

SALT LAKE CITY
TRANSPORTATION ADVISORY BOARD
Minutes of the April 7, 2014 Meeting

Present from the Transportation Advisory Board were Andrea Olson, Brian Doughty, Cathy Liu, Cheryl Heying, Chet Cannon, Hal Johnson, Haytham Ibrahim, Lamar Ewell, Rachel Otto, Robin Hutcheson, Shaun Jacobsen, Steve Woods and Whitney Ward.

No members were absent from the Transportation Advisory Board.

Also present were Cris Jones, Phil Sarnoff, Jamie Clark, Kevin Young, Becka Roof, Russell Weeks, Colin Quinn-Hurst and Art Raymond.

The meeting, held at the Transportation Division Office, 349 South 200 East, Salt Lake City, Utah, was called to order at 4:00 p.m. by Cheryl Heying.

Motion: Brian Doughty moved to approve the minutes of the February 3, 2014 meeting. Chet Cannon seconded the motion. The motion passed unanimously.

Motion: Whitney Ward moved to approve the minutes of the March 3, 2014 meeting with the modification that she was present at that meeting. Rachel Otto seconded the motion. The motion passed unanimously.

Introduction of new TAB Members and Transportation Staff: Robin introduced Cathy Liu as a new TAB member representing the University of Utah/Academia and Sean Jacobsen who is also the Vice-Chair of the Bicycle Advisory Committee. She then introduced Cris Jones as a new Transportation Planner for the Transportation Division.

Internet Access – Kevin Young let the Board know that there is now wifi available to the public in Plaza 349. The username is slcguest and the password will be changed each month. As the password changes it will be posted on the whiteboard for Board members use.

Protected Bike Lanes – Becka Roof & Colin Quinn-Hurst are working on two separate projects that intersect each other and are very similar in design. The Board was given a flyer that has been used in some of their business outreach in the downtown area which shows a map of where the projects are located, some photo examples from other cities and an overall project concept. Both projects are in the process of engineering design and are close to 70% designed, which means they have the conceptual design, the overall general striping design complete and are now in the process of figuring out some of the details of curves, parking and planters. Colin is working on 200 West/North Temple to 900 South, which will connect to the 9 Line corridor and North Temple and Becka is working on 300 South/ 300 West to 600 East, which will connect to the 600 East Bike Blvd and eventually continue to the U of U. Another special project identified

in the Bicycle/Pedestrian Master plan update is a University to Downtown Bikeway and 300 South was identified as a preferred corridor for that. The timing of these projects is related to when the City is doing resurfacing projects within the downtown area and they are trying to select projects that can be incorporated into the pavement maintenance schedule that is already in place. On the 300 South project between 300 West and 300 East the current diagonal parking will be changed to parallel to make room for the protected bike lane. The median parking on 300 South will remain the same however on the State Street to 300 East blocks they may be replaced with permanently constructed media islands rather than the current painted medians. Throughout their business outreach the feedback has been generally supportive and people like the idea of making downtown into a destination, however there is a bit of concern regarding the loss of parking and how the construction timing is going to work. As part of the business outreach, a national level speaker coming to town next Thursday and she will be giving a presentation at the Chamber of Commerce over the lunch hour and a shorter presentation and social hour at Squatters in the late afternoon. The work on these two projects will begin in the next fiscal year which starts on July 1st and will be done mostly on Sundays to mitigate the impact to businesses. The construction for these two projects is scheduled to be from mid July through the end of September and they are trying to work it out so there won't be restricted access during any of those times. Colin said they have pretty much lined up their striping pattern and now they are working on details like what materials and planters they will use. In general some of the key elements to expect are planters separating the bike lane and the traffic as well as a green durable material at all of the conflict points like driveways and intersection approaches. On 200 West between 200 South and 400 South they will have angle parking in front of the businesses, the speed limit will be changed to 25 MPH and the traffic lanes will be narrowed to transform that area into more of a pedestrian oriented environment. Throughout the rest of the project corridor there will still be a center turn lane in the middle of the street and parallel parking on the sides. Transportation has met with Parks and Central Business District maintenance to discuss getting the planters watered. Self watering planters with a reservoir inside will be used so they only have to be watered about once per week. A budget request will be submitted requesting one more seasonal employee and additional materials like fuel and water so those providing maintenance have the resources needed to keep up with these planters. They will also be using smaller equipment to keep the bike lanes plowed in the winter since the snow plows will not be able to access the protected bike lanes. In general Colin said protected bike lanes have been shown to increase ridership by around 50% while Robin said that in some cities they have shown an increase of 100%. Robin gave a short update on the 600 East Bicycle Blvd and agreed to put this item on the agenda for the next TAB meeting.

