

## **APPENDIX A – BICYCLE AND PEDESTRIAN STEERING COMMITTEE**

## ARIZONA STATEWIDE BIYCLE AND PEDESTRIAN PLAN

Contract T0449P0001  
Purchase Order PG KG2993  
Task Assignment TPD07-07

### STEERING COMMITTEE MEETING NO. 1

March 6, 2007  
ADOT, Human Resource Development Center  
Grand Canyon Room II  
1130 North 22<sup>nd</sup> Avenue  
Phoenix, Arizona

10:00 a.m. –12:00 p.m.

### **ATTENDANCE**

Susan Bookspan, *Phoenix Children's  
Hospital*

Dawn Coomer, *City of Scottsdale*

Kenneth Cooper, *ADOT*

Richard Corbett, *R.E.C Associates*

Maureen DeCindis, *MAG*

Karen King, *FHWA*

Bill Lazenby, *Coalition of Arizona  
Bicyclists*

Peggy Rubach, *MCDOT*

Karren Warrick, *Prescott Bicycle  
Advisory Committee*

Matt Zoll, *PCDOT*

Linda Mendyka, *GOHS*

Brian Fellows, *ADOT*

Richard Moeur, *ADOT*

Terry Otterness, *ADOT*

Kohinoor Kar, *ADOT*

Mike Sanders, *ADOT (Project Manager)*

Consultant Staff in Attendance

Mike Colety, *Kimley-Horn & Associates, Inc.*

Brent Crowther, *Kimley-Horn & Associates, Inc.*

### **MEETING SUMMARY**

Mike Sanders opened the meeting and thanked all for their attendance. Agenda items included an update and status of: ADOT Bicycle Policy, Governor's Office of Highway Safety Grant Applications, Safe Routes to School Program, Statewide Pedestrian Safety Plan, Updates to ADOT Share the Road Guides, Website Enhancements, Pedestrian Demand Measures Approach, and Steering Committee Format.

The following are key points for each agenda item that were discussed during the meeting.

## Bicycle Policy Update

1. Mike Sanders provided an overview of changes to the ADOT Bicycle and Pedestrian Policy. A handout of the updated Bicycle Policy was distributed. As outlined in the PowerPoint presentation, key changes to the Bicycle Policy included:
  - § Policy 1. f. Consider bicycle lanes for inclusion with major new construction or major reconstruction when: 1) ~~(fully funded)~~ incremental costs for construction and maintenance are funded by a local agency AND 2) the bicycle lane is included as a part of a ~~(planned designated bicycle route approved by ADOT)~~ bicycle facilities plan adopted by a local agency.
  - § Policy 1. g. As a part of major new construction and major reconstruction, ADOT will fund and construct at-grade or grade separated ~~(including bridges)~~ street or roadway (including bridges) crossings of state highway system roadways to meet cross section templates accommodating bicyclists that have been adopted as ~~(a)~~ standard by the local agency ~~(to accommodate bicyclists).~~ The limits of construction are determined on a project by project basis, are normally within the ADOT right of way, and may include appropriate transitions to existing roadways outside of ADOT right of way.
  - § Policy 3. It is ADOT's policy to require written approval from the State Traffic Engineer and the Assistant State Engineer, Roadway Engineering Group in consultation with the State Bicycle Coordinator for any ~~(deviations)~~ variations or exceptions to this policy.
2. Referring to Policy 1.f., Dawn Coomer asked whether we can change the word from "consider" to "construct".
3. Terry Otterness and Kenneth Cooper explained some of the reasons why ADOT can't automatically construct bicycle lanes. Richard Moeur explained that the majority of cases in which bicycle lanes are considered and not constructed are not policy issues but funding or technical issues. Terry Otterness stated that the new policy is consistent with the ADOT Design Manual, as well as AASHTO Guidelines.
4. Richard Corbett stated that he would have liked more input from the cycling community on the policy changes. Richard also says that it is his professional opinion that under Arizona law, 14' is not wide enough to be considered a shared use lane when shy distances, etc. are considered. Others in attendance stated that they believed that a 14' wide lane is wide enough to be considered a shared lane.
5. Bill Lazenby commended the changes to the policy that have been made to date.

