

**NOTICE OF PUBLIC MEETING
PHOENIX CITY COUNCIL
TRANSPORTATION AND INFRASTRUCTURE SUBCOMMITTEE**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **PHOENIX CITY COUNCIL TRANSPORTATION AND INFRASTRUCTURE SUBCOMMITTEE** and to the general public, that the **PHOENIX CITY COUNCIL TRANSPORTATION AND INFRASTRUCTURE SUBCOMMITTEE** will hold a meeting open to the public on **Tuesday, December 11, 2012 at 10:00 a.m., located at Phoenix City Hall, 1st Floor Atrium, Assembly Rooms A, B, & C, 200 West Washington Street, Phoenix, Arizona.**

One or more Subcommittee members may participate via teleconference. The agenda for the meeting is as follows (items may be discussed in a different sequence than posted):

1.	Call to Order	Chair Williams
2.	Review and Approval of the November 13, 2012 Transportation and Infrastructure Subcommittee Meeting Minutes.	Page 3
Items 3-4 are for Consent Action. Although no presentation is planned, staff will be available to answer questions.		
3.	Water Research Program This report provides the Transportation & Infrastructure Subcommittee with a summary of the Wastewater Research Program, which includes participation in the Water Environment Research Foundation (WERF) and the WateReuse Research Foundation (WRRF) and requests the Subcommittee recommend City Council approval of continued participation in the two programs for fiscal year 2012-13 at a total cost of \$64,501. This item is for consent action.	Neil Mann, Water Services Page 9
4.	Fare Media (Transit Pass) Advertising This item requests the Transportation and Infrastructure Subcommittee recommend City Council approval to solicit a Request for Proposals (RFP) to hire a firm to secure commercial advertisements for fare media (bus and rail transit passes) to generate revenue for the City and the region. There will be no cost to the city. This will be a revenue contract. This item is for consent action.	Neal Young, Public Transit Page 11
Item 5 is for information and discussion.		
5.	Update on Grand Avenue Corridor Initiatives This update provides information regarding two initiatives along the US 60/Grand Avenue corridor: the Corridor Optimization, Access Management Plan, and System Study (COMPASS) and the "I ♥ GRAND AVE" initiative. This item is for information and discussion.	Wylie Bearup, Street Transportation Bob Hazlett, MAG Page 13

Item 6 is for information, discussion and possible action.		
6.	<p>Proposal to Update the Downtown Special Event Traffic Management Plan (Sunburst Plan)</p> <p>The report provides a history of the City's Sunburst Plan for managing downtown event traffic and requests that the Transportation and Infrastructure Subcommittee recommend City Council approval of staff's proposal to update the plan.</p> <p>This item is for information, discussion and possible action.</p>	<p>Wylie Bearup, Street Transportation</p> <p>Page 15</p>
7.	<p>Call to the Public: Consideration, discussion, and concerns from the public. Those wishing to address the Subcommittee need not request permission in advance. Action taken as a result of the public comment will be limited to directing staff to study the matter or rescheduling the matter for further consideration and decision at a later date.</p>	Chair Williams
8.	Request for Future Agenda Items	Chair Williams
9.	Adjournment	Chair Williams

For further information, please call Cynthia Aguilar, Management Assistant, City Manager's Office, at 602-495-7195 or Melissa Hoffman at 602-262-4449.

Persons paid to lobby on behalf of persons or organizations other than themselves shall register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-262-6811.

For reasonable accommodations, call Cynthia Aguilar at Voice/602-495-7195 or TTY/602-534-5500, or Melissa Hoffman at 602-262-4449 as early as possible to coordinate needed arrangements.

