.org/>) located at 1930 S. Roosevelt in Tempe for the Bike Hero Award. When I first heard about this award, I immediately thought about Bike Saviours and was surprised to see that they had not won the award previously. According to their website, "Bike Saviours is a volunteer-run non-profit community bicycle education center devoted to teaching people bicycle maintenance, repair and safety. We are devoted to teaching people about bicycle maintenance, building and repair. We operate as a tool share that is completely free to the public. We provide affordable repurposed bikes and parts through the collection of donated, recycled parts from the community." I have first-hand experience going to Bike Saviours as a volunteer and as a patron, so I know that what they claim on their website is in fact true. Bike Saviours embodies all of the values that the Bike Hero Award is trying to promote and much more.

Bike Saviours definitely celebrates bicycling in Tempe. They do this by encouraging patrons to learn how to fix their own bikes and be proud of their bikes. In fact, they offer classes to empower bikers to fix their own bikes and not be dependent on others. They even have a women's workshop. When I have visited Bike Saviours, most of the employees and volunteers show up to the shop using their bikes as transportation. New and used parts are available there for purchase to help keep bikes running and in proper condition to help bikers be more efficient when in use.

Next, Bike Saviours increases the awareness of biking as a transportation mode in Tempe. They do this by providing bikes to people who need them. For example, they have several ways to get bikes including a Build-A-Bike program and a Earn-A-Bike program. Build-A-Bike is where anyone can pay \$50 to pick out a used bike they have there. Then you can build it with the help of volunteers and use any tools and parts that are available at no extra cost. This is a low cost way of getting a quality bike and learning how to fix it at the same time. I myself participated in this program, but instead of paying the \$50 I volunteered and received work exchange dollars that I could use to purchase the bike. The Mountain Track Trek that I built there has lasted me already two and a half years. I have even rode it fairly regularly (up to three times a week) from my home in Tempe to an internship that I have 10 miles away in South Phoenix. An additional part of the awareness piece is that they have a bike library, safety education, and other info. As part of the safety promotion, they do not let people leave the shop without one of the regulars checking out the bike to make sure it is safe to ride.

Thirdly, Bike Saviours promotes the environment and biking as a recreational activity. I have heard the volunteers talking about organizing rides throughout Tempe and the Valley, although I have never participated in them myself. Bike Saviours is all about saving the environment. Most of the bikes and parts that they have are all donated so they are used. Therefore, these bikes are getting recycled and reused rather than ending up in landfills. Every part gets used or recycled. I know this because when I was volunteering there in order to get enough credit to earn my own

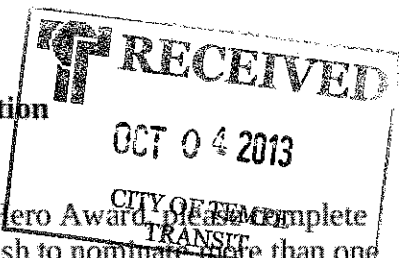
bike, I had to tear down the bikes that were deemed to be in too poor a shape to be rebuilt. Every part that was usable would go in bins where they could be used for folks building bikes. Anything else was recycled. They even offer parts that are not usable to local artists to make bike friendly art work during their Bike Part Art Night.

Lastly, as has been illustrated above, Bike Saviours is a Tempe based organization that is dedicated to biking and bikers. My own experience interacting with Bike Saviours is just one of the many stories available of people that they have helped. I am sure that you can find others in the community along with regular members who could promote the place and describe their services better than I can. I highly encourage you to investigate on your own because I believe that you too will be convinced that Bike Saviours is worthy of the Bike Hero Award.

Thank you for your time and consideration,

Amoneeta Beck, Tempe resident and biker

City of Tempe
Tempe Bike Hero Award Application



To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Bike Saviours Bike Coop

Street Address: 1930 S Roosevelt St

City: Tempe State: AZ Zip Code: 85281

Phone: n/a E-mail: (if available) info@bikesaviours.org

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Scott Walkers

Street Address: 1619 E 12th St

City: Tempe State: AZ Zip Code: 85281

Phone: 480 381 7279 E-mail: (if available) scott@slowass.net

Scott Walters
PO Box 692
Tempe, AZ 85280

September 29, 2013

City of Tempe
31 E. Fifth St
Tempe, AZ 85281

Dear residents and staff of the City of Tempe,

I'm writing to nominate the Bike Saviours bicycle co-op for the annual Tempe Bike Hero award.

Bike Saviours has been tirelessly helping people "wrench" on their bicycles since 2006 when it was founded in a back yard in a neighborhood near Boulders on Broadway by Allison Karow. Their services continue to be invaluable to ASU students who are paying their own way, the homeless population, and pedicabbers and delivery people and other people who depend on their bicycle for income. Foreign students benefit from Bike Saviours' services and we benefit from them; some have gone on to become volunteers there and in other bicycle organizations in Tempe. Bike Saviours servers an important and unique role by giving women a safe, empowering environment to learn about bicycle mechanics and work on their bikes during their weekly women's night.

Bike Saviours, through their tireless good works, seems to be connected to every corner of cycling in the valley. Local bicycle shop owners look on them favorably and send customers there that they themselves are unable to help. People who can afford to pay commercial mechanics to work on their bikes and even semi-pro racers can be seen in Bike Saviours, often on a social or advocacy call, or just there to rub elbows.

Bike Saviours has worked with the Not One More Foundation to help raise awareness for the vulnerability of cyclists on the road by constructing all white "ghost bikes" and locking them up near the scene of the accident. The bicycles are placed during a memorial ride Bike Saviours helps to publicize and organize.

The Bike Saviours has also been a local focus for art in Tempe, producing bicycle themed art that's featured at Boulders on Broadway, Tempe Farmer's Market, and past community gardens. For years, much of the art exhibited at local shops was created by artists connected to this community.

Even after Bike Saviours moved out of the residential neighborhood and into commercial space on Roosevelt (north of their present location), the old space, affectionately known as "YOBS", or "ye old Bike Saviours", continued to host house parties and be a space for artists to work and collaborate. The Phoenix New Times would write about shows playing there. A link to a writeup of the last show played at YOBS is below. Musical performances at Bike Saviours are no longer a regular occurrence, but ruined bike parts are still collected for art, and original designs are screen printed.

The new space continues to serve as a sort of "hack space" where creative, motivated people could get together to work. Bike Saviours patrons have produced several "tall bikes" constructed by welding the frames of two more bicycles together, bicycle with antique drive systems, very large bicycle trailers for hauling large things by bike, and bicycle powered blenders.

<http://www.bikesaviours.org/about-us/how-we-started/>

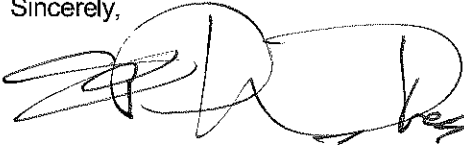
http://blogs.phoenixnewtimes.com/uponsun/2011/06/abstinence_french_quarter_taco.php

September 29, 2013

<http://www.phoenixnewtimes.com/2009-12-31/calendar/jack-of-all-art-trades/>

Thank you for your consideration of Bike Saviours for this award. They have been an asset to and a nexus of our community for years. Recognition of their volunteers would be well placed.

Sincerely,

A handwritten signature in black ink, appearing to read 'Scott Walters', with a stylized flourish at the end.

Scott Walters
Local resident, bicycle advocate, and Advocacy Director for Tempe Bicycle Action Group

**City of Tempe
Tempe Bike Hero Award Application**

To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Mehdi Farsi

Street Address: 2167 E Cedar St. #4

City: Tempe State: AZ Zip Code: 85281

Phone: 480-201-7870 E-mail: (if available) MFarsi@StateBicycle.com

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Zachary Harpin

Street Address: 10805 Beringer Dr.

City: Las Vegas State: NV Zip Code: 89144

Phone: 702-755-5889 E-mail: (if available) Zac@HarpinGroup.com

City of Tempe

Tempe Bike Hero Award Application

To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate. I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Mehdi Farsi from State Bicycle Co.

Street Address: 2167 E Cedar St #4

City: Tempe

State: Arizona

Zip Code: 85281

Phone: 855-557-8283 **E-mail:** admin@statebicycle.com

The nominee:

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: David Mikalova

Street Address: 1701 E 8th St Apt 183

City: Tempe

State: Arizona

Zip Code: 85281

Phone: 661-532-8334

E-mail: dmikalova@gmail.com

Mehdi is a co-founder of State Bicycle Co - a trendy Tempe bicycle company whose bikes you've seen plenty of ASU students riding. Mehdi not only works to bring great bikes to people, but to foster a community of riders that love to ride. Mehdi works with local organizations to bring deep discounts to their members - I got my State Bike for 25% off through a sponsorship they were doing with Arizona State Cycling Community, ASU's casual cycling club.

Mehdi has also started many local rides - for example Loops is a casual Wednesday ride that hit it's 100th week recently. The group typically has about 30 riders a week, and has also started a Monday night ride in Phoenix. Mehdi himself attends and rides almost every single one. For people who want to ride more and get a taste of more professional riding, Mehdi has also organized a longer Sunday morning ride during the cooler months. I've personally ridden well over a thousand miles with Mehdi.

Mehdi also takes the time to sponsor and run races through State Bicycle Co. His passion makes the races fun and exciting, and this has consistently drawn in riders from across the valley, Tucson, California, and beyond. The Halloween and Thanksgiving rides are entering their third year, the Loops 100 celebration race had over \$1200 in prizes from State Bicycle Co. all going to local riders, and he also works with Red Bull to have qualifying races to send local riders to Red Bull Ride + Style in California.

Speaking of sponsorships, through State Bicycle Co, Mehdi sponsors a cadre of local Tempe riders, including sending them to Los Angeles, Chicago, New York, Barcelona, and elsewhere to ride on Tempe's behalf. Mehdi also runs the social network part of State Bicycle Co - and frequently features Tempe's gorgeous sites and scenery on Facebook, Tumblr, Twitter, Vimeo, Pinterest, Instagram, and Vine. Riders around the world definitely get jealous of our 365 days a year riding season.

If it were not for Mehdi and the biking community that he's fostered, I would not be riding as much. I would not have met over half the friends I have. I would not know about all the wonderful sites and scenes around Tempe. I would not have an endless number of memories and experiences that I cherish deeply. I would not be living in Tempe anymore if Mehdi hadn't made it so painful to leave.

Taaffe, Sue

From: Taaffe, Sue
Sent: Wednesday, September 04, 2013 10:30 AM
To: 'T. M.'
Cc: State Bicycle
Subject: RE: Tempe Bike Hero

Thank you for the nomination.

From: T. M. [<mailto:timckinstry@hotmail.com>]
Sent: Wednesday, September 04, 2013 10:24 AM
To: Taaffe, Sue
Cc: State Bicycle
Subject: Tempe Bike Hero

Sue,

I live in Tempe and feel very strongly about State Bicycle Co. being the 2014 Bike Hero. Their weekly ride alone is reason enough for me, but they really are great Cycling Advocates. I encourage you to come out and ride with them one Wednesday night. Great energy and group.

To whom it may concern:

I would like to make a combination nomination for Bike Hero of the Year. State Bicycle Co. (Mehdi Farsi) State Bicycle Co. is a local (Tempe) fixed gear bicycle company that has fueled a trend of fixed gear cycling in Tempe over the past ~4 years. They just recently celebrated their 100th Loops bike ride. Loops is a weekly ride hosted by State Bicycle Co. All bikes welcome, fixed encouraged. Every Wednesday night at 8pm they host a bike ride that starts from the entrance to Tempe Beach Park. Mehdi to me is the face of the company since it is rare for him not to lead the Loops ride. Prior to the start of each ride he explains the route welcomes everyone and preaches cycling safety (Make sure you have lights and a helmet, obey the traffic laws be careful and have fun.)

Each week ~30-50 sometimes as many ~100 people all come together and ride in Tempe on a Wednesday night to have fun and get a little exercise. This is all made possible due to the foresight of State Bicycle Co. and Mehdi. He has two partners (Reza Farsi & Eric Ferguson) who I am sure do lots of behind the scenes work and deserve much of the credit too. If they don't win (deserve it) then I might be the only other person in the running for submitting hundreds of pothole requests using the Tempe 311 app.

Mehdi Farsi (State Bicycle Co.)

