



## SCOTTSDALE TRANSPORTATION COMMISSION Notice and Agenda

**Date: Thursday, September 18, 2025**

**Time: 5:15 P.M.**

**Location: Kiva – City Hall**

**3939 N. Drinkwater Boulevard**

**Scottsdale, AZ 85251**

### Call to Order

### Roll Call

Mary Ann Miller, Chair	Mailen Pankiewicz, Commissioner
Kerry Wilcoxon, Vice-Chair	Emmie Cardella, Commissioner
Robert Marmon, Commissioner	Kyle Davis, Commissioner
Lee Kauftheil, Commissioner	

**One or more members of the Transportation Commission may be attending the meeting by telephone, video, or internet conferencing, pursuant to A.R.S. §38-431(4)**

### Public Comment

Citizens may address the members of the Transportation Commission during Public Comment. This “Public Comment” time is reserved for citizen comments regarding non-agendized items. Arizona State law prohibits the Transportation Commission from discussing or taking action on an item that is not on the prepared agenda. Citizens may complete one Request to Speak “Public Comment” card per meeting and submit to City Staff. Public testimony is limited to three (3) minutes per speaker.

Written public comment for both agendized and non-agendized items may be submitted in-person by completing a yellow written public comment card or electronically by completing a Written Public Comment Form. Written public comment submitted after public testimony has begun will be provided to the members of the Transportation Commission at the conclusion of the testimony for that item. Written comments that are submitted electronically at least 90 minutes before the meeting’s scheduled start time will be provided to members of the

Transportation Commission. A written public comment may be submitted electronically at the following link: <https://ww2.scottsdaleaz.gov/boards/transportation-commission>

1. **Approval of Meeting Minutes**----- **Action**  
Regular Meeting of the Transportation Commission – August 21, 2025
2. **78th Street and Gold Dust Traffic Calming** -----**Action**  
Discuss two exceptions to the Neighborhood Traffic Management Program – Sam Taylor,  
Principal Traffic Engineer
3. **Strategic Transportation Safety Plan: Education Component** ---**Information and Possible Action**  
Overview of the education goals for the plan - Nathan Domme, Senior Manager Transportation  
Planning
4. **Projects and Programs Update** -----**Information and Discussion**  
Information on current projects and programs – Nathan Domme, Senior Manager  
Transportation Planning
5. **Commission Identification of Future Agenda Items** ----- **Discussion**  
Robust discussion of potential future agenda items for the Transportation Commission – Nathan  
Domme, Senior Manager Transportation Planning

## Adjournment



Persons with a disability may request a reasonable accommodation by contacting Susan Conklu at 480-312-2308. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TYY users, the Arizona Relay Service (1-800-367-8939) may also contact Susan Conklu at 480-312-2308.



**DRAFT SUMMARIZED MINUTES**

**CITY OF SCOTTSDALE  
TRANSPORTATION COMMISSION  
REGULAR MEETING**

**Thursday, August 21, 2025  
City Hall Kiva Forum  
3939 N. Drinkwater Boulevard  
Scottsdale, AZ 85251**

**CALL TO ORDER**

Chair Miller called the meeting of the Scottsdale Transportation Commission to order at 5:15 p.m.

**ROLL CALL**

**PRESENT:** Mary Ann Miller, Chair  
Kerry Wilcoxon, Vice-Chair  
Emmie Cardella  
Kyle Davis  
Lee Kauftheil  
Robert Marmon  
Mailen Pankiewicz

**STAFF:** Nathan Domme, Transportation Planning Manager  
Susan Conklu, Senior Transportation Planner  
John Hoang, Senior Traffic Engineering Manager  
Ryan Wozniak, Senior Transportation Planner

**PUBLIC COMMENT**

Senior Transportation Planner Susan Conklu advised that there were no members of the public who wished to speak, nor were any written comments submitted.

**1. Approval of Meeting Minutes**

VICE-CHAIR WILCOXON MOVED TO APPROVE MAY 15, 2025, TRANSPORTATION COMMISSION REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER DAVIS SECONDED THE MOTION, WHICH CARRIED SEVEN (7) TO ZERO (0) BY ROLL CALL VOTE. CHAIR MILLER, VICE-CHAIR WILCOXON, AND COMMISSIONERS CARDELLA, DAVIS, KAUFTHEIL, MARMON, AND PANKIEWICZ VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

**2. Strategic Transportation Safety Plan: Initial Goals and Policies**

Senior Transportation Planner Ryan Wozniak conducted a slideshow presentation and reviewed slides with the following titles: Data Reminder / Primer, and The Principles of SSA. He asked for Commissioner feedback regarding the safe system approach principles for speed.

Commissioner Kauftheil felt the importance of forgiveness should outweigh concerns about complacency, and roadway design is the biggest factor in behavior. Vice-Chair Wilcoxon spoke about the tendency to move project safety considerations closer to the minimum as projects develop due to budgetary constraints, and true forgiveness requires that the City impose stronger minimum design standards. Commissioner Pankiewicz believed forgiveness and driver comfort are often confused, and unfortunately road design tends to focus on the movement of vehicles without considering the safety of pedestrians.

Chair Miller said some drivers will continue to be aggressive regardless of what type of error forgiveness approach is implemented. Mr. Wozniak felt the Chair's point was more applicable to wider arterial roadways. He thought approaches where design naturally enforces safer speeds are more achievable in smaller road segments. Portions of roads without parked vehicles, for instance, seem wider and make people feel less at risk.

Mr. Wozniak continued the presentation by reviewing slides with the following titles: Speed Indicator; Evaluating Speed Related Crashes and Injury Severity; Speed Limit Significance; Is "Speed a Factor?"; and Speed Limit Setting Practices. He explained the 85th percentile as it relates to driver speed. He cited data which shows that fatal and serious injuries (KSI) become more common in speeds that just exceed posted speed limits. He described the process for establishing speed limits, which is informed by factors such as the prominence of turning movements or the spread of pedestrians and cyclists who are exposed to those movements. He sought Commissioner input regarding the practice of setting speed limits.

Vice-Chair Wilcoxon believed use of the 85th percentile takes control of the road away from the engineer, though he recognized that changing speed limits without modifying the road does nothing to curb speeding. He felt context should be taken into account when setting speed limits, not just driver behavior. Mr. Wozniak indicated the 85th percentile came from the Arizona Highway Safety Manual. He offered to obtain additional information about the history of the 85th percentile and provide it to the Commission.

Mr. Wozniak continued the presentation by reviewing the Road Design for Self-Enforcing Speeds and Automated and Manned Enforcement slides. He spoke about the importance of evaluating the road design practices for enforcing speeds. He noted the City of Tempe utilizes automated and manned enforcement techniques. Commissioner Kauftheil thought it was worth considering reducing sidewalk heights and other techniques that might make drivers less comfortable so they reduce their speed. He advocated for enforcing consequences to those who speed. Commissioner Marmon asked about the gathering of speed data. Mr. Wozniak said additional equipment is used to collect data during times when traffic is being counted.

Commissioner Davis advocated for design considerations such as controlled left turns, a prohibition of right-hand turns on red lights, and increasing the duration of yellow lights. Mr. Wozniak said there is recent research related to those types of considerations. Commissioner Cardella felt Scottsdale has been a leader in implementing elements such as buffered medians, roundabouts, and buffered bike lanes, as well as the renewed use of photo radar in targeted areas.

Chair Miller expressed concern about the use of blinking yellow left-turn lights to cross multi-lane roads, though she said they worked well to cross single-lane roads. She emphasized the need to protect children from speeding vehicles, though she worried that implementing speed-reducing elements may only move where accidents happen.

Mr. Wozniak reviewed the Tempe's Photo-Enforcement Rollout slide and spoke about the importance of building a positive safety culture with respect to speed-related initiatives. He sought feedback on the use of photo enforcement. Commissioner Pankiewicz stated the majority of

accidents are happening at arterial segments where speed limits are higher, and certain design considerations would not be applicable there. She thought photo-enforcement, therefore, was at least part of the solution. She spoke about the amount of time and money the City must spend on each collision, which citations do not cover. She felt collecting money by citing people who have broken the law is not the worst way for a city to generate revenue.

Vice-Chair Wilcoxon referenced the City of Phoenix's photo enforcement program, saying that messaging would need to illustrate that Scottsdale is not getting rich off those citations. It would be difficult for people to argue the program so long as the methodology is science-based. He noted these programs work on fear of getting a ticket, not fear of causing an accident, and he wondered about the impact it would have on average speeds if implemented. It would be easier to sell the program if it were proven to reduce the number of crashes. Mr. Wozniak said the database for these types of countermeasures is growing more robust.

Commissioner Marmon noted he drives the speed limit in Paradise Valley because they have a comprehensive speed program there, and Scottsdale could learn from their methods. Chair Miller opined that it is important for residents to know the reason behind why speed enforcement measures are placed where they are. If a photo enforcement program is implemented, Commissioner Kauftheil stated, there must be actual consequences for speeding without loopholes where citations can be ignored. Mr. Wozniak said he would explore ways to address those loopholes.

Mr. Wozniak continued the presentation by reviewing the following slides: Initial Goals and Policy Direction (3 slides); Contextualizing the Data, Analysis, and Policy; and Maps with more built-in context. He said there is a correlation between KSI crashes and lighting conditions, which could be caused by an inadequate lighting policy. He discussed how GIS point data could be manipulated to perform analyses of crash-prone areas, which helps in determining appropriate slowing countermeasures. Commissioner Pankiewicz felt there are different solutions to analyze crashes, such as identifying areas where certain factors have resulted in many people crossing a street, like where a sidewalk ends or to get to shaded areas. She believed socioeconomic factors also need to be considered.

Mr. Wozniak continued the presentation by reviewing the following slides: Traffic Calming Tools; Community Engagement and Priorities; and Commitments to Saving Lives. He indicated that issues will be prioritized both by addressing high-injury networks and by determining where the community wants safety measures for their neighborhoods. He requested input on a realistic year by which the City's KSI reduction goals should be met. Commissioner Kauftheil thought the goal should be on a 20- or 25-year cycle, in alignment with the typical 20-year life cycle of Scottsdale roads. Vice-Chair Wilcoxon thought the City's goal should be a 100 percent reduction of crashes by the year 2050. Commissioner Marmon thought safety needed to be the focus, not personal convenience.

Commissioner Davis expressed reluctance to have too long-term a goal since that could result in deferrals. He thought a 10-year timeframe was reasonable, though he wanted to review other jurisdictions' results to determine whether a 35 percent reduction is a realistic goal.

Commissioner Cardella agreed with a shorter timeline of 10 or 15 years. Commissioner Miller thought two different goals could be established for a 10-year deadline and a 2050 deadline. Mr. Wozniak noted that technology will also change in the future, so projecting far out would require more prediction. He spoke about how the Commissioners' feedback might be incorporated into questions for a public questionnaire about the matter. Transportation Planning Manager Nathan Domme said staff would come up with two goals, one more aspirational and one more pragmatic, and bring them back to the Commission for review.

Mr. Wozniak concluded the presentation by reviewing the following slides: Safer Roads; Safer People; Safer Vehicles; Post-Crash Care; and Cross-Cutting Policy. Commissioner Pankiewicz felt that an opportunity exists for better public awareness about post-crash care. Vice-Chair Wilcoxon recommended involving emergency responders in promoting the message of changing the nature of vehicular injuries, citing the different types of injuries that are prevalent now that were not 20 years ago. Commissioner Kauftheil brought up studies that show that slower speeds can actually result in quicker arrival times, and he felt there was room to increase road efficiency by reducing speed limits. He thought real-world experience was a better instructor of road safety than educational classes and programs, and any educational efforts should involve real-world simulations.

Mr. Wozniak said work zone safety will be discussed by a multi-disciplinary working group who meets to discuss traffic safety. Commissioner Marmon thought any pavement under construction needs to be properly marked if left unattended, and private development projects need to meet the same traffic standards as public projects. Senior Traffic Engineering Manager John Hoang confirmed that all projects need to meet City standards, and staff reviews all traffic control plans before approval. In response to Commissioner Marmon's example of a roadway under construction that did not have proper marking, he said new standards require that all new pavement is striped, marked, or barricaded.

Mr. Wozniak indicated that the plan will be informed by the guidance from the Commission as to areas of focus, as well as the results of the public questionnaire and behavioral observations made during walking assessments. Commissioner Pankiewicz suggested that maintenance schedules need to be evaluated from an organizational perspective. Mr. Wozniak remarked that staff will create drafts with two prioritization lists, one for capital improvement and one for traffic calming. He discussed the different tiers that might be implemented to determine those priorities.

