

Meeting Minutes/Summary
Active Transportation Committee
Meeting of June 12, 2013

A meeting of the Active Transportation Committee was held on Wednesday, June 12, 2013 in the offices of the Wasatch Front Regional Council, 295 North Jimmy Doolittle Road, Salt Lake City, Utah.

Welcome and Introductions

Commissioner Louenda Downs, ATC Chair, called the meeting to order at 8:35 a.m. Commissioner Downs welcomed committee members and guests and introductions were made.

ATC Members and Staff Present:

Ralph Becker	Mayor, Salt Lake City
George Deneris	Salt Lake County
Louenda Downs	Commissioner, Davis County
Andrew Gruber	WFRC
Ned Hacker	WFRC
Scott Hess	Davis County
Tina Kelley	Councilmember, Morgan County
Cory Pope	UDOT
Rob Scott	Weber County Planning
Matt Sibul	UTA – Chief Planning Officer
Evelyn Tuddenham	UDOT

ATC Stakeholders and Others Present:

Mark Benigni	Weber Pathways
Dan Bergenthal	Salt Lake City
Britni Brozo	Salt Lake City Clear the Air Challenge
Shaunna Burbidge	Active Planning
Grant Crowell	City of Bluffdale
Michelle Caldwell	WFRC
Fred Doehring	UDOT
Jesse Glidden	UDOT
Johanna Jamison	UTA
Ted Knowlton	WFRC
Vincent Liu	UDOT
Jennifer McGrath	UTA
Tom Millar	Alta Planning & Design
Elliott Mott	Wasatch Mountain Club
Ali Oliver	WFRC
Helen Peters	JUB
Christine Richman	GSBS Richman
Kelly Robinson	Department of Health
Spencer Sanders	Salt Lake County
Shawn Seager	MAG
Debbie Sigman	Breathe Utah
Jaren Stanton	WFRC
Maria Vyas	Fehr & Peers

Members excused: Mike Caldwell, Mayor, Ogden City
Larry Ellertson, Commissioner, Utah County
Jory Johner, WFRC
Brent Marshall, Mayor, Grantsville

Approval of Meeting Minutes/Summary:

Mayor Ralph Becker moved that the minutes of the May 8, 2013 meeting be approved. The motion was seconded by Councilmember **Tina Kelley** and the meeting minutes were unanimously approved.

Public Comments:

There were no public comments today.

Chair Report:

Road Respect Program

Evelyn Tuddenham gave an update on the Road Respect program. Returned from southern Utah where the program was highly successful and now are back in the Wasatch Front. There will be a Road Respect festival starting on Thursday, June 13 in Provo, then on Friday in Salt Lake City where there will be a bicycle law forum where law enforcement representatives will be discussing the rules of the road and how to report issues in regards to cars and bicycles. Also on Friday the Bike Ambassador program will be hosting three bicycle commuter tours throughout the day. The program will be finishing up on Saturday in Ogden with a kids ride at 8:30am then a day ride for everyone later on in the afternoon. Evelyn distributed free Transit passes for the 3 days of the Road Respect festival, June 13-16, 2013.

Commissioner Downs went over the upcoming events listed on the agenda. An additional event that needs mentioning is:

A woman's only ride on August 17 through Morgan County that is being sponsored by Wildflower. The rides include:

Mountain Bluebell 75 Mile Bike Tour
Blazing Star 50 Mile Bike Tour
Sego Lilly 35 Mile Bike Tour
Sunflower 20 Mile Bike Tour

You can get more information and register at www.wildflowerpedalfest.com.

Active Transportation and Health Summit

Johanna Jamison – The Active Transportation Health Summit will be held on September 13, 2013 from 8:00am to 3:30pm. The intent of this event is to re-energize the discussion of active transportation and health. Some of the topics will include economics of bicycle and pedestrian ways and how to create policies and implement strategies to realize the health benefits of active transportation. The event will be held at the Department of Environmental Quality, 195 North, 1950 West, SLC, UT. The keynote speaker will be Mark Fenton who has done extensive work on active transportation as it relates to health. He is very dynamic and has traveled all over the United States and has visited many cities allowing him to provide a unique perspective on his findings. Additional information regarding cost and how to register will be available soon.