<http://www.statebicycle.com/aboutus.asp>

Thanks for your time,
Tim McKinstry
4512 S. Kachina Dr.
Tempe, AZ 85282
480-209-9269

Mr. Mehdi Farsi Nominee for Tempe Bike Hero

Mehdi Farsi is the Co-Founder of the State Bicycle Company headquartered in Tempe Arizona. A graduate of Barrette School of Business of ASU. State Bicycle Co. is a trendy Tempe Company whose bikes you have most likely see around Tempe, a great favorite amongst ASU students.

Mehdi not only strives to bring great looking bikes to community but in addition he offers deep discounts to their members. Hence encouraging them to purchase from a local company and pursue riding.

Mehdi has created numerous community rides; a weekly fixture beginning at Tempe Beach Park, which was celebrated recently their 100th ride (2 years)! .

If you join in the Wednesday event you will always see Mehdi in attendance. This ride grew from a small group and now attracts over 50 local bikes enthusiasts. Mehdi always is on hand to welcome them to the group and doing a great job in providing cycling in Tempe.

Mehdi has set up a network of communications for these Tempe rides by keeping all informed of the event through Facebook and has extensive following through social media.

Mehdi enjoys sponsorship of elite riders, which in turn promotes State Bicycle Co. and that of course puts Tempe cycling in the spotlight. These gifted riders earn valuable prizes and more importantly recognition of their talents and Tempe .

Mehdi's passion for cycling makes all the events fun, which attracts riders from across the valley, Tucson and other neighboring states such as California to Tempe. The much-anticipated Halloween and Thanksgiving events are celebrating its 3rd successful year with more than \$1200 in prizes awarded by State Bicycle Company. Well know company Red Bull is collaborating with Mehdi through his efforts in Tempe cycling events, bringing corporate recognition to Tempe riders.

It is due to all Mehdi's enthusiasm and efforts that Tempe has been put on the map as a great cycling community. Mehdi successfully expanding wealth of his talent to take State Bicycle Co. to international recognition in countries such as UK, Spain, Brazil just to name few.

He has a facebook following of 400,000 and growing daily. He has broadcast numerous film footage of his beloved Tempe rides, spreading the excitement and thrill of the cyclist.

Mehdi also has a celebrity following of major stars such as Gwyneth Paltrow who rides a State Bicycle Co and proudly wears a State Bicycle T -Shirt in her upcoming movie entitled "Thanks For Sharing" . Watch out for that premier ! In addition to his success in marketing cycling to mass in Tempe , he is currently attracting major corporations such as Sprouts and Urban Outfitters and encourage cycling as popular **lifestyle**, which is becoming more and more accepted and specially to the younger generation.

I highly recommend and nominate Mehdi for the Bike Hero Award.

Below are the links to the footage, pictures, social media of what I described above. There are hundreds of pictures , which you can see on FB and other media .

If you have any questions please contact me H. Farsi 602 418 6516 or hafsi@velovie.com
Regards

Reference

1. Footage of the Tempe Cycling arranged by Mehdi
<http://vimeo.com/47066274>
<http://vimeo.com/22677407>
<http://vimeo.com/57884944>
and many more
2. Weekly Tempe loop ride Facebook
<https://www.facebook.com/events/591410167584841/>
<https://www.facebook.com/events/487684754661446/>
3. State Bicycle Facebook
<https://www.facebook.com/StateBicycle>
4. State Bicycle Web sites
www.Statebicycle.com
www.Statebicycle.co.UK
5. Gwyneth Paltrow Movie and State Bicycle Company



**City of Tempe
Tempe Bike Hero Award Application**

To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: MEHDI FARSI / CO-FOUNDER
MR. STATE BICYCLE CO.

Street Address: 2167 E. CEDAR Street #3

City: TEMPE State: AZ Zip Code: 85281

Phone: 480 201 7870 E-mail: (if available) MEHDI@STATEBICYCLE.COM

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

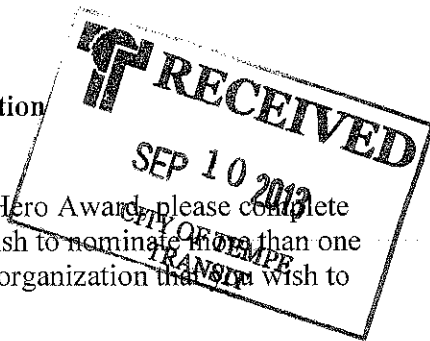
Nominated by: HOMAY FARSI

Street Address: 11445 E. VIA LINDA #2-445

City: SCOTTSDALE State: AZ Zip Code: 85259

Phone: 602 418 6516 E-mail: (if available) HFARSI@VELOVIE.COM

City of Tempe
Tempe Bike Hero Award Application



To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Mehdi Farsi State Bicycle Co

Street Address: 2167 E Cedar Street #4

City: Tempe State: AZ Zip Code: 85281

Phone: 855-557-8283 E-mail: (if available) admin@statebicycle.com

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Lenny R Leng

Street Address: 120 E Rio Salado Pkwy #303

City: Tempe State: AZ Zip Code: 85281

Phone: 602 703 9402 E-mail: (if available) lenny.leng@azbore.com

It is with great pleasure and honor to nominate Mehdi Farsi, co-founder of State Bicycle Co, a Tempe bicycle company, as 2013 Tempe Bike Hero Award.

Mehdi and State Bicycle Com produce great bikes at affordable prices. More importantly, Mehdi's community service and support to the bicycling community is unsurpassed. Mehdi works with local organizations to develop sponsorships such as Arizona State University Cycling Community, ASU's casual cycling club.

Mehdi has also started many local rides. Most notably, Loops Wednesday ride. The Loops Wednesday ride group typically has about 30 riders each week. Recently, he started a Monday night ride in Phoenix. Mehdi himself attends and rides almost every single one. Mehdi has also organized a longer Sunday morning ride during the cooler months.

Mehdi sponsors and organizes numerous bicycle races through State Bicycle Co. His passion makes the races consistently draw racers from across the valley, Tucson, California, and beyond. The Halloween and Thanksgiving rides are in 3rd year. The Loops 100 celebration race had over \$1200 in prizes from State Bicycle Co. all going to local riders.

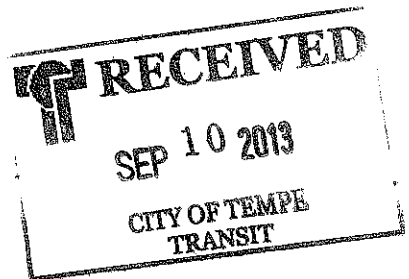
Through State Bicycle Co, Mehdi sponsors several local Tempe riders, sending them to Los Angeles, Chicago, New York, Barcelona, and elsewhere to ride on Tempe's behalf.

Mehdi oversees the social network of State Bicycle Co. The pictures are award-winning calibre and almost always features Tempe's gorgeous sites and scenery on Facebook, Tumblr, Twitter, Vimeo, Pinterest, Instagram, and Vine. Riders around the world witness Tempe's 365 days a year riding season due to the social network reach of State Bicycle Co.

I can't imagine an individual that deserves recognition more than Mehdi Farsi.

Respectfully,


Lanny Lang
Tempe, AZ



Mehdi Farsi is the clear-cut winner of this award, in my opinion. He is known across the world for his leadership in cycling and has put Arizona on the map.

Mehdi runs State Bicycle Co. He hosts 2 weekly rides per week (Tempe and Phoenix), sends the State Bicycle Co. team across the globe to race, promotes Tempe as a huge player in the cycling world and so much more. He's been featured in CNBC, New Times, and many publications. Here's one article from USAToday featuring Mehdi:

<http://usatoday30.usatoday.com/money/smallbusiness/story/2011-12-03/cnbc-millennial-entrepreneurs/51513386/1>.

Here is Mehdi representing sister-company VeloVie Bicycles, State Bicycle Co.'s road and triathlon brand: <https://vimeo.com/68415426>

Also an ASU W.P.Carey graduate, which an article was written about State Bicycle Co. and Mehdi: <http://knowledge.wpcarey.asu.edu/article.cfm?cid=18&aid=1227>

Here is an article Amazon wrote up about State Bicycle Co.:

<http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000807561>

I could go on and on. Mehdi is my partner at State Bicycle Co. as we founded the company together in 2009. If he isn't the bike hero of Tempe, I honestly can't imagine who is.

**City of Tempe
Tempe Bike Hero Award Application**

To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Mehdi Farsi of State Bicycle Co.

Street Address: 2167 E. Cedar St #4

City: Tempe State: AZ Zip Code: 85281

Phone: 855-55-STATE E-mail: (if available) admin@statebicycle.com

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Eric Ferguson

Street Address: 2500 S. Holguin Way

City: Chandler State: AZ Zip Code: 85281

Phone: 480-202-7669 E-mail: (if available) eric@statebicycle.com

Taaffe, Sue

From: joechoover@gmail.com on behalf of Joe <joe@velovie.com>
Sent: Tuesday, October 01, 2013 4:35 PM
To: Taaffe, Sue
Subject: Tempe Bike Hero

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: _____ Mehdi Farsi _____

Street Address: __2167 E Cedar St. #3_
City: _____ Tempe _____ State: __AZ____ Zip Code: __85281_____

Phone: _____ E-mail: (if available) mfarsi@statebike.com

The nominee (check all that apply):

Works in Tempe.
Mehdi has been promoting the bike lifestyle in Tempe for years. As a Co-Founder of State Bicycle Co. he has made a name for AZ in the bike world. State Bikes sends it's Tempe based team to events all over the world, where they proudly represent AZ. Locally Mehdi leads a weekly ride and sponsors another. State Bicycle has created 15 bike based jobs in Tempe.

Nominated by: Joe Hoover _____

Street Address: 830 W. Laird St. _____

City: Tempe _____ State: AZ _____ Zip Code: 85281 _____

Phone: 480-323-5844 _____ E-mail: joechoover@gmail.com _____

--
Ride Safely,
Joe Hoover
VeloVie
Customer Service
1-877-VELOVIE (8356-843)
cs@velovie.com
www.velovie.com

**City of Tempe
Tempe Bike Hero Award Application**

To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Mehdi Farsi
Street Address: 2167 E Cedar St
City: Tempe State: AZ Zip Code: 85281
Phone: 1-855-557-8283 E-mail: (if available) N/A

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Chris Herman
Street Address: 2167 E Cedar St
City: Tempe State: AZ Zip Code: 85257
Phone: (480) 567-4388 E-mail: (if available) cjherman6@yahoo.com

My name is Chris Herman and I am a local bike enthusiast, as well as an employee at State Bicycle Company. I would like to nominate Mehdi Farsi for the Tempe Bike Hero Award, as he is the best example I can think of when it comes to Tempe bike advocates and enthusiasts.

To begin with, Mehdi is one of the co-founders of State Bicycle Company, which sells bikes throughout the country and really puts forth a good representation of cycling for the city of Tempe. The company has developed very strong brand recognition throughout the country and is extremely proud to point out the company was founded in Tempe, AZ.

Marketing is something that Mehdi has always excelled at; he does a phenomenal job of painting a clear picture of why people should absolutely love riding a bike. Between all of the videos, photos and events that he organizes, he has brought biking to an innumerable amount of people throughout the city of Tempe and throughout the country. The image of cycling he portrays is extremely appealing while also very welcoming.

Mehdi has done a lot for the Tempe bicycle community. He and a large group of fellow riders will participate in local bike rides called “Loops” every Wednesday in Tempe and Monday in Phoenix. This bike ride is welcome to all cycling enthusiasts at any skill level or age, and has really grown in numbers. It provides local riders with a great social outing that they can look forward to every week. What’s also admirable about Mehdi is that he is a huge supporter of responsible cycling and safe riding, as he requires helmets to be worn at any race that is held by State Bicycle Co.

Organizing cycling events is very special to Mehdi, but he is also enthusiastic to hear about other cycling events that people are holding throughout the country. Anytime a race organizer gets in touch with State Bicycle Co. looking for sponsors, Mehdi is always very eager to pitch in and help to make their event something remarkable for their city.

