

SALT LAKE CITY  
TRANSPORTATION ADVISORY BOARD  
Minutes of the June 2, 2014 Meeting

Present from the Transportation Advisory Board were Brian Doughty, Cheryl Heying, Chet Cannon, Haytham Ibrahim, Lamar Ewell, Rachel Otto, Robin Hutcheson, Shaun Jacobsen and Whitney Ward.

Absent from the Transportation Advisory Board were Andrea Olson, Cathy Liu, Hal Johnson and Steve Woods.

Also present were Kevin Young, Michael Maloy, Becka Roof, Ivana Frech, Jamie Clark and Amy Pufahl

The meeting, held at the Transportation Division Office, 349 South 200 East, Salt Lake City, Utah, was called to order at 4:11 p.m. by Cheryl Heying.

**Welcome and Introduction of Guests** – Michael Maloy and Jamie Clark introduced themselves and Rachel welcomed them.

**Public Comment** – Jamie Clark from Enterprise Car Share gave a brief update on how the car share program is going and encouraged the Board members to give it a try.

**Motion:** Chet Cannon moved to approve the minutes of the May 5, 2014 meeting. Cheryl Heying seconded the motion. The motion passed unanimously.

**Downtown Master Plan Update** – Michael Maloy provided an update on the Downtown Master Plan. He said it is a work in progress and they are looking for feedback from the Board. His presentation went over how the plan is structured and explained what types of information and input they are looking to get from citizens when they visit with various community groups. They want this plan to really reflect the values and ideas they have received from the community and identify things that will be successful for the city over the next 20 years. The plan is focused on identifying and strengthening various districts within downtown. There is a lot of interest in residential growth and living in the downtown area and they also want to be sure this plan balances between large national employers and smaller local employers. The plan goal is to reflect some of the good goals and policies that are in the Downtown Rising Plan, including the green loop which is the idea of an interconnected greenscape trail looping through the downtown area. Michael asked the Board to look at the plan from a transportation perspective and focus on 3-5 things that are most important to them. Robin said the Transportation Division did a thorough review of the plan and gave feedback which was not reflected on the plan submitted to the Board prior to this meeting. Michael said there is now an updated plan reflecting some of these suggestions that will be sent to the Board for review. The hope is to finish visiting all of the various community groups in June and get to the adoption process with the Planning Commission by the end of June, but it is possible

this will not happen until August. Rachel said the Board would talk about and prepare a letter in support of the plan for the Planning Commission.

**Bicycle Advisory Committee Update** – Shaun Jacobson gave an update on the BAC which is a standing committee of TAB. They have been meeting since January and in their recent elections nominated Scott Lyttle as Chair and Shaun as Vice-Chair. The Committee has created work groups to look at specific tasks they feel should be analyzed. Those tasks include: sidewalk bicycling laws, bicycle registrations laws, filling out a bicycle friendly community application through the League of American Bicyclists to become a platinum rated community, establishing a communications group and a protected bike lane projects group. They have also created an announcements and connections agenda item for their meetings where each member can give their opinions about what is going on in the bicycling community and share what they have seen or heard from members of the community. Through this, they have already accomplished having signs ordered to warn bicyclists of narrow bridges on sections of the Jordan River Trail. The BAC will be periodically making recommendations regarding various issues for TAB to review and formally forward to the Division of Transportation.

**HIVE Pass Update** – Ivana Frech gave the Board an update on sales and marketing efforts for the Hive Pass. To date there have been 1,797 passes sold. The highest percentage of passes sold has been at the City & County building location and are primarily purchased in the afternoon. Data is being collected on the applications to try and understand if these are people who are already commuting via mass transit or are new transit riders. Additional demographic data will be collected by sending out an e-mail survey to all pass holders. There has been a lot of marketing outreach to date. This includes social media blasts, flyers being sent to elementary schools and local businesses, Hive pass employees attending public events where they hand out pass information as well as 3 day UTA passes for people to try mass transit, direct mailings, radio advertising, and there is currently an ad in the City Weekly. A voucher program has also began which means that anyone can prepay any amount towards a Hive pass and give the voucher to an individual to use for the purchase of their own pass. Some apartment owners have purchased these for their tenants so the tenants only have to pay a portion of the cost. A letter will be going out to all apartment owners in Salt Lake City informing them of this option. Robin said pass sales are slowing and they have only reached the ½ way point so they are hiring a marketing consultant to help reach the goal of 6,000 passes sold by the end of the pilot period. The Board was asked if they would write a letter to UTA asking for an extended amount of time to demonstrate the success of the program.

**Motion:** Cheryl Heying moved for TAB to write a letter to UTA asking for more time to prove the Hive Pass program. Brian Doughty seconded the motion. The motion passed unanimously.

**TAB Membership** – There has been one Board member recommendation forwarded to the City Council to interview. TAB is getting close to their maximum number. There has been no progress on the suggestion to add a UDOT member to the group but Robin is working on that.

**General Updates** – Robin said there has been a lot of press and discussion about Uber and Lyft and the City is working to make any necessary modification to make sure they are compliant from a policy perspective to support their existence and help reduce the number of single occupant vehicles within the City. The Transit Master Plan is moving along and is very close to a request for proposal being issued. The City Council will be receiving a comprehensive update on the City's parking system and Robin will give the Board an update on that at a future meeting. As for construction schedules, the 200 West protected bike lane project is following the federal process which requires a few extra steps so this project may not be built until September or delayed until next spring. The 300 South protected bike lane project is on track for completion late this summer. The City submitted a Tiger Grant application for the extension of the Sugarhouse Streetcar from where the end of the line is now to 2100 South and is anxiously awaiting the response. The S-Line Greenway opens on Friday, June 13th and the Sugarhouse Draw opens this Friday.

The next meeting of the Board was scheduled for Monday, July 7, 2014. Tentative agenda items include: UTA Field Tour, Downtown Alternatives Analysis for the Streetcar Recommendation and approval of the letter to UTA regarding the Hive Pass.

The meeting was adjourned at 5:35 p.m.

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