

Active Living Advisory Committee (ALAC)

Wednesday, March 20, 2019

3:00 pm to 4:30 pm

Planning South Conference Room, 11th Floor

1819 Farnam Street

Agenda:

1. Approval of January minutes (Voting Item)
 - a. Ben motion; Andy second; unanimously approved

2. Bike Omaha Wayfinding Project – Courtney Brewer (Live Well Omaha)
 - a. Signed Bike Omaha network with MUTCD wayfinding signs; six routes and “connectors”; approx. 38 centerline miles of streets
 - b. Next step is promotional campaign to celebrate biking and educate public about the routes
 - c. Map of routes included in handout
 - i. Live Well will be partnering with design firm to do a map that highlights landmarks along the routes
 - d. Also will include component that informs drivers
 - e. Would like to do a ribbon-cutting / celebration; roughly in May
 - f. During Bike to Work week, will be doing a 30 second radio spot
 - g. Will promote a bike giveaway during the month of May
 - i. If people promote the map, they will be entered to win a bike
 - h. Doing a “before” and “after” count on one of the routes
 - i. Considering guided bike tours along the routes during Bike to Work week partnering with a bike advocacy organization (potentially Omaha Bikes / Bike Walk Omaha)
 - i. 4-5 rides
 - j. Will have webpage for the outreach campaign
 - k. Project partners will have access/ownership over the campaign webpage.
 - l. Information on the project as well as the City of Omaha Bicycle Wayfinding Manual can be found now on the Planning Dept’s website (Biking in Omaha page)
 - m. If ALAC members have input on the promotion or want to be involved, let Courtney know.

3. MAPA Close the Gap Plan & TDM – Mike Helgerson
 - a. Little Steps Big Impact
 - i. TDM program formed in 2012 with CMAQ funding
 - ii. Possibility of region not attaining proposed new National Ambient Air Quality Standards started to become a bigger concern around that time
 - iii. Region is close to non-attainment for ground level ozone
 - iv. Project tries to get out ahead of this air quality problem
 - v. Developed marketing materials for outreach and awareness
 - vi. What has been done so far
 1. Marketing

2. Omaha Commuter Challenge
 3. Incentivize Bus Ridership
 4. School Ozone Monitoring
 5. Outreach at Community Events
 6. Limited Employer Outreach
- b. Omaha Commuter Challenge was becoming sort of cumbersome (lots of reporting by participants required)
 - i. At the same time, some major TDM campaigns at major institutions (UNO, UNMC, others) were having really great success
 - c. Partnering with WELLCOM
 - i. Creating Active Commuting Tool-Kit
 - ii. Identifies strategies and resources for employers wanting to promote active commuting
 - d. Close the Gap
 - i. 7,000 downtown/midtown employees surveyed on how they get to work and how they would like to get to work.
 1. About an 18% gap between current drive alone commuters and how many people actually prefer to drive alone.
 - e. Goals for next year
 - i. Low to no cost employee surveys to identify opportunity for shifting modes
 - ii. Updates to Active Commuting Toolkit
 - iii. Promotion of Existing Programs for Employers
 1. MetroRideshare
 2. MDOT VanPool
 3. Heartland Bike Share
 4. Metro Transit
 5. City of Omaha Bike Parking Program
 - f. UNMC realized great cost savings through their TDM program
4. Lane Width Recommendation – Response Letter
 - a. Letter thanking Mayor for her time and consideration is attached
 - b. Andy motion to approve the letter; Pell second; unanimously approved
 5. Vision Zero Update
 - a. Presented draft recommendations to Mayor on March 13th
 - b. Presentation was well-received
 - c. Mayor needs time to make decisions on next steps and provide feedback to the Task Force (the floods and other ongoing issues are and will continue to require significant time and resources)
 - d. Based on Mayor’s feedback, Task Force will likely have some follow-up work to do to refine recommendations and develop timeline and implementation recommendations.
 6. ALAC Member Replacement Recommendations Discussion
 - a. Committee has discussed need for finding replacement for Chris Rolling (who is moving to Colorado) who also has skillset of someone with traffic engineering background.
 - b. Chris offered to send a list of potential recommendations

7. Active Living Events

- a. Alan got some research from the Omaha Convention and Visitors' Bureau on how other cities incentivize/regulate active living events (road races, bike events, etc.) but wasn't able to make it to this meeting
- b. Will discuss next meeting
- c. Tom: 8th annual Run/Walk to Remember is happening Saturday May 11th, 2019

8. ALAC Goals and Priorities

- a. Need to revisit and revise Goals and Priorities materials put together in past years for ALAC
- b. Andy will clean up list from last year and send out to people before next meeting.
- c. Others should come to next meeting with ideas for goals and priorities.

9. Set April Agenda

- a. Recommendations for new member
- b. Active Living Events
- c. Vision Zero Update
- d. ALAC Goals and Priorities
- e. Discussion with reps from Millennial Advisory Committee on "Transit Week"

10. Adjourn