Murdock Canal Trail Update

Shawn Seager of MAG talked about the Murdock Canal Trail that opened last month. The trail starts at the mouth of the Provo Canyon and runs to the Point of the Mountain; the trail is about 23 miles long and has 6 under crossings that go underneath busy streets. This is a \$20M dollar trail and is quite spectacular with future plans for a connection to the Jordan River Parkway. Some wireless, infrared pedestrian and bicycle counters have been installed along the trail in order to count the trail usage from different locations. Being wireless allows the data to stream back to the server where it is collected live. So far, the data has shown that there have been 10,000 users a day at one specific location. The data also shows a big spike in morning use, a drop off in the afternoon and another big spike in the evening. This is what was expected since people seem to want to exercise either in the early morning or late afternoon. One thing unique about the Murdock Canal Trail is that it goes right through people's backyards, literally. So what you see out there are little kids on trikes, and scooters, and bikes, and strollers; it shows a very eclectic means of transportation uses.

Andrew Gruber: What percentages of people are using the trail for commuting purposes as opposed to recreational?

Shawn: There haven't been any studies for trip focus as of yet. He did say that there are a lot of road bikes and since the trail is about 14 feet wide they can move pretty fast on the trail. There are some pretty serious bicyclists out there.

Comments:

- With the opening of the Murdock Canal Trail we have the opportunity to study economic development on the trail and conduct other economic impact studies.
- Even before the Murdock Canal Trail became official, people had been using it for over 20 years. The Word Perfect company developed an entire parkway associated with the trail for one of their campuses. The trail presents a great opportunity to conduct different types of studies. Part of the trail runs through an area that is zoned residential in comparison to some other trails that have more of a commercial alignment. We know what is taking place in terms of zoning and economic development that we can use to conduct before and after analysis.

Information: Utah Collaborative Active Transportation Study (UCATS)

Maria Vyas gave a brief outline of what the UCATS presentation would cover. At the last ATC meeting UCATS went over the Top 25 projects which are still in the process of being fine-tuned. There will be more details about the implementation of each of those projects at the Active Transportation meeting in August. She went on to talk about the estimated and projected benefits and impacts associated with the Top 25 projects in terms of both economics and health. Maria commented that they would talk about this today not only in the context of benefits and impacts but also to get people thinking about these projects and what it will take to implement and fund them. For instance, if we can find projects that demonstrate a health benefit to a community then it makes it more persuasive for us to approach the Center for Disease Control, or the Robert Wood Johnson Foundation, or the Utah Department of Health to look for alternative funding sources for the Top 25 projects.

Christine Richman from GSBS addressed the economic component of the Top 25 projects. She commented that in a previous meeting she discussed the importance of researching other areas of the country and determining the amount of economic development they achieved from active transportation, like pedestrian access to different retail activities and attractions, increased retail sales and increased jobs, and then from the developers standpoint increased leased rates and decreased cost of capital for investments depending on the location. We collected different

components of data associated with active transportation products, criteria by which to evaluate them and were then able to realize what the benefits of specific projects might be. After the Top 25 projects were identified the core teams choose three of those projects; the Ogden Project, 3900 south, and the Provo Station. We looked at the underlying changes in existing land use, current retail sales in the area and current traffic in the area and how those different areas are currently performing economically. Looking at these different components we estimated what the benefits of each of these projects could see in terms of increased retail sales. We wanted to determine how those particular retail stores would do economically if there was increased access for shoppers and visitors through improved bicycle and pedestrian activities. We estimated that each community would see an increase in retail activities by; 5% along 3900 South, 10% in Ogden and 15% in Provo. The reason there is a range has to do with how the area is currently performing and the connects they have to the correct transit system.