Mehdi is a very empathetic person when it comes to cycling. He is always willing to help people out if they have a stroke of bad fortune when it comes to biking. For example, a customer in Chile was sold a counterfeit frame from a local dealership and sent us an e-mail to let us know. Mehdi made the decision to send him a free State Bicycle Co. frame and fork set, as a gesture of good faith and to help out a fellow bike enthusiast. He also runs a stolen bike discount that gives cyclists a \$100 discount toward the purchase of a new State Bicycle. It is not uncommon for Mehdi to go out of his way to do something special for any cyclist that might be in need.

Cycling has always been a very large part of Mehdi's life, and it is very apparent when you get to know him. He is constantly training to become a better rider and is very humble and respectful in his approach. He has set forth numerous goals to build his strengths and skills as a cyclist and it really shows.

I feel that Mehdi is the obvious choice for the Tempe Bike Hero Award. No other individual I know is as passionate about bicycle advocacy and bicycle safety as Mehdi Farsi. Mehdi is heavily involved in the Tempe cycling community with both his own personal cycling and his planning of hundreds of cycling events throughout the year for everyone to be a part of. Nobody else I know paints such a convincing picture of how fun riding a bicycle can be while also being very firm about bicycle safety. Personally, Mehdi has really brought cycling to the forefront of my day-to-day life just by knowing him and being involved in all of the cycling activities he plans, I know I am not the first person to experience this, and I will certainly not be the last.

**City of Tempe
Tempe Bike Hero Award Application**

To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: MR SHANNON BRUCE NACE

Street Address: 1119 S. Una Ave

City: Tempe State: AZ Zip Code: 85281

Phone: (480) 929-9982 E-mail: (if available) nacefoto@hotmail.com

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: MRS HELEN REX-NACE

Street Address: 1119 S. Una Ave

City: Tempe State: AZ Zip Code: 85281

Phone: (480) 929-9982 E-mail: (if available) _____

Shannon Nace - My bike hero

On crisp autumn mornings, listening to the gravel crunch beneath my bicycle tires, my husband and I like to ride beside the canals, along paths and over hills. I love to glance at the play of cirrus clouds above. The blue Tempe sky often embraced with their stenciled white tendrils.

I watch my husband lead the way on a new route he has devised for our morning outing. He is my bike hero. At over 60 years-of-age, he still bicycles to work at the Phoenix Zoo every day he is able once the thermometer reads below 100 degrees.

His old bike – his third since moving to Tempe nearly 20 years ago, and a survivor from 15 years of hard riding – rests on the wall where it was recently placed, still ready for service for friends or family. His new bike is an old mountain bike, to which he has added bits and pieces thus turning it into something of a comfort bike, what he calls a "mountain hybrid," but is mainly his new ride to work.

I admire him for climbing back onto the bike on days when the temperature could induce others to hop into their cars. Wetting a bandana in hot weather or dressing in layers in cold, he once again peddles off to inspire others.

**City of Tempe
Tempe Bike Hero Award Application**

To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Ryan Guzy

Street Address: 610 South Wilson Street

City: Tempe State: Arizona Zip Code: 85281

Phone: (602)820-7481 E-mail: (if available) ryanguzy@gmail.com

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Todd Marshall

Street Address: 688 West First Street suite 1b

City: Tempe State: Arizona Zip Code: 85281

Phone: (480)966-3008 E-mail: (if available) tmarshall@marshallcompany.com

Tempe Bike Hero Award Nomination 2013

Ryan Guzy

- Tempe resident, daily bike commuter, global bicycle traveler & political influencer
- Past President – Tempe Bicycle Action Group
- Founder & Weekly Ride Leader – Car Resistance Action Party
- Member & Teacher – Bicycle Savors Bicycle Cooperative
- Coordinator – Tempe Tour de Fat

Ryan Guzy should be considered for the 2013 Tempe Bike Hero Award for the following reasons:

- Ryan is a life-long Tempean and his favorite and primary mode of travel around town is by bike. He has explored all over Tempe and the region on bicycle. Ryan is a daily bicycle commuter (travelling more than 6 miles one direction) in every season. He bikes to the grocery store, friend's houses, local restaurants, and city hall. And, when he travels he brings his folding bike in order to better experience the places he visits. In the last year alone he has been to Puerto Rico, Tokyo, Portland, and New York City. Ryan not only wants Tempe to be a great place to ride a bike, he brings his support of the bicycle to far flung corners of the world. And, he brings home to Tempe the greatest ideas from the rest of the world. Ryan has also been active in his support for Tempe transportation capital projects and public events like: University Drive, Hardy Drive and Broadway Road street re-characterizations, and the Tour de Tempe. His public action, area business advocacy, and political support for these projects have been instrumental in advancing them for the community.
- Ryan was Tempe Bicycle Action Group President for four years, having just completed his term in 2012. He helped take the local advocacy group to a new level of respect and effectiveness in Tempe by building great relationships with the Tempe City Council, speaking at public meetings, and integrating TBAG with local bike events, neighborhoods, schools, and area businesses. Ryan helped solidify TBAG as a strong local brand for the importance of bicycling in Tempe.
- For approximately 7 years Ryan has led a weekly Tuesday evening bicycle ride with a group he founded called the Car Resistance Action Party. Without fail, Ryan coordinates and leads a ride that attracts 5-50 weekly riders and departs from Tempe Beach Park and travels to an area restaurant/bar. The purpose of the ride and the "party" is to provide people with a chance to ride with a group and feel safer on the roads, expose riders to the best bike routes, socialize, and share the best bike-friendly businesses in town.
- Ryan has been volunteering at the local Bicycle Savors Cooperative since its inception 7 years ago. Through his role as TBAG President he helped get funding for the organization, which has helped launch the programs that teach residents how to build and maintain a bike, how to ride safely, how to engage in social and political action, and helping underfunded residents with transportation. Ryan has worked with many residents to help them achieve the simple, self-sufficient, and empowering act of owning and operating a bike.

- In October 2013 Tempe held its 8th New Belgium Brewery Tour de Fat, a community fund raiser and social event to celebrate the bike and raise money for local bicycle efforts. More than 10 cities in the country hold these events, but Tempe's is the largest attended and the most successful in raising money for bicycle efforts. The Tempe Tour de Fat has gone from a small event to one of Tempe's finest fall functions, with more than 10,000 riders in the bicycle parade around town. Ryan has helped achieve Mayor and City Council support and participation and permanently mark Tempe as bike town through this event. The funds raised, last year more than \$75,000, go directly to bicycle groups and programs like Bicycle Savoirs, bike helmet programs, bike brochures and equipment. In 2013 the funds also went towards a major billboard program to place bicycle advertising on a regional billboard. Increasingly, Ryan has managed to transform the Tour de Fat event into an effective and strong tool to promote and embed the bicycle into our culture and daily lives.

City of Tempe
Tempe Bike Hero Award Application

To nominate a person or organization for the 2013 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Ryan and Jennifer Guzy

Street Address: S. Roosevelt Street at West 6th Street

City: Tempe State: AZ Zip Code: 85281

Phone: 1-602-820-7481 E-mail: (if available) Ryanguzy@gmail.com

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Aaron Golub

Street Address: 815 W. 18th Street

City: Tempe State: AZ Zip Code: 85281

Phone: 510-219-2670 E-mail: (if available) golub.aaron@gmail.com

Tempe, AZ
November 27, 2013

To: Sue Taaffe, City of Tempe
Re: City of Tempe Bike Hero Award nomination

Dear Tempe Bike Hero Award Selection Committee,

I wish to nominate the dynamic duo of Ryan and Jennifer Guzy for the City of Tempe Bike Hero Award. It is not easy to summarize all that they have done and continue to do to make cycling more fun, safer, and more accessible for the residents of the City of Tempe.

As president of the Tempe Bicycle Action Group from 2008 to 2012, Ryan Guzy significantly modernized the organization, which had already several years of operation and growing membership and activities. He, with the help of his wife Jennifer, put a tremendous effort into transforming the group into a somewhat loose network of ASU students and some community members, into a formidable element of the local transportation advocacy landscape. Under Ryan's direction, TBAG grew to work even more closely with the City of Tempe staff on activities such as bike to work day and the Tour de Tempe, and support other events such as Oktoberfest.

Ryan and Jennifer were significant, if not *the* significant, reasons for the continued and growing success of the Tour de Fat in Tempe, which attracts around 10,000 participants and raises around 80,000 dollars each year for local bicycle non-profit organizations. Jennifer coordinates the roughly 200 volunteers which make that event happen – an event which New Belgium brewery often commends as one of the largest and best run in the country. Ryan innovated the ways that the bicycle community was able to get involved in city politics, by creating an interview process for city council candidates. This allowed candidates to answer questions about their stance on cycling, and for the first time gave this growing cyclist community some clout in city elections. I expect this innovation to continue to future elections. Jennifer has spearheaded the annual bicycle count, creating the volunteer database system which assigns volunteers to intersection counting locations and times – tasks which make this process a success, now in its third year. (During the two hour morning and evening periods of Tuesday and Thursday the count records around 10,000 bicyclists in central Tempe).

Ryan is no longer president of Tempe Bicycle Action Group, but is still as active as ever. He is now a member of the General Plan citizens' commission and very active in city council decisions when it related to bicycle planning and investments.

I expect his and his wife Jennifer's efforts and leadership to benefit Tempe residents – cyclists and non-cyclists – in significant ways and for years to come. The countless hours Ryan and Jennifer have invested in this community make them truly worthy of the City of Tempe Bike Hero Award.

Aaron Golub
City of Tempe Resident
Former Tempe Bicycle Action Group Board Member
Current City of Tempe Transportation Commissioner
Arizona State University Faculty Member

**City of Tempe
Tempe Bike Hero Award Application**

City of Tempe
Attn: Sue Taaffe
31 E. Fifth St. 2nd floor
Tempe, AZ 85281
sue_taaffe@tempe.gov
(480) 350-8663

We are nominating the following person/organization for the Tempe Bike Hero Award:

Dick McQueen (Posthumously)
1021 S. Roosevelt Street
Tempe, AZ 85281

The nominee:
Lived and worked (at Allison Steel) in the City of Tempe for 57 years.

Nominated by: Mitchell Park East Neighborhood Association

Contacts: Sally Wittlinger and Alice Bimrose
Contact information:
427 W. 11th St.
Tempe, AZ 85281
480-804-9788
salwitt@gmail.com

Dick McQueen lived at 1021 S. Roosevelt Street from 1953 until his death in 2010. For most of those 57 years, Dick didn't ride a bike because he had never learned how. Growing up on a farm in Iowa, Dick went from walking, to horseback, to tractor, to automobile. And, as most of us do, he stayed with the automobile for most of his life. Then, a minor fender-bender and his advancing age prompted him to give up his car. Having never learned to ride a two-wheeler, Dick bought a shiny new red three-wheeler and never looked back. He rode almost every day, building up to riding an hour or more, and didn't stop until he was forced to by a fall, two weeks before his death at age 93.

For years, Dike and his wife Caroline had stayed connected to their neighbors by walking around the Mitchell Park neighborhoods, visiting along the way. Dick lost his walking partner in 2005 and it got harder for him to walk. His bike restored his mobility and, with it, reestablished his connection with the neighborhood. He honored his old walking routes, but the bike allowed him to travel greater distances so he could see more - and talk more to his growing community. We looked forward to seeing him and visiting with him as he rode by with the tall flag fluttering behind his basket. He always had time to stop and chat and then once finished, he was off again looking for the next encounter or simply enjoying his morning ride.

Dick was an ambassador for bike riding. He loved to show the world that age was no impediment to getting around. As his confidence grew, he ranged beyond the Mitchell Park neighborhoods. When his son moved to the University Park neighborhood across Mill Avenue, Dick expanded his route, making new friends along the way. He often rode to lunches at the 5th Street Senior Center, showing off a little to the less courageous. Occasionally, he even made the five mile round trip to the Pyle Center, with stops along the way to shop and see friends.

Dick was proud of his new mode of transportation and quickly became a bicycle advocate. He always obeyed the rules of the road, insisting to occupy the bike lanes over the (illegal) use of sidewalks, something that scared his friends and neighbors. On many occasions, he could be seen traveling (properly, with the traffic) on Broadway, heading to the Walgreen's to pick up his medicines. He trusted the rules of the road and made his occasional fellow riders do the same.

