

# Regional Bicycle & Pedestrian Safety Education Program

## Arizona Enhancement Round 15

Submitted by Valley Metro

August 2007 to the

Arizona Department of Transportation

Approved for Funding November 16, 2007



**ARIZONA TEA-21  
TRANSPORTATION ENHANCEMENT APPLICATION**

1. Please list the applicants applying for funding. All applications must be sponsored by a government agency. All projects which are 75% or more contained on the State Highway System right-of-way must have the ADOT District Engineers written support and ADOT is considered the sponsor.
2. List date application was completed.
3. List the project name or facility name. **The project must be transportation related.** If on a State Highway, list the route number and beginning milepost.
4. List mailing address of sponsoring agency.
5. List county where project is located. If there are additional counties, list starting county first.
6. List the Congressional District number. No name is required.
7. List contact person for project. This person must be from the sponsoring agency. The appropriate District will sponsor projects on the State system. (No exceptions).
8. List alternate contact person for the project. This person must be from the sponsoring agency.

**APPLICANT INFORMATION**

<b>1. APPLICANT AND SPONSOR</b> (Must be ADOT if on ADOT right of way) <b>VALLEY METRO / Regional Public Transportation Authority (RPTA)</b>	<b>MPO / COG</b> <b>MARICOPA ASSOCIATION OF GOVERNMENTS (MAG)</b>	<b>2. DATE</b> <b>AUGUST 23, 2007</b>
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<b>3. PROJECT NAME &amp; LIMITS</b> (IF ON STATE SYSTEM, PLEASE BEGIN NAME WITH ROUTE NUMBER) <b>REGIONAL BICYCLE AND PEDESTRIAN SAFETY EDUCATION PROGRAM</b>
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<b>4. MAILING ADDRESS</b> <b>302 North 1<sup>st</sup> Avenue, Suite 700, Phoenix, AZ 85004</b>
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<b>CITY</b> <b>Phoenix</b>	<b>ZIP CODE</b> <b>85003</b>	<b>5. COUNTY</b> <b>Maricopa County</b>	<b>6. CONGRESSIONAL DISTRICTS</b> <b>1, 2, 3, 4, 5, 6, 7</b>
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<b>7. CONTACT PERSON</b> <b>Randi Alcott</b>	<b>TITLE</b> <b>Business Outreach Manager</b>	<b>PHONE NO:</b> <b>602-534-1802</b> <b>FAX NO:</b> <b>602-534-1939</b>
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<b>8. ALTERNATE PERSON</b> <b>Mario Diaz</b>	<b>TITLE</b> <b>Senior Marketing Manager</b>	<b>PHONE NO:</b> <b>602-534-7391</b> <b>FAX NO:</b> <b>602-534-1939</b>
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**9. List the eligible transportation enhancement activity: 2. Provision of Safety and Educational Activities for Pedestrians and Bicyclists**

**10. List the requested amount of federal funds needed for the project \$ 475,000**

**11. List the total cost of the project (federal plus other) \$ 503,711**

**THE ELEVEN ELIGIBLE TRANSPORTATION ENHANCEMENT ACTIVITIES**

(The term 'Transportation Enhancement activities' means, with respect to any project or the area to be served by the project, any of the following activities if such activity relates to surface transportation)

- 1.) **PROVISION OF FACILITIES FOR PEDESTRIANS AND BICYCLES.**  
This does not include typical construction elements of a roadway such as; travel lanes, traffic signals, crosswalks, etc.
- 2.) **PROVISION OF SAFETY AND EDUCATIONAL ACTIVITIES FOR PEDESTRIANS AND BICYCLISTS**  
Activities must have a broad and preferably regional target audience.
- 3.) **ACQUISITION OF SCENIC EASEMENTS OR HISTORIC SITES - NOT ELIGIBLE IN ARIZONA**
- 4.) **SCENIC OR HISTORIC HIGHWAY PROGRAMS (INCLUDING THE PROVISION OF TOURIST AND WELCOME CENTER FACILITIES)**  
ADOT does have in place a Parkways, Historic, and Scenic Roads Program. This program does have a separate grant program for projects on those routes that have been designated by the State/ADOT. Must be on or within 2 miles of a State designated Scenic or Historic road.
- 5.) **LANDSCAPING AND OTHER SCENIC BEAUTIFICATION**  
This is for primarily plant landscaping activities. You can include site furniture such as benches, trash receptacles, etc. Stand-alone public art is not considered scenic beautification. You can include some art as part of a project but it is not eligible as a separate category under Transportation Enhancements. Public art has been included in the new Transit Enhancements funding program under the new TEA-21 legislation. Maintenance of landscaping does not qualify under this program.
- 6.) **HISTORIC PRESERVATION**  
Any work under this category must have a **strong** transportation link either past, present or future.
- 7.) **REHABILITATION OF HISTORIC TRANSPORTATION BUILDINGS, STRUCTURES, OR FACILITIES (INCLUDING HISTORIC RAILROAD FACILITIES AND BRIDGES)**
- 8.) **PRESERVATION OF ABANDONED RAILWAY CORRIDORS (INCLUDING THE CONVERSION AND USE THEREOF FOR PEDESTRIAN OR BICYCLE TRAILS)**
- 9.) **CONTROL AND REMOVAL OF OUTDOOR ADVERTISING**
- 10.) **ARCHEOLOGICAL PLANNING AND RESEARCH**
- 11.) **ENVIRONMENTAL MITIGATION TO ADDRESS WATER POLLUTION DUE TO HIGHWAY RUNOFF OR REDUCE VEHICLE-CAUSED WILDLIFE MORTALITY WHILE MAINTAINING HABITAT CONNECTIVITY**
- 12.) **ESTABLISHMENT OF TRANSPORTATION MUSEUMS**  
Please be aware that there are specific requirements for this category. Please contact your MPO, COG representative or ADOT TE Section staff for additional information.

**NOTE: THESE ARE THE ONLY ITEMS ELIGIBLE FOR TRANSPORTATION ENHANCEMENT FUNDING. INCLUDING ELEMENTS NOT LISTED ABOVE MAY RESULT IN THE DISQUALIFICATION OF THE ENTIRE APPLICATION. OTHER ELEMENTS MAY BE INCORPORATED INTO THE PROJECT IF THEY ARE IDENTIFIED AS SEPARATE FUNDING IN THE COST ESTIMATE. IF ITEMS THAT ARE ELIGIBLE FOR OTHER FUNDING SOURCES ARE TO BE INCLUDED IN THIS PROJECT APPLICATION, THEN THOSE SOURCE FUNDS MUST BE IDENTIFIED AND USED FOR THOSE ITEMS. FINAL DETERMINATION OF QUALIFICATION WILL BE DEFINED IN THE PROJECT SCOPING PHASE.**

**12. PROJECT CATEGORY - Check all boxes that apply. Circle primary category in which you wish to be evaluated.**

<ul style="list-style-type: none"> <li><input type="checkbox"/> 1. Provision of Facilities for Pedestrians and Bicycles.</li> <li><input checked="" type="checkbox"/> 2. Provision of Safety and Educational Activities for Pedestrians and Bicyclists</li> <li><input type="checkbox"/> 3. NOT ELIGIBLE IN ARIZONA</li> <li><input type="checkbox"/> 4. Scenic Highway Programs Including the Provision of Tourist and Welcome Center Facilities</li> <li><input type="checkbox"/> 5. Landscaping and Other Scenic Beautification</li> <li><input type="checkbox"/> 6. Historic Preservation</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> 7. Rehabilitation of Historic Transportation Buildings, Structures, or Facilities (including historic railroad facilities and bridges)</li> <li><input type="checkbox"/> 8. Preservation of Abandoned Railway Corridors (including the conversion and use thereof for pedestrian or bicycle trails)</li> <li><input type="checkbox"/> 9. Control and Removal of Outdoor Advertising</li> <li><input type="checkbox"/> 10. Archeological Planning and Research.</li> <li><input type="checkbox"/> 11. Environmental Mitigation to Address Water Pollution Due to Highway Runoff or Reduce Vehicle-caused Wildlife Mortality While Maintaining Habitat Connectivity</li> <li><input type="checkbox"/> 12. Establishment of Transportation Museums</li> </ul>
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**13. PROJECT GENERAL DESCRIPTION:** INCLUDE PROJECT CONCEPT, LENGTH, MILEPOSTS, NUMBER OF ACRES. LIST ALL KEY ELEMENTS OF THE PROJECT SCOPE. Please limit the description to **200 words or less/.**

The *Regional Bicycle and Pedestrian Safety Education Program* has been designed to increase the awareness and implementation of safety practices with a goal to reduce the number of bicycle and pedestrian-related crashes and fatalities. This program is aimed at bicyclists and pedestrians, as well as motorists.

