

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

Present from the Transportation Advisory Board were Andrea Olson, Brian Doughty, Rachel Otto, Shaun Jacobsen, Steve Woods, Chet Cannon and Robin Hutcheson.

Absent from the Transportation Advisory Board were Cheryl Heying, Hal Johnson, Whitney Ward, Cathy Liu, Haytham Ibrahim and Lamar Ewell.

Also present were Amy Pufahl, Jim Crowder, Jamie Clark, Kara Colovich, Larry Bowers, Vicki Bennett, Russell Weeks and Dan Bergenthal.

The meeting, held at the Transportation Division Office, 349 South 200 East, Salt Lake City, Utah, was called to order at 4:08 p.m. by Cheryl Heying.

Welcome and Introduction of Guests – Rachel welcomed everyone to the meeting and the guests introduced themselves.

Public Comment – Jamie Clark from Enterprise Car Share asked the Board to help support the City and the Chamber of Commerce by joining the Clear the Air Challenge.

Motion: Shaun Jacobsen moved to approve the minutes of the June 2, 2014 meeting. Chet Cannon seconded the motion. The motion passed unanimously.

Changes to On-Demand Transportation Services (peer to peer services) -

Uber & Lyft are what is called peer to peer services, also redubbed as Transportation Network Companies (TNC). They are presently operating illegally in the city. The current ordinances do not address or govern this type of service so the city is working on modifying its ordinances to layout the terms in which TNC's will be able to legally operate within the City. The first thing is to define a TNC, what it is and how it works and secondly is to work with the taxi companies that are currently negotiating for new contracts with the City under the same ordinance. Through the current proposal, individual TNC drivers will be required to obtain a certification issued through Ground Transportation as well as a City business license. The biggest expense for TNC's is the requirement for insurance. With changes occurring in the transportation industry, the City is working to make peer to peer services safe and outline parameters for them to become legal so people have another choice besides driving their own cars. It may be a tipping point for someone to use transit, car share or peer to peer services to reduce car ownership and single occupant vehicles. Rachel asked if it is common for Uber & Lyft to have these types of ground transportation issues in other cities. Robin said it has been different in every city and there is not a consistent model to compare this to. The proposed changes are going to City Council at the end of August so TAB will need to make a decision as to whether or not they would like to vote on a recommendation that would be forwarded to the Council. The Board decided to take some extra time to

review the proposed changes to the ordinance and discuss this again at their next meeting.

Sustainability (Cooperation with TAB on their Climate Planning Efforts, Goals and Missions) - Vicki Bennett, from SLC Sustainability, said they look at long term planning from a climate perspective to be sure that as a City, climate planning is integrated into all aspects of the work they do. A large scale internal climate plan was done a few years ago and began looking at where the City is vulnerable when it comes to climate and transportation was one of the items that came up. How transportation and climate work together is something that they are still learning about, but things like asphalt mixes, a storm's impact on transportation systems in general and backup transit systems are being looked at. The next step is to start working with outside entities like UTA, Wasatch Front Regional Council, UDOT and even from a broader point of view Rocky Mountain Power and Questar. Sustainability has begun looking at long term infrastructure planning, meaning if a road is designed, what sort of things should be considered for the future. There may be another climate planning meeting in the fall and one of the goals is to look at the mitigation side, which is reducing the carbon footprint. Rachel asked if Sustainability is part of all of the City plans that are being worked on and Vicki said they do provide their input. There is a member of Sustainability on the steering committee for the Bicycle/Pedestrian Master Plan update and they anticipate adding someone from Sustainability to the steering committee for the Transit Master Plan and the Downtown Transit Plan. The Mayor also has a Sustainable Salt Lake 2015 Plan which is on the City's website and includes 12 areas of sustainability that he has placed the highest emphasis on, including transportation. The basic idea is that the Mayor sets goals and strategies in each of the 12 areas and then the appropriate departments and divisions provide the specific targets.

Discussion and Approval of HIVE Pass Letter of Support - Robin said 2,000 passes have been sold, but would like more to be sold and have formally asked UTA to consider giving them an extension through the end of the year. The City has been working on stepping up marketing and has hired a marketing specialist. So far there have been direct mailers to the entire city, some City Council members have sent additional mailers to their districts, and there has been representation at community events. Advertising on social media, in the Tribune, and posters being placed all over the city have occurred. The most important thing that can be done now is to get an extension on this pilot program. The program is being evaluated on two factors. The first is whether it is increasing transit ridership and the second is whether or not there is a negative financial impact to UTA. A successful voucher program has now been launched so anyone can purchase a voucher for a pass and give it to someone living within Salt Lake City to use for their own pass. The Board drafted a letter asking UTA to support the pilot program extension. Rachel asked the members if there were any changes or additions to this letter and there were none.

Motion: Brian Doughty moved to send the letter to UTA asking for more time to prove the Hive Pass program. Shaun Jacobsen seconded the motion. The motion passed unanimously.

General Updates

TAB Membership – Reid Ewing is being appointed and will be representing an At-Large position. Per the Board's request, UDOT has made an application for appointment to the TAB recommending Danny Page from their Traffic Operations Center.

200 West Protected Bike Lane Update – Robin reported that the 200 West protected bike lane will not be constructed this year. Questar will be upgrading their system in this area in the spring so the City's project will follow Questar's project. The Questar project could begin as early as February and the City is hoping to begin the protected bike lane and street transformation project by May.

BAC Update – Shaun Jacobsen said that the application for Bicycle Friendly Community through the League of American Bicyclists may be delayed for one year. The City is currently at silver level but is hoping to gain gold level status. The League of American Bicyclists sent Steve Clark who is a circuit rider to town and he toured all of the City's projects and facilities and gave recommendations to reach gold status. Those recommendations were to increase the bike network, create a plan to reduce bicycle accidents and to implement bicycle education. The BAC is also going to look at and likely officially endorse the 600 East Bicycle Blvd. He said Transportation is working on narrow bridge warning signs on the Jordan River Trail and that they are still working with the rail companies for an at grade bike crossing between North Temple and 200 South.

The next meeting of the Board was scheduled for Monday, August 4, 2014. Tentative agenda items include: Downtown Master Plan Update with Transportation comments, Changes to On-Demand Transportation Services (peer to peer services), and Greenbike update.

The meeting was adjourned at 5:39 p.m.

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