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 Millenial Advisory Committee Reps
   a. Mick Manley from Mayor’s Millenial 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. Millenial 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 Millenial 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