Andrew: If we look at the Ogden project and make infrastructure improvements like active transportation and biking access along that defining corridor where the project is identified, would it have a net increase of retail sales of 10% and is that associated exclusively with this project or does that assume that other things would be happening also and that this project would be part of that?

Christine: Some of the factors that contribute to the benefits are what you will actually be connecting to. In the case of these projects there are some existing things they will be connecting to and in other cases there are planned services they will be connecting to so it depends on the project you are talking about. What we did in the analysis was identify the 20 minute bicycle trip and 20 minute walk to local and regional centers and the activity generators within those parameters.

Commissioner Downs: What is the economic benefit right now? Sometimes people like to see what dollar amount it is going to bring in, versus the cost.

Christine continued to explain the benefits adding, that as our next phase we will use the estimates to be able to measure the cost benefits of the investments. The cost benefit analysis will be the benefit we measure the studies against which include not just retail sales but also employment generation. The private investment benefit will be about 20% over and above the return rate on land development.

Scott Hess: How did this compare with other areas in the nation as a top benefit? For instance, a major trail development in Boulder, CO where businesses might be attracted along this route versus off the route, is that what you looked at? If there is bicycle traffic on Grant Avenue will retail property benefit from this or will rent rates go up because it is more desirable due to this new access?

Christine: These measures came from studies from different areas across the United State, Canada and Australia, but we focused mostly in the United States; Washington, DC, New Jersey, New York, Oregon, and all over the country so they will be different depending on what the accessibility is and the development of the area. Because there are increased opportunities for customers to get to certain retail shops by making it accessible from additional modes, those retail sales will go up and as a result rent will usually go up as well. Christine continued to explain how they looked at the land-use mix and if they increased accessibility would it potentially increase retail rates as well as increasing retail opportunities. Employment opportunities were analyzed as well. If the retail shops are more accessible resulting in higher retail sales would they hire more people to work in those shops? Did this result in estimated higher lease and sales rates based on better sales performance?

Comments:

- Have any of these projects, especially the downtown projects created a conflict with removal of street parking versus a cycle track and how that might work or affect the local businesses.
- Maria responded saying that they have just started to see those types of conflicts arise but are still in the process of trying to deal with the issues so haven't approached anyone with it.
- Mayor Becker commented that as Salt Lake City has gone through and implemented changes on their streets, people conceptually love bike lanes and biking improvements but on every street, without exception, when a change is made there is enormous push back from the folks who use the street or live on the street, and particularly by the businesses on the street. A lot of businesses say, you are going to destroy our business, literally, and we in the public arena all understand what that means and how that works. In some instances it has stopped projects in Salt Lake City. When a council member has taken up the fight and said you can't make these improvements, it would be good to have some real sound information/data to respond with. Either confirming to what extent it's true or saying the reality is we know that is not the case because we may change here or we may change there. It is not just counting the numbers of vehicles, but also looking at what the economic effects are. Having that information for actual Salt Lake City projects would be enormously valuable.
- There is a new study out of Portland that talks very specifically about bike corrals replacing on-street parking. The study shows that there was an increase in retail sales because customer opportunity was increased. That is a study structure that we could repeat here in Utah. Take a look at what is happening with the facilities in Salt Lake City and understand how it is playing out in our community and whether or not we would see the same sort of benefits as other jurisdictions have seen.
- UDOT gets the same reactions from raised medians as Mayor Becker gets with bike corrals. We recently conducted a study where we took sales receipts from businesses before and then after the installation of raised medians and in general the business actually increased. What we found from the feedback was that they were either neutral or positive in all the corridors we looked at we did not find any negatives overall.

Maria concluded this part of the presentation by saying that our final deliverables for this project will be an executive summary type brochure that not only identifies the Top 25 Projects but also lays out the benefits in terms of economic health, environment, air quality etc. In more general terms, to help communities such as Salt Lake City and others start to make the case of, "the world is not going to end if you put a bicycle corral on the street, in fact it could even benefit you and here is the research to back up that statement".