## Governor's Office of Highway Safety Grant Applications

6. Mike Sanders informed the group that GOHS has funded 2 of 3 proposals that were submitted for FY06 funds. The proposals that were submitted
  - § Statewide Safety Awareness Public Education Campaign (funded for \$60,000).
  - § Bicycle and Pedestrian Facility Design Training Course (funded for \$15,000).
  - § Public Safety / Law Enforcement Bicycle and Pedestrian Safety Awareness Training Curriculum (not funded).
7. Mike Sanders stated that feedback received from GOHS indicated that Arizona POST did not support the Law Enforcement training program.

8. Kenneth Cooper stated that the City of Mesa has a course for their policeman on bicycles and pedestrians.
9. Mike Sanders stated that MassBike was funded by NHSTA to develop and implement an extensive public safety outreach/education campaign. MassBike developed a national program to educate police departments about laws relating to bicyclists that MassBike developed with a NHTSA grant. This campaign may serve as a reference as a public safety outreach campaign is developed in Arizona.
10. Richard Corbett stated that there is a significant difference between a local Public Safety / Law Enforcement training program and one conducted at the state-wide level. We should meet with Arizona POST to understand their concerns, and then resubmit the application for FY2007 funds.
11. Peggy Rubach asked if it would be helpful for steering committee members to solicit the support and signatures of their local law enforcement agencies.
12. A resubmitted application should build on the efforts of City of Mesa or City of Tempe. We can state that these local communities have been successful, but that there is a need to develop a statewide curriculum to provide uniformity.
13. Mike Sanders emphasized that we need to meet with POST to understand their needs. He stated that attempts to reach POST last year were unsuccessful.
14. Matt Zoll stated that within the next month, Pima County will begin work on a training video for public safety officers. The video will be based on Florida's Ride On By. The Ride On By video is targeted toward law enforcement and addresses the potential outcomes when police officers choose not to stop and perhaps ticket cyclists who ignore traffic laws.
15. Matt Zoll stated that Pima County has just completed four public safety announcements (PSAs) as part of their public education and outreach program.

#### Safe Routes to Schools Program

16. Mike Sanders provided an overview of recent Safe Routes to Schools activities. ADOT received 33 applications for funding totaling \$1,163,343. Unfortunately, for this current year only \$400,000 is available. ADOT will announce the funding recipients in May.
17. It was suggested that the applications be posted on the website.
18. Brian Fellows stated that ADOT will be offering Safe Routes training courses in beginning in April. Training will be held in Tucson on April 5 and in Phoenix on April 11.
19. Peggy Rubach stated that applicants could use more time to collect their baseline data. If announcements are made in May, there is not time to train staff, etc., before the school year ends. If ADOT could make the announcements in April, the recipients would have more time to do field visits and data collection before the end of the school year. In addition, with all of the year-end activities taking place, it is very difficult to get people to meet. Brian Fellows stated that the funding cycle has to tie into other processes. ADOT will review whether an earlier date is feasible.
20. Brian stated that over the life of the program, ADOT has \$11 million available for Safe Routes activities, including \$5 million over the first 3 years. There will be

significantly more money available next year. The reason for limited funding this year has to do with ADOT obligation authority, the TIP, etc.

#### Statewide Pedestrian Safety Plan

21. Mike Sanders provided an overview of the Statewide Pedestrian Safety Planning Process. He stated that two recent pedestrian safety workshops were very successful. These were:
  - § How to Develop a Pedestrian Safety Action Plan (completed in February 2006). This workshop was held in Phoenix on January 9-10, 2006 and in Tucson on January 12-13, 2006.
  - § FHWA Workshop on Designing Streets for Pedestrian Safety. This workshop was held on Phoenix on February 12 -13, 2007 and in Flagstaff on February 15-16, 2007.

