



# Camp Verde, Arizona

## Council/Manager Retreat – “Working Together for the Future”

### Agenda

DENNY'S RESTAURANT

1630 W. State Route 260, Camp Verde, AZ

Friday, June 21, 2013 at 9:00 a.m.

Note: No decisions will be made during this retreat. However, direction to staff may be given to bring some matters to a Council Session for consideration.

1. Call to Order
2. Roll Call
3. Welcome Address
4. Discussion of, but not limited to the following and in no particular order:
  - a. Economic Development – what we can do to encourage and support economic sustainability and growth? Identify and work to eliminate potential burdens on local businesses or businesses looking to locate in Camp Verde that prevent or discourage or have the perception of preventing and/or discouraging them from opening or growing their business and/or improving the look of their locations.
  - b. Water Management
  - c. Verde River
  - d. Organizational Structure – what works and where Council members would like to see changes or improvements? (i.e. improving transparency through actions such as, but not limited to reinstating reports to Council relative to employee status; communications, and/or methods in which we inform the public, Council, staff, etc.)
  - e. Developing a Bicycle Friendly Community and seeking certification
  - f. Review of Council Policies, Rules, and Procedures Manual to include discussion of Council conduct, meetings to include additional work sessions, agendas, and related topics to include in Council Informational Reports, etc.
  - g. Policy guidance relative to strategic objectives that Council wishes to pursue and/or achieve in the upcoming year
5. Adjournment

Posted by: *O. Jones* Date/Time: *6-13-2013* *10:30 a.m.*

Note: Pursuant to A.R.S. §38-431.03.A.3, the Council may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item.

The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk.

For Immediate Release



## BICYCLE FRIENDLY COMMUNITY

### Contact:

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## New Bicycle Friendly Communities Announced

### Fort Collins Becomes Fourth 'Platinum' Community

**Washington, D.C. -- May 13, 2013 --** Kicking off [National Bike to Work Week](#), the League of American Bicyclists today announced its latest round of Bicycle Friendly Communities (BFC), including a new Platinum-level community.

Fort Collins, Colo., moved from Gold to Platinum this round, joining the ranks of Portland, Ore.; Boulder, Colo.; and Davis, Calif., as the country's very best for bicycling.

With this impressive round of 17 new BFCs, there are now 259 BFCs in 47 states. The BFC program is helping transform the way communities evaluate quality of life by assessing investment in bicycling promotion, education programs, infrastructure and municipal policies.

"We're excited to see another 'Platinum' city in the west," said **Andy Clarke, President of the League of American Bicyclists**. "And with new cities climbing the ranks in the East, it's clear that civic leaders are investing in their communities by embracing the benefits of bicycling. That investment will be returned many times over in the health, environmental, transportation, and quality of life benefits of a thriving, attractive community."

**See the full list of Bicycle Friendly Communities [here](#). An additional 18 communities [received](#) Honorable Mentions.**

A bicycle culture is evident in the top BFCs, and in Fort Collins, a new Platinum community, bicycling is, simply, a "way of life."

"A bicycle culture is key in defining the fabric of what makes Fort Collins a great place to live, work and play," said **Fort Collins Mayor Karen Weitkunat**. "We know it is a primary means of transportation for many, a major form of recreation for most, and a significant factor in attracting new businesses and new residents. Our City works alongside many community organizations to build a seamless bikeway network and ensure a safe cycling community. Bicycling is a community value and a way of life in Fort Collins."

In the East, Cambridge, Mass., a new Gold-level BFC, has seen its ridership grow threefold in the past decade alone.

## 2013 Award Winners

### New Awards

#### Gold:

Cambridge, MA  
 Crested Butte, CO

#### Silver:

Moab City & Grand  
 County, UT

#### Bronze:

Appleton, WI  
 Champaign, IL  
 Bath, ME  
 Cleveland, OH  
 Eastern Placer County, CA  
 Fernandina Beach, FL  
 Grand Rapids, MN  
 Greeley, CO  
 Newton, MA  
 Paso Robles, CA  
 Sturgeon Bay, WI  
 Temecula, CA  
 Warsaw & Winona Lake,  
 IN  
 Weston, FL

### Renewal Awards

#### Gold > Platinum:

Fort Collins, CO

#### Bronze > Gold:

Ashland, OR

#### Bronze > Silver:

Anchorage, AK  
 Iowa City, IA  
 Irvine, CA  
 Santa Monica, CA

#### Maintained Current

Cambridge's Harvard University was also [honored with a Silver Bicycle Friendly University award](#) last month.