December 6, 2012

Phoenix City Council
Transportation and Infrastructure Subcommittee
Summary Minutes
Tuesday, November 13, 2012

City Council Subcommittee Room
Phoenix City Hall, Assembly Rooms A, B, and C
200 West Washington Street
Phoenix, Arizona

Subcommittee Members Present

Councilwoman Thelda Williams, Chair
Councilman Daniel Valenzuela
Vice Mayor Michael Johnson
Councilman Jim Waring

Staff Present

David Cavazos
Ron Serio
Sandi Harrison
Mark Melynchenko
Patricia Boland
Jessica Amend
Jenny Grote
Maria Hyatt
Neil Mann
Ken Kessler
Ted Mariscal
Lisa Takata
Penny Parella

Staff Present

Carlos Padilla
Albert Santana
Jerome Miller
Neal Young
Cliff Neal
Jeff DeWitt
Jeff Stapleton
Sam Feldman
Wendy Villa
Laura Etter
Melissa Hoffman

Public Present

Mike Bonar
Amy Bratt
Hillary Foose
Ben Limmer
Jim Pembroke
Jeff Rosen
Richard Valdez

- 1. Call to Order.**
Chairwoman Williams called the meeting to order at 10:37 a.m. with Vice Mayor Johnson, and Councilmen Valenzuela and Waring present.
- 2. Review and Approval of the October 9, 2012 Transportation and Infrastructure Subcommittee Meeting Minutes.**
Vice Mayor Johnson moved to approve the minutes from the October 9, 2012 Transportation and Infrastructure Subcommittee meeting. Councilman Valenzuela seconded the motion, which passed 4:0.
- 3. Water Research Foundation Drinking Water Program.**
Vice Mayor Johnson moved to approve the item. Councilman Valenzeula seconded the motion, which passed 4-0.
- 4. Approval to Participate in Transit Bus Research Program.**
Vice Mayor Johnson moved to approve the item. Councilman Valenzuela seconded the motion, which passed 4-0.

5. Innovation and Efficiencies Result in No Change Recommended to Water or Sewer Rates for 2013-2014.

City Manager David Cavazos announced no changes in water and wastewater rates for the 2013-2014 year. He stated this was a net-zero increase, with no increases across the board. Mr. Cavazos gave credit to the Mayor and Council, Deputy City Manager Jerome Miller, Water Services Director Neil Mann, Finance Director Jeff DeWitt, and the Water Advisory Committee.

Mr. Cavazos gave an overview of the annual financial review process. He credited the Citizens Advisory Panel for their hard work. Mr. Cavazos discussed the history of Water rate impacts and gave an overview of Water & Sewer rate history. He stated the City has saved \$20 million, and he emphasized continuing investment in technology to achieve future efficiencies.

Councilman Waring left at 10:44 a.m.

Chairwoman Williams thanked City staff, and the Citizens Advisory Board. She congratulated the City Manager for changing the culture in City departments. She congratulated Mr. DeWitt, Mr. Miller, and Mr. Mann for their efforts.

Councilman Waring returned at 10:46 a.m.

6. 48th Street Station Feasibility Study Update and Recommendation.

Public Transit Director Neal Young provided an introduction to the pilot light rail station.

Albert Santana, Light Rail Project Administrator, discussed how the feasibility study came about, and provided an overview of the history, policy, study and recommendation. He discussed the Valley Metro Policy, and stated the pilot study would cost \$70,000 and have a schedule of 12-18 months. Mr. Santana stated the study would begin in February or March 2013 if approved in Subcommittee and by the full Council.

Mr. Santana stated the first step would be to look into proposed ridership, station spacing, constructability, and cost estimation. He provided an overview of the final assessment of the feasibility study, such as bus bridges, travel time, and pedestrian accessibility.

Vice Mayor Johnson suggested Transit look into a light rail station at 16th Street and Washington. He asked if it would be possible to add that area to the feasibility study. Mr. Santana responded staff could talk to Valley Metro and get a cost estimate, then report back to the Subcommittee.

Chairwoman Williams asked if staff could have this information for the full Council. Mr. Santana stated staff could provide this information then.