The need for this program is overwhelming. Arizona is one of thirteen states, and the Phoenix-metro area is one of five cities, that have been identified by US DOT as a “focus state or city” in need of bicycle and pedestrian safety education. Therefore, Valley Metro will provide a 10% match of grant funds. The matching will be derived from local funds.

Proposed two-year education program will incorporate the successes of a similar TE funded program in Pima County, and will build upon the foundation of Valley Metro’s MAG-funded Bicycle Safety Education Program.

The program will include television, radio and internet advertising. Relevant and compelling messages will be delivered to the target audience when they are most receptive to receiving them, whether they are at home, work, school or play. In addition, an interactive web-based Bike Trip Planner will be developed that will be designed to enable safer trip planning. The power of a TV ad is powerful, and the reach of the TV buy covers 2/3’s of the state of Arizona.

**14. Describe the project.** Please answer all questions using the format outlined below.

- A) Where is the project located? This project will (Must attach map in appendix)
- B) Is the project on a planned, existing, or under construction transportation corridor?  
If on a planned corridor under construction, what is the approximate or scheduled completion date for the corridor?
- C) What major construction, design, and right-of-way work does the project entail?  
Describe any need for major land modification, retaining walls, etc. and include in cost estimate.
- D) Can the project be constructed entirely within the project right-of-way (ROW)?  
Who owns the proposed project ROW?  
Are there any private landowners involved? If so please list.  
What percent of the project area is on ADOT ROW?
- E) Are there drainage issues to consider? Describe any potential impacts to Waters of the U.S.
- F) Are utility relocations necessary?
- G) What is the proposed time frame for completion of the project?
- H) Will the project be ADA accessible?

A) This regional safety and education project will center in the Phoenix metropolitan area, however, the TV media buy will reach 2/3’s of the state residents only excluding the Tucson and Yuma areas. It will provide benefits to and reach the following counties in Arizona: Maricopa, Pinal, Graham, Greenlee, Apache South, Navajo, Gila, Coconino, Yavapai, Mohave, and La Paz. The only counties not covered are Pima, Yuma, Santa Cruz, and Cochise. See Appendix A.

B) The project is not limited to any specific planned, existing or under-construction transportation corridor. It will apply essentially to all roadway and pathway corridors in the region.

C) As an education and safety proposal, the project will not entail any design, construction or ROW work. Instead, it will entail the development of safety and education materials and programs.

D) ROW issues are not relevant to this project.

E) Drainage issues are not relevant to this project.

F) Utility relocations are not relevant to this project.

G) The proposed time frame is 24 months. The first 6 months will involve the initial set-up and coordination to develop the safety and education materials and programs. The following months will involve implementing these materials through the media, classrooms, and traffic safety programs.

H) ADA accessible is not applicable.

PLEASE LIMIT RESPONSES TO THE FOLLOWING QUESTIONS TO **200 WORDS OR LESS**

**15. How will the project be maintained?** All projects will require a signed Joint Project Agreement (JPA) prior to project construction. The following information is required for completing the JPA. Please answer all questions listed by describing how the project will be maintained and repaired after completion.

- A) Organization(s) responsible for on-going maintenance and repairs of the TE project.
- B) Proposed on-going maintenance and repair program
- C) Source of funds for on-going maintenance and repairs

A) There are no on-going maintenance and repairs required for this program. The proposed safety and education program is intended to be a two-year project and will be conducted by staff from Valley Metro/RPTA, member agencies, with assistance of consulting services.

B) If adopted as an on-going funded program after the two-year project period, the program will include safety and education activities and coordination with the media, volunteer associations, bicycle clubs, schools, and others. At that time, a full-time RPTA coordinator position would be considered. In the meantime, a part time contract position would be utilized to help staff this project. The success of this program will be evaluated and will determine if the Valley Metro/RPTA and its stakeholders and member agencies will support it in the following years. As Maricopa County is now the fastest growing county in the nation, with over 100,000 newcomers each year, the need to continue safety education will continue to grow.

C) Valley Metro will seek ongoing funding as they see the need to continue the campaign if they can show it is successful in reducing bicycle and pedestrian related injuries and fatalities.

**16. If you are a local government, do you anticipate requesting self bid and administration based on the FHWA guidelines? (See TE Handbook, revised 2006, for clarification).**

Yes, Valley Metro anticipated applying for project specific self bid and administration and will administer the project based on the FHWA guidelines.

**17. Is the proposed project listed on or does it meet criteria for any local, state, or federal, historic or scenic designations?** If so, please identify the specific designation(s) and limits and briefly describe why the proposed project qualifies. If this is a rail corridor project is the corridor "rail banked" or is the abandonment authorized by or proceeding before the Interstate Rail Commission?

The project is not listed directly on and does not meet criteria for Scenic designation. However, the safety benefits from the project will apply to all roadways in the Phoenix metropolitan area, including designated Scenic roadways

However, the following planning documents or plans state give high priority to bicycle and/or pedestrian safety education:

- MAG Strategic Transportation Safety Plan, adopted October 26, 2005
- MAG Regional Action Plan on Aging and Mobility
- MAG Regional Bicycle Plan (1999)
- MAG Regional Bikeway Master Plan (final draft 2007)
- ADOT Statewide Bicycle/Pedestrian Plan (2003)
- MCDOT Bicycle Transportation System Plan (1999 and final draft 2007)

**18. Describe how the community was or will be involved in this project.** Please include the following: Community involvement in the planning, scoping process, design process, or implementation. Is the project listed in any planning documents that had extensive public participation?

The proposed program is supported in many regional transportation-related documents (see #19). Valley Metro has conducted a safety program the past several years with a small grant from the Maricopa Association of Governments (MAG), with emphasis on community outreach and training, provision of helmets and providing curriculum materials to public safety and school trainers. The MAG Bicycle and Pedestrian Task Force members are represented by most of the 29 cities and towns in the Valley. MAG members and other stakeholders will continue to act as an advisory body to Valley Metro. 4

The Coalition of Arizona Bicyclists, Arizona Bicycle Club, and Greater Arizona Bicycling Association with a represent over 15,000 bicyclists have, and will continue to work with Valley Metro on this program (attached letter). As non profits, these organizations don't have the resources to sponsor a campaign that will reach more 3.5 million residents in the greater Phoenix area due to the high costs of buying media. These clubs have worked to develop partnerships directly with media organizations such as Cox Cable, however they realize the cost is out of their reach. Other stakeholders include St. Joseph's Hospital and Barrows Neurological Institute and AAA-Arizona. Valley Metro and St. Joseph's have forged a close partnership in the educational outreach efforts.

Valley Metro conducts market research annually to measure mode use, knowledge/use of safety rules, and will also measure the impact of this program in future research.