Through his bike riding, Dick was an ambassador within his own Mitchell Park East neighborhood and was part of the glue that joined it with adjacent neighborhoods. He was an inspiration to other riders of all ages. To celebrate our neighbor and his daily bike ride, we have gathered the past four years before our GAIN (Getting Arizonans Involved with Neighborhoods) night potluck for the Dike McQueen Memorial Bike Parade. Led by his son Doug, pulling Dick's bike on a trailer, about thirty or so neighbors, friends, and family follow one of Dick's favorite routes, winding through the two Mitchell Park (East and West), Clark Park, and Maple/Ash neighborhoods. During this annual ride, volunteer bike marshalls stop traffic at key intersections so that the bikes can safely pass. Drivers of the waiting cars will wave and realize that something special is happening in front of them: scores of bikers, following the rules, expressing the joys of bike riding, having a good time, and slowing down enough to connect as neighbors—a true tribute to our Bike Hero, Dick McQueen.

Photos included

- Dick McQueen on bike
- Dick McQueen featured on Maple/Ash standpipe
- 4th Annual Dick McQueen Memorial Bike Parade
- Dick's bike leading the 4th Annual Memorial Bike Parade
- Drawing for commemorative t-shirt for Bike Parade
- Dick McQueen Memorial Bike Parade Route Map





**City of Tempe
Tempe Bike Hero Award Application**

To nominate a person or organization for the 2014 Tempe Bike Hero Award, please complete this form and provide the information requested below. If you wish to nominate more than one person/organization, please complete a form for each individual/organization that you wish to nominate.

I am nominating the following person/organization for the Tempe Bike Hero Award:

Name of Person/Organization Nominated: Mary Snow

Street Address: 909 W. GROOVE #1006

City: TEMPE State: AZ Zip Code: 85283

Phone: 702-324-8000 E-mail: (if available) MaryP-Snow@
linterc-usa.com

The nominee (check all that apply):

- Lives and/or works in Tempe
- Lived and/or worked in Tempe at time of contribution
- Is a Tempe based organization

Describe in no more than two pages why this person or organization should receive this award. Up to three additional supplemental pages are permitted. Supplements can include photos, newspaper articles, flyers or recommendations. Nominations will not be returned.

Nominated by: Diana Kendall

Street Address: 3231 S. ALBERT AVE

City: TEMPE State: AZ Zip Code: 85282

Phone: 480-206-6968 E-mail: (if available) ~~dijanda@aol.com~~
dijanda@aol.com

Dear Award Committee

How does a single mother, of a special needs child and a toddler, get around Tempe? The answer generally surprises most people, she rides her bike and so do her children.

I am officially nominating Mary Snow, in hopes that she might be recognized, for her efforts as a bike rider in Tempe.

The fact that it is her only mode of transportation and she is teaching her children, by demonstrating it daily, is impressive.

Mrs. Snow rides her bike daily to work and to drop off/pick up her toddler from daycare. Her teenage, autistic son also has been taught, by her, to ride safely in and around Tempe. They do their grocery shopping, go to medical appointments and recreational activities, all on their bicycles.

Mary also has bicycle safety as a priority. She has taught her boys to always wear bike helmets and have

The proper safety gear such as reflectors, lights and reflective clothing.

I believe this mother of two should be recognized for her efforts. She demonstrates courage and is a great example of a Tempe Bike Hero.

Please select her as a recipient for the 2014 Tempe Bike Hero Award.

Sincerely,

Diana Kendall

CITY OF TEMPE TRANSPORTATION COMMISSION



STAFF REPORT

AGENDA ITEM 6

DATE

December 10, 2013

SUBJECT

Path and Streetscape Project Update

Through federal grants and funding matches provided by the Tempe Transit Tax, the city of Tempe has an extensive program of path and streetscape enhancement projects in various stages of development from concept phase to construction. The attached documents detail each current project and its status in the development process.

Staff is prepared to provide this information and answers questions related to each project.

CONTACT

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

ATTACHMENTS

- Capital Improvement Program Update
- Program Narratives/Bike Project Updates

Bicycle, Pedestrian, Streetscape Capital Projects – Tempe, December 2013

Project Name	Description	Status	Project Manager
Rio Salado Multi-use Path Phoenix - Tempe	Multi-use path project connecting Rio Salado Tempe and Phoenix (Priest - 143)	construct spring 2014, complete summer 2014	Eric Iwersen
University Drive Streetscape (Ash - Priest)	pedestrian and bicycle facilities improvement	construct spring 2014, complete fall 2014	Eric Iwersen
Hardy Drive Streetscape (University - Broadway)	pedestrian and bicycle facilities improvement	construct spring 2014, complete fall 2014	Robert Yabes
Rio Salado South Bank Multi-use Path Tempe -Mesa	multi-Use path Rio Salado South Bank from McClintock - Mesa border (101/202 Interchange)	design spring 2014, construct 2014 - spring 2015	Eric Iwersen
Broadway Road Streetscape (Mill - Rural)	pedestrian and bike facilities improvement	design spring 2014, construct fall 2014 - summer 2015	Eric Iwersen
El Paso Gasline Easement Multi-use Path	multi-use path Rural to Kiwanis Park	design fall 2013 - spring 2013, construct summer - winter 2013	Eric Iwersen
Bike Share	install up to 25 racks and deploy 500 bikes	spring 2014, ongoing	Eric Iwersen
Creamery Branch / 8th Street	multi-use path & streetscape design	design fall 2014, construct fall 2015	Eric Iwersen
Rio Salado Southbank Path Underpass @ Priest	bike/ped underpass	design 2014, construct 2015-16	Eric Iwersen
Highline Canal Path	multi-use path Baseline Rd. to Knox Rd.	concept spring 2014, design 2014, construct 2015-17	Eric Iwersen / Robert Yabes
North South Rail Spur Path	multi-use path Rio Salado Parkway - Knox Road	concept spring 2014, design 2014, construct 2016-17-20	Eric Iwersen
Streetcar	downtown/ASU/Rio Salado	design 2012-2015, construct 2015-2018	Eric Iwersen

Tempe Projects in Progress

1) Regional Bike Share

<http://www.tempe.gov/index.aspx?page=2927>

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. Typically bicycle storage/station locations are placed in high activity centers and streets to provide convenient customer use. Use is typically by the hour or day, but monthly and annual memberships are available. It's anticipated that Tempe would launch a bike share program with 250 bikes and up to 25 stations and expand based upon funding and demand

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 June 2013, 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 Mesa have ensured the opportunity to utilize the Phoenix vendor, Cycle Hop, if each city elects to do so. Local City Councils will ultimately approve all contracts or inter-governmental agreements related to implementation and operations of a bike share program.

Phoenix is working toward a December 2013 soft launch while Tempe and Mesa are anticipating a spring 2014 or later implementation. Sponsorship agreements and contract approvals may alter schedules.

Contact: Eric Iwersen 480-350-8810, eric_iwersen@tempe.gov

2) El Paso Gasline Easement Multi-use Path Project

<http://www.tempe.gov/index.aspx?page=2820>

The El Paso Gasline Multi-use Path Project is a half mile path extension of the existing El Paso Gasline Multi-use Path that extends from Price Road to McClintock Drive. This project will extend west from Rural Road into Kiwanis Park. A bike lane along Southshore Drive between McClintock and Rural connects these two projects. It will link major residential areas with Kiwanis Park and the neighborhood parks of Optimist, Gaicki and Scudder. Additionally, the path will connect to Fuller, Fees, Rover, and Aguilar schools. The project will have two neighborhood street crossings at Forest and at College avenues. The project connects many transit routes and the six-mile Western Canal Multi-use Path.

The project will include a paved path, lighting, landscaping, public art and other amenities. The project will meet all ADA requirements and the project is funded almost entirely with \$1.3 million in federal transportation grants.

The project continues Tempe's commitment to multi-modal transportation and improving upon what is already the highest percentage of bicycle commuters in the state. The project is both a recreational amenity (linear park) and a transportation corridor.

Construction will begin in summer 2014.

Contact: Eric Iwersen 480-350-8810, eric_iwersen@tempe.gov

3) Rio Salado Multi-use Path East

<http://www.tempe.gov/index.aspx?page=2615>

The purpose of this project is to construct a 10-foot wide concrete multi-use path with lighting and safety railings adjacent to the south side of the Rio Salado between McClintock Drive and the border with Mesa. The project is intended to promote open space and public access in an inaccessible area, create sustainable business and development efforts while continuing Tempe's commitment to alternative modes of transportation.

Rio Salado South Bank Project is identified in the Comprehensive Transportation Plan in concert with the Tempe 2030 General Plan. It's a joint effort with the Arizona Department of Transportation and the City of Mesa to connect both cities and the region through a non-motorized corridor. It is a continuation of an existing path along the Rio Salado and connects Tempe Marketplace to Mesa Riverview, two of east valley's strongest retail and lifestyle centers.

The total estimated project cost is \$2 million, which includes construction, design, engineering and administration costs.

Environmental clearance and project construction documents are underway. Construction is anticipated to begin in summer 2014.

Contact: Eric Iwersen 480-350-8810, eric_iwersen@tempe.gov

4) Rio Salado Multi-use Path West

<http://www.tempe.gov/index.aspx?page=2457>

The purpose of this project is to construct a 10-foot wide concrete multi-use path adjacent to Rio Salado (Salt River) between Priest Drive and the City of Tempe boundary with Phoenix just east of SR 143 / Hohokam Freeway.

The path would begin at Priest Drive just south of the bridge over the Salt River and extend west along the top of the south bank levee of the river for approximately one mile. The location of the path would generally coincide with the existing maintenance road along the top of the river bank that is operated by the Flood Control District of Maricopa County. The path would extend to just east of SR 143 / Hohokam Freeway which also represents the boundary between the cities of Tempe and Phoenix. This path would connect with the existing Rio Salado Paths around the Tempe Town Lake.

A connector path would run parallel to SR 143 and tie into 48th Street just north of 1st Street.

The total estimated project cost is \$1.2 million which includes construction, design, engineering and administration allowance. Construction will be completed in fall 2014.

Contact: Eric Iwersen 480-350-8810, eric_iwersen@tempe.gov

5) Broadway Road Bicycle and Pedestrian Streetscape Project

<http://www.tempe.gov/index.aspx?page=492>

The Broadway Road Streetscape Project is identified in the Comprehensive Transportation Plan as part of the Tempe 2030 General Plan. The goal of the project is to re-characterize the segment of Broadway Road between Mill Avenue and Rural Road to a street with reduced vehicular emphasis while adding bicycle lanes, walls, landscaping, and improved pedestrian facilities. As part of the City's Comprehensive Transportation Plan, a variety of public meetings and neighborhood discussions were held over the last several years with neighbors and businesses near Broadway Road.

The preferred design concept includes the removal of one eastbound traffic lane. 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.

On Nov. 21, 2013, the Tempe City Council provided direction to move forward with removing one lane of traffic eastbound and building the project based on the preferred design concept. Engineering construction documents will be finalized in late spring 2014. Construction would then likely begin as early as summer/fall 2014 and last six to nine months.

Congestion Mitigation and Air Quality (CMAQ) Improvement Program federal funds totaling \$3.857 million were secured for the design and construction of the project. As part of the CMAQ requirements, local matching dollars are required. As such, an additional 5.7% match in Tempe transit funds is budgeted for the project. Obligation for funding is required by September 2014.

Contact: Eric Iwersen 480-350-8810, eric_iwersen@tempe.gov

6) University Drive Bicycle and Pedestrian Streetscape Project

<http://www.tempe.gov/index.aspx?page=493>

The University Drive Streetscape project will improve pedestrian and bicycle facilities, enhance the streetscape and calm traffic on University Drive between Ash Avenue and Priest Drive. The project will include bicycle and pedestrian enhancements, public art, additional crosswalk opportunities, ADA improvements and landscaping. The project is intended to promote neighborhood stability, sustainable business and development efforts while continuing Tempe's commitment to alternative modes of transportation. The University Drive Streetscape Project is identified in the Comprehensive Transportation Plan as part of the Tempe 2030 General Plan.

This project is funded with \$2.2 million in federal Congestion Mitigation & Air Quality grant money. The city of Tempe would also contribute (through the transit fund) a 5.7% match of the total grant money received. Council supported the design concept at their May 9, 2013 Issue Review Session. Construction will begin in early 2014 and last six to eight months.