Mr. Domme commented that action could be taken on this item if consensus is reached by the Commission about which methodology it wants to support. If they are unable to come to a conclusion about a single goal, staff could return at a future date to address that. Commissioner Kauftheil offered modifications to the City of Tempe's current use of road design designed to self-enforce speeds.

### **3. Strategic Transportation Safety Plan: High Injury Network**

Dr. Brendan Russo conducted a slideshow presentation and reviewed slides with the following titles: Data-Driven Strategies; HIN Aims and Options; 85th Percentile + KSI Crashes (3 slides); HIN option 1 (2 slides); HIN option 2 (2 slides); HIN option 3 (2 slides); HIN option 4 (2 slides); and HIN Intersection Scores. (Speaker was unidentified, concluded that it was Dr. Russo per attendance list)

Dr. Russo noted the average 85th percentile speed was determined using all speed data regardless of time of day or day or week, but the data conveyed earlier by Mr. Wozniak accounted for those details. He explained how crash rates were calculated for both intersections and segments. He noted that the third high-injury network (HIN) calculation option is also known as equivalent property damage only, or EPDO. This method gives higher weight to KSI crashes but also factors in lower-level crashes and crash rate.

Commissioner Pankiewicz wondered whether there was an appetite to do a vulnerable road user HIN analysis over a longer period of time. Dr. Russo replied that was possible, but additional data would be needed from the City of Scottsdale. Vice-Chair Wilcoxon recognized that low-traffic intersections can show disproportionate spikes, and the City of Phoenix previously excluded those

with very low traffic volumes as a way of not skewing the results. He posited examining different HINs for arterials and collectors, but the type of road is already somewhat accounted for by the traffic volume metric.

In response to additional Commissioner comments, Dr. Russo noted that he compiled crash data per month, which would help demonstrate whether more crashes are caused by part-time residents and tourists. He was unsure how to incorporate seasonal data over a five-year period, but general trends can be considered, he said. Vice-Chair Wilcoxon remarked that the City of Phoenix typically relied on KSI rates, which he thought was more easily understandable than the method employed by the Highway Safety Manual. Commissioner Cardella thought that inclusion of the monetary impacts of crashes helped with understanding.

Dr. Russo concluded his presentation by reviewing the following slides: HIN option 1; HIN option 2; HIN option 3; HIN option 4; and HIN Options. He indicated that option 3, the EPDO option, was the preferred methodology, but he was open to Commissioner feedback. Commissioner Pankiewicz was fine with the recommendation, but she wanted to see a bike injury network in the future because pedestrian safety measures do not necessarily also work for bicyclists. Transportation Planning Manager Nathan Domme thought the same methodology should be employed for both intersections and segments. Commissioner Davis also recommended option 3 as long as a certain small percentage of low-traffic volume issues are disregarded so as not to skew the data.

Vice-Chair Wilcoxon strongly recommended a policy that is easily understandable to anyone who reads it. He supported options 1 or 2 even though they may not be the most informative ways to present the data. Senior Transportation Planner Ryan Wozniak suggested that whatever option is selected be the most technically adaptive so engineers can accomplish what the City wants. Whatever option is chosen, Commissioner Kauftheil opined, the monetary impacts should also be included. Mr. Wozniak committed to embedding economic factors into the recommendations of the tiers, which he said would also help with pursuing grants.

Commissioner Pankiewicz felt an appendix should be included which simplifies whatever options are chosen. Dr. Russo confirmed that the monetary costs were societal costs of the crashes, not specific costs covered by the City. Commissioner Cardella expressed support for option 3, and even small intersections could be included because the monetary impact would help illustrate whether those intersections are noteworthy even if they do not face significant volume. Chair Miller echoed support for option 3, saying there needs to be a data-driven justification behind which intersections the City should focus on. Commissioner Marmon added his support for option 3.

In the absence of a consensus and a motion recommending one of the options, the Chair requested that staff return with more information on the topic taking into account the discussion that just took place. Mr. Wozniak summarized some of the feedback he would integrate into the next presentation to the Commission. Senior Transportation Planner Susan Conklu briefly discussed the items that would be considered at the Commission's September 18 meeting.

#### **4. 2025 Transportation Commission Meeting**

Chair Miller recalled that nine meetings were scheduled for the year, but the June meeting was cancelled due to a holiday. Senior Transportation Planner Susan Conklu suggested reinstating the October meeting to keep the Commission at nine meetings for the year.

COMMISSIONER CARDELLA MOVED THAT A TRANSPORTATION COMMISSION MEETING BE SCHEDULED FOR OCTOBER 2025 TO TAKE THE PLACE OF THE JUNE 2025 MEETING. COMMISSIONER KAUFTHEIL SECONDED THE MOTION, WHICH CARRIED SEVEN (7) TO ZERO (0) BY ROLL CALL VOTE. CHAIR MILLER, VICE-CHAIR WILCOXON, AND COMMISSIONERS CARDELLA, DAVIS, KAUFTHEIL, MARMON, AND PANKIEWICZ VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

Ms. Conklu reminded the Commissioners that there will still be no December meeting.

## **5. Projects and Programs Update**

Transportation Planning Manager Nathan Domme noted that each board or commission has been making presentations to the City Council about what that board is working on, and the Transportation Commission is slated to make theirs on September 30. He displayed a list of major topic discussions and actions taken over the last four years, including the board purpose and its makeup; the types of feedback the Council expects from the Commission; its work on the Capital Improvement Plan; key achievements, which he then summarized; and upcoming opportunities, challenges, and outcomes. He encouraged the Commissioners to make any comments about the upcoming presentation.

Vice-Chair Wilcoxon wondered about questions posed to the other boards that have made presentations to the Council. Mr. Domme replied that questions vary based on the specific board. Though he could not guess what specific types of questions he may get, he expected some about the Transportation Action Plan and some about capital projects. Commissioner Cardella felt the presentation should cover some of the projects not highlighted by the Trails Subcommittee, and she pointed out a typo on the presentation. Commissioner Kauftheil thought the Committee's work in directing City priorities should be emphasized, along with its efforts with wayfinding signage. Mr. Domme noted the pamphlet he provided for this discussion will not be presented to the City Council, but he will incorporate the comments made by the Commission today into his presentation on September 30.

## **Adjournment**

VICE-CHAIR WILCOXON MOVED THAT THE AUGUST 21, 2025, MEETING BE ADJOURNED. COMMISSIONER DAVIS SECONDED THE MOTION, WHICH CARRIED SEVEN (7) TO ZERO (0) BY VOICE VOTE. CHAIR MILLER, VICE-CHAIR WILCOXON, AND COMMISSIONERS CARDELLA, DAVIS, KAUFTHEIL, MARMON, AND PANKIEWICZ VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 7:42 p.m.

Recorded and transcribed by eScribers, LLC.

# SCOTTSDALE TRANSPORTATION COMMISSION REPORT



**To:** Transportation Commission  
**From:** Sam Taylor, Principal Traffic Engineer  
**Subject:** 78<sup>th</sup> and Gold Dust Traffic Calming Exceptions  
**Meeting Date:** September 18<sup>th</sup>, 2025

## ITEMS IN BRIEF

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### Action: Information and Action

**Purpose:** City staff have been working with residents of the La Cuesta HOA and Gainey Ranch HOA on addressing persistent speeding along 78<sup>th</sup> Street between Shea Boulevard and Mountain View Road. A citizen petition followed by traffic data analysis, a neighborhood meeting and direction for the city manager's office has led staff to the outcome of proposing traffic calming devices along this portion of 78<sup>th</sup> Street near Gold Dust Avenue. This presentation will ask for two exceptions to the city's Neighborhood Traffic Management Program (NTMP) to move forward with addressing the speed concerns on 78<sup>th</sup> Street.

### Background:

On January 28<sup>th</sup>, 2025, citizens submitted a petition with 40 signatures to the Scottsdale city council that had three requests for changes to the city's street infrastructure within the vicinity of their community. These requested changes are as follows:

1. Requesting that the intersection of Gold Dust Avenue and 78<sup>th</sup> Street be converted from a 2-way stop controlled intersection to an all-way stop controlled intersection.
2. Requesting that the posted speed limit of 30 miles per hour (mph) on 78<sup>th</sup> Street between Mountain View Road and Shea Boulevard be lowered to 25 mph.
3. Requesting a street classification change for 78<sup>th</sup> street from a minor collector to a local residential street.

The city council directed the city manager's office to prepare a written response to the petition. The city manager and city transportation staff then met with residents in the field to review the site conditions and discuss potential changes. Shortly after that meeting, the city manager's office prepared and submitted a written response to the petition. The response included the following assurances.

Staff and petitioners agreed on a two-phase solution.

Phase 1-Public Meeting with Residents of La Cuesta and Gainey Ranch, and Transportation Staff  
Transportation will work with La Cuesta and Gainey Ranch residents in a public workshop to hear feedback about lowering speed limits and adding traffic calming solutions, including a raised intersection and crosswalk striping.

Phase 2-Traffic Calming and Crosswalk Improvements

After hearing feedback from residents, staff will address speeding and pedestrian safety by installing traffic calming solutions. In coordination with these improvements, the speed limit will also be lowered to 25 mph. 78<sup>th</sup> Street will also be reclassified as a "local collector" street.

The full response from the city manager's office is included in **Attachment A**.

In accordance with the city manager's response. City transportation staff organized a public meeting to gather feedback on some alternative designs to achieve the effect of reducing speed and cut-through traffic on 78<sup>th</sup> Street. At this meeting, city staff presented a raised crosswalk at the intersection of 78<sup>th</sup> Street and Gold Dust as the preferred traffic calming measure. There was a general consensus among those that attended that something needed to be done to address the speed concerns. A summary of the comment cards received at this meeting is included in **Attachment B**.

Since the public meeting, city transportation staff have further evaluated the raised crossing idea as well as other options. During this process, it was determined that the fire department would not support the raised crossing plan and would only support a second alternative that included speed cushions. This changes the project from being primarily an intersection improvement project to being a full traffic calming project along 78<sup>th</sup> Street between Shea Boulevard and Mountain View Road.

Considering the project has shifted to a full traffic calming project but also considering its unique history. City staff recommend that the project be exempt from two requirements in the NTMP. These requirements are as follows:

1. Taking both sides of the street into consideration, the street has more than 50% direct residential access.
2. Initiate a neighborhood petition.
  - a. If the street segment meets policy criteria, city staff and the resident work together to create a concept plan, define the affected and notification areas, and create a petition form. The resident will then be responsible for acquiring signatures from a minimum of 70% of the addresses within the affected area and 100% of the addresses within 50 feet of proposed traffic calming devices.

Transportation staff believe that these exceptions are appropriate for this project primarily for three reasons. First, 78<sup>th</sup> Street far exceeds the traffic volume and speed data required for traffic calming devices. Second, with the road reclassification to a local street and the speed limit being reduced from 25 MPH to 30 MPH, the road will require some geometric design changes to help enforce this new limit. Third, the city and the community have already been actively engaged with one another on this project and there has been a demonstrated consensus amongst the community members that traffic calming measures should be taken to reduce speed on 78<sup>th</sup> Street.

### **Recommended Action**

Approve an exception to the NTMP requirement for a neighborhood petition and the NTMP requirement for there to be direct driveway frontage on the affected street.

### **Next Steps**

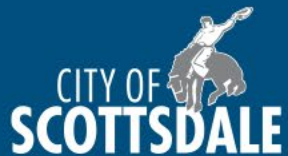
City staff will finalize design on the speed cushion alternative and then will engage with a contractor to construction.