Shaunna Burbidge of Metro Analytics commented that after the project team came up with the Top 25 Projects she led the effort in identifying the health impact as well as the overall impact on public health that each of these projects would contribute to the region. A brief rundown of the model that was created to identify these impacts, included:

- The current population overall health or the baseline health levels of all of the people living around the proposed project.
- Local subjectification; how long is the corridor that we are looking at. Obviously, bigger projects will yield a higher benefit so we control for that by creating per mile segment health impact
- Proximity to quality destinations which included things such as; parks, trails and open space putting it in context of the larger region.
- Proximity to healthcare facilities; that's one that most people don't often think of in improving public health. It's those people who are suddenly held captive to a bicycle as

their only mode of transportation and they don't have access to their local health clinic or local hospitals. What is that proximity and how can we improve it by giving people active mode access to transit so they can get on the light rail bus to take them to their health facility.

- Environmental qualities. Public health isn't just about the physical activity you get by jumping on a bike and going riding, it's also about air and water quality and other environmental impacts. There is a trade off because as we increase bicycle and pedestrian activity we decrease VMT (vehicle miles traveled) which also improves our pollutions levels.
- Potential mode reassignments; switching people from cars to bikes or cars to walking.
- Population densities; areas that have a very high density of people surrounding a facility versus a low density of population.
- Demographic characteristics; there are different types of people who are more likely to adopt bicycling and walking as a behavior if facilities are put into place.
- Access to transit including bus stops and light and commuter rail stations.

The projects were ranked through this model based on a moderate value, intermediate value or a high value. Every project that was evaluated had a net positive public health impact. There was no bicycle or pedestrian project that we looked at that made public health worse. This is one of the reasons we are not calling these low value projects because they still produce a net benefit to public health.

Shaunna went on to explain the UCATS Project Health Impact Analysis hand-out sheet. The scores are exponential and not metric in scale. For example, a score of 20 does not represent two times the positive impact of a score of 10; rather it equals approximately 5 times the positive impact. She also took the two highest scoring properties and explained why those scores were higher than the others – Shaunna likened it to the 'perfect storm', all the needed characteristics were present.

She pointed out that one of the key characteristics of the population surrounding this facility is the current public health conditions are low. We have high rates of diabetes and obesity; the morbidity characteristics that are contributing to a population that is basically ripe for an intervention. We also have the demographics that suggest, if we put this facility in place, these are people who may not currently be very healthy but they are likely to adopt those types of behavior if a facility were put near their homes. We looked at probably 10 different public health variables for existing public health such as physical activity, obesity, diabetes, blood pressure, etc. We ran the gambit and plugged those all into the matrix so we could see a fluctuation not just on physical activity or diabetes but across the board. This allows us to look at the consequences of environmental health as well.

Shauuna concluded by stating that she will be running these same analyses on all of the Top 25 projects. As these analyses are refined we will include additional analyses to further quantify and tie in the economic benefits as well. She reiterated that from these studies we know that improving our public health can save the State and each individual city a considerable amount of money.

Maria commented that the next time UCATS will be presenting at the Active Transportation Committee meeting will be in August. At that time, they will present the final details of the Top 25 Projects and where the intended next steps. They will also discuss how these projects might be integrated with existing projects and how they might fit into the Regional Transportation Plan.

Comments:

- Scott Hess said that things are happening more quickly at the projects level than UCATS in some respect. The State Corridor Preservation Manager, Diane McGuire, is purchasing the corridor that attaches Antelope Drive to Highway 89. Diane is not aware of UCATS or the projects they are proposing and analyzing, so at a local level I would encourage everyone to be aware of other ongoing local and regional projects. It would be great to say Highway 89 needs to have bicycle infrastructure at the beginning of the project instead of waiting 6–12 months and say we did all these great studies, that you should consider.
- UDOT is aware of the UCAT studies and is taking into account the draft backbone and network of projects. We are actually accommodating some of the draft maps and it will be easier to take these into consideration once it's finalized.
- We all need to be ambassadors and spread the word if you know what is going on with different aspects of active transportation.