"Cambridge is proud of its reputation as one of the best cities for bicycling in the U.S.," said **Cambridge City Manager Robert W. Healy**. "The City has actively invested in making cycling a priority, including establishing the Hubway bike share program and creating an expansive network of bicycle facilities. The popularity of bicycling here can be seen in the exponential growth in cycling, with numbers tripling in the past decade. The bicycling culture here is epitomized in such events as the award-winning community bike rides, which highlight the collaborative nature of our work, with citizens, local businesses and the City working together."

And the long, snowy winters in Anchorage, Alaska, which moved up from a Bronze to Silver community, haven't put a stop to the thriving bicycling community there.

"Anchorage bicyclists are so committed to bicycling that nothing can stop them," said **Lori Schanche, Municipality Of Anchorage Non-Motorized Transportation Coordinator**. "Anchorage's eight long winter months come with darkness, frozen roads and snow but our bicyclists have adapted by gearing up with cold weather gear, lights, fat tires and studs. When summer arrives we all enjoy almost 24 hours of daylight to be out cycling our miles of beautiful trails and bike lanes."

Learn more about the program and view the full list of Bicycle Friendly Communities at [www.bikeleague.org/bfa](http://www.bikeleague.org/bfa).

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#### **About the Bicycle Friendly America Program:**

The Bicycle Friendly America program provides incentives, hands-on assistance, and award recognition for communities, universities and businesses that actively support bicycling, and ranks states annually based on their level of bike-friendliness. [Learn more.](#)

#### **About the League:**

The League of American Bicyclists promotes bicycling for fun, fitness and transportation, and works through advocacy and education for a bicycle-friendly America. The League represents the interests of America's 57 million bicyclists, including its 300,000 members and affiliates. [Learn more.](#)

#### **Designation:**

Portland, OR - Platinum  
 Bend, OR - Silver  
 Wood River Valley, ID - Silver  
 Cedar Falls, IA - Bronze  
 Baton Rouge & Parish of East Baton Rouge - Bronze  
 Columbia, SC - Bronze  
 Roseville, CA - Bronze  
 Gilbert, AZ - Bronze  
 Indianapolis, IN - Bronze  
 San Jose, CA - Bronze

**See the full list of the new Bicycle Friendly Communities [here](#).**



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# BUILDING A BICYCLE FRIENDLY AMERICA

A roadmap to transforming states, communities, businesses and universities



# BUILDING A BICYCLE FRIENDLY AMERICA

Across the U.S., the interest in bicycling is skyrocketing — and it's easy to see why. A bike is a ticket to health, mobility, freedom and fun. Bicycling isn't just a way to get from one place to another, it's an avenue to a better life. And when communities, businesses and universities get on board, great things happen.

How do you capture and capitalize on the tremendous benefits of biking? The League's Bicycle Friendly America (BFA) program has the answers

Over the past 10 years, the League has worked with hundreds of engineers, government officials, and bicycle advocates to identify the DNA of bicycle friendliness. Using that expert knowledge, we've determined the specific

projects, policies, programs and plans that really make a difference. The BFA program gives you the specific tools to turn that knowledge into action.

Providing a roadmap to improve conditions for cyclists at the state and local level, the BFA program has expanded and evolved to serve four distinct areas: Communities, States, Businesses and Universities. With comprehensive online applications, the program collects data on activities within five broad areas:

1. **Engineering:** Physical infrastructure and hardware to support cycling
2. **Education:** Programs that ensure the safety, comfort and convenience of cyclists and fellow road users
3. **Encouragement:** Incentives, promotions and opportunities that inspire and enable people to ride

4. **Enforcement:** Equitable laws and programs that ensure motorists and cyclists are held accountable
5. **Evaluation:** Processes that demonstrate a commitment to measuring results and planning for the future

The BFA program is more than an assessment. All applicants get customized feedback on their application and access to technical assistance. If you aren't bicycle friendly yet, we'll help you get there. And once you've made the ranks of a Bicycle Friendly Community, Business or University, the BFA program helps you get to the next level.