**Contacts:** Sam Taylor, 480-312-7010, [Staylor@ScottsdaleAZ.gov](mailto:Staylor@ScottsdaleAZ.gov)

# 78<sup>th</sup> and Gold Dust Traffic Calming Exceptions

Transportation Commission

9/18/2025

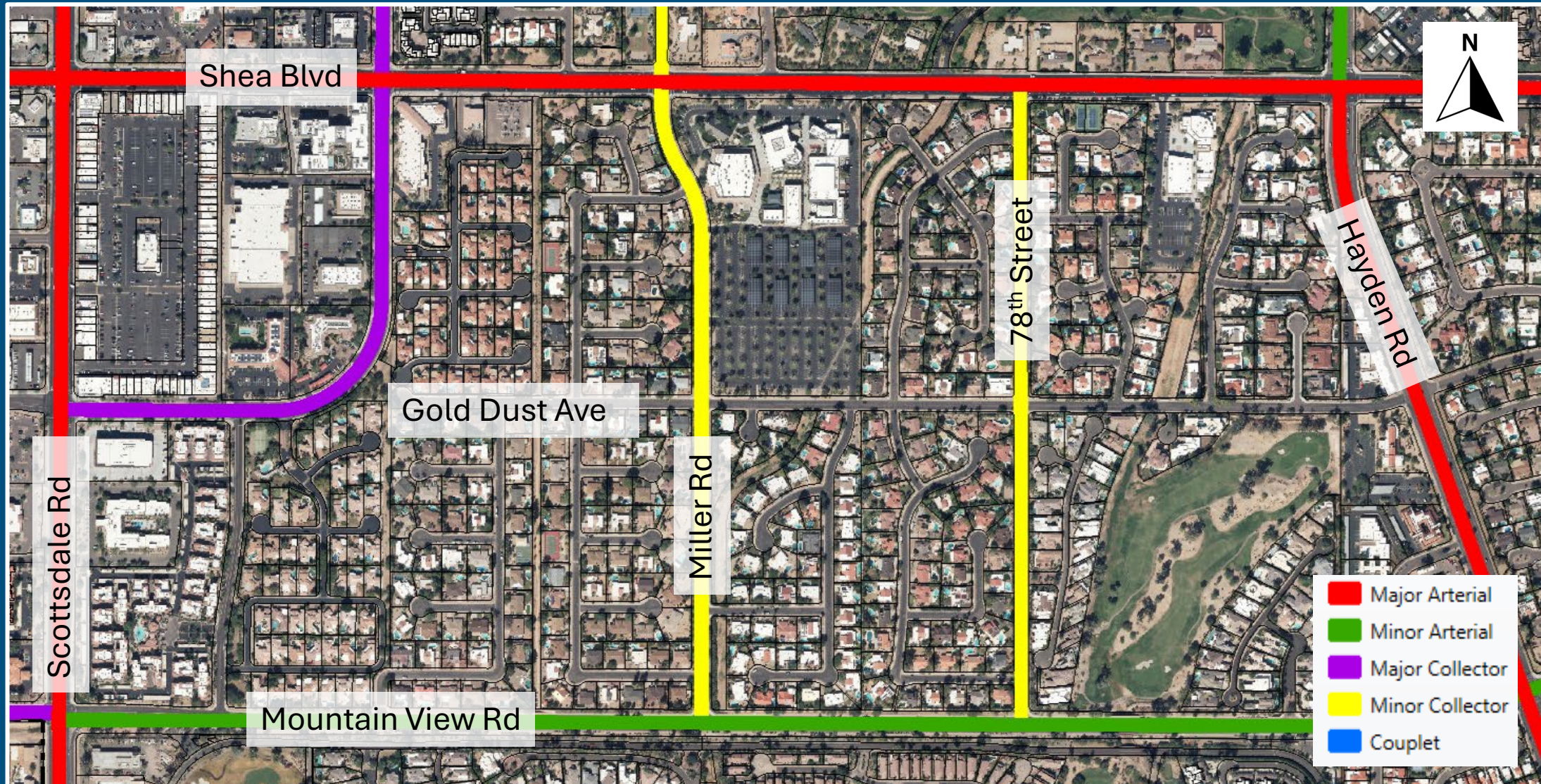


# Background

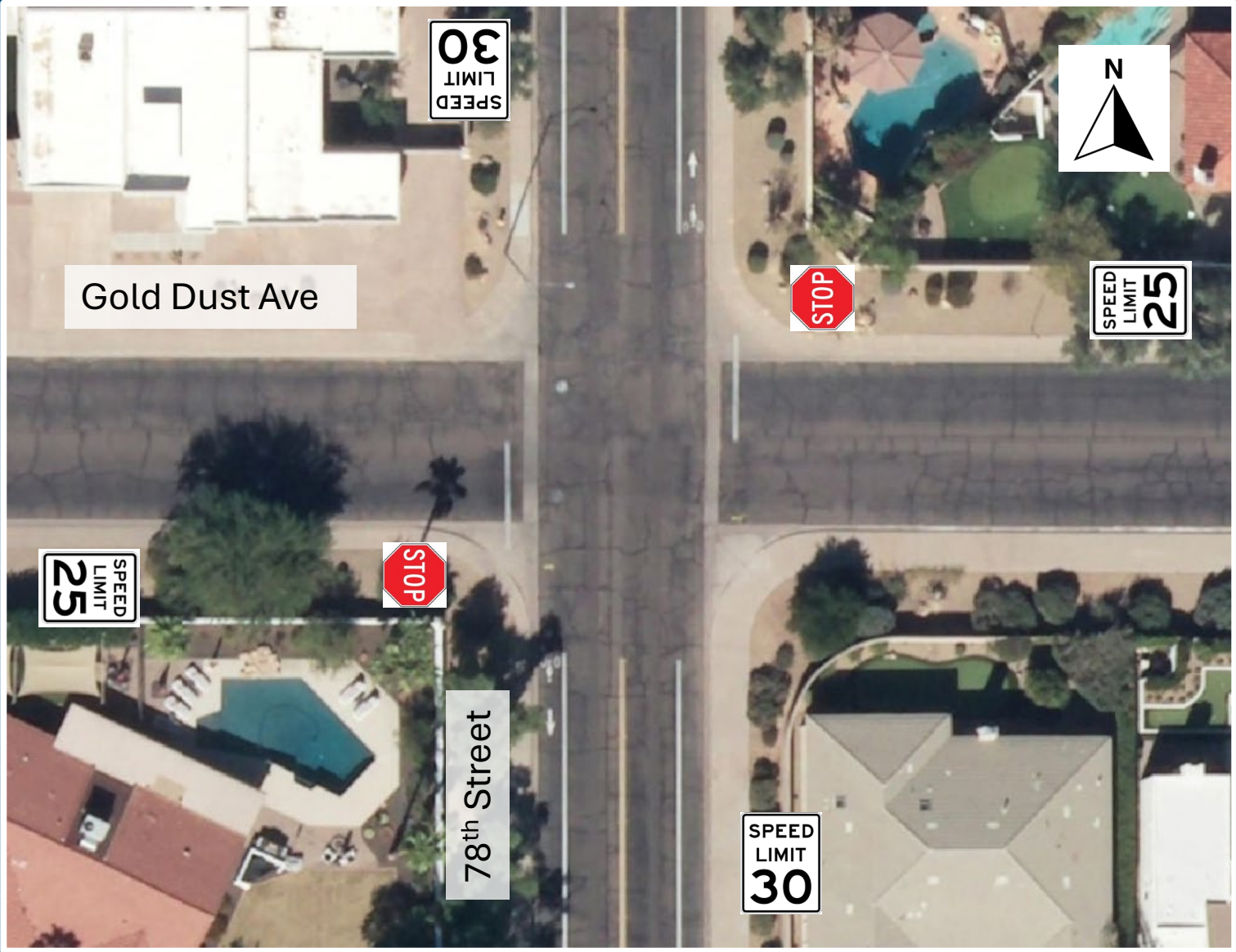
- Documented speeding and cut through traffic on 78<sup>th</sup> Street
- Citizen concerns from LaCuesta community
- Citizen petition submitted to council in January, 40 signatures
  1. All-way stop at 78<sup>th</sup> and Gold Dust
  2. 25 mph speed limit on 78th between Mountain View and Shea
  3. Classification change from minor collector to local



# Location Characteristics



# Intersection Characteristics – Site Review



# Traffic Data Collection

- Average Daily Traffic (ADT)
  - 78<sup>th</sup> Street: 1,144 vehicles per day
  - Gold Dust: 726 vehicles per day
- Data Collected 3/12/2024
- Observations have noted high pedestrian activity

	Daily Traffic Volume	% of Vehicles 35mph or more	% of Vehicles 40 mph or more
<b>NTMP Required</b>	500 min, 3000 max	40%	20%
<b>Measured</b>	1144	81%	54%

NB only	Daily Traffic Volume	% of Vehicles 35mph or more	% of Vehicles 40 mph or more
<b>NTMP Required</b>	500 min, 3000 max	40%	20%
<b>Measured</b>	537	69%	35%

SB only	Daily Traffic Volume	% of Vehicles 35mph or more	% of Vehicles 40 mph or more
<b>NTMP Required</b>	500 min, 3000 max	40%	20%
<b>Measured</b>	607	92%	70%

Collision data was reviewed for last 5 years: only 1 reported collision that occurred on 12/29/2024



# City Manager's Response to Petition

*Staff and petitioners agreed on a two-phase solution.*

## ***Phase 1***-Public Meeting with Residents of La Cuesta and Gainey Ranch, and Transportation Staff

*Transportation will work with La Cuesta and Gainey Ranch residents in a public workshop to hear feedback about lowering speed limits and adding traffic calming solutions, including a raised intersection and crosswalk striping.*

## ***Phase 2***-Traffic Calming and Crosswalk Improvements

*After hearing feedback from residents, staff will address speeding and pedestrian safety by installing traffic calming solutions. In coordination with these improvements, the speed limit will also be lowered to 25 mph. 78th Street will also be reclassified as a “local collector” street.*

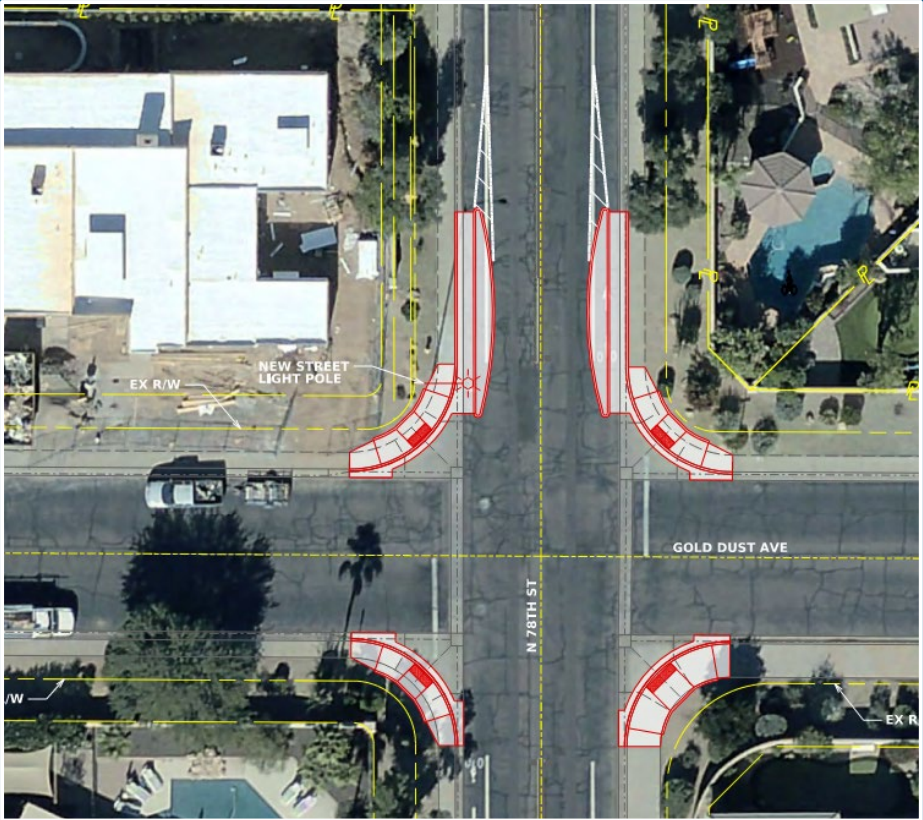


# Public Meeting - May 1<sup>st</sup> 2025

- Postcards sent out to all homes in vicinity
- 27 members of the community in attendance
- Consensus that action needed to be taken
- Presented background info and the idea of a raised crosswalk among other alternatives