#### Updates to Share the Road Guides

22. Mike Sanders stated that the ADOT Share the Road, A Guide for Bicyclists and Motorists was published two years ago and was originally based on the Pima County Guide. Pima County has subsequently updated their Guide. Mike is soliciting input from the group as to specific revisions should be made to an updated version of the ADOT Guide. A hand-out was distributed illustrating the differences between the 2004 ADOT Guide and the 2006 Pima County Guide.
23. Richard Moeur stated that page 21 of the ADOT Guide needs to be addressed, where it states "do not use them as right turn lanes."
24. Several suggestions to the Sharing the Road Guide with Pedestrians have been made. These include:
  - § Dividing the guide into two separate sections, one for motorists and one for pedestrians to limit the text on each page.
  - § Include additional statues relating to pedestrians
  - § Sections for visually impaired, runners, and walking in rural areas
25. Other specific suggestions (refer to PowerPoint presentation) include adding a section for runners, walking in rural areas, and how to navigate a round-about, and addition of several relevant state statues as they pertain to pedestrians.
26. As it relates to the suggested addition to the Pedestrian Guide relating to Please Slow Down (refer to PowerPoint presentation) Kenneth Cooper suggested using language such as a "1 in 5" chance, rather than a 20% chance. Matt Zoll stated that research has demonstrated that a 10 mph reduction in speed equates to a 30% reduction in fatalities.
27. As it relates to separating the Guide into sections for motorists and for pedestrians, Peggy Rubach stated that the information needs to be together so that each mode understands the expectations of about the other modes.
28. Matt Zoll stated that Pima County will begin a project to modify the guide to be applicable to children ranging from 2<sup>nd</sup> grade to 5<sup>th</sup> grade.
29. Maureen DeCindis stated that she could see a children's guide as part of a Safe Routes to Schools Program.

30. Mike Sanders stated that he would like to receive comments on the guides within two weeks of distributing the minutes of the meeting.

#### Website Enhancements

31. Mike Sanders stated that several website enhancements had been made to azbikeped.org. These include updating the website with Phase III deliverables, reviewing dead links, and updating the calendar of events.
32. Peggy Rubach stated that the website is hard to find under the ADOT webpage. If you search on the ADOT homepage, you don't get the Bicycle and Pedestrian program, but you get a long list of other documents. We need to figure out a way to prioritize search results so that azbikeped.org website is returned in the search results.
33. Richard Corbett proposed a motion to suggest to ADOT that they make the azbikeped.org webpage easier to find from the main ADOT homepage. Mike Sanders stated that he has been unsuccessful in his attempts to get a direct link from the ADOT homepage, but he will continue to work on improving the access to the ADOT Bike/Ped webpage.

#### Pedestrian Demand Measures Approach

34. Mike Sanders stated that one of the Phase IV activities is to develop a methodology to estimate potential pedestrian demand on the state highway system. A memorandum describing a proposed methodology was distributed to the steering committee and is included as an attachment to the meeting notes. The proposed methodology utilizes a pedestrian demand index. The index utilizes four indicators to determine the propensity for an area to utilize pedestrian facilities if they are provided. The indicators are developed on a census tract basis and are (1) Activity balance, (2) Pedestrian Facilities Index, and (4) Road Density Index.
35. Stakeholders commented that the proposed methodology is primarily applicable to suburban/urban areas, but is not applicable in rural areas and on the reservations. Indian communities have a very high rate of pedestrian use on the state highway system.

#### Steering Committee Format

36. Mike Sanders stated that a proposal was submitted to the Governor's Office for the establishment of a Bicycle Advisory Council.
37. Steering committee members expressed concern over limiting the Council's membership to MPO representatives, and losing the county and local jurisdiction input.
38. Kenneth Cooper stated that the committee should reach out to Indian Health Services to gain a very knowledgeable perspective of Indian perspectives.
39. Mike Sanders concluded the meeting and stated that the next meeting will tentatively be held in May.