**19. Describe why the project is an enhancement and how it relates to the transportation infrastructure of the community, region and/or state. Describe how this project will benefit the community and improve existing conditions. Why should this project be funded? (Answer all three parts in detail).**

This project is an enhancement by providing critical support to improve safety for pedestrians and bicyclists, our most vulnerable users of the transportation system. In fact, according to the National Highway Traffic Safety Administration, pedestrians in Arizona have the 2<sup>nd</sup> highest traffic fatality rate in the U.S. and bicyclists have the 3<sup>rd</sup> highest fatality rate.

Arizona has over three fatalities per month, this project provides a critical enhancement to the community by targeting resources toward major causes of pedestrian and bicyclist injuries, however, less than 1 percent of safety funding is spent to reduce pedestrian and bicyclist injuries. The good news is the situation is preventable through a strong education program.

The proposed project will directly benefit the region and will provide a model for other Arizona communities. Public education will improve driver, pedestrian, and cyclist behavior, helping to make the Phoenix area's streets safer for all roadway users. Promoting predictable behaviors by roadway users should substantially decrease the crashes and injuries that we read about in the paper every day. The proposed project will provide the means to focus on the multiple users of our roads, and help create better access and a safer transportation system for our most vulnerable roadway users.

A far reaching education campaign we hope to educate more residents to be safer motorists and cyclists, thereby reducing injuries and fatalities.

**Important Basic Criteria for all TE Projects**

- A. Project eligible under one or more of the 11 Transportation Enhancement activities
- B. Proposed project is related to Surface Transportation
- C. Project is over and above normal transportation project. (Typical mitigation type activities such as landscape restoration and permanent erosion control are a normal part of a transportation projects and are ineligible)
- D. Project is sponsored by a government entity
- E. Project is consistent with sponsoring agency's plans
- F. Project will be scheduled to go to bid within 3 years of acceptance
- G. Project matching funds are available (Minimum 5.7% hard cash)
- H. Project sponsor has the resources available to develop the project (Including local project management)
- I. Completed project will meet applicable Federal, state and local requirements
- J. The completed project will be open to the public during normal business hours at no charge and meet the accessibility standards of the Americans with Disabilities Act
- K. Project will improve air quality or have a neutral air quality impact
- L. Local project does not exceed \$500,000 in federal funds
- M. State project does not exceed \$1,000,000 in federal funds

**20. Approval of Authorized Official (Sponsor)**

This project has the concurrence of the sponsoring agency, is consistent with the agency's plans and meets all of the basic criteria listed above, which are required by the state of Arizona's Transportation Enhancement Program.

Sponsor Representative David A. Boggs  
 Date 8/23/07

State projects must be signed by the appropriate District Engineer.

**NOTE:**

Projects that involve historic buildings or structures, or which are within or adjacent to historic districts, should be reviewed by the State Historic Preservation Office (SHPO), preferably before the application is submitted to the MPO/COG.

Projects that involve public art sponsors are encouraged to contact the Arizona Commission on the Arts during the application phase.

**21. Endorsement of Metropolitan Planning Organization/Council of Governments**

This project has been reviewed and endorsed by:

MPO/COG \_\_\_\_\_ Date: \_\_\_\_\_



Regional Public Transportation Authority

302 N. First Avenue, Suite 700, Phoenix, Arizona 85003

602-262-7433, Fax 602-495-0411

RESOLUTION NO 2007-01

A RESOLUTION OF VALLEY METRO

PERTAINING TO THE SUBMISSION OF PROJECTS FOR CONSIDERATION  
IN THE  
ARIZONA DEPARTMENT OF TRANSPORTATION  
SAFETEA-LU ENHANCEMENT PROGRAM  
ROUND XV

**WHEREAS**, the Arizona Department of Transportation is seeking proposals from state and local agencies for projects related to all aspects of transportation enhancements; that includes the education on bicycle and pedestrian safety, and;

**WHEREAS**, Valley Metro is interested in submitting a project to be considered for funding from the Arizona Department of Transportation TEA-21 Enhancement Program;

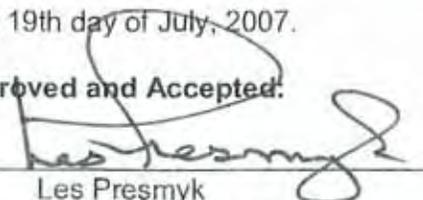
**NOW, THEREFORE, BE IT RESOLVED** by the Valley Metro Board of Directors as follows:

1. THAT approval of the submission of the Regional Bicycle and Pedestrian Safety Education Program for consideration in Round XV of the Arizona Department of Transportation SAFETEA-LU Enhancement Program is granted.
2. THAT there is a commitment to: provide a 5.7% (\$28,711.56) match; with a request for \$475,000 in federal funds for a total project cost submittal of \$503,711.56; be ready to advertise the project within three years; pay for all cost overruns; and reimburse ADOT for all federal funds used, if the project is cancelled by Valley Metro.
3. THAT David Boggs, Executive Director, is appointed agent for Valley Metro, to conduct all negotiations and to execute and submit all documents and any other necessary or desirable instruments in connection with such funding.

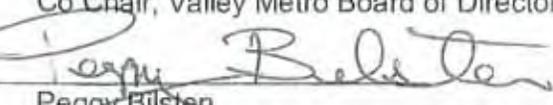
PASSED AND ADOPTED by the Valley Metro, Board of Directors

This 19th day of July, 2007.

Approved and Accepted:

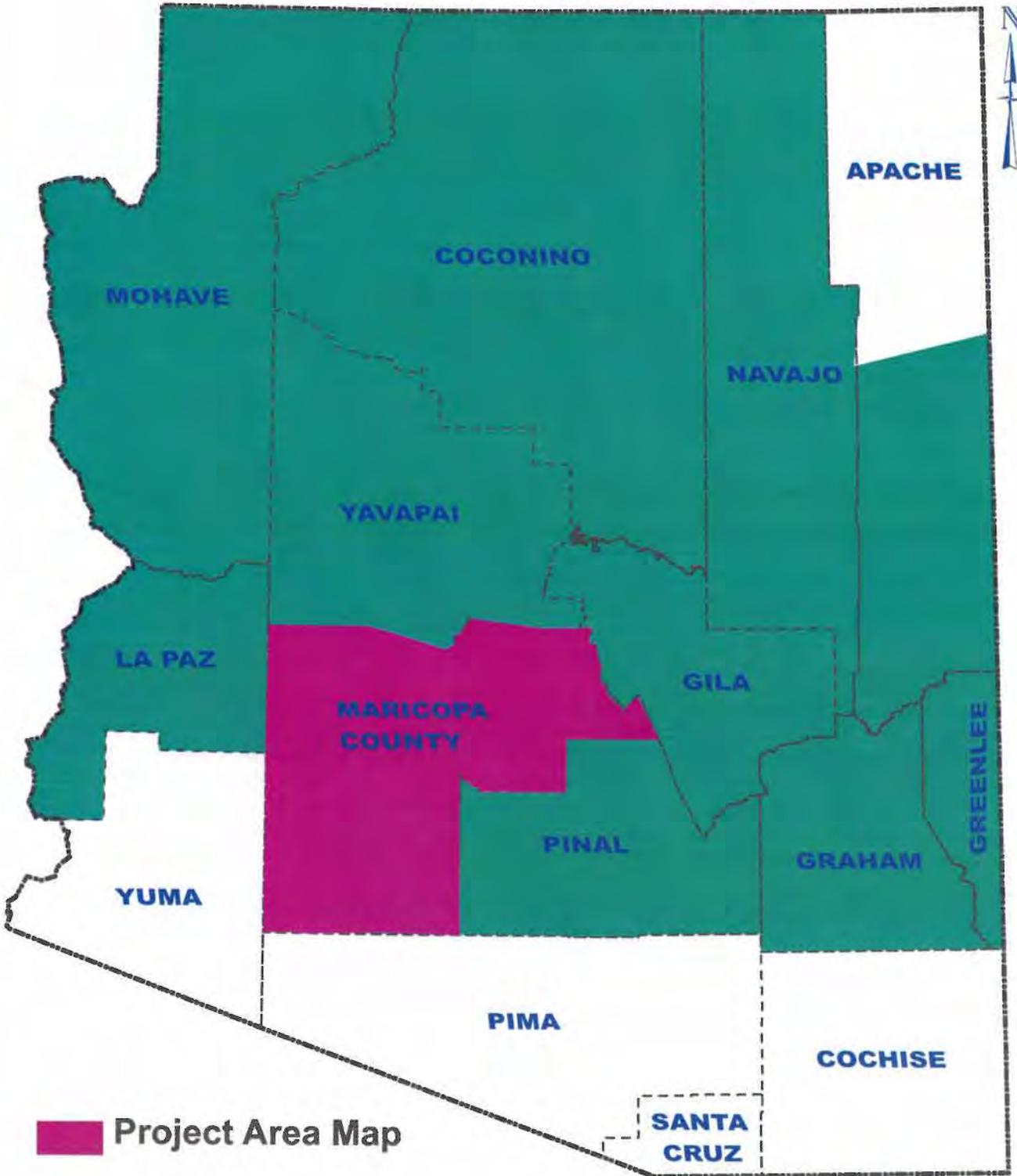
By:   
Les Presmyk  
Co Chair, Valley Metro Board of Directors