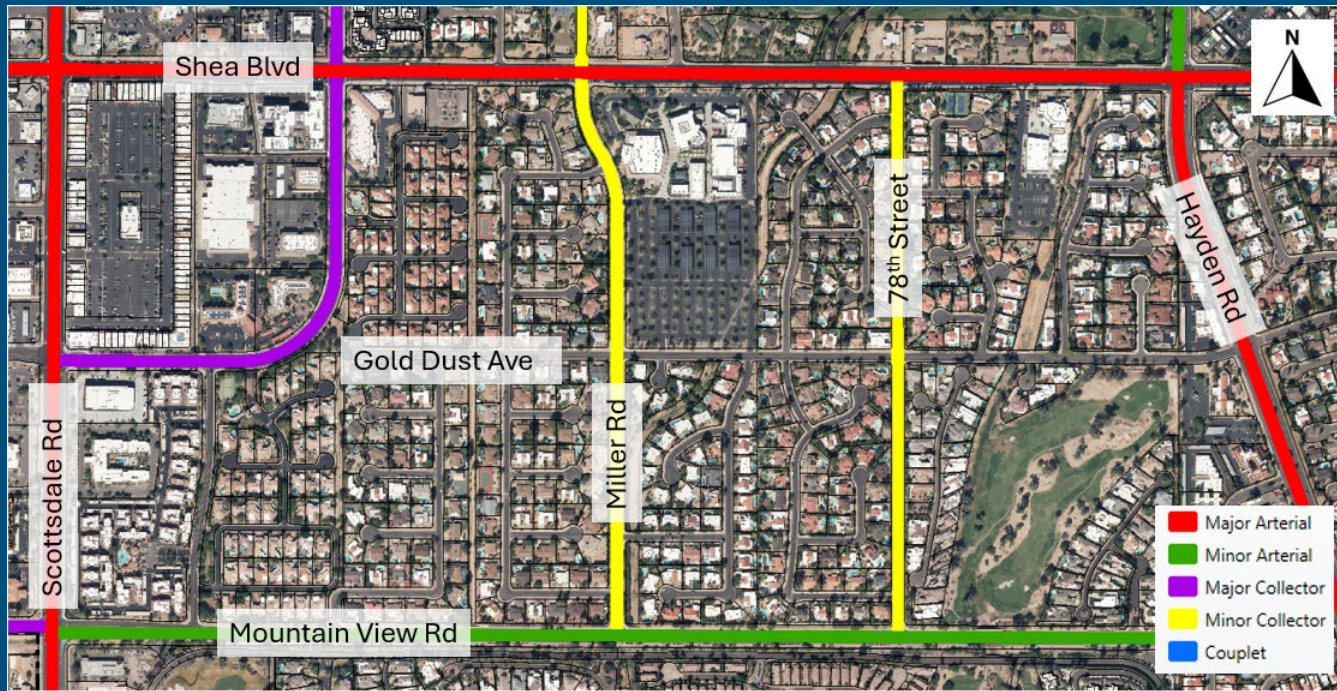
# Other Alternative Measures



**Note:** Raised intersection and all-way stop control deemed not feasible



# Reclassification and Speed Limit

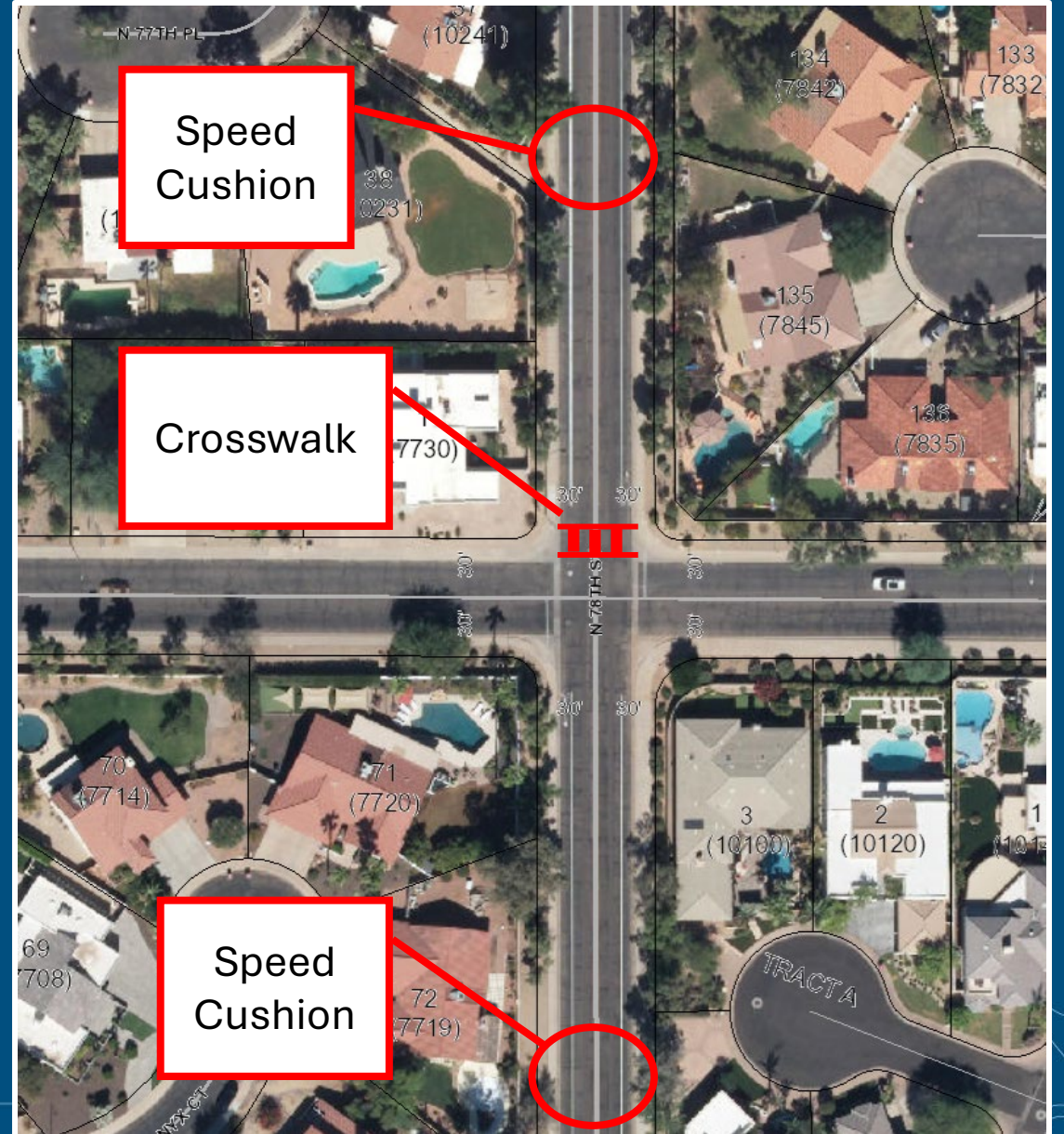


# Impact on Emergency Services



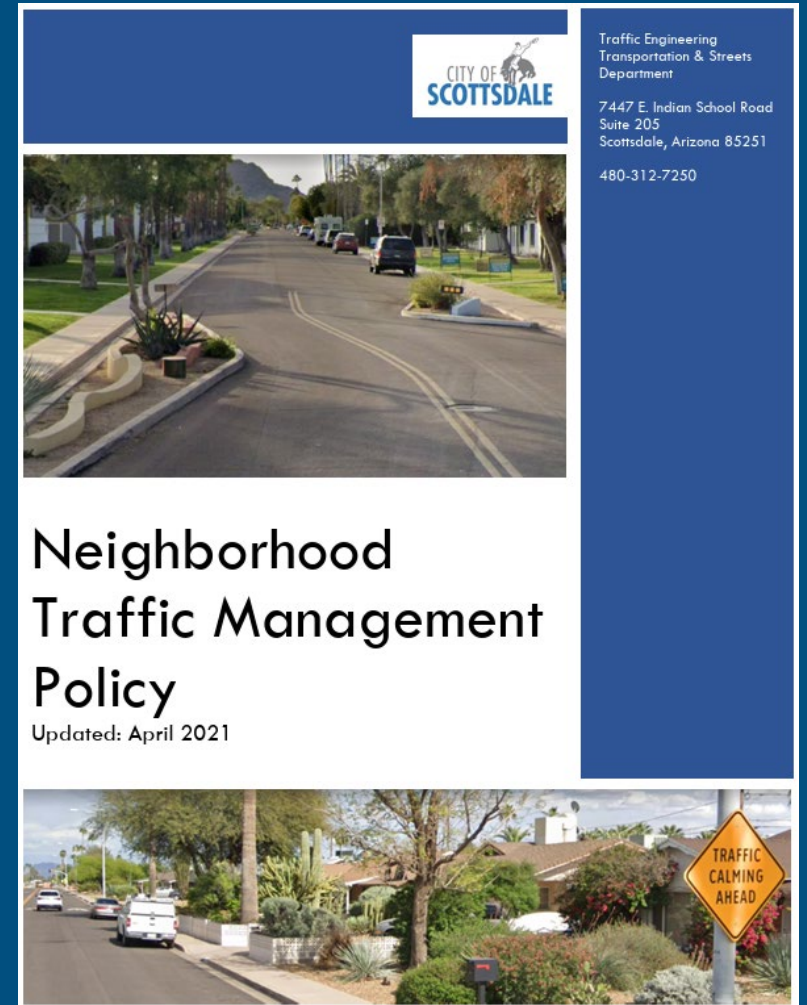
# New Approach

- 2 sets of speed cushions, 500' apart
- High Visibility Crosswalk
- Speed limit reduction and classification change



# Relation to NTMP

- Traffic Calming Project



**CITY OF SCOTTSDALE**

Traffic Engineering  
Transportation & Streets  
Department

7447 E. Indian School Road  
Suite 205  
Scottsdale, Arizona 85251  
480-312-7250

## Neighborhood Traffic Management Policy

Updated: April 2021

TRAFFIC CALMING AHEAD



# Exceptions to NTMP

1. Taking both sides of the street into consideration, the street has more than 50% direct residential access.
2. Initiate a neighborhood petition.
  - a. If the street segment meets policy criteria, city staff and the resident work together to create a concept plan, define the affected and notification areas, and create a petition form. The resident will then be responsible for acquiring signatures from a minimum of 70% of the addresses within the affected area and 100% of the addresses within 50 feet of proposed traffic calming devices.



# Recommended Action(s)

Approve an exception to the NTMP's criteria for direct driveway frontage on the affected street segment.

Approve an exception for the NTMP's requirement for a petition with signatures from 70% of affected residents.



# Questions?



To: Honorable Mayor Borowsky and Members of Council

From: Greg Caton, Interim City Manager  
Will Brooks, Senior Management Associate to the City Manager  
Sam Badger, Marvin Andrews Fellow for the City Manager's Office

Date: March 14, 2025

Subject: Petition Response: 78<sup>th</sup> Street & Gold Dust Avenue Traffic Calming

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On January 28, 2025, Mr. Kercher presented a citizen petition with 39 signatures to the City Council (Attachment 1). The City Council directed the City Manager to provide a written response. The petition focuses on concerns about excessive speeding along 78<sup>th</sup> Street near the La Cuesta neighborhood (Attachment 2).

The petition specifically requests the city to:

1. Install stop signs in both directions of 78<sup>th</sup> Street at the 78<sup>th</sup> Street/Gold Dust Avenue intersection.
2. Lower the speed limit on 78<sup>th</sup> Street between Shea Boulevard and Mountain View Road from 30 mph to 25 mph.
3. Change the street classification of 78<sup>th</sup> Street from a "minor collector street" to a "local residential street."

The City Manager's Office and Transportation staff met with petitioners on February 28, 2025. The city proposes a two-phase solution that will address speeding and pedestrian safety. First, staff will host a public workshop for residents to work with Transportation staff on the best traffic calming measures. In the second phase, staff will implement traffic calming devices, lower the speed limit to 25 mph on 78<sup>th</sup> Street and reclassify the street as a "local collector."

## **Background**

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A study conducted by Transportation in 2024 found that speeding is a problem in the area. 81% of vehicles on 78<sup>th</sup> Street were recorded speeding, and 54% of drivers were traveling more than 10 mph over the posted speed limit of 30 mph.

City staff have received several concerns from citizens regarding the speed of traffic along this section of 78<sup>th</sup> Street over the past five years, with the most recent being Mr. Kercher. In late 2024, Transportation staff met with Mr. Kercher to talk about the requests in the petition. The staff recognized the speeding issue in the area and explained the data related to installing stop signs and other alternatives. They recommended that Mr. Kercher and the La Cuesta HOA submit a request to the Transportation Commission for traffic calming devices to be installed along 78<sup>th</sup> Street (Attachment 3).

## Evaluation of Stop Sign Request

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While the petition requested stop signs for northbound and southbound traffic on 78<sup>th</sup> Street, this would not meet the traffic or volume criteria for additional stop signs (Attachment 4). The city does not install stop signs to slow traffic. If the city adds stop signs without meeting the proper criteria, drivers will continue to speed and it could cause problems legally enforcing the speed limit.

## Two-Phase Solution

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On February 28, 2025, The City Manager's Office and Transportation staff met with Mr. Kercher and La Cuesta residents to discuss the petition concerns. Staff and petitioners agreed on a two-phase solution.

### *Phase 1-Public Meeting with Residents of La Cuesta and Gainey Ranch, and Transportation Staff*

Transportation will work with La Cuesta and Gainey Ranch residents in a public workshop to hear feedback about lowering speed limits and adding traffic calming solutions, including a raised intersection and crosswalk striping.

