

**APPROVED AT THE 02-15-24 TRANSPORTATION COMMISSION MEETING**



**APPROVED**

**SUMMARIZED MINUTES**

**CITY OF SCOTTSDALE  
TRANSPORTATION COMMISSION  
REGULAR MEETING**

**Thursday, January 18, 2024  
Kiva-City Hall  
3939 N. Drinkwater Boulevard  
Scottsdale, Arizona 85251**

**CALL TO ORDER**

Chair Lall called the regular meeting of the Scottsdale Transportation Commission to order at 5:19 p.m.

**ROLL CALL**

**PRESENT:** B. Kent Lall, Chair  
Mary Ann Miller, Vice Chair  
Emmie Cardella  
Lee Kauftheil  
Robert Marmon  
Mailen Pankiewicz (telephonic)  
Kerry Wilcoxon

**STAFF:** Cristina Lenko, Transportation & Streets Public Information Officer  
Aaron Bolin, Scottsdale Police Department  
Nathan Domme, Senior Transportation Planner  
Susan Conklu, Senior Transportation Planner  
Mark Melnychenko, Transportation & Streets Director  
Greg Davies, Senior Transportation Planner  
Kyle Lofgren, Officer Manager

**PUBLIC COMMENT**

There were no spoken comments. One written comment was included in the agenda packet. New Commissioner Pankiewicz was welcomed to the meeting and introduced herself.

**1. APPROVAL OF MINUTES**

Chair called for approval of the minutes.

VICE CHAIR MILLER MOVED TO APPROVE THE REGULAR MEETING MINUTES OF THE TRANSPORTATION COMMISSION ON NOVEMBER 16, 2023, AS PRESENTED. COMMISSIONER WILCOXON SECONDED THE MOTION, WHICH CARRIED 7-0 WITH CHAIR LALL, VICE CHAIR MILLER AND COMMISSIONERS CARDELLA, KAUFTHEIL, MARMON, PANKIEWICZ AND WILCOXON VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

**2. APPROVAL OF THE TRANSPORTATION COMMISSION ANNUAL REPORT**

VICE CHAIR MILLER MOVED TO APPROVE THE 2023 TRANSPORTATION COMMISSION ANNUAL REPORT. COMMISSIONER WILCOXON SECONDED THE MOTION, WHICH CARRIED 7-0 WITH CHAIR LALL, VICE CHAIR MILLER AND COMMISSIONERS CARDELLA, KAUFTHEIL, MARMON, PANKIEWICZ AND WILCOXON VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

**3. ELECTION OF OFFICERS**

COMMISSIONER WILCOXON MOVED TO HAVE CHAIR LALL CONTINUE TO SERVE AS CHAIR AND COMMISSIONER MILLER CONTINUE TO SERVE AS VICE CHAIR FOR 2024. COMMISSIONER CARDELLA SECONDED THE MOTION, WHICH CARRIED 7-0 WITH CHAIR LALL, VICE CHAIR MILLER AND COMMISSIONERS CARDELLA, KAUFTHEIL, MARMON, PANKIEWICZ AND WILCOXON VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

**4. TRAFFIC SAFETY COMMUNICATIONS CAMPAIGN WORK STUDY SESSION**

Cristina Lenko, Transportation & Streets Public Information Officer and PIO Officer Aaron Bolin, Scottsdale Police Department, provided the presentation. Ms. Lenko explained that the City's Traffic Communications Campaign is a community driven initiative based on resident feedback regarding speeding on collector streets in and around established neighborhoods. Working with the Scottsdale Police Department, the City has incorporated this resident concern into a broader traffic safety campaign focused on communication to neighborhoods and communitywide traffic safety education and speed enforcement messaging.