Chairwoman Williams asked where the \$70,000 was coming from. Mr. Santana responded it would come from the T2000 budget, from local area budget.

Vice Mayor Johnson moved to approve the item, with the additional study of the 16th Street area included. Mr. Santana asked for clarification of the boundaries, and Vice Mayor Johnson stated 16th Street only for the study.

Councilman Valenzuela seconded the motion.

Marvin Rochelle expressed his support for having the light rail extend to 91st Avenue to access a large hospital.

The motion passed 4:0.

7. Fare Increase/Fare Ordinance Change.

Public Transit Director Neal Young introduced the item and stated the last fare increase was three and a half years ago.

Acting Deputy Transit Director Ken Kessler provided a background to the proposed fare increase. He stated transit fares are regional and are managed by Valley Metro. Mr. Kessler stated the last increase was in July 2009. He stated the goal of Valley Metro is to ensure less drastic, more regular fare changes.

Mr. Kessler discussed the reasons for the increase. He stated the Regional Farebox Recovery Goal is to recover 25% of operating costs through fares. These operating costs pay for maintenance of service on the streets, and ensure the transit system is fiscally sustainable. He stated the current farebox recovery is at 22%, and will decrease if the fares are not raised.

Mr. Kessler gave an overview of the Valley Metro public process, which occurred between September and November. He provided the Subcommittee with an overview of required actions.

Chairwoman Williams asked how much the fares would be increase. Mr. Young stated the next presenter, Hillary Foose, would answer that question.

Hillary Foose, from Valley Metro, gave an overview of Valley Metro's public outreach process. She stated the proposed changes include a \$.25 increase on local buses, an elimination of the three day pass, and an addition of a 15 day pass. She stated the proposed increase spreads the cost of operations among all riders.

Ms. Foose discussed public involvement and outreach. She stated Valley Metro utilized online surveys, open houses, public hearings, webinars, and Twitter chats, among conventional public outreach tools, to reach out to the public. She stated communication was also provided in Spanish.

Ms. Foose discussed the response from the public. She demonstrated a slide that showed the public is equally concerned with cost and the level of service provided by Valley Metro. She stated overall, people were concerned more with having sufficient services than with an increase in cost.

Vice Mayor Johnson asked why the City would eliminate the three day pass, and instead implement a 15 day pass. Mr. Young responded very few people use the three day pass, and by eliminating it, it would save money and have a minimal impact. He stated a Valley Metro study had determined a 15 day pass would be more valuable to riders.

Vice Mayor Johnson expressed his concern for the 3 day pass, particularly for visitors in Phoenix during a long weekend, or for business travelers. Mr. Young stated ridership statistics had not shown the pass to be valuable or utilized. Mr. Kessler stated the three day pass is the same as buying three one day, all day passes. He stated most visitors to Phoenix are here for a short period of time, and they typically use one pass for one day, but do not buy passes for multiple days.

Councilman Valenzuela stated he understands residents do not want to pay more, but he thanked staff and Valley Metro for presenting the necessary information to the Subcommittee and explaining its importance. He thanked City staff for their hard work.

Chairwoman Williams asked if Valley Metro is looking into cost efficiencies in order to offset fare increases. Mr. Young stated Valley Metro is looking into various efficiencies, and the City has seen improvements. He stated Valley Metro will continue to seek greater efficiency. Mr. Young stated 82% of Phoenix public transit is outsourced, and the City is working to do its best to run the most efficient system it can.

Ms. Foose stated Valley Metro is working to improve efficiency, and Valley Metro has saved \$2 million so far. She stated Valley Metro is always looking to enhance efficiency.

Marvin Rochelle thanked Valley Metro for implementing smaller, gradual fare increases instead of drastic increases.

Jeff Rosen expressed his support for fare increases. He stated the elderly and handicapped should only have to pay one base fare that does not increase.