## ARIZONA STATEWIDE BIYCLE AND PEDESTRIAN PLAN

Contract T0449P0001  
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Task Assignment TPD07-07

### STEERING COMMITTEE MEETING NO. 2

May 31, 2007  
ADOT, Human Resource Development Center  
Ocotillo Room  
1130 North 22<sup>nd</sup> Avenue  
Phoenix, Arizona

10:00 a.m. - 12:00 p.m.

### ATTENDANCE

|  |   |
|--|---|
| Dawn Coomer, <i>City of Scottsdale</i>   | Terry Otterness, <i>ADOT</i>                          |
| Kenneth Cooper, <i>ADOT</i>              | Richard Rumer, <i>Coalition of Arizona Bicyclists</i> |
| Brian Fellows, <i>ADOT</i>               | Radar Matt, <i>Coalition of Arizona Bicyclists</i>    |
| Brandon Forrey, <i>City of Peoria</i>    | Randy Victory, <i>Verde Valley Cyclists Coalition</i> |
| Michelle Donati, <i>AAA</i>              | Mike Sanders, <i>ADOT (Project Manager)</i>           |
| Martin Goslar, <i>GainVision LLC</i>     | Matt Zoll, <i>PCDOT</i>                               |
| Srinivas Goundla, <i>City of Phoenix</i> |   |
| Steve Hancock, <i>City of Glendale</i>   |   |
| Karen King, <i>FHWA</i>                  |   |
| Linda Mendyka, <i>GOHS</i>               |   |

### Consultant Staff in Attendance

Mike Colety, *Kimley-Horn & Associates, Inc.*  
Brent Crowther, *Kimley-Horn & Associates, Inc.*  
Jan Gordley, *Gordley Design Group*  
Cindy Klinge, *Gordley Design Group*

### MEETING SUMMARY

Agenda items included an update and status of:

- Share the Road Guides;
- GOHS Grant Applications: Statewide Safety Awareness Campaign and the Bicycle/Pedestrian Facility Design Training Courses,

- Pedestrian Demand Index Maps

The following are key points for each agenda item that were discussed during the meeting.

### Share the Road Guides

The ADOT Share the Road, A Guide for Bicyclists and Motorists, was published two years ago. A DRAFT updated ADOT Guide was distributed to the Steering Committee. Main changes are related to demonstrating how to navigate through a modern roundabout, and turning through gaps. Stakeholder discussion focused on new material that has been included in the Guide. Stakeholder comments are documented below:

1. Page 14 and 15, Roundabouts:

- Speeds through modern roundabouts are typically approximately 20 mph. The speed is controlled by the geometry.
- The cyclist should be shown riding in the center of the lane within the roundabout, rather than to the right side of the lane. The graphic as presented tells the cyclist stay to the right, which probably is not the right message within the roundabout.
- Approaching the roundabout, the cyclist should be shown transitioning to the left lane sooner than shown, and should be positioned in the left lane before getting to the roundabout.
- It would be helpful to distinguish colors between the cyclist and pedestrian. The text relating to the pedestrian and cyclist should match that of the arrows.
- Show an elevation view for the symbol of a cyclist crossing the roadway, rather than a plan view.
- Show a pedestrian at the beginning of where the cyclist should dismount and walk his bicycle.
- Show the cross-walks extending through the median.
- At a national level, there is an ongoing discussion for pedestrian signals at the approaches to/from the roundabout.

2. Page 19 –

- Change to a verbal greeting, rather than a verbal warning. Stakeholders noted that shouting “on your left” can potentially be dangerous.

3. Page 22 –

- Eliminate the word “narrow”. Change the word “constantly” to “always be on the lookout.”