Date 8-14-07

By:   
Peggy Bilster  
Co Chair, Valley Metro Board of Directors

Date 08-07-07

# Regional Bicycle and Pedestrian Safety Education Program



- Project Area Map
- Project Beneficiaries





Regional Public  
Transportation  
Authority

May 25, 2007

Chairman Felipe Andres Zubia  
Arizona Department of Transportation  
Transportation Enhancement Review Committee  
205 South 17<sup>th</sup> Avenue, MD 609E  
Phoenix, Arizona 85007

RE: **Maricopa County Regional Safe Routes to School Support Center Project**  
Transportation Enhancement Funding Application (Round XV- 2007)

Dear Chairman Zubia:

Valley Metro/Regional Public Transportation Authority (RPTA) is an active partner in the *Maricopa County Regional Safe Routes to School Support Center Project*. For over 18 years we have worked with Maricopa County on Trip Reduction, Rideshare and Clean Air Campaigns.

Valley Metro/RPTA will work with the *Maricopa County Regional Safe Routes to School Support Center Project* to:

- Build a "schoolpool" program into our existing Rideshare program to match parents with school carpools to improve school traffic flow and air quality during peak hours with funds provided by the County if their grant is approved,
- Provide Valley Metro educational outreach to 15 pilot schools, and;
- Assist Maricopa County, through our contacts with major employers in our Air Quality Trip Reduction program to develop a sponsorship program to encourage and reinforce students and their families in Safe Routes to School programs.

Valley Metro believes that, through the creative use of technology and partnerships, the *Maricopa County Regional Safe Routes to School Support Center Project* will make bicycling and walking to school a safer and more appealing transportation alternative. In addition, creating more rideshare, bicycling and walking options will have a positive effect on our air quality during critical peak hour drive-time windows.

We urge you to support the *Maricopa County Regional Safe Routes to School Support Center Project*, as the resulting products and programs will benefit all Arizona Safe Routes to School efforts.

Sincerely,

David A. Boggs  
Executive Director



## City of Phoenix

STREET TRANSPORTATION DEPARTMENT

May 25, 2007

Chairman Felipe Andres Zubia  
Arizona Department of Transportation  
Transportation Enhancement Review Committee  
205 South 17<sup>th</sup> Avenue, MD 609E  
Phoenix, Arizona 85007

RE: Valley Metro/RPTA's Regional Bicycle and Pedestrian Safety and Education Program  
Transportation Enhancement Funding Application (Round XV- 2007)

Dear Chairman Zubia:

The City of Phoenix strongly supports Valley Metro/RPTA's proposed Regional Bicycle and Pedestrian Safety and Education Program. This proposed program will educate pedestrians and bicyclists in the Phoenix Metropolitan Area on safe walking and bicycling practices in traffic with a goal of reducing bicycle and pedestrian-related crashes and fatalities.

Arizona is one of thirteen states and the City of Phoenix area is one of five cities identified by the US DOT as a "focus state or city" who need special focus on bicycle/pedestrian safety education. This is of concern to us and the reason we believe so strongly that this proposed program is so important to the City of Phoenix.

This program will also work with the motoring public to improve safety for pedestrians and bicyclists. The education campaign objectives will be to increase awareness of the responsibilities of pedestrians, bicyclists, and motorists, and to increase use of safety rules in order to meet the goal of reducing crashes and fatalities through an effective marketing campaign. The goal of this proposed program matches our goals as well.

With over three fatalities per month on average in Arizona, we hope this new bicycling and pedestrian safety campaign will reduce the crashes and fatalities. We will work with Valley Metro/RPTA, if funded, to help them develop the program for the Valley, that includes an extended media outreach across the State of Arizona with their proposed television public service campaign. We have worked closely with Valley Metro over the past ten years to help them promote bicycle safety education, the adoption of safe bicycling habits, and through a variety of events, trainings and activities.

Thank you for your consideration of the Valley Metro/RPTA proposal.

Sincerely,

Kerry Wilcoxon, P.E.  
Traffic Engineer III  
Safety and Neighborhood Traffic Management

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May 21, 2007

Chairman Felipe Andres Zubia  
Arizona Department of Transportation  
Transportation Enhancement Review Committee  
205 South 17<sup>th</sup> Avenue, MD 609E  
Phoenix, Arizona 85007

RE: **Valley Metro/RPTA Bicycle and Pedestrian Safety & Education Program**  
Transportation Enhancement Funding Application (Round XV- 2007)

Dear Chairman Zubia,

Our organizations, representing the bicyclists in Maricopa County, strongly support Valley Metro's bicycle and pedestrian safety and education programs. **As Arizona grows, the number of bicyclists killed has increased each year to an average of almost three (3) per month in 2005, with 1715 bicyclists injured the same year.**

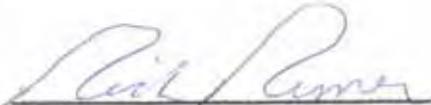
We believe more educations and information of and for bicyclists, pedestrians, motorists and law enforcement is needed to reduce this tragic toll. Consequently, we fully support Valley Metro's programs to:

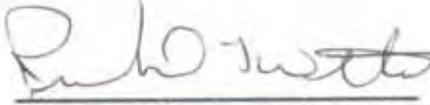
- **Educate pedestrians and bicyclists on safety in traffic**
- **Educate motorists about bicyclists and pedestrians**
- **Create bicycle and pedestrian safety PSAs for television and radio**
- **Coordinate efforts with police and safety trainers**
- **Create a web-based interactive bike map with routing on bikeways**

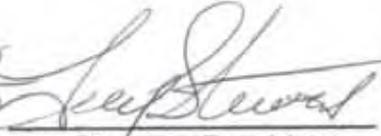
We will work with Valley Metro/RPTA, if funded, to help them develop the program for the Valley and the extended areas they project to reach across the state of Arizona with their proposed television buy. We have worked closely with Valley Metro over the past ten years to help them promote commuter and recreational bicycling and the adoption of safe bicycling habits through a variety of events, training and activities.