Chairwoman Williams asked City staff why the elderly and handicapped fares could not be capped at a certain amount. Mr. Young stated there are already reduced fares for these groups, but it would be difficult to keep fares capped for a long period of time. He stated Valley Metro will look into lowering fares for these groups.

Chairwoman Williams asked if Valley Metro could look into reduced fares for the elderly and handicapped and have City staff report back to the Subcommittee.

Vice Mayor Johnson moved to approve the item. Councilman Valenzuela seconded the motion, which passed 3:1 with Councilman Waring opposed.

8. South Central Corridor Alternative Analysis Update.

Albert Santana, Light Rail Project Administrator, provided an update of the South Central Corridor Alternative Analysis study. He introduced Ben Limmer from Valley Metro to speak on the item.

Mr. Limmer gave an overview of the study area, the evaluation of options, and the study progress to date. He discussed different options for the area, such as light rail, modern street car, or bus rapid transit. Mr. Limmer also discussed the response from the public. He stated the public overwhelmingly supports a light rail connection on Central Avenue.

Mr. Santana stated a 1st Avenue bridge appears to be a better choice for the City than a Central Avenue bridge because, from a technical standpoint, 1st Avenue is wider and better suited for a bridge.

Mr. Limmer stated the study should be completed by the fall of 2013, and he would report back to the Subcommittee near the first quarter of next year. He discussed additional stakeholder and public outreach.

Vice Mayor Johnson stated he supports light rail extension over the other types of transit. He stated if light rail is utilized, it may encourage more residents and visitors to hike South Mountain. Mr. Santana stated a federal process mandates City officials to consider all options before making a recommendation. He noted this mandate does not mean the City will not utilize light rail, but it does require all options to be studied.

Vice Mayor Johnson asked if the line could be extended to South Mountain. Mr. Santana stated the City is extending the line as far south as funding allows. He stated it will cost about \$80-90 million per mile.

9. Call to the Public.

Jeff Rosen requested City assistance for supporting a volunteer Streets task force.

10. Request for Future Agenda Items

No requests were made.

11. Adjournment

Chairwoman Williams adjourned the meeting at 11:43 a.m.

Respectfully Submitted,

Melissa Hoffman
Management Intern

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CITY COUNCIL REPORT

TO: Jerome E. Miller
Deputy City Manager

FROM: Neil Mann, P. E.
Acting Water Services Director

SUBJECT: WASTEWATER RESEARCH PROGRAM

This report provides the Transportation & Infrastructure Subcommittee with a summary of the Wastewater Research Program, which includes participation in the Water Environment Research Foundation (WERF) and the WaterReuse Research Foundation (WRRF) and requests the Subcommittee recommend City Council approval of continued participation in the two programs for fiscal year 2012-13 at a total cost of \$64,501.

THE ISSUE

The Water Services Department has participated in wastewater research endeavors with the Water Environment Research Foundation (WERF) and the WaterReuse Research Foundation (WRRF) for more than 10 years. WERF, formed in 1989, is dedicated to wastewater collection and treatment issues as well as stormwater research. WRRF, formed in 1993, focuses on the advancement of water reuse, recycling, reclamation, and desalination. Collectively the focus of these two research organizations covers all non-potable water resources that are collected, treated; reclaimed, and reused by the Water Services Department. As a participant in WERF and WRRF, the City of Phoenix benefits in a variety of ways including:

- WERF Products – The City is entitled to a free copy of all WERF final products (reports, software, online interactive tools), and has unlimited access to PDF versions of all final reports, workshop proceedings, and online communities of practice. Some report examples included:
 - [“Asset Management Strategic Planning and Implementation Guidelines for Wastewater Infrastructure”](#)
 - “Holistic Assessment of Trace Organic Compounds in Wastewater Treatment”
 - [“Fate of Pharmaceuticals and Personal Care Products Through Municipal Wastewater Treatment Processes”](#)
 - [“Effect of Aluminum and Iron on Odors, Digestion Efficiency, and Dewatering Properties”](#)
- WRRF Reports – WRRF has over 140 research reports available at no additional cost to subscribers. Some report examples included:
 - “Establishing Nitrification Reliability Guidelines for Water Reuse”
 - “Review of Nano-material Research and Relevance for Water Reuse”
 - “Regulated and Emerging Disinfection by-Products during the Production of High Quality Recycled Water”
- Webcasts – Both research organizations offer free webinars to subscribers based on

current research projects, which allows for timely access to research results, direct interaction with the researchers and the opportunity for professional educational development credits.

- Expert Assistance – Internal and external subject matter experts are available to aid subscribers in acquiring up-to-date information to address issues.
- Yearly Assessment – Each year the City provides topics/issues to be researched as well as completes the yearly project survey to indicate the research issues most important to the City that should be funded.
- Participating Utility – The City participates in research projects by providing data to be included in the research or by being used as a case study to validate research.
- Project Advisory Committee – Each research project has a team of experts called the Project Advisory Committee (PAC). On several projects, City staff has been invited to participate on a PAC due to the City's expertise in an area.
- Tailored Collaboration – Tailored Collaboration Programs allows for subscribers to submit a specific research project proposal for funding. These research projects are more specialized or regional in nature. The City has used this program on several occasions in the past to further local wastewater research.

Participation with both WERF and WRRF allows the City to access a variety of resources and information to address wastewater and water reclamation issues in an effective and efficient manner. Without these resources, the City would have to research and develop solutions without the benefit of the larger water community and at a much higher cost.

RECOMMENDATION

Staff recommends the Transportation & Infrastructure Subcommittee recommend City Council approval for the City to continue its financial participation in the Water Environment Research Foundation (WERF) and the WaterReuse Research Foundation (WRRF). For fiscal year 2012-13, the City of Phoenix participation cost would be \$39,501 and \$25,000, respectively for a total combined participation cost of \$64,501.

CITY COUNCIL REPORT

TO: Ed Zuercher
Assistant City Manager

FROM: Neal Young
Interim Public Transit Director

SUBJECT: FARE MEDIA (TRANSIT PASS) ADVERTISING

This item requests the Transportation and Infrastructure Subcommittee recommend City Council approval to solicit a Request for Proposals (RFP) to hire a firm to secure commercial advertisements for fare media (bus and rail transit passes) to generate revenue for the City and the region. There will be no cost to the city. This will be a revenue contract.

THE ISSUE

The City of Phoenix Public Transit Department is and has been historically responsible for all printing, acquisition, and distribution of fare media throughout the entire region. This includes distribution of transit passes to over 650 retailers valley-wide in addition to several municipal transit centers.

Public Transit proposes to hire a firm to sell commercial advertisements on transit passes in an effort to: (1) generate revenue for the City and the region, (2) provide purchasing opportunities to transit customers who may buy a pass with a coupon or discount on it, and (3) provide opportunities to businesses to “get the word out” about their products and services.

In Calendar Year 2011, over 3.6 million passes were distributed to retail locations; approximately four million additional passes were distributed through fare vending machines and on buses for a total of almost eight million passes region-wide.

OTHER INFORMATION

The Public Transit Department has managed robust advertising programs on buses and bus shelters since the 1970s with stringent advertising guidelines in place. These same advertising guidelines have been adapted for this new advertising media with an added protection for minors. More specifically, since individuals between the ages of 18 and 21 would be utilizing a “full fare” pass but still not old enough to legally purchase alcohol, Public Transit removed the allowance for alcohol advertising on transit passes.

Revenue Sharing

Any revenue from fare media advertising would be shared with Phoenix’s regional partners based on the current fare revenue distribution formula that is based on ridership.

Evaluation Criteria

The below proposed RFP evaluation criteria will be the basis for each proposal considered.