The Slow Down Scottsdale Campaign components and messages include:

- Scottsdale PD Safety Videos and Recorded MPH
- National Highway Traffic Safety Administration
- Speeding Wrecks Lives
- Speeding Catches Up with You
- Speeding Slows You Down
- Video Display Boards: Shea Blvd. & 102nd St.
- Scottsdale Update: Articles to reinforce social
- Media posts

Officer Aaron Bolin provided an overview and played samples of the Police Department safety video series:

- Scottsdale PD Safety Video Series
  - Bike Lane safety
  - Speed Feedback Sign Education: Photo Radar Enforcement
  - Multiuse Path safety
  - Traffic Barricade: Work Zone safety
  - Halloween: Distracted driving
  - Christmas: Naughty or Nice Driving List
- Scottsdale PD Safety Video Series| Future Projects:
  - Event Season | TMC collaboration with PD
  - Recorded MPH | What is your reason for driving 85 MPH on Shea Blvd.?

Campaign infographics designs were reviewed.

Campaign ideas include:

- Stickers for neighborhood trash or recycling containers
- Slow Down Scottsdale Infographic | PSA Poster
  - We love our children, families and neighbors
  - We love our customers. Drive home safely
- HOA & Neighborhood Association formatted newsletter articles
- MAG – See Me AZ campaign

Commissioners provided comments and feedback:

- Consider methods for measuring the effectiveness of the program: Ms. Lenko identified methods for data collection, including number of views on social media, tracking volume of readers of articles in the Scottsdale Update newsletter, speed information updates from the police department and photo enforcement unit.
- Message boards should focus on clarity, rather than cute messaging: Ms. Lenko concurred, citing a recent article from the Wall Street Journal. This will be further discussed with traffic engineering staff and the police department.
- Consider revision of the, “Slow Down” verbiage in the campaign, as this does not directly tie into the safety messaging and other wording may resonate more effectively.
- Address social media in a more specific manner: Officer Bolin discussed posting and messaging through X, Instagram and Facebook, which will include the same content across all platforms. Engagement includes responses to comments and questions and direction to additional available resources. Recently, the X platform is being used as an outlet for newsworthy items, such as road closures and evacuation orders. Instagram and Facebook will serve as catchalls for public safety announcements and agency highlights.
- Target younger audiences via platforms such as TikTok for effective social media particularly in terms of speeding.
- Consider placing the identified signs in target areas for more effective messaging: Ms. Lenko clarified that the infographics reviewed are intended for social media and newsletter content, as opposed to physical signage. There is a concern from the traffic engineering division regarding the saturation of signage on streets.

- Agreement with the strategy of starting a conversation with neighbors, suggest outreach to specific neighborhoods to encourage volunteering: Ms. Lenko commented that one approach includes meetings with HOA and neighborhood association managers or representatives.
- Recommend use of statistical information to track results, including traffic accidents, property damage and physical injuries: Officer Bolin stated that they are certainly amenable to looking into this. Mark Melnychenko, Transportation & Streets Director, added that staff prepares a collision traffic volume report biannually and this provides metrics for specific corridors. Nathan Domme, Senior Transportation Planner, commented that the City is beginning its Transportation Safety Plan this year. One component includes campaign collaborations and review of data for hot spots of activity.
- Request for more information on the video display board located at Shea Blvd and 102<sup>nd</sup> Street: Ms. Lenko stated it is similar to signs seen on Loop 101 that display travel times, travel messaging, and road hazards. Mr. Melnychenko noted there are over 20 such signs in the City.
- Develop methods for contacting the owners of short term rentals to inform tenants about speeding laws and penalties.
- Develop methods for messaging to delivery drivers.

## **5. RESULTS FROM BICYCLE COMMUNITY RESIDENT FEEDBACK QUESTIONNAIRE**

Nathan Domme, Transportation Planning Manager and Susan Conklu, Senior Transportation Planner, provided the presentation.