**Thank you for your consideration of the Valley Metro/RPTA proposal.**

Sincerely,

  
Rich Rumer, Co-President  
Coalition of Arizona Bicyclists

  
Richard Utterback, President  
Arizona Bicycle Club

  
Jay Stewart, President  
Phoenix Metro Bike Club



St. Joseph's Hospital and Medical Center

350 West Thomas Road  
Phoenix, AZ 85013  
602.406.3000 Telephone

May 21, 2007

Chairman Felice Andres Zubia  
Arizona Department of Transportation  
Transportation Enhancement Review Committee  
205 South 17<sup>th</sup> Avenue, MD 609E  
Phoenix, Arizona 85007

RE: Valley Metro/RPTA's Regional Bicycle and Pedestrian Safety & Education Program  
Transportation Enhancement Funding Application (Round XV- 2007)

Dear Chairman Zubia,

St. Joseph's Hospital and Medical Center strongly supports Valley Metro/RPTA's proposed Regional Bicycle and Pedestrian Safety and Education Program. This proposed program will educate pedestrians and bicyclists in the Phoenix Metropolitan Area on safe walking and bicycling practices in traffic with a goal of reducing bicycle and pedestrian-related crashes and fatalities.

The education campaign objectives will be to increase awareness of the responsibilities of pedestrians, bicyclists, and motorists, and increase use of safety rules in order to meet the goal of reducing crashes and fatalities through an effective marketing campaign. The goal of this proposed program matches our goals as well. As one of the premier neurological centers in the country, we see firsthand what the impacts are of patients with brain injuries (children and adults alike) that were caused by pedestrian or bicycle crashes. This is why we so strongly believe in the need for, and are leaders in the community on the bicycle safety education front. Through education, we can help prevent more injuries and fatalities that now average over three fatalities per month in Arizona.

We have partnered with Valley Metro/RPTA for the past couple of years on a bicycle safety educational outreach program to provide a train-the-trainer workshop curriculum developed by our Barrow Neurological Institute as well as helped with both conducting the workshops and staffing various events. We firmly believe that there is a need for this proposed program that will expand the number of people that will be reached through the higher level of marketing effort this grant would provide. A year ago, we donated \$50,000 to Valley Metro to help pay for their bicycle safety education public service announcements that had a small television buy component that ran for four weeks in 2006. This new grant would help bolster their efforts dramatically. We will continue to partner with Valley Metro to educate the driving, bicycling and pedestrian publics about safety.

Thank you for your consideration of the Valley Metro/RPTA proposal.

Sincerely,

Suzanne Pfister  
Vice President - External Affairs

St. Joseph's Hospital  
and Medical Center  
Barrow Neurological  
Institute  
St. Joseph's Foundation  
Barrow Neurological  
Foundation  
The Mary  
Living Center

A Member of Catholic Healthcare West

May 22, 2007

Chairman Felipe Andres Zubia  
Arizona Department of Transportation  
Transportation Enhancement Review Committee  
205 South 17<sup>th</sup> Avenue, MD 609E  
Phoenix, Arizona 85007

RE: Valley Metro/RPTA's Regional Bicycle and Pedestrian Safety & Education Program  
Transportation Enhancement Funding Application (Round XV- 2007)

Dear Chairman Zubia,

AAA Arizona strongly supports Valley Metro/RPTA's proposed *Regional Bicycle and Pedestrian Safety and Education Program*. This proposed program will educate pedestrians and bicyclists in the Phoenix Metropolitan Area on safe walking and bicycling practices in traffic with the goal of reducing bicycle and pedestrian-related crashes and fatalities.

The objectives of the proposed education campaign are aligned with our goals and mission as well:

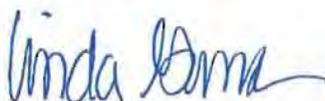
AAA Arizona is committed to providing high-quality trusted products and services that meet our members' needs and **enhance their safety, security, and peace of mind**, thereby increasing member value and equity.

AAA serves more than 750,000 members in Arizona, and we believe that programs of this nature are important to safeguarding the security and safety of everyone who shares the road. With over three bicycle or pedestrian fatalities per month on average in Arizona, we are eager to provide our support towards these lifesaving efforts.

We have partnered with Valley Metro/RPTA for many years to promote fuel conservation to our members and look forward to assisting them in this bicycle and pedestrian safety campaign as well. This new grant would help bolster their efforts to reach residents in Arizona.

Thank you for your consideration of the Valley Metro/RPTA proposal.

Sincerely,



Linda Gorman  
Public Affairs Manager



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Membership

Automotive

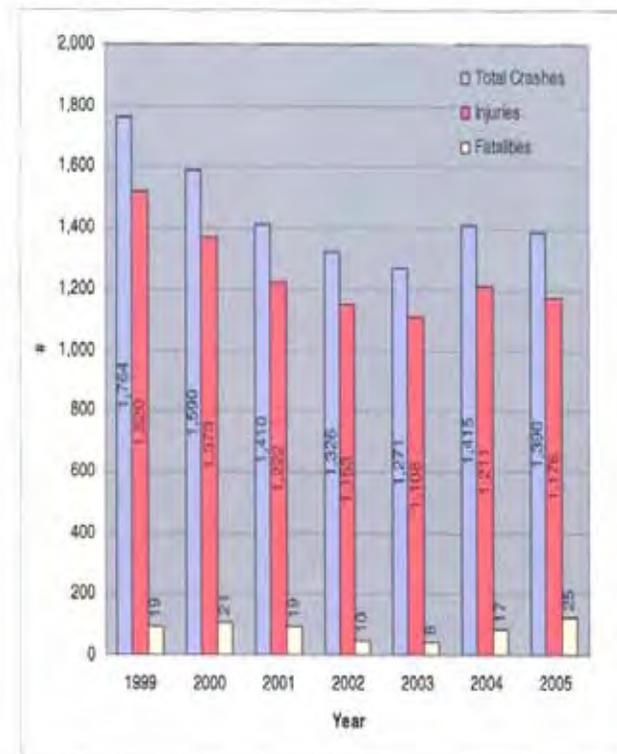
Travel

Insurance

Financial

# Question - Why the need... for Bicycle Safety Education?

Bicyclist Crash Trend 1999- 2005



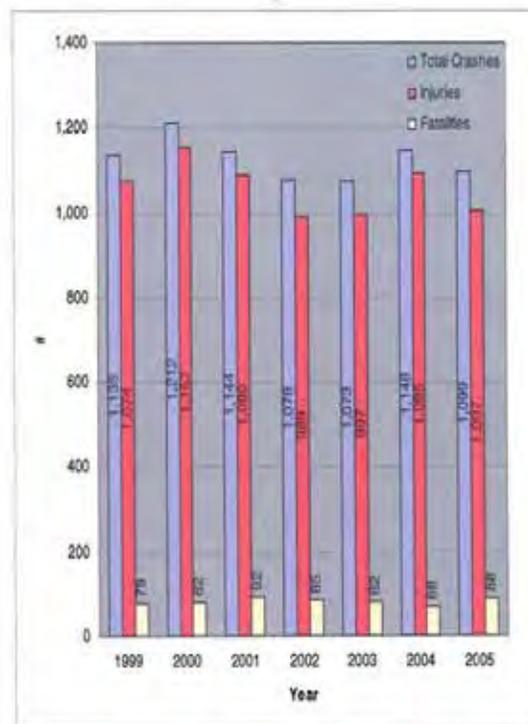
Year	Total Crashes	Injury Crashes	Fatal Crashes	Injuries	Fatalities
1999	1,764	1,511	19	1,520	19
2000	1,590	1,364	21	1,373	21
2001	1,410	1,214	19	1,222	19
2002	1,326	1,148	10	1,153	10
2003	1,271	1,101	8	1,108	8
2004	1,415	1,204	17	1,211	17
2005	1,390	1,170	25	1,176	25

Answer -  
1,390 crashes  
25 killed

# Question-

Why the need... for  
Pedestrian Safety  
Education?

