

Active Living Advisory Committee (ALAC)

Wednesday, April 17, 2019

3:00 pm to 4:30 pm

Planning South Conference Room, 11th Floor

1819 Farnam Street

Attendees: Mark Stursma, Ben Turner, Tom Everson, Andy Wessel, Jason Rose

City Reps: Kevin Carder, Derek Miller

Visitors: Mick Manley, Nicole Wheeler, Lee Myers

Agenda:

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

2. “Active Transit/Transportation Week” Discussion with Millennial Advisory Committee Reps
 - a. Mick Manley from Mayor’s Millennial Advisory Committee
 - b. “Active Transit Week” – focusing on all modes (except single occupancy vehicles)
 - c. Met with Jason Rose
 - i. Idea: have a bus with logo at the Maha festival
 - ii. Temporary wayfinding signs for festival
 - d. Plan was to have the week leading up to Maha Music Festival
 - e. Millennial Advisory Committee role is more of a “virtual” role – i.e. coordinating social media campaign and creating/promoting a hashtag (for example #activemaha)
 - f. Andy: typically “transit” is thought of as just public transit or mass transit; may be more clear if it is called “Active Transportation Week”
 - i. Or perhaps tie the title to the event itself?
 - g. Ben: Heartland Bikeshare could help out with staff time
 - h. Jason: Could do some advertising on a bus bench
 - i. Lee Myers: Mode Shift also has active presence on social media to promote it (Nicole Wheeler is a good contact for that)
 - j. Mick: May do prizes (like gift cards) for a social media contest
 - k. Maha – weekend of August 17th
 - l. Mark – would be good if a model was created that could be replicated at other events

- m. Could do something like the “Commuter Challenge” (where people track trips and mileage) – though administering that is a lot of work
 - n. Andy – what is needed to make this a successful campaign / who is spearheading it?
 - i. Mick – for the first one, that would be the Millennial Advisory Committee
 - ii. If it grows into something bigger – then it might grow beyond Millennial Advisory Committee
 - o. Andy: Would suggest not framing it as a “week” but as something specific to Maha;
 - p. Or could be something like “Active Omaha: Maha” so that it could be reproduced for other events/weeks
 - q. Maybe #mahaonthemove
 - r. Mick will send Kevin email with contact info and Kevin will forward to ALAC members
3. ALAC Member Replacement Recommendations Discussion
- a. In addition to replacing Chris with someone who has a traffic engineering and/or transportation planning background, would be good to increase diversity of the committee
 - b. Could ping Chris to see if he has recommendations – Kevin C.
 - c. Mark: I could contact Mark M. to see if he has recommendations
 - d. Andy: I will talk to Todd P. and Heather Tippey-Pierce to see if they have recommendations
4. ALAC Goals and Priorities
- a. Andy – prepared sheet with general goal “categories” for discussion
 - i. Active Transportation
 - ii. Performance Measures
 - iii. Vision Zero & Safety
 - iv. Recreation & Tourism
 - v. Best Practices & Performance Measures
 - 1. Review Complete Streets Design Guide when released and make recommendations
 - 2. ALAC should review City goals around active transportation – like in the Complete Streets Policy – and make recommendations to ensure accountability in monitoring those goals and make recommendations for new goals/recommendations where they are lacking

- b. Ben: some of the sub-items listed from past years can be removed
 - c. Will continue discussion at next meeting
- 5. Active Living Events
 - a. Table to next meeting
- 6. Vision Zero Update
 - a. Task Force awaiting Mayor's recommendations; will determine role of Task Force going forward based on Mayor's recommendations
 - b. One of the recommendations was hiring a new staff person
 - i. Ben: I like that and would recommend they report directly to the Mayor rather than being part of a department
 - c. Agreed to not meet in May, with the idea that Task Force will meet in June, hopefully having received Mayor's feedback.
- 7. Set May Agenda
 - a. Vision Zero Update
 - b. Member Replacement Recommendations
 - c. Goals and Priorities
 - d. Active Living
 - e. Demonstration/Pilot Projects
- 8. Adjourned 4:40pm