S-Line – Robin Hutcheson gave an update on the S-Line which opened on December 13, 2014. Initially there was lower ridership than anticipated due to a variety of factors. The S-Line is at about 900 riders per day and climbing. More ridership was anticipated due to taking into account development at the end of the line which is not complete yet. Once people are living and shopping in that development a big spike in riders is expected. Another reason why ridership may be low is because the greenway is not yet open. The remainder of the landscaping will be complete and there will be a formal

opening of both the multi-use pathway on the north side as well as the foot path on the south side this spring. At that time all but the ropes protecting the new vegetation will be removed and as people begin using that corridor in a variety of ways ridership is expected to increase. An additional reason for low rider numbers may be due to the fact that there was not enough funding for a double track system which would have increased the streetcar frequency from every 20 minutes to every 15 minutes. The City is working very hard to get together some funding to build the double track which is really important for two reasons. One is that it makes a stronger initial S-Line project where the City will begin to see the ridership they had anticipated and it is a better service at 15 minutes intervals. The second is that they really can not consider extending the S-Line until they are able to achieve those 15 minute intervals. Once they have worked out funding for the double track they are going to be applying for federal funding as well as a TIGER grant to help pay for the extension. A board member asked if the double track has to carry along all the way from Central Point station to the Sugarhouse Station. Robin said the area with the most operational benefit would be between 300 East and 500 East but that particular section is in South Salt Lake not Salt Lake City. South Salt Lake does not currently have the funding for this which makes it a little more difficult but Salt Lake City is going to look for funding that will benefit both cities and accomplish the double track goal. Robin said they are really pleased with how the S-Line is doing and that it's a great project. Hal Johnson said that from a UTA point of view they are happy that the ridership has been steadily rising and that the S-Line has not affected the 21 bus route ridership so those using the S-Line are new riders to the area.

Hive Pass – Robin said they have sold nearly 1,200 passes to date. Art Raymond from the Mayor's office who is also the lead on communications and marketing for the HIVE pass introduced himself. About seven weeks ago they launched sales for the new city resident transit pass. This is a pilot program which has come to fruition after a couple of years of work and a close partnership with UTA. This is essentially the first program of its kind in the country. There are a few variations of commuter passes being offered by other municipal governments but a resident transit pass has not been offered by any other city agency. The pass represents about a 70% discount from what a Salt Lake City resident would normally pay. There is a great website set up for the HIVE pass which really provides all of the information for the pass and that is www.ridewithhive.com. The City has used many tools to get the word out including some great news coverage and it's been a very active topic in the social media realm. Art passed out marketing material to the TAB members. He said since this is a pilot program they will be selling passes for only six months but those passes are good for one year from the date of purchase. Sometime at the end of that sales opportunity, in partnership with UTA, the relative success of the program will be evaluated. They are hoping this is just the first step in an ongoing program to make this pass available to residents and there is a bigger hope that perhaps this effort seeds bigger programs across the valley. To purchase the HIVE pass you must buy it in person as your photo and name are on the pass and it is good for all modes of transportation with the exception of the specialty services such as the Park City Express, the Para-Transit and the Ski Bus. You need to show proof of being a Salt Lake City resident and proof of identity. They are accommodating affordability by also providing a 12 month payment

plan which hopefully makes it affordable to a new group of people who haven't been able to purchase a \$90.00 retail pass. Robin said in speaking with UTA about what would make this program successful and also work well for UTA so there isn't a ridership loss or drop in revenue, it was determined that about 6,000 passes would need to be sold. Since they have only sold around 1,200 and need to sell a lot more they are getting ready for a bigger push which includes asking for help from the TAB. Art said there are many ways the Board can help spread the word so he gave them some marketing information and encouraged them to utilize their own networks at whatever opportunities they feel it would be appropriate. The City is currently working on some direct mailing items; they've got some underwriting opportunities on radio stations and will be sending bilingual flyers home with Salt Lake City School District children. A contest between City Council representatives was launched and they will be competing against each other in each of their seven districts to see how many HIVE passes are sold. Currently Salt Lake City Council District 4 has purchased the most permits followed by 3, 5, 7, 1, 2 and 6. One Board member suggested that they include Hive Pass information in a "Welcome to the Neighborhood" packet to new City residents. Robin said that was a great idea. Haytham said he could distribute 1,300 flyers to two Salt Lake City schools he works with. Cheryl suggested they hand out information to church groups and Art said they are looking to drop off information to faith groups. Robin said they are exploring the opportunity to sell passes through the Salt Lake City Library system and that they will look at doing mobile sales again to offer people the ability purchase the permits after regular business hours. Art said in addition to the cards, bilingual fliers and posters he handed out to the Board there is a partner tool kit which is a digital document with marketing material and suggestions for social media outreach that he will send to them. Passes will be marketed at summer festivals, however they will only be sold until August 30, 2014. An evaluation will be done at the six month sales period to see if the program is functioning the way they want it to. If there is a healthy level of sales by the August 30th date it is possible that they may not need to stop selling the passes at that point. The City hopes that this pilot does well and other communities will be able to expand it. Art also pointed out that if you make six round trips on UTA per month you have paid for your pass.

General Updates – The Green Bike stations will be re-opening tomorrow with a press event at the Gallivan Center. They will not be re-opening with extended stations but hopefully by July they will be able to expand the stations using the Transportation Alternative Funding that was awarded last year as well as with help from a partnership with UDOT. Open Streets was scheduled to be in early May but will be pushed a little further into the year. Phil Sarnoff with Bike Utah told everyone that the Utah Bike Summit is coming up on April 25th. He said it would be held at the University of Utah Guest House, everyone is welcome to attend and they will have a great line up of speakers. All of the Bike Utah information is on www.bikeutah.org. The Board would still like to go on a UTA tour when their agenda allows. Hal let them know what options they had for touring UTA facilities.

The next meeting of the Board was scheduled for Monday, May 5, 2014. Tentative agenda items include: 600 East Bicycle Blvd, recommendation for a Downtown Streetcar alignment, Bicycle/Pedestrian Master Plan update, Downtown Alternatives

Analysis update, Downtown Master Plan update and a discussion on filling empty TAB member positions.

The meeting was adjourned at 5:32 p.m.

(A recording of the meeting will be available for one year)