4. Page 28 –

- Correct spelling on the word “before”
- For oversize loads, consider talking to central permits about providing guidance in their permits about passing cyclists. Steve Adley (ADOT Permits) is the proper contact.

5. Six Ways to Make Commuting Easier

- Fines vary. For example, fines are \$115 in City of Tucson, \$75 in Verde Valley. Change language to “you could be fined.”
- Change “drive to work on Monday” to “bring extra clothes to work on Monday.”



- Drop the second sentence that states “Major streets can be intimidating for new riders.”
  - For sentence 5, “Pick a Good Route”, insert a sentence that says to consult bike maps of your local area and to ride the route in advance.
6. Back Cover: make room for the local clubs to include a sticker of their own with their club / agency.
  7. A concept graphic was presented for developing a Guide with information for motorists, bicyclists and pedestrians on the same page. The group felt that this could be a good idea that should be considered in the future.

### **Governor’s Office of Highway Safety Grant Applications**

8. Mike Sanders reviewed with the group that GOHS funded 2 of 3 proposals that were submitted for FY06 funds. The proposals that were submitted:
  - Statewide Safety Awareness Public Education Campaign (funded for \$60,000).
  - Bicycle and Pedestrian Facility Design Training Course (funded for \$15,000).
  - Public Safety / Law Enforcement Bicycle and Pedestrian Safety Awareness Training Curriculum (not funded).

#### Statewide Safety Awareness Campaign

9. Gordley Design Group provided presented information about potential strategies for implementing a Statewide Public Awareness Campaign. Stakeholder comments related to the Statewide Safety Awareness Campaign were:
10. Health fairs, particularly on Indian Communities are important events. Indian Health Services can provide valuable information on data and statistics.
11. It may be beneficial to develop a pilot program from which baseline data can be collected.
12. It is important to define who the market is, and then define the areas of greatest need. A focus area needs to be identified, including the goals of the program. Possibilities include pedestrian safety, motorist behavior, or cyclists. It is possible that existing research will help to identify segments of the population that have the highest need.
13. Consider focusing on outlying communities where media costs are lower and populations may be underserved.
14. Information from Statewide Pedestrian Safety Plan could provide good input to the Safety Awareness Campaign.
15. We need to consider whether baseline performance measurement would be beneficial.
16. Matt Zoll can provide a summary of Pima County’s Transportation Enhancement Grant that included a media campaign.
17. Arizona Bicycle Coalition ran some safety awareness ads a few years ago. More recently, Valley Metro has run a campaign targeting youth and helmets.

*Bicycle and Pedestrian Facility Design Training Courses*

18. The Bicycle Design Course will be targeted toward ADOT design staff, but will have availability for some local agency staff and for consultants if seats remain available.
19. The training is tentatively scheduled for the first week in October. However, the first week in October is International Walk to School Day and alternative dates for the training course will be evaluated.
20. The National Safe Routes to School training course could be held in Flagstaff at the same time.

**Pedestrian Demand Measures Approach**

21. A revised Pedestrian Demand Measures methodology and map was distributed to the Steering Committee. Revisions were made based on comments received at the March Steering Committee Meeting, including: incorporation of Journey to Work census information, and inclusion of maps depicting roadway segments with a high number of pedestrian-related crashes. A request for information has also been submitted to the Bureau of Indian Affairs. The request was for their input on identification of roadway segments with high pedestrian activity.
22. Stakeholders commented that a good data source could potentially be the Indian Health Service.

## ARIZONA STATEWIDE BIYCLE AND PEDESTRIAN PLAN

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Task Assignment TPD07-07

### STEERING COMMITTEE MEETING NO.3

December 5, 2007  
ADOT, Human Resource Development Center  
Ocotillo Room  
1130 North 22<sup>nd</sup> Avenue  
Phoenix, Arizona

10:00 a.m. - 12:00 p.m.