### *Phase 2-Traffic Calming and Crosswalk Improvements*

After hearing feedback from residents, staff will address speeding and pedestrian safety by installing traffic calming solutions. In coordination with these improvements, the speed limit will also be lowered to 25 mph. 78<sup>th</sup> Street will also be reclassified as a "local collector" street.

With these solutions, the city addresses the speeding and safety issue in agreement with the petitioners while maintaining the city's traffic engineering standards.

## Attachments

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1. Citizen Petition
2. Aerial map of 78<sup>th</sup> Street & Gold Dust Avenue
3. 2021 City of Scottsdale Neighborhood Traffic Management Policy
4. Stop Sign Criteria

SCOTTSDALE CITY CLERK  
2025 JAN 28 PM 4:32

## 78<sup>th</sup> Street Speeding Concerns Citizen Petition

### Petition Purpose:

The La Cuesta residents and Homeowners' Association (HOA) members are requesting that stop signs be installed on 78<sup>th</sup> Street at the Gold Dust Avenue intersection and that the speed limit on 78<sup>th</sup> Street from Shea Boulevard to Mountain View Road be lowered from 30 mph to 25 mph. In association with this request, 78<sup>th</sup> Street should be reclassified from a minor collector street to a local residential street. The cumulative goal of these requests is to eliminate the excessive speeding that has been observed and documented, discourage cut-through traffic, and provide a safe pedestrian crossing on 78<sup>th</sup> Street to connect the La Cuesta community.

### Contact Information for Petition

Printed Name: Phillip H. Kercher

Signature: 

Mailing Address: 7822 E. Cochise Drive, Scottsdale, AZ 85258

Email Address: PKercher2@cox.net

Phone Number: 480-789-2346

Petition for - Request that stop signs be uninstalled on 78th St @ Gold Dust Ave. and lower speed limit from 30mph to 25mph.

PRINTED NAME	SIGNATURE	STREET ADDRESS	DATE
1) Elizabeth P. Shaw	<i>Elizabeth P. Shaw</i>	10305 N. 78th Way	01.19.25
2) MARCUS PARKER	<i>Marcus Parker</i>	10250 N. 77th St	1-19-25
3) MICHELLE PARKER	<i>M. Parker</i>	10250 N. 77th St.	1-19-25
4) Jannihar Armentu	<i>Jannihar Armentu</i>	1035 E N Lane	1/19/25
5) Chris Johnson	<i>Chris Johnson</i>	7628 E Onyx Ct	1/19/25
6) Debbie Miller	<i>Debbie Miller</i>	7526 E Mercer Lane	1/19/25
7) V Ki Rousey	<i>V Ki Rousey</i>	11425 N 78th Way	1-19-25
8) Barbara Esses	<i>Barbara Esses</i>	7602 E. Ironwood	1-19-25
9) Sarah Lindstrom Johnson	<i>Sarah Lindstrom Johnson</i>	7628 E. Onyx	1-19-25
10) Robert Saeger	<i>Robert Saeger</i>	7336 E. Ironwood Ct	01/19/2025
11) GLORIA SAEBER	<i>Gloria Saeger</i>	7336 E IRONWOOD CI	1/19/25
12) Andrew Hyun	<i>Andrew Hyun</i>	7730 E Gold Dust Ave	1/19/25
13) Tom Fitzgerald	<i>Tom Fitzgerald</i>	7721 E Cochise	1/19/25
14) Ann Harris	<i>Ann Harris</i>	10011 N. 77th St.	1/19/25
15) Wayne Willis	<i>Wayne Willis</i>	8317 V. De La Esch	1/19/25
16) Wayne Monie	<i>Wayne Monie</i>	7865 E. Cannon Dr	01/19/2025
17) BARBARA MONIE	<i>Barbara R. Monie</i>	7865 E Cannon Dr	1-19-2025
18) Rachel Naparstek	<i>Rachel Naparstek</i>	7854 E. Cannon Dr	1/19/2025
19) Josh Nostdal	<i>Josh Nostdal</i>	7823 E Cochise Dr	1-24-25
20) James Nostdal	<i>James Nostdal</i>	7823 E Cochise Dr	1-24-25
21) Brian McGeer	<i>Brian McGeer</i>	7832 E Cochise Dr	1/25/25
22) Lesa Gaudreau	<i>Lesla Gaudreau</i>	7832 E Cochise Dr.	1/25/25
23) Marc Sobelman	<i>Marc Sobelman</i>	7845 E Cochise Drive	1/25/25
24) Ellen Walker	<i>Ellen Walker</i>	" "	1/25/25
25) David L. Seigal	<i>David L. Seigal</i>	7835 E Cochise Dr.	1/25/2025

Petition for — Request that stop signs be installed on  
 78th St. @ Gold Dust Ave. and lower speed limit from  
 30mph to 25mph.

PRINTED NAME	SIGNATURE	STREET ADDRESS	DATE
1) SUSAN SEIGAL	<i>S. Seigal</i>	7835 E COCHISE DR.	1-25-25
2) Julie Kercher	<i>J. Kercher</i>	7822 E Cochise Dr	1-25-25
3) PAUL PARO	<i>P. Paro</i>	7811 E. BERYL AVE	1-25-25
4) KASIE PARDI	<i>K. Pardi</i>	7811 E. BERYL AVE	1-25-25
5) David Albertson	<i>D. Albertson</i>	7811 E Cochise Dr	1-25-25
6) Mike Bomor	<i>M. Bomor</i>	9990 N Scottsdale Rd	1-26-25
7) Jacqueline Tunney	<i>J. Tunney</i>	7702 E. Gold Dust Ave	1-26-25
8) Clayton Tunney	<i>C. Tunney</i>	7702 E. Gold Dust Ave	1-26-25
9) <i>[Signature]</i>		7719 E. [unclear]	1-26-25
10) SAUMITRAM,		7865 E North Ln	1-26-25
11) Diane Balzer		7820 E. North Ln.	1-27-25
12) Jim Hill		7808 E North Ln	1-27-25
13) Lauren Patel		10420 N 77th St	1-27-25
14) Diane Owens		7638 E. Turquoise Ave	1-27-25
15) Fanni Romano		7414 E Ironwood Ct	1-27-25
16)			
17)			
18)			
19)			
20)			
21)			
22)			
23)			
24)			
25)			

## **78<sup>th</sup> Street Speeding Concerns**

### **Citizen Petition Supporting Document**

#### **Request**

The La Cuesta residents have dealt with speeding on 78<sup>th</sup> Street adjacent to their neighborhood for too many years. The signatures attached to this petition represent La Cuesta residents and Homeowners' Association (HOA) members who are requesting that stop signs be installed on 78<sup>th</sup> Street at the Gold Dust Avenue intersection and that the speed limit on 78<sup>th</sup> Street from Shea Boulevard to Mountain View Road be lowered from 30 mph to 25 mph. In association with this request, 78<sup>th</sup> Street should be reclassified from a minor collector street to a local residential street. The cumulative goal of these requests is to eliminate the excessive speeding that has been observed and documented, discourage cut-through traffic, and provide a safe pedestrian crossing on 78<sup>th</sup> Street to connect the La Cuesta community.

#### **Background**

Along the Shea Boulevard corridor in central Scottsdale, 78<sup>th</sup> Street connects Shea Boulevard to Mountain View Road. This section of 78<sup>th</sup> Street bisects the La Cuesta community, with residents living on both the east and west side. It is only one-half mile in length and does not extend north of Shea Boulevard or south of Mountain View Road. Neither the 78<sup>th</sup> Street intersection with Shea Boulevard nor Mountain View Road is signalized or has all-way stop control. Despite its short length and lack of controlled access at the arterial intersections, 78<sup>th</sup> Street is classified as a minor collector street. The daily traffic volume is approximately 1,150 vehicles per day, well below the capacity range of 5,000 vehicles to 15,000 vehicles per day noted for minor collector streets in the City's Design Standards and Policies Manual (DSPM).

Unfortunately, 78<sup>th</sup> Street is used by non-local traffic as a cut-through street to avoid the congestion along the Shea Boulevard and Hayden Road corridors. This includes traffic heading to and from the nearby Chaparral High School and the Scottsdale Bible Church. Drivers feel very comfortable driving 40 mph or faster due to the straight alignment, limited access, and lack of traffic control.

In this vicinity, both Shea Boulevard and Hayden Road are major arterial streets, Mountain View is a minor arterial street, and Miller Road is a minor collector street. These streets provide plenty of capacity for traffic movement through the area; therefore, non-local traffic should not be encouraged to cut through a residential community when other routes are available. 78<sup>th</sup> Street is only a quarter-mile from both Miller Road and Hayden Road, which should negate the need for another minor collector in this area.

The speed data collected by the City Traffic Engineering staff identifies that the average speed of drivers well exceeds the existing 30 mph speed limit, especially for vehicles

turning south from Shea Boulevard. This creates an unhealthy environment for the residents who live in the area and want to be able to walk and bike within their neighborhood. Higher vehicles speeds also create more noise, which disturbs residents whose back yards are located along 78<sup>th</sup> Street.

The residents of the La Cuesta subdivisions represent three-quarters of 78<sup>th</sup> Street frontage. It is clear to us that there is a disconnect between those who use the street for local access as well as for walking and biking, and those drivers who use the street as a bypass instead of using the other collector and arterial streets that are available.

**Speed Data**

The existing speed limit along 78<sup>th</sup> Street is 30 mph. The most recent speed data collected by the City’s Traffic Engineering staff show that the average speeds along 78<sup>th</sup> Street are 36.8 mph northbound and 43.0 mph southbound, which means that half of all drivers are exceeding these speeds. The data also shows that 54 percent of all vehicles are exceeding 40 mph - by direction 35 percent of the northbound vehicles and 70 percent of the southbound vehicles are exceeding 40 mph. This data is summarized below.

<b>Total Traffic</b>	<b>Daily Traffic Volume</b>	<b>% of Vehicles 35mph or more</b>	<b>% of Vehicles 40 mph or more</b>
<b>Measured</b>	1144	81%	54%

<b>NB only</b>	<b>Daily Traffic Volume</b>	<b>% of Vehicles 35mph or more</b>	<b>% of Vehicles 40 mph or more</b>
<b>Measured</b>	537	69%	35%

<b>SB only</b>	<b>Daily Traffic Volume</b>	<b>% of Vehicles 35mph or more</b>	<b>% of Vehicles 40 mph or more</b>
<b>Measured</b>	607	92%	70%

Photo enforcement data collected in 2024 shows that speeds of 55-56 mph have been consistently recorded. This should not be acceptable for a street that is in a residential area and is only one-half mile in length. This is a reflection of the cut-through traffic mentality of drivers using 78<sup>th</sup> Street to avoid using the arterial streets in the area.

**Non-Motorized Travel**

In the quarter-mile area bounded by Shea Boulevard, Hayden Road, Miller Road, and Mountain View Road, there are very few controlled crossing locations for non-motorized travel. There are side street stop signs on 78<sup>th</sup> Street and Miller Road at the various intersections; however, if you wish to cross 78<sup>th</sup> Street or Miller Road between Shea Boulevard and Mountain View Road, you must essentially yield to the fast moving traffic on both streets. Drivers have no stop signs and therefore rarely yield to pedestrians.