Contact: Eric Iwersen 480-350-8810, eric_iwersen@tempe.gov

7) Hardy Drive Bicycle and Pedestrian Streetscape Project

<http://www.tempe.gov/index.aspx?page=2350>

The Hardy Drive Streetscape project is located at Hardy Drive between University Drive and Broadway Road. The project includes bicycle and pedestrian enhancements, public art, ADA improvements, installation of transit amenities and landscaping. The project is intended to promote neighborhood stability, sustainable business and development efforts while continuing Tempe's commitment to alternative modes of transportation. The project is identified in the Comprehensive Transportation Plan as part of the Tempe 2030 General Plan.

This project is funded with \$1.89 million in federal Congestion Mitigation and Air Quality grant money. The city of Tempe would also contribute (through the transit fund) a 5.7% match.

Contact Robert Yabes, 480-350-2734, robert_yabes@tempe.gov

Tempe Projects Completed

8) College Avenue Bicycle and Pedestrian Streetscape Project

The busiest bicycle corridor in Arizona, College Avenue connects Apache Boulevard near the ASU campus with the College Avenue bicycle/pedestrian bridge over US 60. The streetscape includes enhanced sidewalk improvements, raised medians, median islands, bicycle lanes, raised intersections, street narrowing and extensive landscaping.

The project has sustainable features like water harvesting, desert landscaping and provides a cooling effect by removing asphalt and adding shade trees. This project cost \$1.6 million and was funded by American Recovery and Reinvestment Act and Tempe Transit Sales Tax monies. The project was completed in 2011.

Contact: Eric Iwersen 480-350-8810, eric_iwersen@tempe.gov

9) Mitchell Park East/West and Maple Ash Traffic Calming Project

To ensure that residents would be able to get around their neighborhood easily and safely by bicycle, bus or walking while reducing high-speed, cut-through traffic and vehicle emissions the Mitchell Park East/West and Maple Ash Traffic Calming project was implemented. The project includes traffic circles, chicanes, public art, landscaping and other traffic calming measures. The project was completed in 2010 and cost \$500,000.

Contact: Eric Iwersen 480-350-8810, eric_iwersen@tempe.gov

Tempe Funded & Planned Projects

10) 8th Street Bicycle and Pedestrian Streetscape Project

The purpose of the project is to make streetscape changes to 8th Street between Rural Road and McClintock Drive including enhanced bicycle and pedestrian facilities, landscaping, on-street parking, and a pathway along the Creamery Branch Rail Spur alignment. Concepts were developed using a local landscape architecture firm working with a stakeholder group consisting of neighborhood chairpersons, property owners, and city staff. \$1.3 million in federal transportation grants has been obtained.

11) Highline Canal Multi-use Path

The purpose of this project is to construct a 3.5 mile multi-use path along the Highline Canal from Knox Road to Baseline Road in west Tempe. The path would include lighting, landscape, ADA amenities and street crossing treatment. The path will connect with the Town of Guadalupe and cities of Phoenix and Chandler. The project would link to major destinations, other transit service, schools, parks and multiple neighborhoods.

The total estimated project cost is \$5.6 million, which includes construction, design, engineering and administration costs. Tempe is awaiting a response from Maricopa Association of Governments as to whether or not this project will be funded for construction. \$65,000 for a design grant has already been awarded.

12) Tempe North South Rail Spur Multi-use Path

This project would provide a 7-mile non-motorized link from the northern part of Tempe to the southern border with Chandler that would be entirely ADA accessible. The project would link to major destinations, other transit service, schools, parks and multiple neighborhoods. The total estimated project cost is more than \$7 million, which includes construction, design, engineering and administration costs. Tempe has received a \$65,000 design grant for 2014 and will pursue construction funding at a later date.

13) Rio Salado South Bank Underpass

The Rio Salado South Bank Underpass Project is grade-separated path underneath Priest Drive to connect many miles of pathway along the south bank of the Rio Salado path system. The project includes a 12-foot wide concrete path with lighting and safety railings underneath Priest Drive. The \$2 million project is funded through a federal transportation grant and the Transit Tax. Construction should begin in fall 2015.

Other projects completed before 2010 are listed below along with the web site. If you'd like more information about these, I can certainly provide it.

- Crosscut Canal Multi-use Path
- Kyrene Canal Multi-use Path
- Rio Salado Multi-use Path
- Tempe Canal Multi-use path
- Western Canal Multi-use Path College Avenue Bike/Ped Bridge
- Country Club Way Bike/Ped Bridge

- Tempe Town Lake Bike/Ped Bridge

<http://www.tempe.gov/index.aspx?page=486>

STAFF REPORT

AGENDA ITEM 7

DATE

December 10, 2013

SUBJECT

Protected Bike Lanes

In recent years Tempe and other cities across the country have been exploring methods for enhancing bike lanes to encourage greater use and a stronger sense of comfort for riders. Today, the standard for a designated bike lane is limited to signage and striping only, but with increasing popularity there has been an interest in creating an even more supportive bicycle network. Specifically, there is an interest in establishing enhanced or protected bike lanes such as:

- buffered bike lanes: includes a “shy distance” away from cars, with paint or another horizontal treatment
- separated bike lanes: typically includes a vertical/physical separation or barrier from cars with bollards, trees or curb
- green bike lanes: colored/painted bike lanes
- cycle tracks: separated bike lanes, with physical barrier, and usually two-way travel

Tempe has three current projects looking to implement these transportation innovations. They are:

- Hardy Drive (Broadway to University): separated bike lanes
- University Drive (Ash to Priest): green and buffered bike lanes
- Broadway Road (Mill to Rural): green bike lanes

To advance Tempe’s stature as a bicycle friendly community and support increased ridership, staff is recommending two projects to the Commission. These are:

- Priest Drive (Van Buren to Washington): removing one lane of travel in each direction (6 lane to 4 lane road diet) and creating separated or buffered bike lanes (see photos)

- People for Bikes “Green Bike Lane” Initiative. Six cities will be chosen nationwide to receive assistance in developing improved and protected bike lanes, with specific street projects, to “lead the nation in rethinking their streets.”

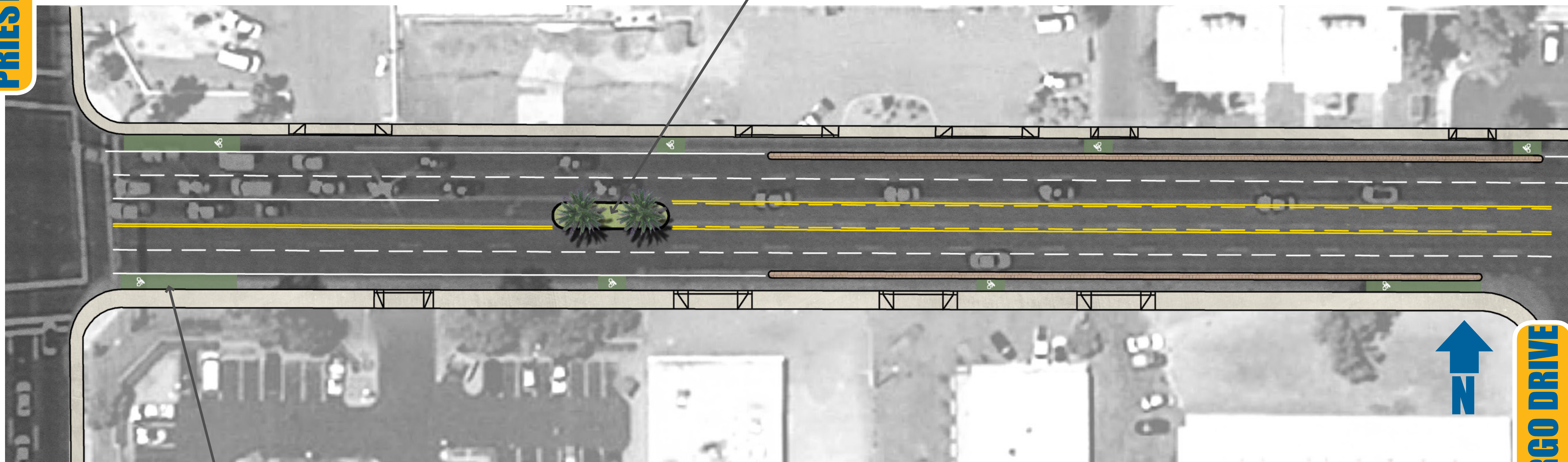
CONTACT

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

ATTACHMENTS

- University, Broadway Streetscape Plans
- Priest Drive / separated bike lane photos
- Green Bike Lane Information

PRIEST DRIVE



LANDSCAPED MEDIAN ISLANDS WITH WATER HARVESTING, SONORAN & NATIVE MATERIAL

GREEN BIKE LANES AT INTERSECTIONS FOR ENHANCED VISIBILITY

MARGO DRIVE

OTHER PROPOSED ENHANCEMENTS

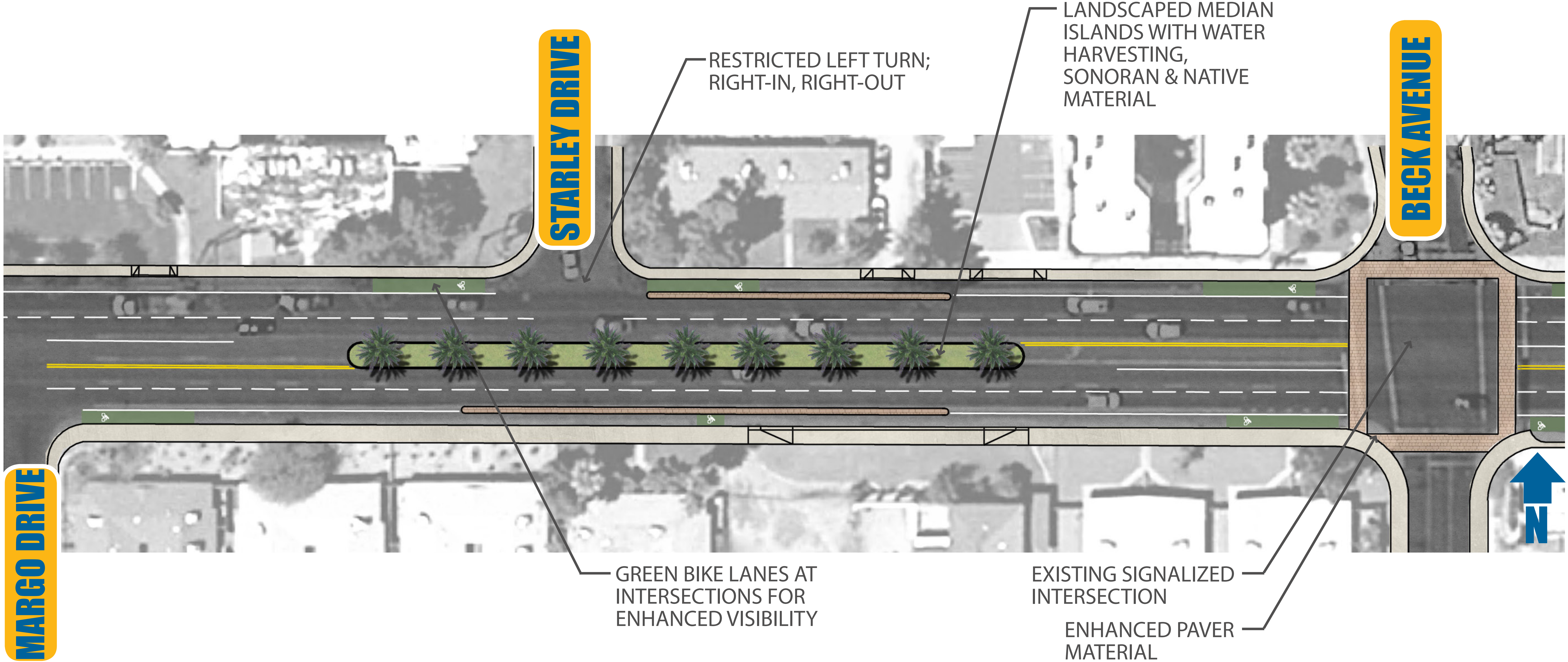
- CONTINUOUS 5' BIKE LANES
- CONVERT CENTER TURN LANES TO MEDIAN ISLANDS WITH TURN POCKETS
- ACCESS MANAGEMENT: RESTRICTED LEFTS REDUCES TRAFFIC CONFLICT POINTS
- WIDEN SIDEWALKS TO 8' WHERE FEASIBLE
- UTILIZE STREET LIGHT POLES AND MEDIANS FOR PUBLIC ART OPPORTUNITIES
- ADA IMPROVEMENTS ON SELECT DRIVEWAYS AND SIDEWALKS

