



## Stakeholders Group Meeting #2 Meeting Notes

Date: March 28, 2011, 1:30 p.m.  
Location: MAG Saguaro Room  
Attendees : 49

### 1. Welcome and Introductions

Mr. Kevin Wallace of MAG initiated the meeting by welcoming the attendees and reviewing the meeting agenda. He noted that the stakeholder's process would be informal and that questions were welcomed throughout the meeting. He then asked for the Stakeholders to introduce themselves, and introduced Ms. Ellen Greenberg and Mr. Mark Shorett of Arup, the consultant project manager.

### 2. Defining Sustainable Transportation

Ms. Greenberg reviewed the components of the study and referred to the first slide in the presentation. The first was 'Hot Topics: Emerging themes, technologies, and techniques'. She reviewed a further outline, which touched on important elements of the study: emerging values and themes, emerging opportunities, knowledge base, planning and analysis tools, transit modes and services, and management strategies.

Ms. Greenberg further explained some 'Emerging Themes', namely: Economy, Environment, Equity, with many sub themes. She detailed the 'Implications': focus on walkable communities, search for long-term value, premium on solutions with co-benefits, questioning established techniques, and creating new ones. She then summarized 'Emerging Opportunities', detailing: knowledge base, planning and analysis tools, transit modes and services, and management strategies.

Ms. Greenberg explained the next topic, Knowledge Base: Research Findings. She cited two reports, *Hidden in Plain Sight: the Demand for Housing near Transit* and *TCRP Report 102: TOD Development in USA*. Additional detail on national transit data from CTOD on station areas were discussed, with factors such as number of residents and workers, density, transit accessibility, household income, monthly housing and transportation costs, commute mode, vehicle miles traveled and many more criteria.

Ms. Greenberg then presented additional 'Knowledge Base: Research Findings', with specifics on sample tables on 'Place Types' as well as 'Normative Metrics'. One table showcased the 'Urban Density Persona Vs Private Transport Energy Use Per Capita (for world's cities)', with the second table documenting 'Fatalities from road accidents decrease as roadway network connectivity increases'.

Ms. Greenberg also noted the Top 10 Knowledge Base Research Findings:

1. Regional accessibility is more important than local design
2. Strategies work in bundles
3. Pricing is powerful
4. Congestion stimulates non-drive trips
5. Land use effects take time
6. Non-work trips are increasing –even in peak hour
7. Connectivity has many benefits
8. TOD is under-supplied
9. Density matters, but isn't enough
10. Job location and density are key

Ms. Greenberg then provided an overview of Planning and Analysis Tools used within the exercise. They included Travel Demand Modeling (TDM), sketch planning models, Place Types, Street Types, performance measures, Form-based Codes and LEED-ND Certification. Specifically, Scenario Planning would be used for travel demand modeling, with increased sensitivity to design features. Additional transportation performance measures, such as cross-cutting were noted. One example in Pasadena, CA was cited for Comprehensive Plan Performance Measures (CPPM). Ideal benefit gauges such as livability, Pedestrian Environmental Quality Index (PEQI) and Bicycle Environmental Quality Index (BEQI) were reviewed. Ms. Greenberg asked the Stakeholders Group if they had any questions or comments. Hearing none, she proceeded.

Ms. Greenberg provided an overview of sustainability, vehicle miles traveled, mode share, and housing and transportation cost index. Such elements as accessibility, walk score, driver experience, and travel time on select routes. Place Types also assist in the classification that districts, towns, cities and larger areas use to identify their land use and transportation system characteristics. She also explained that for making investments, planning and management decisions that support sustainable transportation, common place types include TOD (Transit Oriented Development), Context Sensitive Solutions, Form Based Codes, and Blueprint Planning. The Place Types for TOD include low rise; mid rise and high rise residential; Net Density Averages and Characteristics, namely a TOD residential building typology.

In relation to Street Types, she explained the need to classify, design and manage streets based on: modal accommodation, connectivity: local, city, region, setting for urban activity and their function as public spaces. Form-based codes would be used for graphical addresses: building facades, building massing and form: regulation of streetscapes and blocks, and practice based on principles of urbanism. Lastly, she noted that LEED-ND included pre-reqs and points. Twelve prerequisites, such as: "Smart Location", Walkable Streets, Compact Development, Connected and Open Community, and certified Green Building. Ms. Greenberg asked the Stakeholders Group if they had any questions or comments. Hearing none, she proceeded.