Information: Clear the Air Challenge

Britni Brozo introduced the Clear the Air Challenge. The date for the Challenge is July 1-31, 2013. The Challenge is a competition that allows you and your team to reduce vehicle emissions by choosing alternatives to driving alone. The benefits from this challenge are:

Business Benefits:

- Increased productivity
- Decreased tardiness
- Increased fuel savings
- Improved employee morale
- Increased real estate cost savings

Community Benefits:

- Strengthened economy
- Improved air quality
- Enhanced health
- Reduced energy consumption
- Improved mobility

The goals of the Clear the Air Challenge are to eliminate a total of 300,000 vehicle trips and 2 million miles in Utah's roadways between July 1 and July 31.

Britni encouraged everyone to use the TravelWise Tracker which will help you tracks trips and miles saved. The reason we use both is because for behavioral change it makes sense to target people to take a trip or to avoid a trip. For looking at the numbers of what the change is, it makes sense to look at miles. In addition to that we have changed the tracker to account for cold starts. The research data for cold starts shows that if you are getting into your car that has sat for over an hour there is a big spike in emissions and then there are emissions that come out for the duration of the time you are traveling.

Britni concluded that the active transportation community has been very enthusiastic in participating in this annual challenge. We are hoping that these people will spread the word to their family, friends and co-workers that this is not just for the biking community but for all of us who travel, it's using TravelWise strategies such as e-travel, telecommuting, compressed work week, van pooling and many others.

Comments:

- Andrew mentioned that Utah Clean Air (UCAIR) was officially converted from a state created entity to a non-profit organization with an executive director and some funding. There is a web-site (www.UCAIR.org) and part of the objective of UCAIR is to help be a resource to give people access to Clear the Air Challenge, other TravelWise strategies and to bring folks together. And also to provide a grants and loan program to stimulate creative ideas that will have a positive impact on air quality. Andrew went

on to talk about how a lot of the members of WFRC, the local government, want to do something with their employees regarding air quality but are not sure how to go about it. WFRC has taken some the CM/AQ funds and contributed them to UDOT for the TravelWise program, so we are collaborating together and have created a community or local government resource kit specifically geared so that a local government could encourage their employees or even residents to get involved with this or other things. We are having a TravelWise Academy at the SLC Library next Tuesday, June 18 at 9:00am.

Information: Salt Lake County Bicycle Best Practices

Spencer Sanders discussed the Salt Lake City Bicycle Best Practices Manual. The document is available and can be found at:

http://www.pwpds.slco.org/zoning/pdf/121003_BBP_FINALwCOV.pdf.

You can also find it by visiting the WFRC website; Go to Active Transportation Committee, and then click on Resources.

A number of years ago we attempted to put together a county wide bicycle map. We created a really cool map but what we realized when we went back to the map a year later to incorporate the information into the Wasatch Front 2040 plan, was that we did not have the process in place to generate the data in the same format again. It became obvious to create a document that would help all the cities to be uniform in their bicycle mapping. We wanted to help establish a community-wide framework for discussion and decision making so we needed a document that would help us all be on the same page. We wanted to be able to offer this to all municipalities, particularly within Salt Lake County as we are facilitating cooperation amongst the 16 municipalities and UDOT and UTA. In the Best Practices we have information on the benefits of bicycle facilities, which we collected from cities around the country. It's exciting to be were moving forward and also seeing other departments and agencies moving forward including UDOT and UTA working together on the UCATS projects.

Within the data management piece of this project, we wanted to come up with standards so that when we work together we are on the same page. This will also make it easier when coordinating with communities and requesting information. We will all be using the same symbology and nomenclatures making our mapping much more user friendly.

We anticipate the Bicycle Best Practices document will be adopted by the county in the near future. This document was intended to let people know where to go to find information so there are several links for your convenient.

The website again is: http://www.pwpds.slco.org/zoning/pdf/121003_BBP_FINALwCOV.pdf

The meeting adjourned at 10:05 a.m.

There will be no meeting in July –

The next meeting: **August 28, 2013 - 8:00am – 10:00am**