Proposal Evaluation Criteria	
Revenue	40%
Technical Approach	20%
Qualifications & Experience of Firm	20%
Staff & Organization	20%

Previous Meetings

This item was recently presented to the Citizens Transit Commission, Valley Metro Transit Management Committee, METRO Rail Management Committee, Valley Metro Board and METRO Rail Board for their information.

RECOMMENDATION

Staff requests the Transportation & Infrastructure Subcommittee recommend City Council approval to solicit a Request for Proposals (RFP) to hire a firm to secure commercial advertisements for fare media (bus and rail transit passes) to generate revenue for the City and the region.

CITY COUNCIL REPORT

TO: Rick Naimark
Deputy City Manager

FROM: Wylie Bearup, PE PhD
Street Transportation Director/City
Engineer

SUBJECT: UPDATE ON GRAND AVENUE CORRIDOR INITIATIVES

This update provides information regarding two initiatives along the US 60/Grand Avenue corridor: the Corridor Optimization, Access Management Plan, and System Study (COMPASS) and the “I ♥ GRAND AVE” initiative.

THE ISSUE

The primary project along the Grand Avenue corridor is the Corridor Optimization, Access Management Plan, and System Study (COMPASS) for Grand Avenue between Loop 303 and Interstate 10. Initial meetings have taken place for the COMPASS project. On September 19, 2012, a Project Charter Partners Meeting was held and on November 13, 2012, a Planning Partners Meeting held in Surprise, Arizona.

At the November 13, 2012 meeting, Bob Hazlett, with the Maricopa Association of Governments (MAG), provided a presentation for the participating partners to summarize the Charter Partner and Planning Partner Meetings. The deliverables over the first 90 days include:

- Project Website
- Work Plan
- Operating principles, mission statement, goals and objectives
- Stakeholder Involvement Plan

Current tasks include performing an existing conditions analysis, as well as reviewing past studies and identifying recurring themes. Additional deliverables will be Technical Memos, Existing Conditions Findings, a Grand Avenue Literature Review, National Case Study Reviews, and a State of the Practice Assessment. The next progress meeting is scheduled for January 24, 2013 at 1:30 pm at MAG.

The future milestones for the project are:

February 2013 – Formulate Corridor Goals and Visions
November 2013 – Establish and analyze alternatives
December 2013 – Develop access management plan and policies
Spring 2014 – Project Completion

OTHER INFORMATION

On November 14, 2012, the “I ♥ GRAND AVE” planning discussion was held at MAG. The objective of this group is to have an event, or series of events, held in the communities for which Grand Avenue is an integral transportation facility. MAG will act

as the coordinator for the event planning. There was an open discussion about the overall concept including ideas ranging from marathons to vehicle cruises. The Arizona Department of Transportation (ADOT) District Engineer suggested that the event be planned for the end of 2013 when the construction of ADOT's two resurfacing projects will be completed, after which Grand Avenue will have new striping and a refurbished pavement surface.

The group agreed to take information back to their representative agencies and to meet again in January 2013 around the next scheduled COMPASS meeting.

RECOMMENDATION

This report is for information only. Street Transportation staff will continue participation in both the COMPASS and "I ♥ GRAND AVE" meetings and will provide status updates, as necessary, during the course of these initiatives.

CITY COUNCIL REPORT

TO: Rick Naimark
Deputy City Manager

FROM: Wylie Bearup, PE, PhD
Street Transportation Director/City
Engineer

SUBJECT: PROPOSAL TO UPDATE THE DOWNTOWN SPECIAL EVENT TRAFFIC
MANAGEMENT PLAN (SUNBURST PLAN)

The report provides a history of the City's Sunburst Plan for managing downtown event traffic and requests that the Transportation and Infrastructure Subcommittee recommend City Council approval of staff's proposal to update the plan.