**Supporting Policy**

The policies discussed below are a few of the policies in place that suggest that changes to 78<sup>th</sup> Street are warranted and should be considered:

- A. The Manual on Uniform Traffic Control Devices (MUTCD), which is published by the Federal Highway Administration (FHWA), outlines the criteria that is used to determine when multi-way stop control should be installed. The MUTCD is adopted by the State of Arizona and governs traffic law in local jurisdictions. The traditional criteria for meeting multi-way stop control based up traffic volumes and delay are not met at the 78<sup>th</sup> Street and Gold Dust Avenue intersection; however, the MUTCD allows multi-way stop control at “an intersection of two residential neighborhood collector (through) streets of similar design and operating characteristics.” This accurately describes the 78<sup>th</sup> Street and Gold Dust Avenue intersection. Both streets have the same width and approximate daily traffic volumes. Both are quarter mile spaced streets.
- B. The capacities for street classifications are noted in the DSPM as the following:
- a. Minor Collector – 5,000 to 15,000 vehicles per day
  - b. Local Collector – 1,500 to 5,000 vehicles per day
  - c. Local Residential – 1,500 maximum vehicles per day
- Based upon the existing traffic volumes, 78<sup>th</sup> Street should be classified as a local residential street or a local collector street. It is not anticipated that the current volumes will ever increase to reach 5,000 vehicles per day.
- C. The first stated goal in the Streets Element of the approved 2022 Transportation Action Plan (TAP) is, “Emphasize traffic safety, livable streets and multi-modal community access over rapid traffic throughput.” The TAP also notes as a primary goal to “prioritize people, safety and livability over motor vehicles and travel speed.” These both suggest that higher speed limits on local streets in residential areas should not be acceptable.
- D. The Pedestrian Element of the TAP states, “Build and maintain pedestrian facilities that form a continuous and interconnected network with seamless connections to public transit, schools, neighborhoods and community destinations.” There are no controlled or enhanced pedestrian crossings along 78<sup>th</sup> Street between Shea Boulevard and Mountain View Road that connect the La Cuesta community.
- E. The City’ *General Plan 2035* includes the following Connectivity goals: (C 5.2) “Design neighborhood streets to reduce speeding and noise, and provide greater, more direct, and safer opportunities for non-motorized transportation;” and (C 5,3) “Design citywide transportation networks and facilities to protect neighborhoods from regional or citywide traffic.” Protection from speeding, noise, and citywide traffic can be provided by discouraging cut-through traffic.
- F. The major principles of the FHWA’s Safe System program, which is being promoted by the Maricopa Association of Governments (MAG), includes reducing speed limits to lessen the impacts and number of collisions, and designing safe roads that separate vehicular and pedestrian movements. 78<sup>th</sup> Street has an unnecessarily high speed limit, and there are no controlled pedestrian crossings along its half-mile length.

### **Other Considerations**

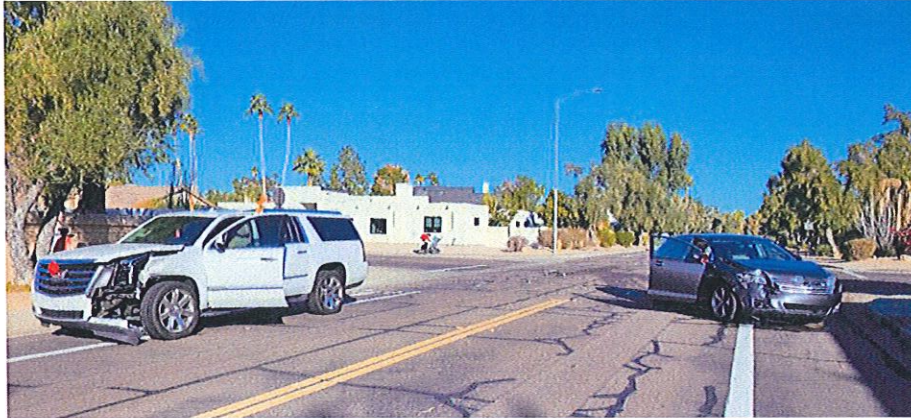
The section of Gold Dust Avenue between Miller Road and Hayden Road has similar characteristics to 78<sup>th</sup> Street, but it is treated much differently in terms of traffic control. Both streets are forty (40) feet wide, collect local traffic, and are approximately one-half mile in length. Gold Dust Avenue actually extends west of Miller Road and east of Hayden Road, which is more characteristic of collector streets. 78<sup>th</sup> Street has no direct residential frontage (front yards and driveways); however, there are only four properties with direct residential frontage on Gold Dust east of Miller Road. Even though the characteristics are similar, Gold Dust Avenue has a posted speed limit of 25 mph and stop control at the 78<sup>th</sup> Street intersection. This informs drivers that this is a local street, which impacts driver behavior.

Arabian Trail is clearly a collector street in McCormick Ranch just east of La Cuesta. It has a total length of approximately 2.5 miles. It has the same characteristics as 78<sup>th</sup> Street - forty feet wide, no direct residential access, and similar pavement markings; however, it is posted at 25 mph – not 30 mph.

The speed and volume data collected by the City shows that 78<sup>th</sup> Street meets the criteria for traffic calming for a street with a 30-mph speed limit; the same data would also meet the criteria for 25-mph speed limit. 78<sup>th</sup> Street does not qualify for traffic calming due to the lack of direct residential frontage; however, it is likely that the Transportation Commission would allow an exception for a traffic calming request to move forward based upon similar requests in the past, especially with the high travel speeds recorded. The La Cuesta community will consider a traffic calming request if the stop sign and lower speed limit are not installed. This will represent a much more costly attempt to address the speeding concerns, and traffic calming devices could divert school and church traffic to other neighborhood streets, which could lead to additional traffic calming requests.

### **Recent Collisions**

The picture below is from a collision that occurred at the 78<sup>th</sup> Street and Gold Dust Avenue intersection on December 29<sup>th</sup>, 2024. The grey vehicle was headed westbound on Gold Dust Avenue and was struck by the white vehicle that was speeding southbound on 78<sup>th</sup> Street. A stop sign would likely have prevented this collision. The collision exemplifies the concerns of the area residents – drivers on 78<sup>th</sup> Street are too comfortable using the street as a cut-through and their speeds are not consistent with the residential character of the area. Neighbors have also reported that a similar collision has occurred at the intersection since the first of the year.



### **Conclusion**

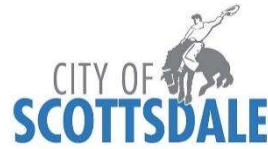
As the Shea Boulevard and Hayden Road area began to develop in the 1970's it was not perfectly clear what the future street system needs would be, and which streets would need to be extended into adjacent developments. 78<sup>th</sup> Street was constructed with minor collector characteristics, but it clearly is not needed to handle minor collector traffic volumes. Minor collector streets are typically longer than a half mile and have traffic control at their arterial street intersections. Unfortunately, this incorrect transportation planning decision has resulted in a remnant minor collector street classification and a 30-mph speed limit. The traffic data and current City and national policies suggest that a correction is needed and warranted.

The La Cuesta residents and HOA members would like the city to address the speeding along 78<sup>th</sup> Street that has been prevalent for thirty-plus years. A simple solution would be to install a stop sign at the Gold Dust Avenue intersection and lower the speed limit to 25 mph. The combination of these actions, forcing traffic to stop midway between Shea Boulevard and Mountain View Road and posting a more residential friendly speed limit, will hopefully eliminate the excessive speeding, discourage cut-through traffic activity, and provide a safe pedestrian crossing on 78<sup>th</sup> Street.

Installing the additional stop signs does not conform to the standard traffic engineering practices; however, the MUTCD has a provision to allow multi-way stop control for this situation, and other collector streets in the immediate area have 25-mph speed limits. The proposed solution is preferred by the La Cuesta residents to the installation of traffic calming devices; however, traffic calming will be considered if the requested solution is not approved. Our hope is that this costly alternative can be avoided.



Figure 1: Aerial Image of 78th Street Between Mountain View and Shea



Traffic Engineering  
Transportation & Streets  
Department

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Suite 205  
Scottsdale, Arizona 85251

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# Neighborhood Traffic Management Policy

Updated: April 2021



**TABLE OF CONTENTS**

**POLICY GOALS AND OBJECTIVES ..... 4**

**PROGRAM COMPONENTS ..... 4**

    Neighborhood Speed Awareness (Education and Enforcement) ..... 4

    Neighborhood Traffic Calming (Engineering) ..... 4

**NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM - STEP BY STEP ..... 5**

**BENEFITS AND DEFICIENCIES OF TRAFFIC CALMING ..... 5**

    Potential Benefits ..... 5

    Potential Deficiencies ..... 6

**TRAFFIC CALMING CRITERIA BY DEVICE TYPE ..... 6**

    Vertical Re-Alignment Criteria (Speed Cushions or Speed Tables) ..... 6

    Horizontal Realignment Criteria (Median or Side Islands) ..... 6

    Speed Feedback Sign Criteria ..... 7

    Route Restricting Traffic Calming Criteria ..... 7

**PETITION PROCESS ..... 8**

**PROJECT PRIORITIZATION ..... 9**

**DEVICE REMOVAL OR MODIFICATION ..... 9**

**TRAFFIC CALMING APPROVAL ON PRIVATE STREETS ..... 9**

**NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM LETTER OF INTEREST FORM ..... 10**

**NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM PETITION ..... 11**

## PETITION PROCESS

The petition process is largely driven by the resident with support from city staff and is the last major hurdle before project implementation. Below is a list of roles and responsibilities for completing the petition:

- City staff determines notification and affected areas.
- City staff provides resident(s) with the following:
  - Petition form with proposed traffic calming project plan on back
  - Information packet
  - Notification area map(s)
- City staff includes specific project information on city website.
- City staff posts project notification signs at identified street or neighborhood entry that includes city website project information.
- Resident(s) circulates petition in affected area and returns petition to the city.
- City staff evaluates petition to make sure the following conditions are met:
  - 70% of addresses (either owners or long-term tenants) in affected area must sign. One signature is allowed per household or property.
  - Vacant homes or properties are excluded from affected area and petition.
  - 100% of addresses (either owner or long-term tenants) within 50 feet of proposed traffic calming devices must sign petition.
- City staff may contact individual signatories.

The city typically defines the affected area(s) and notification area(s) as follows:

### Affected Area

- Residents adjacent to the street
- Residents/institutions/businesses adjacent to the street that have no alternative route
- Residents that are most likely to choose the route being considered for traffic calming for access to their home
- Residents that are not separated from the area by a minor collector or larger designated street

### Notification Area

- The affected area
- Residents on streets likely to experience increases in traffic volumes or travel speeds of 10% or more due to traffic calming implementation
- Residents on streets within  $\frac{1}{4}$  to  $\frac{1}{2}$  mile of the street(s) being considered for traffic calming implementation
- Residents that are not separated by a major collector or larger designated street
- Drivers/other users of the street notified by driver-visible signage posted on streets proposed for devices

## Attachment 4

### Section 2B.05 STOP Sign Applications

#### Guidance:

STOP signs should be used if engineering judgment indicates that one or more of the following conditions exist:

- A. Intersection of a less important road with a main road where application of the normal right-of-way rule would not be expected to provide reasonable compliance with the law;
- B. Street entering a through highway or street;
- C. Unsignalized intersection in a signalized area; and/or
- D. High speeds, restricted view, or crash records indicate a need for control by the STOP sign.

#### Standard:

**Because the potential for conflicting commands could create driver confusion, STOP signs shall not be installed at intersections where traffic control signals are installed and operating except as noted in [Section 4D.01](#).**

**Portable or part-time STOP signs shall not be used except for emergency and temporary traffic control zone purposes.**

#### Guidance:

STOP signs should not be used for speed control.

STOP signs should be installed in a manner that minimizes the numbers of vehicles having to stop. At intersections where a full stop is not necessary at all times, consideration should be given to using less restrictive measures such as YIELD signs (see [Section 2B.08](#)).

Once the decision has been made to install two-way stop control, the decision regarding the appropriate street to stop should be based on engineering judgment. In most cases, the street carrying the lowest volume of traffic should be stopped.

A STOP sign should not be installed on the major street unless justified by a traffic engineering study.

#### Support:

The following are considerations that might influence the decision regarding the appropriate street upon which to install a STOP sign where two streets with relatively equal volumes and/or characteristics intersect:

- A. Stopping the direction that conflicts the most with established pedestrian crossing activity or school walking routes;
- B. Stopping the direction that has obscured vision, dips, or bumps that already require drivers to use lower operating speeds;
- C. Stopping the direction that has the longest distance of uninterrupted flow approaching the intersection; and
- D. Stopping the direction that has the best sight distance to conflicting traffic.

The use of the STOP sign at highway-railroad grade crossings is described in [Section 8B.08](#). The use of the STOP sign at highway-light rail transit grade crossings is described in [Section 10C.04](#).

**78<sup>th</sup> Street and Gold Dust Avenue  
Traffic Calming Improvements | Community Meeting  
May 1, 2025 | 5:30 PM | Via Linda Senior Center**

The meeting invitation was mailed to 243 homes in the La Cuesta neighborhood and the area of Gainey Ranch adjacent to the project area. In addition to the postcard mailing, information about the meeting was sent to the LaCuesta neighborhood association president and the Gainey Ranch property manager with a request to send a duplicate copy of the meeting information to residents. 27 people from the LaCuesta and Gainey Ranch neighborhoods attended the meeting.

At the May 1 meeting, Sam Taylor, Principal Traffic Engineer, provided background of the area including a recap of the citizen petition submitted to the city council in January 2025. Sam’s presentation included an overview of the intersection characteristics and the city’s traffic data collection. The presentation highlighted the city’s preferred alternative, installing a raised crosswalk on 78<sup>th</sup> St., north of Gold Dust Ave. Sam also presented alternate measures considered by the city including a raised intersection and all-way stop control. These options did not meet the traffic volume threshold needed to support their implementation.