Pedestrian Crash Trend 1999- 2005



Year	Total Crashes	Injury Crashes	Fatal Crashes	Injuries	Fatalities
1999	1,135	1,014	78	1,074	78
2000	1,212	1,087	80	1,157	82
2001	1,144	1,015	92	1,090	92
2002	1,078	936	84	989	85
2003	1,073	935	82	997	82
2004	1,148	1,024	67	1,095	68
2005	1,099	956	87	1,007	88

Answer -

1,099 crashes

88 killed

# The Valley Needs This Program

## Triathlete faces long recovery

**Ty Young**  
The Arizona Republic  
Nov. 15, 2006 12:00 AM

Two of the Valley's most decorated triathletes are recovering from serious injuries suffered when a car struck the bicyclists on an Interstate 10 overpass Saturday.

George Esahak-Gage, 48, of Ahwatukee Foothills, still faces a string of operations to repair numerous broken bones and a punctured lung.

Doctors performed seven hours of life-saving surgery immediately after the accident, repairing a torn vein near his heart. They also secured a fracture in his lower right leg.



## In Celebration of the Life of Dr. Steve Walters, Dean of the Adult Degree and Graduate Programs

As some of you are no doubt aware, Dr. Steve Walters died in a tragic bicycle accident Friday morning, October 29, 2004. He was on his normal morning ride when the accident occurred. Our sense of loss and grief are almost unbearable. He was the guiding light in the Adult Degree and Master of Arts Programs and a gifted educator who believed in the inherent good in everyone.

## Police: Underage SUV driver struck and killed bicyclist

**Lindsey Collom**  
The Arizona Republic  
Oct. 18, 2006 09:24 PM

PHOENIX - Authorities said an unidentified man on a bicycle was struck and killed Wednesday by a juvenile that took his mother's SUV for a ride.

The man was riding the bike about 8:45 p.m. in the 1200 block of East Elwood Street when the vehicle hit him.

He died at the scene, according to a police supervisor.



# The Challenges...



- Reaching and Educating over **3 Million Residents** in Maricopa County– and 100,000 more each year
- **Traffic!**
- Finding a **safe route**
- **Overcoming the “Geeky” vs. “Cool” factor** of teens
- **Limited Safety Education Funds**

# Meeting the Challenges...

**Community Partners will provide support and input**

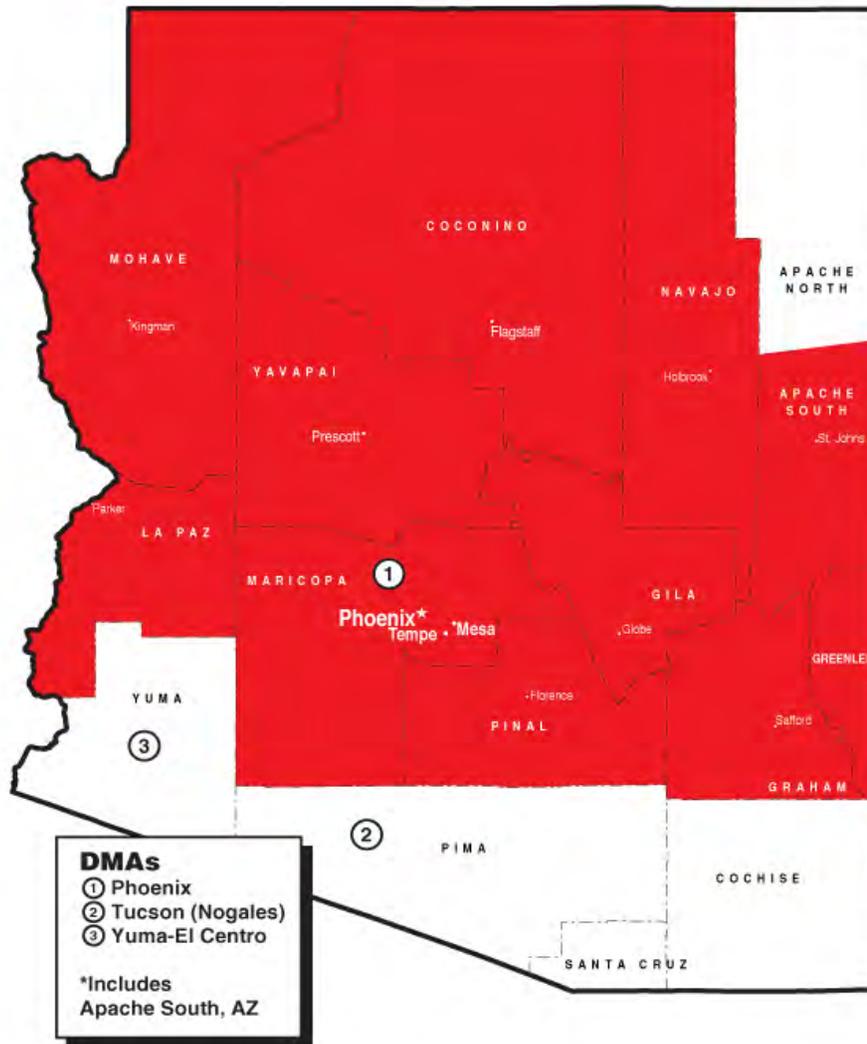
## **MAG Bicycle and Pedestrian Task Force Members**

### **Phoenix**



# The Challenge:

## Reaching 3 Million is daunting



**The Solution: Television buy could reach almost 3/4's of State's households**

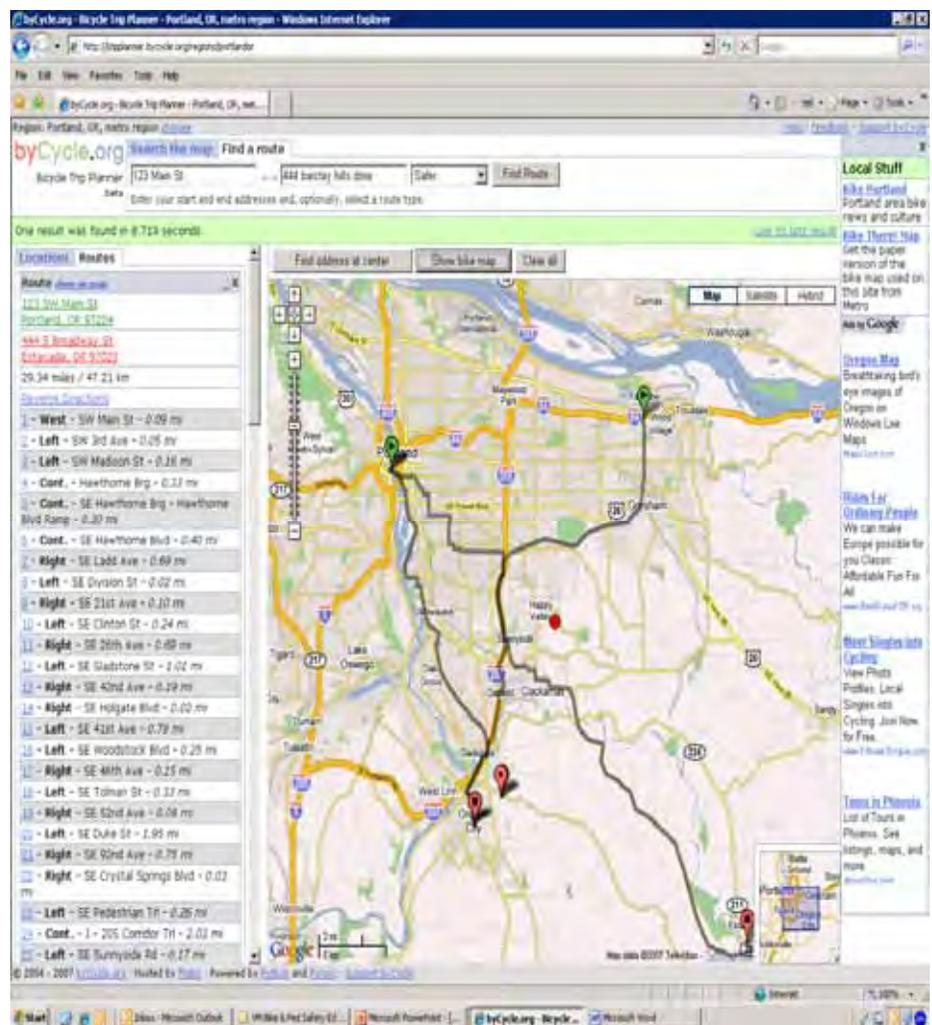
# Challenge: Finding a Safe Route

## Solution: Interactive Bike Trip Planner

Partners: Collaborate with County, Creator, Software Developer and Stakeholders

Bike mapping was a major request in the Regional Bikeway Master Plan Survey, 2006