PREFERRED CONCEPT

SHEET 1 OF 8

CONTACT INFORMATION

Project Manager: Eric Iwersen
 Phone: (480) 350-8810
 E-mail: Eric_Iwersen@Tempe.gov
 Web: www.Tempe.gov/UniversityDrive



OTHER PROPOSED ENHANCEMENTS

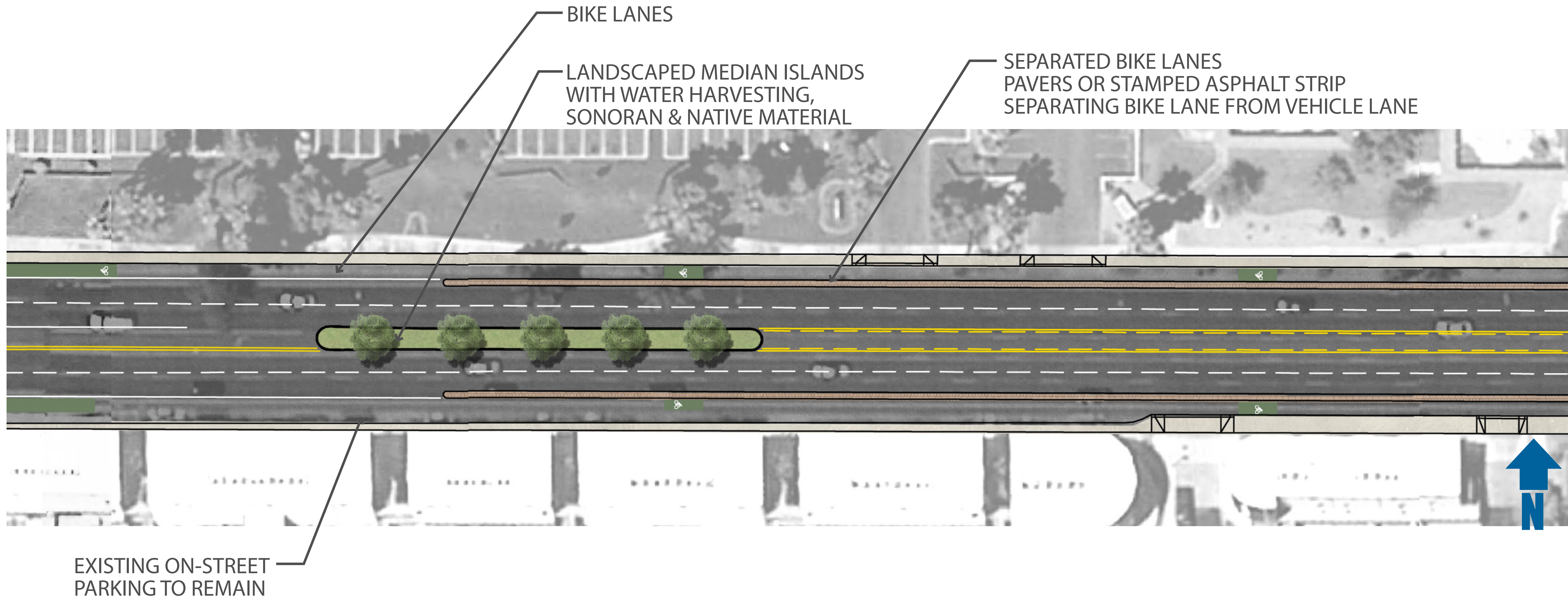
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PREFERRED CONCEPT

SHEET 2 OF 8

CONTACT INFORMATION

Project Manager: Eric Iwersen
 Phone: (480) 350-8810
 E-mail: Eric_Iwersen@Tempe.gov
 Web: www.Tempe.gov/UniversityDrive



OTHER PROPOSED ENHANCEMENTS

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PREFERRED CONCEPT

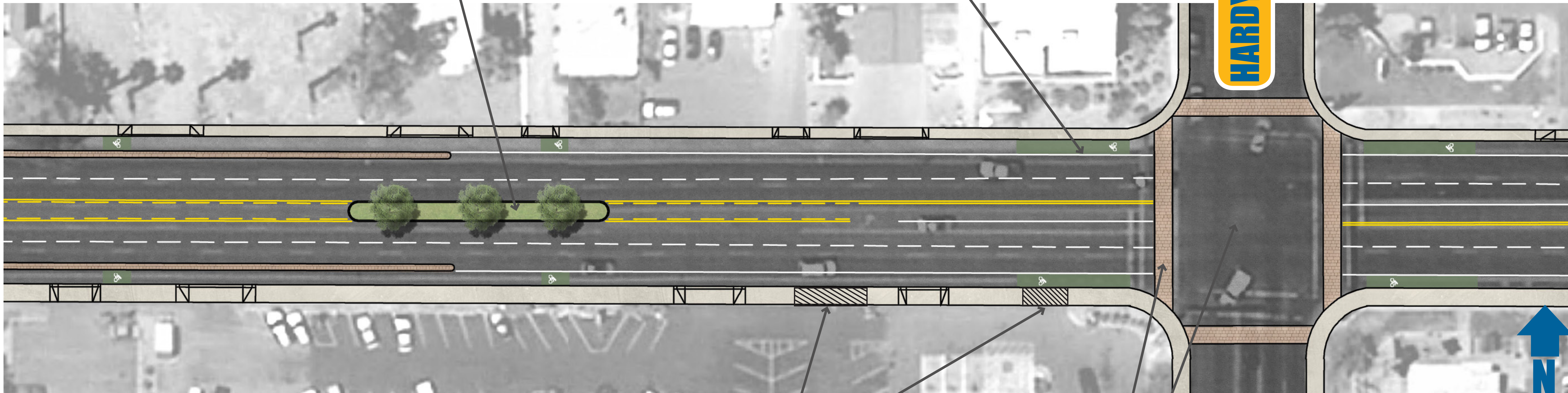
SHEET 3 OF 8

CONTACT INFORMATION
 Project Manager: Eric Iwersen
 Phone: (480) 350-8810
 E-mail: Eric_Iwersen@Tempe.gov
 Web: www.Tempe.gov/UniversityDrive

HARDY DRIVE

LANDSCAPED MEDIAN ISLANDS WITH WATER HARVESTING, SONORAN & NATIVE MATERIAL

GREEN BIKE LANES AT INTERSECTIONS FOR ENHANCED VISIBILITY



PROPOSED DRIVEWAY CLOSURE

ENHANCED PAVER MATERIAL

EXISTING SIGNALIZED INTERSECTION

OTHER PROPOSED ENHANCEMENTS

- CONTINUOUS 5' BIKE LANES
- CONVERT CENTER TURN LANES TO MEDIAN ISLANDS WITH TURN POCKETS
- ACCESS MANAGEMENT: RESTRICTED LEFTS REDUCES TRAFFIC CONFLICT POINTS
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PREFERRED CONCEPT

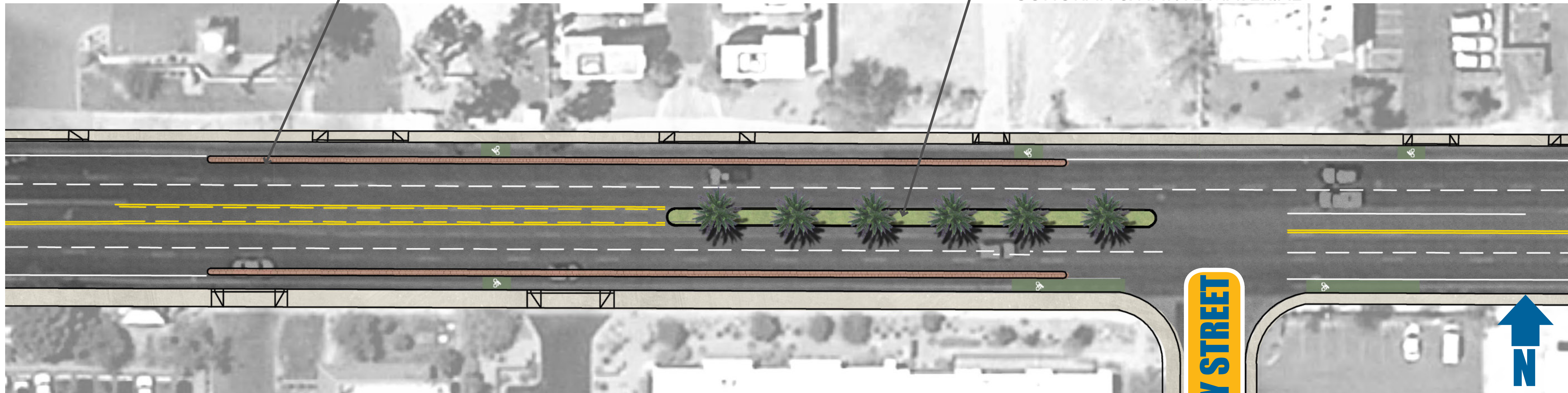
SHEET 4 OF 8

CONTACT INFORMATION

Project Manager: Eric Iwersen
 Phone: (480) 350-8810
 E-mail: Eric_Iwersen@Tempe.gov
 Web: www.Tempe.gov/UniversityDrive

SEPARATED BIKE LANES
PAVERS OR STAMPED ASPHALT STRIP
SEPARATING BIKE LANE FROM VEHICLE LANE

LANDSCAPED MEDIAN ISLANDS
WITH WATER HARVESTING,
SONORAN & NATIVE MATERIAL



OTHER PROPOSED ENHANCEMENTS

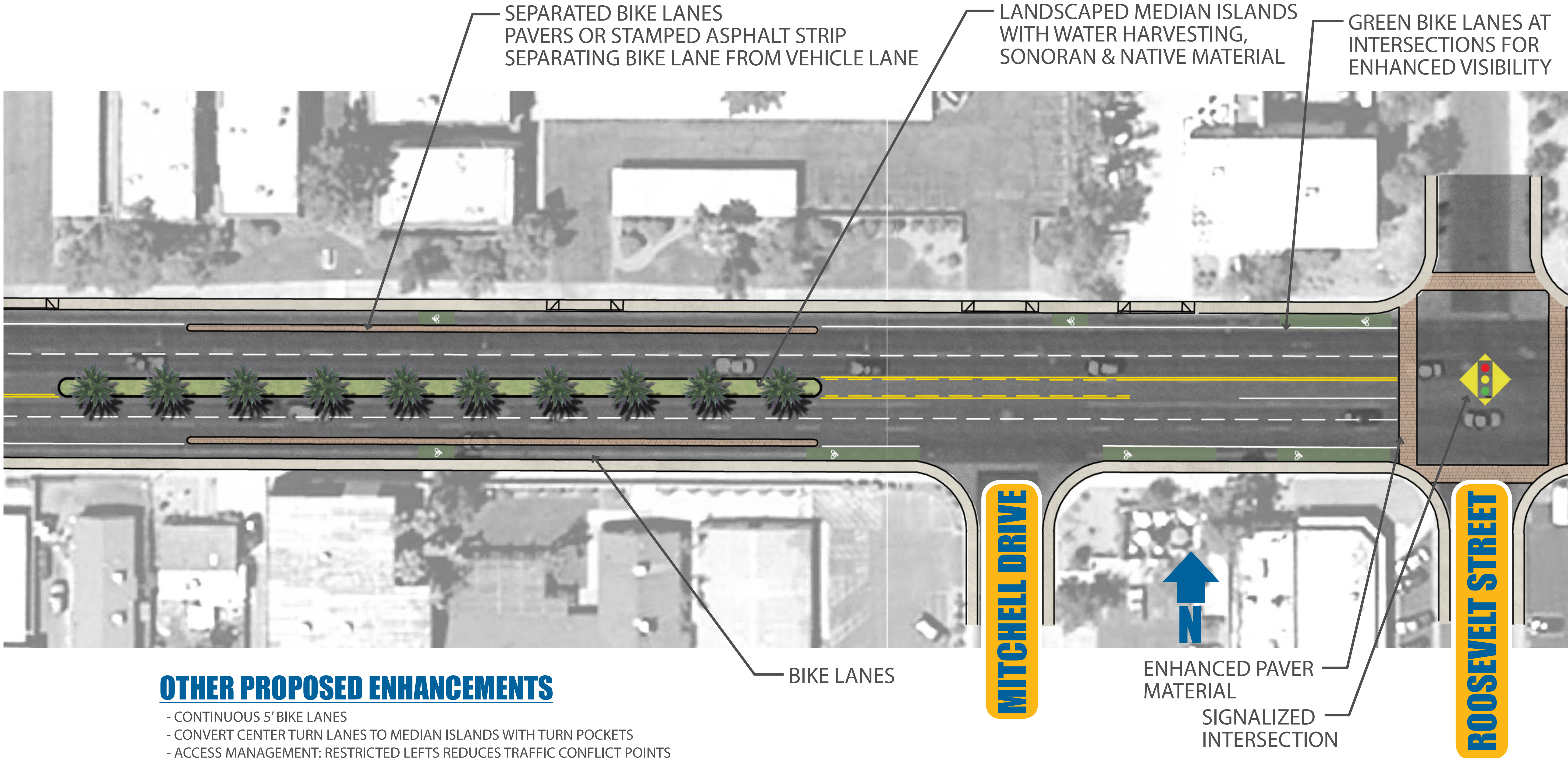
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PREFERRED CONCEPT