Ms. Greenberg gave a brief overview for a slide termed 'New Opportunities: Transit Modes and Services'. Within the presentation, she outlined a variety of modes: high speed rail, bus rapid transit (full-on and hybrid), Modern Streetcar, clean transit vehicles, electrification of diesel rail, electric/CNG/hybrid buses, Carshare and Bikeshare. Additionally, she further explained transit

modes and services with an emphasis on 'Distance and Stop Spacing' by transit mode over 10-Minute Travel Time. She included a list of modes: shuttle, local bus-streetcar, express bus-limited stop bus, BRT-light rail, heavy rail-rapid and commuter rail.

She also delved into detail regarding one specific mode and its attributes, Bus Rapid Transit (BRT). Its components included: fast speed, exclusive lanes, signal priority, prepaid fares, easy on-and-off, easy to use, simple route, few stops, branded vehicles, rail-like stations with amenities, feeder network and coordinated land use planning. High Speed Rail was also discussed with its attributes: convenient, connects city centers and that it is competitive with air travel for interregional trips. Ms. Greenberg also discussed Carshare and Bikeshare, which feature clean(er) fuels and vehicle technologies along with the benefits of urban quality, affordability and limited parking. The direct result of these mode types is both economic impact, and bringing major employers and sources of investment closer together.

Ms. Greenberg discussed management strategies, such as ITS, traffic calming, shared space, congestion pricing, parking management and other items. She also noted Intelligent Transportation Systems and a 'Transportation Camp'. Ms. Greenberg mentioned some current brainstorming on how to use recent advances in technology to improve mobility more immediately and at a lower cost than has ever been possible in the past. She also explained "Web 2.0" mobile computing, open source software, open data and APIs and spatial analysis.

Ms. Greenberg explained components featured in traffic calming techniques, namely: speed tables, speed humps, narrow travel lanes, curves and reducing regulation and separation. Parking management was also discussed, specifically rationalizing parking, paying for use, smart pricing: increasing availability when you need it, easy payment and the notion that revenue should be spent in the district where it was collected.

Ms. Greenberg introduced the interactive input opportunity for the Stakeholders Group, the 'Dot Choice' exercise. She gave a brief overview of 'On the Menu', 'How to Dot', and 'Dot Talk Show' to better assist the participants and they reviewed the Themes, Tools & Techniques categories included on the Workshop's Dot Menu. She concluded with inviting the members of the Stakeholders Group to visit the BQAZ.org website for additional information and updates.

The meeting then shifted to provide time for the Stakeholders to identify their preferences for sustainable transportation tools and themes. After the group reconvened, Ms. Greenberg asked for questions and comments from the participants.

Ms. Shannon Scutari of ADOT noted that the discussions on land use were important, as they would result in transformational change in a state that has been reluctant to address the relationship between development, transportation and land use planning.

Ms. Ellen Greenberg of Arup noted that if a community could address the importance of land use planning, there was long-term value, dynamic and relational changes for the community. Existing communities benefited from new activity centers, which in turn benefited adjacent areas. Discussion followed.

Mr. Ken Maruyama of Chandler noted that it was refreshing to see such a vast list of concepts, as well as available funding sources strategies for each issue.

Mr. Kevin Wallace noted that there had been a shift at the federal level in increased participation and FTA funding efforts for sustainability and livability. At a regional level, MAG member agencies would decide on the policies that would enable the MAG region to participate in sustainability and livability efforts. He reiterated that the purpose of this study was to provide the

MAG member agencies with the tools, base case scenarios and alternatives that may be pursued.

Mr. Robert Yabes of Tempe asked that one topic that could be addressed was land use control, basically regulating where growth may occur. He added that this had not been pursued in the MAG Region.

Maureen DiCindis of MAG asked that 'Complete Streets' be included in the Street Types. An additional request was that Triple P's (Public Private Partnerships) be added to the 'Tools and Techniques' list.

### **3. Working Paper #1 Follow Up**

Mr. Shorrett mentioned that Working Paper #1 would be developed and would include information on land use and transportation corridor mapping. He also added that General Plans and overlay zones would be incorporated included input from all MAG Region member cities.

### **4. Next Steps**

Mr. Wallace closed the meeting by reminding the attendees that a special Urban Land Institute (ULI) Public and Business Forum would occur on June 2 in Phoenix and that those present were encouraged to attend. He also noted that the next Stakeholders meeting would occur in May.