### ATTENDANCE

Bill Adamson, Santa Cruz Valley  
Bicycle Advocate Committee  
Tim Eiden, AAA Arizona  
Martin Ince, Flagstaff MPO  
Bob Jensen, Cyclist  
Richard Corbett, R.E.C.  
Brian Fellows, ADOT TPD  
Reed Kempton, City of Scottsdale  
Dick Schaffer, Cochise County  
Kohinoor Karr, ADOT HES  
Amy Lattimer, GOHS  
Maureen DeCindis, MAG

Richard Moeur, ADOT Traffic  
Susan Bookspan, Phoenix Children's  
Hospital  
Richard Rumer, Coalition of Arizona  
Bicyclists  
Radar Matt, Coalition of Arizona  
Bicyclists  
Randy Victory, Verde Valley Cyclists  
Coalition  
Mike Sanders, ADOT TPD (Project  
Manager)  
Matt Zoll, PCDOT

### Consultant Staff in Attendance

Mike Colety, Kimley-Horn & Associates, Inc  
Brent Crowther, Kimley-Horn & Associates, Inc  
Jan Gordley, Gordley Design Group  
Cindy Klinge, Gordley Design Group  
Susan Parcells, Gordley Design Group

### MEETING SUMMARY

#### Introductions

Mike Sanders welcomed all to the meeting, and asked each individual to introduce themselves.

### **Share the Road Guides**

Michael Sanders stated that the updates have been completed for the Bicycle Share the Road Guide. 17,000 copies were printed and are available for distribution.

Updates to the Pedestrian Share the Road Guide are still in progress. A number of sections have been added to the updated Pedestrian Share the Road Guide, including sections pertaining to visually impaired, runners, walking in rural areas, and several state statutes. Mike Sanders reviewed each of these revisions. Stakeholder comments included the following:

- Consider adding a section about pedestrian safety around light rail to the Guide. Another committee is currently working on developing pedestrian safety guidelines for light rail. Their recommendations could be incorporated into the Guide.
- The timeframe in which we are trying to update the pedestrian guide may not be compatible with adding a light rail section. Recommendations may not be available in time for inclusion into this version of the Pedestrian Guide.
- Agencies are currently out of pedestrian guides. We either need order more of the existing version of the guide or proceed quickly on getting new content incorporated. Perhaps an interim update could be printed until a more significant update could be completed over the next year.
- A slide was added depicting how runners should run against traffic where sidewalks are not available.
- The City of Dana Point recently settled for \$49 million in a pedestrian incident. The plaintiff alleged that the shoulder width for the bicycle/pedestrian was too wide and resembled a lane for an automobile. However, it is believed that the plaintiff's attorney would have found fault in some aspect of the design no matter what.
- Several slides were added with additional statutes that apply to motorists.
- Are Segways addressed in the Guide?
- The reference to reflective strips on page 14 is applicable not only to rural areas but all night time walking. Perhaps this section should be broken up and a section on night-time walking should be added.
- Prefatory pages will be added such as those shown in the Bicycle Share the Road Guide, and a page crediting Matt Zoll and Dave Burnham (Pima County) for their efforts.
- A section should be added that addresses large turning vehicles (trucks and buses).
- The pedestrian guide still contains a lot of words. More bullet points should be used to reduce the number of words.
- Several sections of the guide read above the 8<sup>th</sup> grade reading level. Language should be simplified.
- Include bullets explaining legal language. Simplified language can be added up front with the complete statutes in the back of the guide.
- Add/modify graphic on page 8 to show the big trucks or buses.

- Susan Bookspan volunteered to work on simplifying the language in coordination with Tim Eiden, AAA Arizona.
- Great care needs to be taken when paraphrasing the law, and implying that the paraphrasing is the law. If paraphrasing is included, then specific disclaimers need to be included referring the reader to the full statute.
- Consider defining the meaning and differences between yellow and white painted cross walks. The difference is not understood by the public. Yellow cross walks are reserved for use in school zones. Language should be added discussing how motorists should respond to yellow painted cross walks (all day, just during school hours, etc.)
- Add language emphasizing drivers have an obligation not to strike pedestrians even if the pedestrian may have broken the law.
- Show graphics/bullet points that address wide radius curbs. Most curbs are not the 90 degree bends as shown in the graphics.
- Should both the dog and the cane be shown in the graphic of the visually impaired pedestrian? Although a sight-impaired pedestrian would not be carrying both, many people felt it was a good way to depict both scenarios.

