

SALT LAKE CITY
TRANSPORTATION ADVISORY BOARD
Minutes of the June 1, 2015 Meeting

Present from the Transportation Advisory Board were Cheryl Heying, Chet Cannon, Daniel Page, Hal Johnson, Rachel Otto, Reid Ewing, Shaun Jacobson and Tyler Fisher.

Absent from the Transportation Advisory Board were: Andrea Olson, Cathy Liu, Jeff Dixon, Lamar Ewell, Robin Hutcheson and Whitney Ward.

Also present were Kevin Young, Amy Pufahl, Cris Jones, Blake Perez, Paul Schulte, Alex Zimmerman, Colin Quinn-Hurst, Russell Weeks and Alexis Verson.

The meeting, held at the Transportation Division Office, 349 South 200 East, Salt Lake City, Utah, was called to order at 4:05 p.m. by Rachel Otto.

Welcome and Introduction of Guests – Rachel welcomed everyone. Cris Jones introduced Blake Perez, the new Special Projects Analyst now in charge of the Hive Pass program and everyone else introduced themselves.

Public Comment – There was no public comment.

Motion: Tyler Fisher moved to approve the minutes of the May 4, 2015 meeting. Daniel Page seconded the motion. The motion passed unanimously.

Hive Pass update and tools for promotion

Blake Perez, SLC Transportation

Blake is planning on having a “dashboard” for future meetings which will show a variety of facts including where the Hive passes are being used, which routes are being used the most, as well as a section dedicated to UTA. The Hive 2.0 Pass is a monthly pass which costs \$42.00 per month. As of May 28th there were 628 customers. There are 1,400 Hive 1.0 customers whose passes have expired. He spent a lot of time looking at why there is such a discrepancy between customers whose 1.0 pass expired and those who have purchased a new 2.0 pass and is trying to create an outreach to invite these people back. Another strategy being considered is doing outreach to the new apartments along the TRAX lines. Transportation has secured a marketing and branding firm, BWP Communications who are going to be putting together some outreach material which Blake will then use to enhance the success of this program. There are 2,500 promo cards being printed and ads placed in the City Weekly magazine. 2.0 pass holders can now set up direct monthly payments for however many months of the pass they would like to purchase. They may purchase anywhere from 1-12 months and if they purchase an entire year, the discounted price is \$475.00. There is a monthly cap of 2,500 active 2.0 passes available. Hal added that UTA is extending Sunday TRAX services as well as adding bus trips and increasing the frequency of

some routes. Cris said the Hive Pass website has been updated with better information and will soon include the ability to pay for passes on the site.

McClelland Trail Update

Colin Quinn-Hurst, SLC Transportation

Fehr and Peers did the implementation plan for the McClelland Trail and now the City has the money to build it. The implantation plan is available online at www.slcgov.com/mcclelland. Colin showed the Board the McClelland Trail map and explained what the trail is and where it originated. CIP funds were received by the City for implementation. He went over the existing conditions as well as the level of landscaping and type of paving that may be used. The City will continue to provide access to property owners along the trail and to Public Utilities for maintenance needs and would like to keep at least a 12 foot width the entire length of the trail and an 8 foot landscape buffer where there is room. The three major arterial crossings will have different types of treatments that may include HAWK signals and refuge islands. The project is going to be done in two phases, beginning with the area north of Fairmont Park and Colin is hoping construction begins in spring of 2016.

Budget Update

Kevin Young, SLC Transportation

The Mayor submitted his budget to the City Council and they are now in the process of reviewing it. Russell said they are hoping to vote on the budget on June 16th. Kevin said he's hoping that the Transportation budget stays flat so the division can continue to do the things they are currently doing. He said the Hive Pass will soon be within the Transportation budget rather than being non-departmental funding. He went over the CIP requests submitted by Transportation as well as a few from the public and what the Mayor's budget proposals regarding those requests were.

Bike Month Success Update

Alexis Verson/SLC Transportation

Bike month was very successful with commuter pit stops, the Mayor's Bike to Work day, Bike Prom and Open Streets. There ended up being 6 commuter pit stops in partnership with several other agencies and breakfast was provided at each stop. The Mayor's Bike to Work day took a different route this year from previous years and began at The Draw in Sugar House. About 150 participants were provided breakfast by Whole Foods. The Bike Prom sold around 1,200 tickets, coordinated with the Police Department to close roads on the route and raised around \$10,000 this year. A lot of families attended the Open Streets event and the feedback was very positive but some suggested that the route be shortened for pedestrians next time as it went from 200 West to 600 East. 300 South banners were hung for Bike Month and Transportation is working on a comprehensive brand for Transportation as a whole rather than just for bicycle stuff.

General Updates & Announcements - Kevin said there is a sewer line project that began today on Highland Drive. This project will be ongoing through the month of June. In Research Park the City is looking at putting in a signal at Wakara Way and Arapeen Drive. There will also be pedestrian activated flashers installed on Wakara Way at

Komas Drive. Shaun asked how long The Draw would be closed to bicycles due to an art exhibit and Cheryl said it shouldn't be much longer. Shaun also gave the Board an update on the BAC including that new bike maps are available.

The next meeting of the Board was scheduled for August 3, 2015. Tentative future agenda items included: Transportation Budget Update and the Northwest Quadrant Master Plan.

The meeting was adjourned at 5:09 p.m.

A recording of this meeting will be available for one year.