The petition’s request for street reclassification and lowered speed limits were also addressed in the presentation. A Next Steps slide assured attendees that public comment would help the city determine traffic calming improvements in the area. Sam stated that additional evaluation of the area would follow construction of any traffic calming improvement. Sam informed attendees that the May 1 presentation would be available on the city’s website following the meeting. HOA contacts at LaCuesta and Gainey Ranch would be notified when the presentation was available.

	<b>Community Comments</b>
1	Proceed with the preferred option. Plan on a re-study following the implementation.
2	Traffic calming.
3	We like the preferred alternative of the raised crosswalk as a first step.
4	Good with the raised crosswalk. Would like speed limit reduced to 25 MPH.
5	Raised crosswalk – Yes, please! Perhaps reclassify the street and reduce speed to 25 MPH so navigation apps reconsider where traffic is sent.
6	Good idea. Something better than nothing. Don’t forget Gold Dust to Mountain View (for speed study)
7	Numerous speed bumps on 78 <sup>th</sup> St. both north and south of Gold Dust are needed. The volume of cut through traffic is a problem, but speed is the main problem. Lowering the speed limit to 25 is not going to help. Currently 30 MPH does not slow traffic at all.

8	Thank you very much for taking the time to talk with us. I suggest we just get the ball rolling and do the simplest to start with.
9	Please do a raised crosswalk near Gold Dust on 78 <sup>th</sup> St. Possibly traffic calming farther south, as needed.
10	Two raised crosswalks on 78 <sup>th</sup> located to assist the exit from north lane and Turquoise and break up the long run for speed build up between.
11	The issue is speed – successfully we can cut across 78 <sup>th</sup> St., although a little scary. Traffic calming cushions are needed on both sides north and south of Gold Dust.
12	We support the raised crosswalk. Prefer one on the north side and another on the south side. Will close acceleration through the intersection.
13	Traffic cushions on north and south of Gold Dust.
14	Speed and noise are the main issue I am concerned about.
15	Thanks for the 78 <sup>th</sup> & Gold Dust presentation. I am in support of the preferred option of a raised crosswalk. If that doesn't solve the speed problem we can try a second phase.
16	I would support the raised crosswalk at Gold Dust and 78 <sup>th</sup> St.

**From:** [Phillip Kercher](#)  
**To:** [Conklu, Susan](#)  
**Cc:** [Taylor, Sam](#); [Lenko, Cristina](#)  
**Subject:** Sept. 18th Transportation Commission  
**Date:** Saturday, September 13, 2025 10:57:05 AM

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**External Email: Please use caution if opening links or attachments!**

Please forward this email to the members of the Transportation Commission regarding the 78<sup>th</sup> Street Traffic Calming agenda item scheduled for September 18<sup>th</sup>. Thanks.

Members of the Scottsdale Transportation Commission:

The La Cuesta community has been impacted by speeding and cut-thru traffic on 78<sup>th</sup> Street between Shea Boulevard and Mountain View Road for decades. The street is only a half-mile long and has no traffic control (all-way stop or traffic signal) at either end. The traffic volume on this section of 78<sup>th</sup> Street is not much greater than 1,000 vehicles per day, which is consistent with traffic volumes on local residential streets. Unfortunately because of its quarter-mile street alignment, 78<sup>th</sup> Street was designated to be a collector street. As a result, 78<sup>th</sup> Street is wider than necessary and has no direct residential frontage. The resulting street character encourages drivers to speed in both directions, which has been documented by traffic data collected by the Traffic Engineering staff and the Scottsdale Police photo enforcement units. The street is also used as a bypass to avoid traffic signals in the area, and it is heavily used by the Scottsdale Bible Church members during services and other activities at the church site.

There is no clear-cut remedy to address the excessive speeding. It is difficult to change the character of the street without traveling back in time. The initial request that was made via petition to the City Council on January 28<sup>th</sup> was to install an all-way stop at the midpoint, the Gold Dust Avenue intersection. Traffic Engineering staff did not support this request, even though there are provisions in the Manual on Uniform Traffic Control Devices (MUTCD) that allow this.

On February 28<sup>th</sup> the City Manager and City staff met with several residents of La Cuesta at 78<sup>th</sup> Street to better understand their concerns and discuss potential remedies. The direction from the City Manager in a March 14<sup>th</sup> written response to the petition was that “staff will address speeding and pedestrian safety by installing traffic calming solutions.” Staff proposed a raised pedestrian crossing on the north side of the Gold Dust Avenue intersection as a potential solution. There were some concerns about the costs, the lack of a marked crosswalk on the south leg of the intersection, and limited effectiveness to address speeding. It appears that the Fire Department does not support this option due to the impact it would have on emergency response times.

The subsequent proposal for two speed cushions on each approach to Gold Dust Avenue is

supported by the La Cuesta Homeowners Association (HOA). The speed cushions should have the greatest impact on the cut-thru traffic, which appears to be the traffic that most contributes to the speeding concern. For the most part the HOA will support any solution that will reduce speeding by making an impact on driver behavior. Based on feedback from La Cuesta residents, there is a concern about installing traffic calming devices on the north end of 78<sup>th</sup> Street near North Lane. Scottsdale Bible members may opt to avoid the devices by using North Lane and 77<sup>th</sup> Street to access Gold Dust Avenue, sending unwanted traffic through the La Cuesta neighborhood. Locating the devices near Gold Dust Avenue helps to mitigate this concern, and it slows traffic near the main pedestrian crossing of 78<sup>th</sup> Street.

Regarding the impact that the speed cushions will have on 78<sup>th</sup> Street traffic, drivers who wish to avoid the cushions have the option of using either Miller Road (minor collector) or Hayden Road (major arterial) to travel from Shea Boulevard to Mountain View Road and vice versa. Both Miller Road and Hayden Road are only one quarter-mile away from 78<sup>th</sup> Street, and both are signalized at their intersections with Shea Boulevard. Hayden Road is signalized at Mountain View as well. Drivers can also use Gold Dust Avenue to access Miller Road or Hayden Road to avoid the proposed speed cushions. It will be difficult to slow travel speeds and change driver behavior on 78<sup>th</sup> Street without using some type of traffic control (stop sign) or traffic calming device (speed cushion). Due to the high percentage of drivers speeding and the high travel speeds, it is unlikely that using only signs or pavement marking will be effective.

Please support the Transportation Department's request to install speed cushions on 78<sup>th</sup> Street. The La Cuesta HOA has been in communication with their residents regarding this process and the various proposals, and the Transportation staff held a public meeting on May 1<sup>st</sup> to discuss options to address the 78<sup>th</sup> Street speeding. It does not appear that there has been any opposition to installing traffic calming devices.

Phillip Kercher  
7822 E. Cochise Drive  
Scottsdale, AZ 85258

# SCOTTSDALE TRANSPORTATION COMMISSION REPORT



**To:** Transportation Commission  
**From:** Nathan Domme, Senior Manager: Transportation Planning  
**Subject:** Strategic Transportation Safety Plan: Education  
**Meeting Date:** September 18, 2025

## ITEMS IN BRIEF

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### **Action: Information and Possible Action**

#### **Purpose:**

Staff are in the process of drafting a new Strategic Transportation Safety Plan (STSP) that will guide the installation of safety improvements in the transportation network. As noted at the previous Transportation Commission meetings, the STSP is expected to focus more on refining the existing transportation system's safety. Education has been an important pillar of safety rather than just a supporting tool for the city and should continue in this plan. While engineering and enforcement establish the physical and legal conditions for safe travel, education focuses on the human element. It empowers individuals with the knowledge necessary to make informed and responsible choices on the road.

#### **Background:**

The education component is designed to address behavioral risks and foster a culture of mutual respect among all road users. There is a need to build community-wide awareness of risks associated with transportation. It acknowledges that safety is not the responsibility of just one group but a shared obligation that requires participation in the use of the road as well as the engineering of the road. The safety issues cannot be resolved solely by infrastructure improvements; they require a change in mindset and practices. Human behavior plays a crucial role in traffic crashes, and individual decisions often determine whether a journey concludes safely. Common unsafe behaviors included speeding, distracted driving, operating a vehicle under the influence, and failing to use safety measures like seat belts and helmets. These significantly increase the amount of roadway injuries and fatalities.

Education is our tool for creating behavioral changes. A safety education campaign can encourage individuals to adopt adherence to traffic laws as a personal responsibility rather than a legal obligation. By aligning Scottsdale's educational strategies with Federal Highway Traffic Safety policies, the city ensures that local initiatives are a part of broader state and national campaigns. This strengthens Scottsdale's ability to proactively address risk factors, rather than simply reacting after crashes occur.

Four interrelated goals guide the education component of the plan:

1. Increase awareness of safe travel practices by ensuring people understand the risks associated with unsafe actions and the benefits of safety-conscious behavior.

2. Support a culture of safety through continuous outreach, encouraging dialogue that integrates traffic safety into the everyday values of the community.
3. Promote compliance with traffic laws not only through enforcement but by highlighting the connection between these laws, personal responsibility, and life-saving outcomes.
4. Foster respect among all modes of transportation, reducing conflicts between drivers, cyclists, and pedestrians, and creating a more inclusive and harmonious roadway environment.

### **Target Audiences and Collaboration with Partners**

Overall, the audience of the Transportation Safety Plan's education campaign is all roadway users. This includes tailored approaches for both young, inexperienced drivers and older adults who may face different challenges. But the Transportation Safety plan will acknowledge that a single message may not resonate with everyone. To be effective, educational efforts must target specific groups and there should be a focus on different at-risk groups:

- School-aged children: Particularly high school students preparing for driver's education, as reaching them early can help develop lifelong safe driving habits.
- Bicyclists and pedestrians: These are among the most vulnerable road users and need messages that emphasize visibility, predictability, and mutual respect.
- Visitors and tourists: Possible campaign to emphasize safety while visiting our city.
- Commercial drivers: Their daily use of major corridors gives them significant influence over roadway safety conditions.

This audience targeting ensures that all individuals using Scottsdale's transportation network receive messages that are relevant. However, collaboration with other departments and organizations is essential for the messaging campaigns of the Transportation Safety Plan. The city's goal will be stronger partners with the Scottsdale Unified School District, Paradise Valley Unified School District, Scottsdale Police and Fire, neighborhood associations, homeowners associations, senior centers, and employers to promote safety principles across various settings. Regional partners (the Maricopa Association of Governments (MAG), the Arizona Department of Transportation (ADOT), and Valley Metro) all have similar safety messaging campaigns. They are key resources for the city to use. Using regional and city partners' messaging ensures consistency and sharing resources across many jurisdictions.

### **Education Strategies**

The education component of the Transportation Safety Plan will incorporate a range of strategies:

- School Safety Education – Initiatives such as Safe Routes to School programs, partnerships with the Scottsdale Unified School District, Paradise Valley Unified School

District, bike rodeos, and pedestrian safety events provide children with early exposure to safe travel practices while promoting healthy, active lifestyles.

- Public Awareness Campaigns – Seasonal campaigns linked to major community events (back-to-school season, holidays, spring training, etc.) ensure safety messages are timely and impactful. Tools include citywide media efforts, short social media videos, and branded messaging such as “Slow Down Scottsdale.”
- Driver Education Initiatives – Partnerships with the Scottsdale Police Department and Fire Department for programs focus on young drivers who are still learning safe habits, as well as seniors who may need to adapt to changing abilities.

### **Measuring Success**

Accountability and performance measures will be features of the education component, including:

- Reductions in crashes linked to unsafe behaviors.
- Public questionnaire feedback results capturing changes in awareness, perceptions, and self-reported behaviors.
- Lessons learned from comparable programs in other cities and regions.
- Data from technology, such as pedestrian and bicycle detection systems, high-visibility pavement markings, signal timing improvements, and autonomous vehicle readiness.

### **Next Steps**

The Transportation Safety Plan will outline clear next steps to move from vision to implementation:

- Launching phased education campaigns that grow in reach and intensity over time.
- Expanding partnerships with schools, businesses, and community organizations.
- Conducting annual evaluations to measure progress, refine strategies, and incorporate new best practices.

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### **Contacts:**

Nathan Domme, 480-312-2732, [ndomme@scottsdaleaz.gov](mailto:ndomme@scottsdaleaz.gov)

# Education Component in the Scottsdale Transportation Safety Plan

TRANSPORTATION COMMISSION

September 18, 2025



# Why Education Matters

- Education is a major pillar of the Safe System approach
- A significant number of crashes can be attributed to:
  - Speeding
  - Impaired Driving
  - Distracted Driving
  - Occupant Protection (Seat Belt and Helmets)

**Table 11. States with Primary Enforcement Seat Belt Laws and Nationwide Observed Belt Use**

Year	States With Primary Enforcement Seat Belt Laws	Nationwide Observed Seat Belt Use
1995	9	60%
2018	35	90%

**Source:** NHTSA, *Traffic Safety Facts Research Note, Seat Belt Use in 2018—Overall Results*, DOT HS 812 662, January 2019; 1995 data from NHTSA, *Traffic Safety Facts Research Note, Seat Belt Use in 2014—Overall Results*, DOT HS 812 113, February 2015.