#### **Update on Bicycle/Pedestrian Facility Design Training Courses**

- Two 1 ½ day workshops will be held in Phoenix and at a location to be determined. The Phoenix workshop will include an additional ½ day workshop on bicycle/pedestrian program best practices. The primary audience for the workshops will be ADOT staff (engineers, etc.). Any remaining seats may be filled by others. The best practices workshop will be open to staff from any agency/jurisdiction.
- Efforts should be made to incorporate a bicycle ride with ADOT engineers. Alternatively, a video tape of a cyclist on a bike could be produced. Grand Avenue would be a good location for a bicycle ride. Local bicycle shops may be able to loan bicycles for an ADOT engineer's ride.
- The Coalition of Arizona Bicyclists can help to support an engineer's ride. The Coalition has bicycles and helmets that they could make available.
- Law enforcement training is important.
- Planning is underway for regional safe routes training sessions. Opportunities for back-to-back sessions should be considered.

#### **GOHS Grant Applications: Statewide Safety Awareness Campaign**

Gordley Design Group began a presentation of the ADOT/GOHS Bicycle and Pedestrian Safety Awareness Campaign. Gordley has grouped their work into 5 tasks: (1) research (2) selection of program focus (3) development (4) implementation (5) documentation. Discussion comments included:

- Two different focus pilot communities will be selected in which to implement a pilot program. Upon selection of pilot communities, development of materials (message, etc.) will begin.
- Letters requesting interest were sent on November 21 to all incorporated cities, towns, and counties in Arizona. A response from the communities is requested by December 14. Selection of the focus communities is anticipated by mid-January.

- Interest inquiries have been received from the Navajo Nation in addition to Springerville, Eagar, Bullhead City, Cochise County, Casa Grande, and Pinal County.
- Media cost differential makes it prohibitive to effectively buy media in larger metro areas. The program will likely focus on a small jurisdiction or community.
- The pilot program community will be selected considering (1) need (2) resources (3) underserved (4) desire.
- It is important to make sure that the perception of the community's need matches reality as measured by data and statistics.
- One of the populations that we need to address is motorists who have had their drivers licenses revoked and become reliant on pedestrian and bicycle, but may not have the adequate education for safely riding or walking.
- Matt Zoll offered translation assistance.
- It is important to communicate messages in as few words as possible.
- Many agencies in air quality non-attainment areas may have travel demand managers that could provide assistance and avenues of message dissemination.
- Will the materials be usable outside of the program? Yes, it is ADOT's intent to make the materials applicable to other areas.
- Is the program primarily directed to smaller jurisdictions/communities? Yes, because of funding limitations we cannot purchase media in large markets.
- Academy of Pediatric Physicians may provide another avenue for dissemination.

#### **Other**

- Law Enforcement education is important. Enforcement is always the weak link.
- What can be done to make bicycle/pedestrian issues a higher priority of the Governor?
  - We need to strengthen our collaboration with tourism.
  - Economic benefits of improved health from cycling
  - Increase our audience. Workshops can offer American Institute of Certified Planners (AICP) continuance credits to attract those outside of the mainstream bicycle/pedestrian community.
- Coalition of Arizona Bicyclists may be hosting a workshop/conference in conjunction with El Tour de Phoenix.
- Workshop – AICP continuing education credits
- Mike Sanders reviewed the League of American Bicyclists' criteria for becoming a "Bicycle-Friendly State." He stated that these criteria provide many suggestions for areas that we can improve upon.