Bike Trip Planner would complement the Bus Trip Planner and Rideshare Matching System



# The Plan



- **Program Goals:**
  - Reduce bicycle and Pedestrian injuries & fatalities
  - Increase awareness of safety laws and rules
- **Primary Strategies**
  - Develop and implement marketing program
  - Refine and implement an interactive web Bike Trip Planner
- **Measuring Success**
  - Annual surveys will measure awareness
  - Will attain statistics annually to measure injuries and fatalities
- **Timeline**
  - 2 years
- **Cost - \$503,711**
  - \$475,000 Federal funds; \$28,712 or **5.7% local**

## US DOT Identified:

- Arizona as 1 of 13 Opportunity States
- Phoenix is 1 of 5 Opportunity Cities

... as a “focus state or city” in need of bicycle and pedestrian safety education

Help Arizona move off the Opportunity list!

## Estimated Project Costs - Regional Bicycle and Pedestrian Safety Education Program

**INSTRUCTIONS:** List all items necessary to develop and construct your project. The applicant is responsible for verifying all costs and their accuracy. Construction cost overruns will be the responsibility of the sponsoring agency.

**Enter values into GREEN CELLS.**

The program will automatically calculate the Totals and Federal Share at 94.3%

**LOCAL PROJECTS:** Please note that the Stage I Costs shown below are to be funded by the sponsoring agency and are not eligible for Federal Reimbursement.

ITEM DESCRIPTION	UNIT	QUAN.	UNIT PRICE	TOTAL	FEDERAL TE FUNDS @ 94.3%	SPONSOR MATCHING FUNDS @ 5.7%
<b>STAGE 1 – SCOPING (15% Preliminary Design)</b>						
<b>SCOPING COSTS</b>						
Costs cannot be applied toward the federal participation or local match						
SITE TOPOGRAPHIC SURVEY (2%-5% of constr. cost) <i>(Enter \$0 in Unit Price column if none required)</i>	LS	1		\$0.00	NO ENTRY	
SCOPING DOCUMENT (Scoping Letter, Project Assessment or DCR)	LS	1		\$0.00		
ENVIRONMENTAL DETERMINATION (Including technical supporting documents)	LS	1		\$0.00		
HAZARDOUS MATERIALS ASSESSMENT Including heavy metals & asbestos (If an assessment is necessary, anticipate \$1,500. <i>Enter \$0 in Unit Price column if none required</i> )	LS	1		\$0.00		
<b>SUBTOTAL – PROJECT SCOPING COSTS</b>				\$ -		
<b>STAGES II, III, IV - DESIGN</b> (30%, 60%, 95%-100% Design)						
<b>DESIGN COSTS</b>						
Note: The use of federal funds for design is optional and subject to authorization. Design should not go beyond Stage II (30%) without environmental approval.						
PS&E's - Plans, Special Provisions, Cost Estimates & Schedules (10%-20% of construction cost.) (Shall be refunded if project is not constructed)	LS	1		\$0.00	NO ENTRY	
GEOTECHNICAL INVESTIGATION (If a report is necessary, anticipate 5% of construction cost) Includes testing, Geotech Report, Materials & Pavement Design Report) <i>Enter \$0 in Unit Price column if none required.</i>	LS	1		\$0.00		
DRAINAGE REPORT (If a report is necessary, anticipate 5% of construction cost) <i>Enter \$0 in Unit Price column if none required</i>	LS	1		\$0.00		
STORM WATER POLLUTION PREVENTION PLAN (Required if there is over 1 acre of total disturbance, 1% of construction cost) <i>Enter \$0 in Unit Price column if none required.</i>	LS	1		\$0.00		
<b>SUBTOTAL – PROJECT DESIGN COSTS</b>				\$ -		
Federal Funds for design are calculated at 94.3% of the total design cost. If requesting less than 94.3% Federal Funds for design, enter new total or 0 in the Federal column.				\$ -	\$0	\$0

ITEM DESCRIPTION	UNIT	QUAN.	UNIT PRICE	TOTAL	FEDERAL TE FUNDS @ 94.3%	SPONSOR MATCHING FUNDS @ 5.7%
<b>STAGE V – CONSTRUCTION</b>						
<b>SITE ACQUISITION &amp; HARDSCAPE CONSTRUCTION</b>						
RIGHT-OF-WAY ACQUISITION (if necessary)	LS	1		\$0.00	\$0.00	\$0.00
INSTALLATION OF STORMWATER POLLUTION PREVENTION MEASURES (If over 1 acre of disturbance, 5% of constr. costs) <i>Enter \$0 in Unit Price column if area of disturbance is less than one acre.</i>	LS	1		\$0.00	\$0.00	\$0.00
SITE PREPARATION (Clearing and grubbing, plant salvage)	LS	1		\$0.00	\$0.00	\$0.00
<b>DEMOLITION</b>						
Sawcut	LF			\$0.00	\$0.00	\$0.00
Remove Structures and Obstructions	LS	1		\$0.00	\$0.00	\$0.00
Remove Fencing	LF			\$0.00	\$0.00	\$0.00
Remove Structural Concrete				\$0.00	\$0.00	\$0.00
Remove Asphaltic Concrete Pavement	CY			\$0.00	\$0.00	\$0.00
Remove Concrete Sidewalks, Slabs				\$0.00	\$0.00	\$0.00
HAZARDOUS MATERIALS ABATEMENT (If applicable; include heavy metals & asbestos; 5% of construction cost) <i>Enter \$0 in Unit Price column if none required.</i>	LS	1		\$0.00	\$0.00	\$0.00
UTILITY RELOCATION (If necessary) Only the cost of utilities needing relocation as a direct result of the enhancement project are eligible for federal reimbursement. Because of the costs involved, the undergrounding of overhead utilities is not eligible	LS	1		\$0.00	\$0.00	\$0.00
RETAINING WALL (Concrete; SF of face above the footing)	SFF			\$0.00	\$0.00	\$0.00
<b>EARTHWORK</b>						
General Excavation				\$0.00	\$0.00	\$0.00
Drainage Excavation				\$0.00	\$0.00	\$0.00
Structural Excavation	CY			\$0.00	\$0.00	\$0.00
Structural Backfill				\$0.00	\$0.00	\$0.00
Borrow (In Place)				\$0.00	\$0.00	\$0.00
CURB & GUTTER	LF			\$0.00	\$0.00	\$0.00
AGGREGATE BASE	CY			\$0.00	\$0.00	\$0.00
<b>PATHWAY OR SIDEWALK MATERIALS</b>						
Concrete				\$0.00	\$0.00	\$0.00
Colored Concrete	SF			\$0.00	\$0.00	\$0.00
Stamped Color Concrete				\$0.00	\$0.00	\$0.00
Precast Concrete Pavers				\$0.00	\$0.00	\$0.00
Asphaltic Concrete	Ton			\$0.00	\$0.00	\$0.00
Polymer or Resin Stabilized Surface	SF			\$0.00	\$0.00	\$0.00
<b>CROSSWALK ENHANCEMENT</b>						
Concrete Pavers				\$0.00	\$0.00	\$0.00
Stamped Asphalt				\$0.00	\$0.00	\$0.00
Stamped Concrete	SF			\$0.00	\$0.00	\$0.00
Concrete				\$0.00	\$0.00	\$0.00
Integral Color Concrete				\$0.00	\$0.00	\$0.00
PEDESTRIAN ADA RAMP	SF			\$0.00	\$0.00	\$0.00