Ms. Conklu reviewed the details of the Bicycle Friendly Community Designation:

- An award of Diamond, Platinum, Gold, Silver, Bronze, or Honorable Mention status is designated for four years.
- Scottsdale awarded Silver level in 2005
  - First community without a university or college to reach Silver level
  - Achieved Silver again in 2007
- Awarded Gold level in 2011, 2015, and 2019
  - Receive feedback from League of American Bicyclists (LAB) – Report Card
  - Public input for applications
  - Local reviewers help LAB evaluate applications

Background of the Resident Feedback Questionnaire:

- Requesting feedback from the public is a part of the application
- Previous resident feedback questionnaires
  - In 2015 and 2019 the city held a set of public meetings to gather input for the Bicycle Friendly Community application
  - In 2019 the city conducted its first Bicycle Friendly Community Resident Feedback Questionnaire with approximately 120 responses
- The 2023 Resident Feedback Questionnaire is an updated version of the 2019 Questionnaire

Purpose of the Resident Feedback Questionnaire:

- The resident feedback questionnaire is used to solicit public feedback on active bicycling in Scottsdale that was used as part of the city's application for Bicycle Friendly Community designation with the League of American Bicyclists.
- These questions were developed and approved by staff, based upon the Bicycle Friendly Community application. The questions asked in 2023 were similar to those asked in 2019.

The initial questionnaire was sent to approximately 6,000 residents who opted into the Polco platform. A wider public outreach effort was then conducted via news release, social media, e-newsletters and City Council Updates. The questionnaire was conducted between July 29, 2023, through August 25, 2023. There were 1,500 responses.

The results are broken down by four categories:

- Respondents location, frequency of biking, and barriers to bikes
- Current riders feelings about current conditions
- All respondents ideas about improving the network
- Bike events in the city people would like to see

Ms. Conklu and Mr. Domme provided an overview of responses, which addressed the following topics: where respondents live; biking frequency; barriers that prevent biking; current riders feelings about current conditions; words to describe riding in Scottsdale; type of bicycle and level of bicyclist; preferred and actual bicycle riding locations; multifacility trips; gaps in the network; safety as a major concern; infrastructure bike riders would like to see more of in Scottsdale; improving the bicycle riding experience for riders and families; types of bike events desired for Scottsdale; Scottsdale as a Gold level Bicycle Friendly Community.

Primary conclusions of the questionnaire, include:

- The Indian Bend Wash Multi-Use Path is a key asset in the City's bike network: It is well used and received by the respondents of the questionnaire
- Respondents use the on-street network to get to the multi-use path system
- Cars and bikes conflict with each other: Respondents believe more should be done to improve this
  - Education efforts
  - Wider bike lanes with consideration for protection features
  - Better off-street networks
- Recreational use is predominant in Scottsdale and includes all skill levels

Other issues raised in the questionnaire include:

- Issues needing more detailed outreach and review
- E-Biking Usage Growth
  - Many responses regarding E-Biking
  - Mixed positive and negative comments
  - Bicycle protection
- Education on Laws and Responsibilities
  - Driver Education
  - Bicyclist Education
  - Pedestrians Education
  - Overall Safety Campaign

➤ Other Motorized Devices

Next steps include:

- Transportation staff will continue evaluating the responses and developing questions for future questionnaires.
- The Bicycle Friendly Community designation will be announced in January along with the City's report card and results from the League's own questionnaires. Staff will use these tools in evaluating the program and planning efforts.

A Commissioner commented that informing residents about the gold level status would be more effectively accomplished by displaying the gold shields, rather than the silver ones currently on display. The shield should also indicate the length of time the City has been at that level. Ms. Conklu stated the LAB has updated their signage and the City is not permitted to alter their graphics. However, staff can investigate and replace outdated or damaged signs.

In response to a Commissioner question, Ms. Lenko stated that both Polco and Speak up Scottsdale platforms are available for City use. Each has slightly different purposes with Polco being a survey instrument for the entire community and Speak Up Scottsdale is a more focused, online discussion format and requires monitoring and sign-up.

In response to a Commissioner question, Ms. Conklu stated that the survey allowed users to select multiple applicable responses as appropriate to the question.

A Commissioner inquired if the survey clearly differentiated between a bike lane, a bike route and a bike path. Ms. Conklu stated staff would need to review this question in order to provide a response. She acknowledged that some residents have the misconception that a trail and a path are the same thing.

A Commissioner commented that signs stating, "Bicyclists may use full lane," or, "Give cyclists three feet" are more effective than, "Share the Road" signs. Mr. Domme clarified that the City is not intending to post share the road signs and the image was intended to reflect general education outreach.