BACKGROUND

The City originally developed and implemented a coordinated downtown event traffic management program in the early 1990s in response to the development of major sporting venues in downtown Phoenix. The evolution of the plan, called the Sunburst Plan, started with the opening of America West Arena in 1992 (now the US Airways Center) and progressed over the last 20 years with the opening of Bank One Ball Park in 1998 (now Chase Field), the Phoenix Convention Center Expansion in 2008, and the opening of Valley Metro Rail in 2008. Through the years, the plan has been modified based on facility additions and overall attendance at the major events. The effort to manage downtown event traffic was named the Sunburst Plan because the goal was to channelize and disperse ingress and egress traffic in a 360-degree pattern to/from downtown so that traffic delays would be minimized.

The purpose of the Sunburst Plan is to coordinate and safely manage all of the pedestrian and vehicular movements to and from the major sports and entertainment events as well as the distribution of vehicular traffic among public and private garages and surface parking lots. Roadway projects were implemented in the 1990s to provide increased special event traffic capacity for the traveling public. These projects consisted of improvements such as dual left and right turns at key intersections which increased the vehicular capacity to/from the surrounding freeway system. The Street Transportation Department also implemented a computerized Downtown Traffic Management System in the 1990s to provide electronic signs and messaging to assist the Police Department in event traffic control.

THE ISSUE

The plan has evolved with the progression of the major sports and entertainment events; however, the recent increase in downtown development and pedestrian activity downtown has created the need for a comprehensive plan update. The updated plan would take into account the increase in downtown residential and commercial development, light rail and bus transit operations. The plan would also identify and/or define overall goals for the coordination of the movement of people for special event

ingress and egress, identify any cost savings and efficiency enhancements, and maximize economic opportunities for downtown.

The proposed study area will be bounded by 7th Avenue on the west, Roosevelt Street on the north, 7th Street on the east, and Lincoln Street on the south. The primary objectives of the updated Sunburst Plan would include:

- Optimization of pedestrian and bicycle opportunities
- Favor pedestrian movements in traffic control, when possible
- Minimize impacts to businesses, but maximize economic opportunities
- Optimize parking garage and lot entry and minimize exit time delays
- Distribute pedestrian and vehicular traffic through available street network to minimize conflicts
- Provide positive experience for event goers
- Include all of the major stakeholders in the downtown area as well as surrounding neighborhoods

There are several critical Sunburst Plan components that play a major role in downtown event management. This includes major partnerships with Chase Field and the US Airways Center, who work in collaboration with the Phoenix Police and Street Transportation Departments and other key stakeholders, such as the Arizona Department of Transportation. These long-time relationships have been fostered to provide an efficient and coordinated downtown event management plan. Included in the collaboration and partnership are the following agencies and the support provided:

- City of Phoenix Police Department – Event Operations Center and the Downtown Operations Unit
- City of Phoenix Street Transportation Department – Dynamic message signs, electronic lane use signs, Traffic Management Center and Right-of-Way Management staff oversight
- Arizona Department of Transportation – Freeway dynamic message signs through the Traffic Operations Center
- Downtown Phoenix Partnership – Notifications to the public and downtown businesses and residents on traffic conditions and impacts

In the event that consultant services are needed to support the revision of the Plan, the Department would utilize a consultant from the Annual Services list previously approved by City Council. Funds are available in the Street Transportation Department budget.

RECOMMENDATION

Staff recommends that the Transportation and Infrastructure Subcommittee recommend City Council approval to update the Sunburst Plan and work in partnership with the major stakeholders affected by this update. The updated plan would be brought back to the Subcommittee in two phases. The first phase would include a comprehensive summary of stakeholder concerns, issues, and possible initial plan recommendations to be presented before the start of the Arizona Diamondbacks baseball season in April 2013. Traffic studies and observations would occur after the start of the 2013 Diamondbacks season (day and evening games) and a final proposal based on the stakeholder feedback and traffic studies would be presented in late Spring 2013.