Learn how you can get involved in the pages that follow and at [www.bikeleague.org/bfa](http://www.bikeleague.org/bfa).

Cover photo: Trek



Long Beach Council Member Robert Garcia and Vice Mayor Suya Lowenthal in Long Beach's repaired bike lanes. (Photo: Allan Crawford)

## The Benefits of Bicycling

"Our Gold Bicycle Friendly designation is a tremendous honor, and it recognizes what a great place Minneapolis is to be a bicyclist. We've made a deliberate effort to be one of the nation's top bicycling cities and those investments mean we have more and more ways for people to commute and experience the city on two wheels."

- Mayor R.T. Rybak, Minneapolis, Minn.

"The #1 Bicycle Friendly State designation recognizes the hard work and cooperation among local and state agencies, bicycle groups and health professionals. The designation is an incentive to continue to refine and develop projects, policies and priorities to retain our position."

- Washington Governor Christine Gregoire

**BECOME A  
BICYCLE FRIENDLY  
COMMUNITY**



Photo: Trek

Bicycling is more than a practical, cost-effective solution to many municipal challenges. It's an opportunity to make your community a vibrant destination for residents and visitors — a place where people don't just live and work, but thrive. The Bicycle Friendly Community (BFC) program provides a roadmap to improve conditions for bicycling and direct assistance to make your distinct vision for a better, bikeable community a reality.

## Why should my community become a BFC?

Simple steps to make bicycling safe and comfortable pay huge dividends in civic, community and economic development. Given the opportunity to ride, residents enjoy dramatic health benefits, reduced congestion, increased property values and more money in their pockets to spend in the local economy. When your community is bike-friendly, tourism booms, businesses attract the best and the brightest, and governments save big on parking costs while cutting their carbon emissions.



Photos: Top and Left: Pima region; Right: Missouri, Mine, MO

## INNOVATIVE IDEAS

Innovative infrastructure isn't just for big cities. Missoula, Mont., recently rose to Gold BFC status thanks in part to the addition of protected bike lanes. "The City of Missoula, together with citizen advocates, has worked hard to integrate and promote bicycle commuting, and we're proud that our extensive off-street bike trail system, together with our miles of bike lanes, and bike education and encouragement programs, reflect that," says Missoula Mayor John Engen.

The Tucson/East Pima region attained Gold BFC status with an array of exceptional education programs. "The Bicycle Ambassador program has taught more than 1,000 adults safe cycling skills each year and the Safe Routes to School program has now expanded into the middle schools and includes summer bicycle camps," says Ann Chanecka, Senior Transportation Planner, Pima Association of Governments.



## What makes a Bicycle Friendly Community?

A Bicycle Friendly Community welcomes cyclists with trails, bike lanes, share the road campaigns, organized rides, Bike to Work Day events and so much more. A rich matrix of options that recognizes your area's unique resources, the BFC application evaluates how your community encourages people to bike for transportation and recreation through the five Es: engineering, education, encouragement, enforcement, and evaluation.



## What's the benefit of being a BFC?

The popularity of the program speaks for itself. As of 2012, more than 500 communities have applied, and 215 have been awarded Bronze, Silver, Gold or Platinum designation. But, even if your community doesn't quite make the grade yet, applying is well worth the time. Each applicant receives customized feedback and technical assistance. Once your community becomes a BFC, the League will present an award and two highway-quality road signs at a local ceremony or celebration.



## How do I get started?

Turn to page 14 and fill out the BFC scorecard to see if your community is ready to apply. All applications must be submitted with the approval of the community's administration. Access the applications and additional resources at [bikeleague.org/community](http://bikeleague.org/community).