A Commissioner commented that clarity is required on, "No motorized vehicle" signs and whether these apply to eBikes. Ms. Conklu stated that there are efforts ongoing to address and replace path wayfinding signage.

A Commissioner inquired if identified gaps will be factored into planning. Mr. Domme stated the planning list will be based on responses received in comparison to the current gap analysis.

A Commissioner asked about the ultimate goal of the bike program and whether City Council has committed to reaching the goal. Ms. Conklu stated that one of the goals contained in the bikeway element of the Transportation Action Plan is to achieve Platinum designation. There are several policies and performance measures that align with the Bicycle Friendly Program. City Council has made a commitment to the goals and polices of the Transportation Action Plan. Achieving Platinum status is a significant challenge.

Chair Lall suggested that once the video display boards are activated, one or more should display an announcement that Scottsdale is a Gold Level City.

Chair Lall suggested the verbiage, “Accommodate bikes” as a replacement to, “Share the road.” Ms. Conklu noted that any signage must be allowable under the Manual on Uniform Traffic Control devices.

A Commissioner commented on seeing night bicycle riders not wearing helmets or lights. It is important to understand the demographics of the survey respondents, as some residents may not have the means or the free time to respond to questionnaires. It would also be helpful to gather feedback on children and female ridership on the City’s more challenging roadways. Mr. Domme noted that the survey responses only provided zip code and City resident status. Ms. Conklu added that one of the goals of the Transportation Action Plan Neighborhood Bikeways is to develop low stress routes that are comfortable for a wide range of riders. The LAB questionnaire to the City did include questions under the equity category that pertained to service for underserved populations. Once the City receives its report card, staff will revisit some of these questions in more detail. Ms. Lenko stated that Mr. Domme, Ms. Conklu and herself are involved in a newly formed City level committee called the Bicycle Safety Plan. The committee was formed at the direction of the Mayor and City Council. Feedback from Commissioners and the questionnaire will be provided to the committee.

## **6. PROJECTS AND PROGRAMS UPDATE**

Mr. Melnychenko provided an update on the following projects and programs:

- Transportation Department structure and flow chart; sections, accomplishments and guiding documents, including General Plan, Strategic Plan and Transportation Action Plan
- Approved policies and plans
- City assets maintained
- Streetlight pole replacement program
- Traffic signal pole painting
- Traffic signal pole replacement
- New/planned traffic signals
- El Dorado parking lot paving
- Via Linda ADA ramps
- Street Operations: Bridge Repair Program
- Street Operations: Alley Maintenance
- Roundabout First progress
- Dynamic Message Sign Pilot
- Path wayfinding signage

A Commissioner made requests for more details on the layouts for the Northsight Blvd/Raintree Drive intersection and the 64th Street and Osborn Road intersection.

A Commissioner inquired about future plans and designations for alleyways. Mr. Melnychenko stated at this time, they are categorized as utility corridors. There may be future considerations as unpaved trails or multiuse paths.

In response to a Commissioner question, Mr. Melnychenko addressed the Thomas Road Complete Streets project. The condition of the existing roadway is even worse than previously known. A portion will need to be rebuilt. 56th Street to Scottsdale Road requires mill and overlay.

A decision has been made to include this in a future Capital Improvement Project. At this time, it will be restriped back to its existing configuration.

A Commissioner asked for clarification that wayfinding signage will not only be on paths but will also exist off paths to direct users towards path routes. Ms. Conklu stated that signs will be along pathways and at some entry access points.

**7. COMMISSION IDENTIFICATION OF FUTURE ITEMS**

The following item was identified:

- Bicycle Friendly Community score

**8. ADJOURNMENT**

With no further business to discuss, being duly moved by Commissioner Miller and seconded by Commissioner Wilcoxon, the meeting adjourned at 7:30 p.m.

AYES: Chair Lall, Vice Chair Miller, Commissioners Cardella, Kauftheil, Marmon, Pankiewicz and Wilcoxon.

NAYS: None

SUBMITTED BY:  
eScribers, LLC