SHEET 5 OF 8

CONTACT INFORMATION

Project Manager: Eric Iwersen
Phone: (480) 350-8810
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Web: www.Tempe.gov/UniversityDrive



OTHER PROPOSED ENHANCEMENTS

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PREFERRED CONCEPT

SHEET 6 OF 8

CONTACT INFORMATION

Project Manager: Eric Iwersen
 Phone: (480) 350-8810
 E-mail: Eric_Iwersen@Tempe.gov
 Web: www.Tempe.gov/UniversityDrive

LANDSCAPED MEDIAN ISLANDS WITH WATER HARVESTING, SONORAN & NATIVE MATERIAL



WILSON STREET

GREEN BIKE LANES AT INTERSECTIONS FOR ENHANCED VISIBILITY

OTHER PROPOSED ENHANCEMENTS

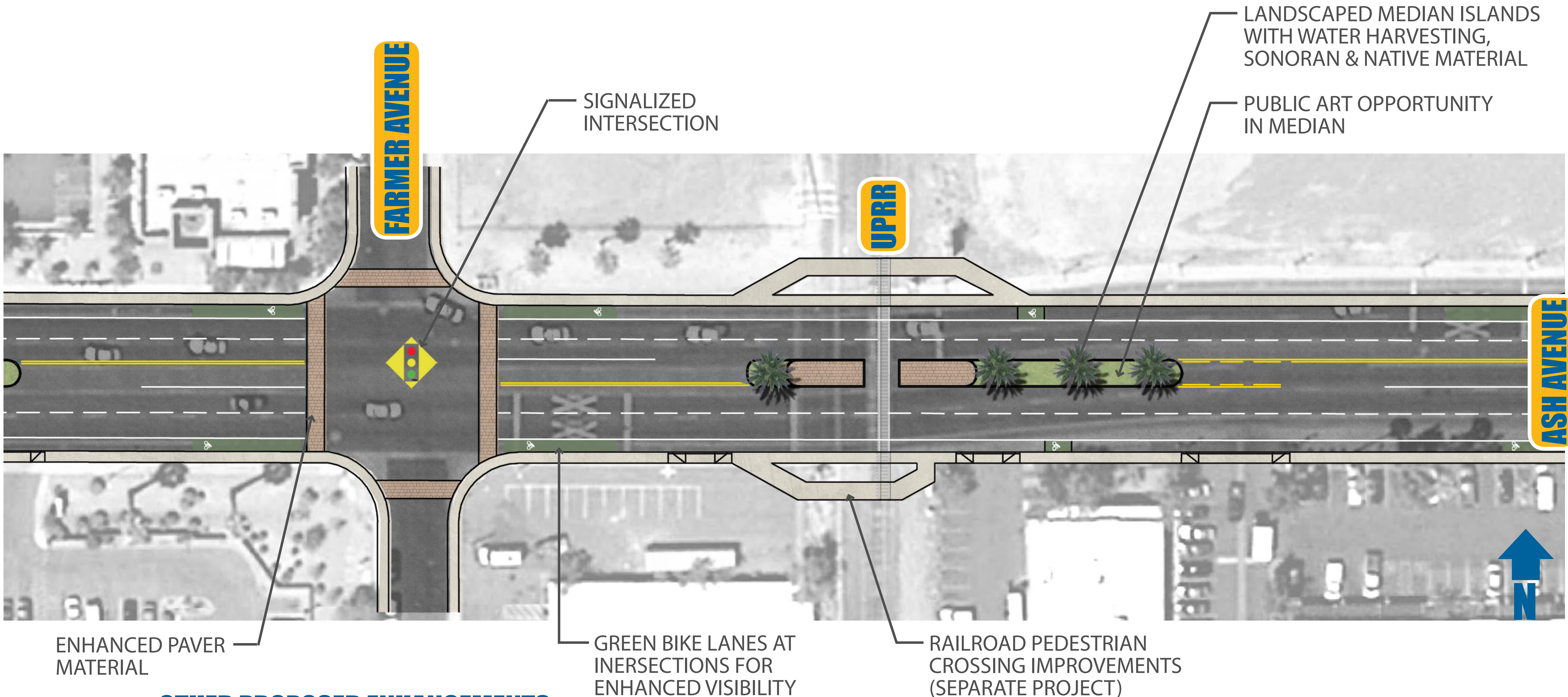
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PREFERRED CONCEPT

SHEET 7 OF 8

CONTACT INFORMATION

Project Manager: Eric Iwersen
 Phone: (480) 350-8810
 E-mail: Eric_Iwersen@Tempe.gov
 Web: www.Tempe.gov/UniversityDrive

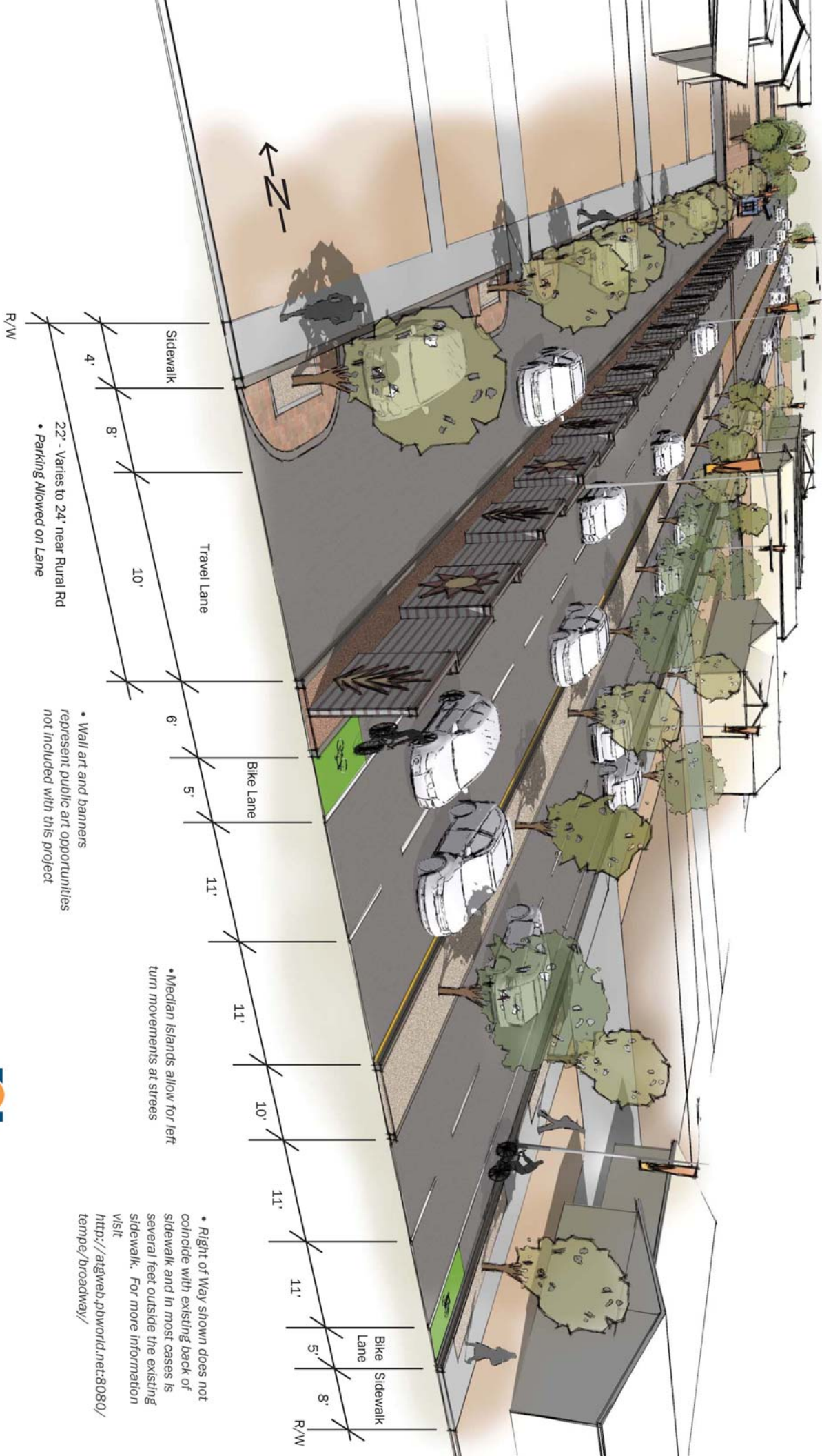


OTHER PROPOSED ENHANCEMENTS

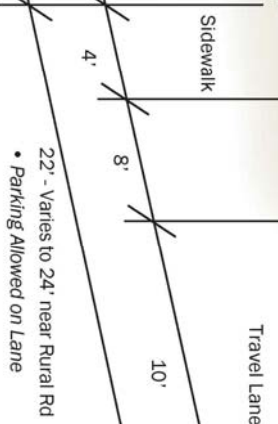
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PREFERRED CONCEPT SHEET 8 OF 8

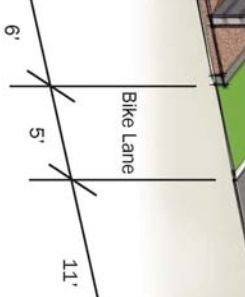
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R/W

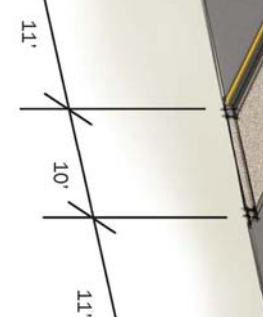


22' - Varies to 24' near Rural Rd
 • Parking Allowed on Lane

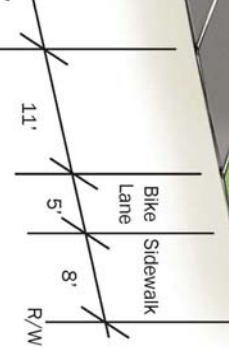


• Wall art and banners represent public art opportunities not included with this project

• Median islands allow for left turn movements at streets



• Right of Way shown does not coincide with existing back of sidewalk and in most cases is several feet outside the existing sidewalk. For more information visit <http://atgweb.pbworld.net:8080/tempe/broadway/>