## BFC PROFILE: LONG BEACH, CALIF.

Four years ago, Long Beach put an audacious statement on the wall of our City Hall: "Long Beach: The most bike-friendly city in the U.S." It wasn't true at the time, but it gave us a something to strive for. And we knew that we needed milestones to measure our progress along the way.

In 2009, we were given Bronze BFC status and we immediately set our sights on becoming Silver, then Gold and eventually Platinum. We knew this recognition would be important to our civic and business leaders, and that the metrics set out in the League's application would be important measures for us.

At the time, we had a few bike lanes along with beach and river paths that were mainly for recreation. But as a result of our efforts, more than 20 new bike-related businesses have opened in Long Beach since 2010. We've added more than 170 bike-friendly businesses to our Bike Saturday program and created four bike-friendly business districts. On some streets, where we have put in new bike infrastructure, we have tripled the number of kids riding bikes to school.

We're now seeing people move to Long Beach because of our biking and our active living culture. We are seeing conventions select Long Beach because of what we are doing. Most importantly, we are seeing more and more people on their bikes, riding for fun, to get to school, to get to work, and to run errands.

*-By Allan Crawford, Bike Long Beach*

Long Beach, Calif.  
Photo: Allan Crawford



## BUILD A BICYCLE FRIENDLY BUSINESS



Standing Stone Brewery  
Asland, Or

Imagine your employees arriving at their desks energized, alert and more productive than ever. Picture your healthcare costs plummeting and staff morale skyrocketing. Envision customers flocking to your door instead of the competition. How do you get there? Start pedaling and become a Bicycle Friendly Business (BFB).

### Why should my business become a BFB?

The bicycle isn't just a great transportation option, it's an economic engine that can drive your business to higher profits, happier employees and more loyal patrons. Encouraging bicycling showcases your commitment to sustainability, healthy living and accessibility for all. And biking doesn't just enhance your bottom line — it makes your business a fun, engaging and exciting place to work or shop.



St. Joseph's HealthCare  
Enterprise, Miss

## What makes a Bicycle Friendly Business?

BFBs make it easy to pedal to work by providing amenities like secure bike parking and shower facilities. They fire up employees and patrons with incentives to commute by bike, company bike rides, and Bike to Work Week promotions. At a BFB, cycling is part of the business culture and becomes an expression of corporate responsibility. Those attributes shine through in the four areas of the BFB application: encouragement, education, engineering and evaluation.

Any corporation, organization, association, public agency or non-profit that actively promotes bicycling, has a distinct workplace outside of the home, and has two or more employees is eligible to apply.

## What's the benefit of being a BFB?

The League recognizes deserving businesses at the Bronze, Silver, Gold or Platinum level, but all applicants receive valuable feedback and assistance in becoming more bicycle friendly. When your business joins the more than 400

BFBs across the nation, you'll get recognition in a national press release, decals for your workplace, a profile on the League website, and in the League's annual BFA yearbook distributed to 10,000 homes across the nation. Silver and higher awards also receive a bicycle print award.

## How do I get started?

Turn to page 15 and fill out the BFB scorecard to see if your business is ready to apply. Access the applications and additional resources at [bikeleague.org/business](http://bikeleague.org/business).

## BFB PROFILE: THE BURKE GROUP

For employees of The Burke Group in Rosemont, Ill., there are plenty of ways to arrive on two wheels, including the on-street bike route system or the trail leading directly to the building. But the bike friendly atmosphere doesn't end at the front door.

In 2010, the engineering firm was awarded a Silver BFB designation thanks to excellent facilities and innovative programs, like showers, CEO-led social rides and a new bike for the top rider each year. The

conversion of car-commuters was slow at first, but more and more employees dusted off their old bicycles as they heard their coworkers raving about the many benefits of riding and saw how the company supported their efforts.

In addition to creating a positive place to work, The Burke Group sees cycling as a means to improving job performance. Engineers who understand the challenges of multi-modal transportation are able to support bicycling in new designs. And the cycling culture has certainly boosted workplace camaraderie.

By 2012, The Burke Group had witnessed 30,000 fewer miles driven on local roads as a result of their efforts — and moved up to a Gold level BFB.