ITEM DESCRIPTION	UNIT	QUAN.	UNIT PRICE	TOTAL	FEDERAL TE FUNDS @ 94.3%	SPONSOR MATCHING FUNDS @ 5.7%
CULVERT EXTENSIONS	LF			\$0.00	\$0.00	\$0.00
PEDESTRIAN LIGHTING (Includes conduit and trenching) Street lighting is not eligible for federal reimbursement.	Each			\$0.00	\$0.00	\$0.00
HANDRAIL						
Standard	LF			\$0.00	\$0.00	\$0.00
Decorative				\$0.00	\$0.00	\$0.00
<b>SUBTOTAL - SITE ACQUISITION &amp; HARDSCAPE CONSTRUCTION</b>				\$ -	\$0	\$0
<b>LANDSCAPING &amp; IRRIGATION ITEMS</b>						
TREES (Above 15 gallon in size as required per local code or special design requirements)	Each			\$0.00	\$0.00	\$0.00
TREES (15 GALLON SIZE)	Each			\$0.00	\$0.00	\$0.00
TREES (5 GALLON SIZE)	Each			\$0.00	\$0.00	\$0.00
SHRUBS (5 GALLON SIZE)	Each			\$0.00	\$0.00	\$0.00
SHRUBS (1 GALLON SIZE)	Each			\$0.00	\$0.00	\$0.00
CACTUS (5 GALLON SIZE)	Each			\$0.00	\$0.00	\$0.00
MULCH						
Decomposed Granite				\$0.00	\$0.00	\$0.00
Organic	CY			\$0.00	\$0.00	\$0.00
TOPSOIL	CY			\$0.00	\$0.00	\$0.00
SEEDING	Acre			\$0.00	\$0.00	\$0.00
TURF SOD	SY			\$0.00	\$0.00	\$0.00
BOULDERS	Each			\$0.00	\$0.00	\$0.00
IRRIGATION SYSTEM						
Drip				\$0.00	\$0.00	\$0.00
Turf	SF			\$0.00	\$0.00	\$0.00
SLEEVING FOR IRRIGATION SYSTEM						
Directional Bore				\$0.00	\$0.00	\$0.00
Cut and Patch	LF			\$0.00	\$0.00	\$0.00
LANDSCAPE HEADER CURB	LF			\$0.00	\$0.00	\$0.00
LANDSCAPE ESTABLISHMENT (Typically 4.5% of the cost of landscaping)	LS			\$0.00	\$0.00	\$0.00
<b>SUBTOTAL – LANDSCAPING &amp; IRRIGATION ITEMS</b>				\$ -	\$0	\$0
<b>SITE FURNISHINGS</b>						
BENCHES	Each			\$0.00	\$0.00	\$0.00
SEATWALLS	LF			\$0.00	\$0.00	\$0.00
BIKE RACKS	Each			\$0.00	\$0.00	\$0.00
TRASH RECEPTACLES	Each			\$0.00	\$0.00	\$0.00
DRINKING FOUNTAINS	Each			\$0.00	\$0.00	\$0.00
SIGNAGE (Standard Traffic Control)	Each			\$0.00	\$0.00	\$0.00
TREE GRATES	Each			\$0.00	\$0.00	\$0.00
<b>SUBTOTAL – SITE FURNISHINGS</b>				\$ -	\$0	\$0

ITEM DESCRIPTION	UNIT	QUAN.	UNIT PRICE	TOTAL	FEDERAL TE FUNDS @ 94.3%	SPONSOR MATCHING FUNDS @ 5.7%	
<b>OTHER CONSTRUCTION ITEMS (List line items)</b>							
Web/Interactive Bike Trip Planner				\$58,325	\$55,000	\$3,324	
Part-time Staffing for 2 Years				\$52,860	\$49,847	\$3,013	
Marketing- Television, Radio, Online-- Year 1				\$169,752	\$160,076	\$9,676	
Marketing- Television, Radio, Online - Year 2				\$169,752	\$160,076	\$9,676	
Public Relations- Year 1				\$26,511	\$25,000	\$1,511	
Public Relations- Year 2				\$26,511	\$25,000	\$1,511	
<b>SUBTOTAL - OTHER CONSTRUCTION LINE ITEMS</b>				\$ 503,711	\$475,000	\$28,712	
<b>MOBILIZATION AND ADMINISTRATION COSTS</b>							
CONTRACTOR MOBILIZATION (Typically 8% of construction cost)	LS	1		\$0.00	\$0.00	\$0.00	
TRAFFIC CONTROL (0-8% of construction cost)	LS	1		\$0.00	\$0.00	\$0.00	
CONSTRUCTION SURVEY & LAYOUT (Typically 1% of construction cost)	LS	1		\$0.00	\$0.00	\$0.00	
CONSTRUCTION CONTINGENCIES (Typically 5% of construction cost)	LS	1		\$0.00	\$0.00	\$0.00	
CONSTRUCTION ADMINISTRATION (Averaging 18% of construction cost)	LS	1		\$0.00	\$0.00	\$0.00	
<b>SUBTOTAL – MOBILIZATION &amp; ADMINISTRATION COSTS</b>				\$ -	\$0.00	\$0.00	
<b>TOTAL STAGE V COSTS (CONSTRUCTION)</b> (Enter this amount in Box A below.)				\$ 503,711	\$475,000	\$28,711	
ADOT REVIEW FEES (Cannot be applied to the federal participation or the local match. On local Certification Acceptance or Self-administration projects, change to \$3,000)	LS	1	\$3,000.00	\$3,000.00	NO ENTRY		
<b>TOTAL PROJECT COST (All subtotals + ADOT review fee)</b>				\$ 506,711	NO ENTRY		
<b>SUMMARY OF FEDERAL AND LOCAL FUNDS</b>							
<b>TOTAL STAGE V COSTS (CONSTRUCTION) FROM THE ESTIMATE ABOVE, AND DESIGN COSTS IF REQUESTING FEDERAL FUNDS FOR DESIGN.</b> Include design costs (Stages II thru IV) if federal funds are requested for design as shown under Design Costs in the federal column above.						<b>BOX A</b>	\$ 503,711
<b>TOTAL FEDERAL FUNDS CAPPED @ 94.3% (.943 x amount shown in Box A above).</b> <i>Note: For local projects, the maximum federal funds that can be requested is \$500,000 (\$1,000,000 for state projects).</i>						<b>BOX B</b>	\$475,000
<b>TOTAL SPONSOR MATCHING FUNDS (.057 x cost shown in Box A above).</b> <i>Note: The maximum amount that should be shown on this line is \$30,223 for local projects (\$60,445 for state projects).</i>						<b>BOX C</b>	\$28,712
<b>TOTAL SPONSOR ADDITIONAL FUNDS (OVERMATCH).</b> Enter the amount in Box A in excess, if any, of \$530,223 for local projects or \$1,060,445 for state projects.						<b>BOX D</b>	
<b>TOTAL SPONSOR FUNDS (Sum of Box C and Box D).</b>						<b>BOX E</b>	\$ 28,712