**Note:** "States" includes District of Columbia.



APPROACH



# Create Goals to Support Safer Streets

- **Goal:** Encourage safe, responsible behavior and support a culture of safety.
- Behavioral risk reduction
  - Community education campaigns
  - School-based programs
  - Targeted outreach
  - Reinforce compliance with Traffic Laws
  - Promote respect between all system users (drivers, cyclists, pedestrians)



# Target Audiences

- Drivers of all ages
- School children, specifically HS student & beginning drivers
- Bicyclists and Pedestrians
- Visitors/Tourists
- Commercial Drivers



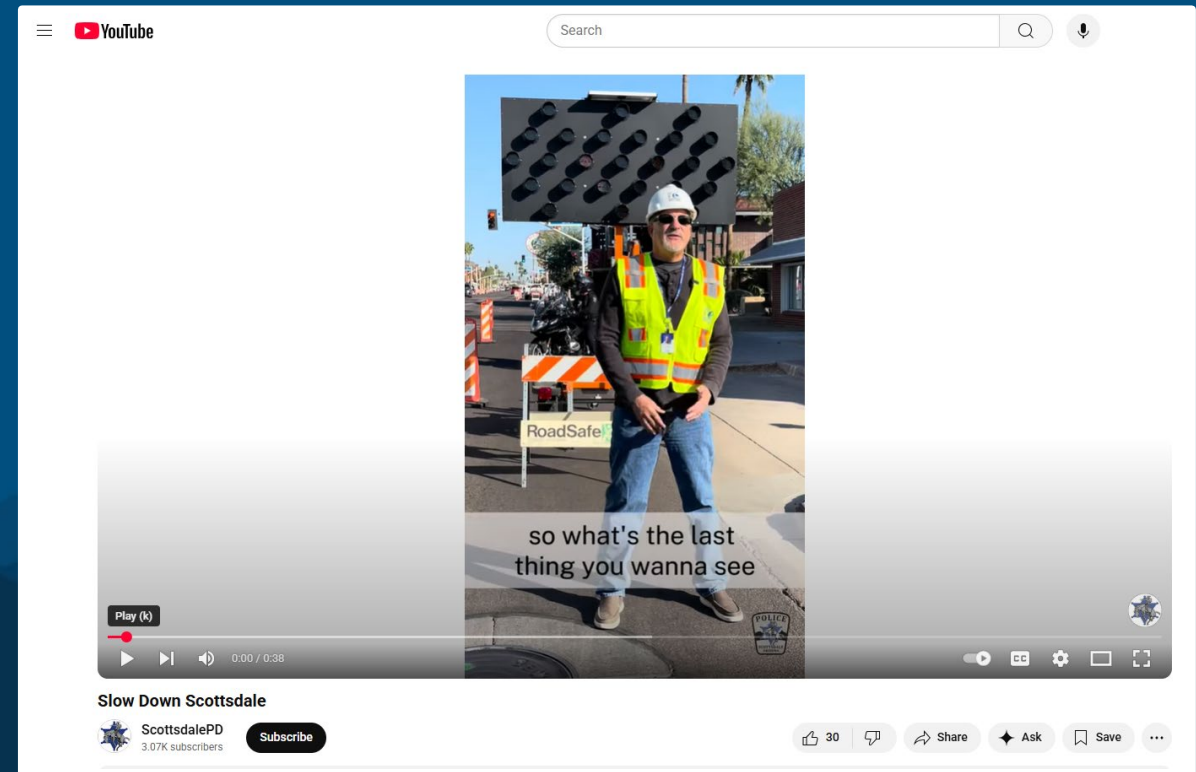
# School Safety Education

- Safe Routes to School Program
- MAG school safety programs
  - School safety programs
- Bike rodeos and pedestrian safety events
- Partnership with Scottsdale Unified School District and Paradise Valley Unified School District



# Public Awareness Campaigns

- Citywide Communications Campaign
  - Newsletters
  - Website
  - Social Media
  - Videos
  - News Releases
- Seasonal Focus
  - Back to School
  - Spring Training
  - Bike Month
- Partner with city safety campaigns:
  - Slow Down Scottsdale
  - Plug Into a Safe Ride (e-bikes)



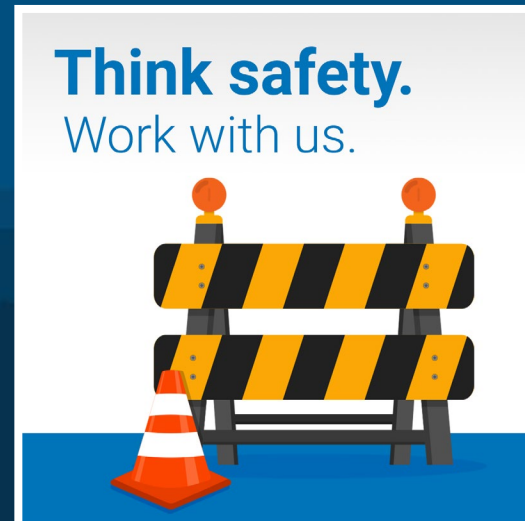
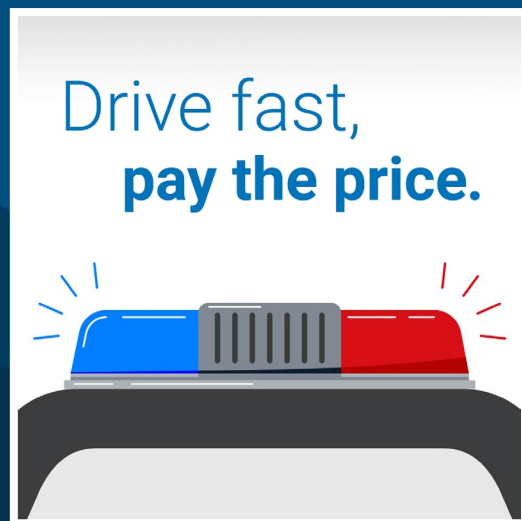
# Driver Education Initiatives

- Partner with PD to create safety videos
  - Traffic Engineering Safety
  - Defensive Driving Techniques
- Targeted outreach for young drivers and seniors



# Collaboration with Partners

- Scottsdale Police Department
- Scottsdale Fire Department
- Schools & colleges/ universities
- Community groups & HOAs
- Employees and surrounding agencies
- Include all surrounding stakeholders, developers
- Regional partners (MAG, ADOT, Valley Metro)



# Measuring Success

- Reduction in crashes related to behavior
- Public questionnaire feedback results on safety awareness
- Lessons learned from other agencies
- Use the High Injury Network and countermeasures

# Measuring Success, cont.

- Utilize technology and transportation trends to improve roadway efficiency for users (autonomous vehicles, designated ride-share parking, pedestrian detection, party bikes)
- Implement real-life scenarios to increase community awareness and participation:
  - Pedestrian and bike counts on multiuse paths
  - Leading Pedestrian Intervals (LPIs)
  - Multiuse path speed limit pilot project
  - High Visibility pavement markings

# Next Steps & Call to Action

- Implement phased education campaigns
- Expand partnerships with schools and businesses
- Evaluate annually and refine approaches



Questions  
and  
Discussion

# TENTATIVE FUTURE AGENDA ITEMS

Rev.09-15-25

\*All Items Subject to Change\*

## TRANSPORTATION COMMISSION

**MEETING DATE: October 16, 2025**

**REPORTS/PRESENTATIONS DUE October 9<sup>th</sup>**

- CIP Request List  
Strategic Transportation Safety Plan: Enforcement/Emergency Responders ... Information and Possible Action *Nathan Domme, Transportation Planning Manager*
- Strategic Transportation Safety Plan: Workforce Safety ..... Information and Discussion
- How Transportation interacts with Development Review on Private Development.... Information and Discussion
- Projects and Programs Update (including studies)..... Information and Discussion

**MEETING DATE: November 20, 2025**

**REPORTS/PRESENTATIONS DUE November 13<sup>th</sup>**

- Strategic Transportation Safety Plan: First Draft/Project Prioritization/Evaluation Tools Action
- Carefree Hwy: Cave Creek to Scottsdale Road Update ..... Information and Discussion
- MAG Update on Pima: Las P to Stagecoach
- Projects and Programs Update..... Information and Discussion

**MEETING DATE: December 18, 2025**

**REPORTS/PRESENTATIONS DUE December 11<sup>th</sup>**

**NO MEETING – need to post cancellation**

### **FUTURE ITEMS:**

#### **INFORMATION ITEMS**

- White Pavement results for Study
- Pavement PCI and Five-Year Paving Plan and MAG Pavement Roughness Index.....Information and Discussion
- Traffic Engineering – Workstudy with Council.
- Post Storm Care

\*Speed humps on Oak Street [check to see if this is related to the bike lane]

- \* Jackrabbit Protected Bike Lane Pilot Project

Cell Phone antennas placed in ROW including crash data

\*Coordination with Parks & Recreation on ROW coordination

\*Coordination with PD

ADA Transition Plan

Paratransit and Commute Solutions Services

Transit Update - comparison with other cities and agencies transit ridership in the region, Old Town Trolley, Trolley service days and hours

- Review of Travel Demand Patterns.....Information

*Information on how travel demand patterns effects roadway improvements – Nathan Domme,  
Transportation Planning Manager*

- **PCI and the Five-Year Paving Plan**.....**Information**  
*Information on the Transportation & Streets Department's Paving Section –*
- **Projects and Programs Update**.....**Information**  
*Information on continuing projects and programs throughout the city –*
- **Digital Messaging Sign Project**..... **Information**  
*Information on the digital messaging sign project – Cristina Lenko, Public Information Officer*
- **Transportation Link to the Tree and Shade Program**..... **Information**  
*Information on Transportation component of the Tree and Shade Program – Tim Conner, Environmental Initiatives Manager*
- **IBW Path Renovation**..... **Information**  
*Update on the IBW Path renovation – Susan Conklu, Senior Transportation Planner*
- **Roundabout Program**..... **Information**  
*Information on the Roundabout Program – Nathan Domme, Transportation Planning Manager*
- **New Frank Lloyd Wright Interchange**..... **Information**  
*Information on the new FLW Interchange –*
- **Future Agenda Items** .....**Discussion**  
*Robust discussion on future agenda item topics – Transportation Commission*

**TRANSPORTATION & STREETS DEPARTMENT ACTIVITIES**

- **Expanding Maintenance Needs**.....**Presentation and Discussion**  
*Maintenance of current infrastructure –*
- **Leading Pedestrian Interval Policy**.....**Presentation and Discussion**  
*Discuss Leading Pedestrian Interval Policy and application – John Hoang, Traffic Engineering and Operations Manager*
- **Traffic Signal Detection**
- **Construction Mitigation Plan**.....**Presentation and Discussion**  
*Follow up on the initial presentation from staff –*

**From:** [WebServices](#)  
**To:** [Conklu, Susan](#); [Domme, Nathan](#)  
**Subject:** Transportation Commission Public Comment  
**Date:** Friday, September 12, 2025 5:09:55 PM  
**Importance:** High

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**Name:** Allene Stiff  
**Address:** 4821 N 68th Street  
**Email:** [allenestiff@gmail.com](mailto:allenestiff@gmail.com)  
**Phone:** (602) 574-2848

**Comment:**

**This is in reference to my daily observations of a dangerous intersection occurrence. The intersection is Scottsdale Road and Chaparral. For people on Chaparral at the east side of the intersection there are 2 left turn lanes. Before one approaches the intersection there is an overhead sign stating that the outside left turn lane is for GOLDWATER ONLY and the inside left turn lane states GOLDWATER or SCOTTSDALE. It is also painted on the street. Once we're sitting at the light when it's red, there is no more notification about the lane designation. More than half the time I'm in the inside lane and am turning onto Goldwater the car to my right that is in the lane that is Goldwater ONLY actually wants to turn left onto Scottsdale Road and cuts me off/ almost side swipes me/ or comes almost a complete stop and cuts left endangering everyone behind. There is space to the right of the arrow stoplight for additional signs warning everyone about the left lane designations. I suggest you watch this left hand turn situation for only a few light rotations to see the dangerous situation. Thank you.**