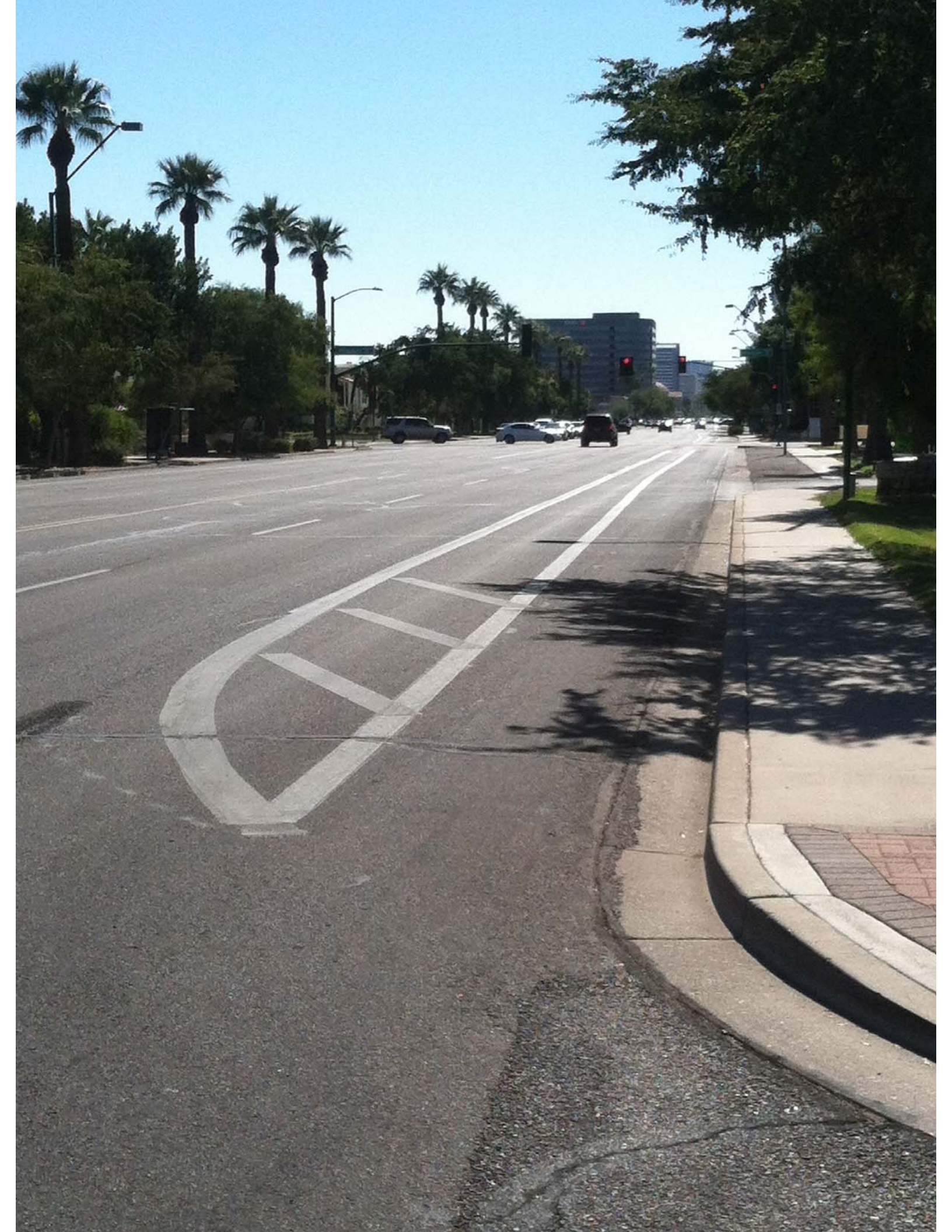


Broadway Road
 Option 2A

02.21.13



**PARSONS
 BRINCKERHOFF**



GREEN LANE PROJECT



Welcome to the application for Green Lane Project 2

There are two steps to applying to be a focus city for Green Lane Project 2:

1. Submit a letter of interest by November 15, 2013 indicating your intent to apply. This will put you on our mailing list for updates and additional information, including a link to the full application online.
2. Complete the application online in full and submit, along with supplemental materials, by January 14, 2014. The six focus cities will be selected and announced in March, 2014.

This offline version of the application is for reference only.

Only government agencies may apply. This application is intended to be completed by cities. However, we are open to considering applications from counties or other jurisdictions that manage a significant roadway network within urban areas. Applicant agencies must serve a population of at least 80,000 to apply.

Responses to the application are confidential. The materials are intended to help our review team understand the dynamics of your city and will not be shared without your explicit permission.

Links to relevant websites and uploaded attachments will be embedded in the online application. There is a maximum of 5 MB per file. Web links are preferred over attachments.

Contact Information

Name of city

State

Population (city)

Population (metro area)

Main contact information for Green Lane Project application (must be affiliated with the city)

Name

Title

Phone

Email

GREEN LANE PROJECT

Mailing Address:

Is your city planning to build at least one high-visibility protected bike lane during 2014-15?

Please provide information for a lead contact representing elected officials, the head of the city's transportation department or equivalent, and a supportive community organization. As part of the city selection process, the Green Lane Project may contact one or more of the people listed.

Elected Official Key Contact

Name
Title
Email
Phone

Head of Transportation Department or Equivalent

Name
Title
Email
Phone

Community Organization key contact

Name
Organization
Title
Email
Phone

About Your Plans for Green Lanes

- Please explain generally what your city hopes to accomplish in terms of installing infrastructure for bicycles by the end of 2015. Our primary focus is on protected bike lanes (aka cycle tracks) as they are very visible and effective tools for creating comfortable places to ride on busy streets. We are also interested in understanding how these projects fit into your city's goals to build an effective network of low-stress places to ride a bike.

Related improvements may include neighborhood greenways (aka bike boulevards), intersection and signal modifications, traffic calming, bike boxes, conventional bike lanes and separated off-street pathways. We understand that public process may not be completed and approvals may not be final, but we would like an idea of your city's plans for 2014 and 2015. Please include links to

GREEN LANE PROJECT

any relevant documents such as adopted plans, project visualizations or policies.

- Please identify up to 4 specific protected lane and related projects that are likely to be completed by the end of 2015.

Facility type: Protected lane (include type of protection), buffered lane, intersection treatment, etc.

Funding status: Is it funded? Amount?

Planning status: Funded, designed, out to bid, etc.

Road classification: Local, collector, arterial, etc.

Project name	Facility Type	Length	Funding status	Planning status	Road classification	Primary land use		Projected completion date

- Please briefly explain why each of these projects is significant. Which will be the most transformational to your city, and why? How does this signature project fit into your city's long-term vision?
- Please describe the major sources of funding for protected bike lane projects and other bike system improvements over the next two years.

Measurement

- What are your bike to work mode share numbers from American Community Survey data from two years: 2005 and 2012? (or most recent available) Good source: <http://www.bikeleague.org/content/bicycle-commuting-data>
- Beyond the ACS, how do you track bike use over time? Please share the most relevant statistics.
- Do you collect and analyze crash data? Please provide any relevant links.
- Do you survey your community about bicycling? Please include any links to results and methodologies.
- Does your city have adopted goals for bike mode share? How much by when?
- Any additional comments on measurement?

GREEN LANE PROJECT

Existing Conditions

The following questions ask you to describe the state of bicycling in your community...

- Compared to other U.S. cities of similar size, our existing network for bicyclists is... *minimal/moderate/robust*

- Our community is a designated Bicycle Friendly Community...
Platinum/gold/silver/bronze/honorable mention/none/have not applied

- In general, the cycling advocacy community is...
active and engaged/present/non-existent

- Please list local community groups involved with bicycle advocacy, and include web links and number of members, if known.

- In general, political support for bicycling initiatives among the following levels of government... is *strong/fair/weak/not applicable or no contact*

- City Council
- Mayor
- State Legislature
- Governor
- U.S. Senators
- U.S. Representatives

- Please provide additional details about mayoral and council support for bike projects in your city. Include recent significant actions or decisions.

- In general, business community support for bicycling initiatives is...
strong/fair/weak

Optional section, but if you have business support, we'd like to know...

- List any **Business Improvement Districts, Chambers of Commerce** or other business-oriented entities that have a history of supporting bicycling in your city. Please describe. (optional response)

- List any **real estate development** companies or recent developments that are particularly supportive of bicycling in your city. Please describe. (optional response)

- List any **startup or established hi-tech industry** companies or individuals that have a history of supporting bicycling in your city. Please describe. (optional response)

- List any retail corridors or shopping areas that are particularly bike

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friendly. Please explain. (optional response)

- Any comments on business support?
- In general, local media coverage of bicycling issues is generally...
supportive/neutral/not supportive/non-existent
- Please list your three most influential local media and briefly describe their general tone about bike-related projects.
- Describe the largest community bicycle-related event (ciclovía, race, bike-to-work days, etc.) in your city. Please include number of participants and major sponsors.
- In the past, foundations and/or corporate giving programs located in our community have supported bicycling with...
funding, commitments to fund, in-kind donations, letters of support, sponsorship of bike-related events, benefits for employees who ride, or haven't offered support.

Please elaborate.

Inventory of related bicycling innovations

- Is there a bike share* system in your city?
If yes...
 - When did it launch, how many bikes and how many stations are there?
- If no...
 - Are there active plans to launch a system in the next two years? Just talking about it? Not happening? Please elaborate.

*A bike share system is not a requirement for participating in the Green Lane Project. We ask because bike share and protected bike lanes are both catalytic and are mutually supportive.

Any comments on bike share?

- Has your city removed or relocated on-street car parking to create bike facilities in the last 5 years? If so, when and where? What happened after the project was completed?

Challenges and Opportunities

- Please describe why your city is ready to be a leader in building protected bike

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lanes. What has happened recently in your city that is providing new energy, vision, or focus?

- Please list the major challenges to the installation of protected lanes and related facilities in your community. Please be descriptive and specific.
- Please describe how participating in the Green Lane Project could help you overcome these challenges and meet your goals.

Defining GLP Priorities

The following section will help the Green Lane Project understand how we can best support the efforts of your city. Please indicate how important the following resources would be to help you implement your protected lane goals.

A little helpful/fairly helpful/very helpful/most helpful

(Note: Please only mark 3 as 'most helpful.' Our intent is to understand your priorities)

- Technical resources on practical design and implementation issues not addressed in current design guidance from NACTO, AASHTO, and FHWA
 - What specific technical issues do you most need help with?
- Access to technical training for engineers on protected bike lane design
- Research on economic impacts of bicycle infrastructure investments
- Research on communications, framing and messaging around protected bike lanes
- Research on safety of protected lanes and related facilities
- Other research (describe)
- Study tours to other U.S. and European cities as in-depth networking experiences for lead transportation staff, project designers, elected officials, community leaders and business leaders.
 - Which cities would be inspiring and useful models for your leaders to engage with?
- Grants to help bring workshops such as ThinkBike, NACTO's Cities for Cycling road shows, or Better Blocks pilot projects to your city.

-

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- Which of these (or other) workshops is most appealing? Could you leverage city or local funds to make it happen?
 - National media focus and widespread recognition as a leader beyond your local market
 - Training/best practices on community outreach and public relations
 - Targeted grants of \$10,000 - \$25,000 to help with building support and/or implementing protected bike lanes
 - Assistance in building support for bike project in the business community
 - Is there anything else you would like the review committee to know that wasn't addressed in the application?
-

Participation as a focus city includes various expectations, as outlined in the “information for interested cities” section of the website, including ongoing collaboration and communications with the Green Lane Project team and other cities, biannual reporting, and travel to participate in study tours and other events. Please review this section carefully and outline any thoughts or concerns you have about these expectations. Note that the Green Lane Project covers all travel and participation costs for domestic events, but local funds are expected to be used for airfare on international study tours.

- Any thoughts or concerns about the expectations of being a focus city?

Supplemental Materials

In addition to the questions above, the following supplemental materials are required to complete the application.

Supplemental materials: required

- * a letter from your mayor or other high-level elected official
- * a letter from a supportive community group (usually a bike or street advocacy non-profit)
- * a letter of support from a business interest: BID, Chamber, business leader, larger employer, etc.
- * a map of your existing bike network, with protected lanes clearly marked
- * a map showing protected lane projects slated for completion in the next two years (these can be shown on one map)

Optional additional materials:

GREEN LANE PROJECT



- * a letter of support from a local foundation or other funder, expressing interest in supporting local efforts to build better bike lanes.
- * other letters of support
- * additional project visualizations, maps, clippings or other relevant materials

Thank you!

**CITY OF TEMPE
TRANSPORTATION COMMISSION**



STAFF REPORT

AGENDA ITEM 8

DATE

December 10, 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
- Commuter Rail Study
- Presentation by Arizona Transit Association on statewide funding
- Bike Registration Update
- Scottsdale/Rural Road BRT Link Service Study Update (January 2014)

FISCAL IMPACT

None

RECOMMENDATION

This item is for information only.

CONTACT

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ATTACHMENTS

None