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November Meeting Minutes

November 20, 2014

Attending were Mark Deshon (chair), Mike Fortner (City of Newark Planning), Tom Coleman (City of Newark Public Works and Water Resources), Ban Phommachanh (UD Parking), Joe Spadafino (City of Newark Parks and Recreation), Jeff Riegner (resident), Tom Price (Newark Bike Project), Jillian Farley (advocate), and Karen Rosenberg (resident).

Special guests attending were Charlie Johnston (White Clay Bicycle Club), Melissa Coluccio (UD student), Colton Lubaszka (UD student), and Eric Barnes (UD student).

Heather Dunigan (WILMAPCO), James Wilson (Bike Delaware), Linda Smith (UD HealthyU Employee Wellness), Karl Hassler (resident), and Christine Schultz (resident) sent regrets.

- *Comments on NBC booth activity at Community Day*

Tom Price said that there was a lot of interest in biking and a lot of opinions shared at the booth. A lot of maps were handed out, and he observed that some didn't realize how extensive the Newark bicycle infrastructure really is. Mike Fortner agreed with Tom's assessment. Mark agreed and added that the cycle track concept drew a lot of attention.

- *Review of University of Delaware STAR Campus public meetings*

New committee member Brian Bahnson and Mark attended on Nov. 12. Linda Smith and Heather Dunigan each attended the Nov. 13 session.

STAR's stated "Three plus one" vision includes Energy & Environment, Life & Health Sciences, National Security & Defense, plus Enabling Infrastructure. UD's Charlie Riordan said that one of the goals of the STAR Campus is to promote transportation "on and to/from the STAR Campus." UD Facilities V.P. Alan Brangman said the STAR Campus is to be a "working, living, and learning environment." Bloom Energy now employs 232 workers. UD's vision also includes a full-service train station, and it is indeed relying on getting this done for the ultimate long-term success of the campus.

Mark asked Brangman about planning regarding amenities and infrastructure for bicycles. Brangman then showed the basic bikeways plan. Having seen that schematic, which did not indicate any inbound connection, Mark also asked specifically about connectivity from the Christina Parkway (i.e., from the south), because that should be another key entry point for cyclists. Brangman said (and his slides visually hinted) that UD will be considering carefully this mode of transportation throughout the campus as infrastructure plans progress. Linda Smith reported that Eileen Sparling from UD Disability Studies spoke in support of robust bike lanes on the new property during the second of the two sessions, and Brangman had mentioned Mark's comments made the previous evening.

Current master plan details and diagrams can be seen at www.udel.edu/star.

- *University of Delaware–related work*

- *Wellness*

- Linda sent a report saying that Employee Wellness has no bicycle programming plans on its calendar at this point but stands ready to support any campus initiatives that others may want its help in promoting.

- *Parking*

- Ban Phommachanh said that UD is installing two bike racks at Frazer Field (behind Carpenter Sports Building).

- Ban mentioned that UD had donated 20 bikes to the Newark Bike Project and has many more, so he will reach out to the Urban Bike Project in Wilmington.

- *BikeShare*

- Ban then passed around an image of a prototype bicycle for a proposed Pepsi-sponsored (and visibly advertised) community bike-share program. UD would become one of six program pilot universities (others include Florida State, Georgia State, and South Carolina). This program would include an initial 12 locations (stations)—10 on campus, two off campus—for 120 bikes initially. Features, as explained by Ban, are as follows:

- Smart-phone accessible via downloadable app
 - Free use (\$5/day late charge if not returned to same location within 24 hours)
 - Maintenance by Newark Bike Project (provider preferred nonprofit vendor)
 - Zero liability for UD and Newark Bike Project (NBP)
 - GPS-outfitted (i.e., trackable data in five-minute intervals)
 - Internal geared hub (weather-proof)

- Guest Eric Barnes asked about public safety concerns at stations. Mark said that lighting would be key and also suggested that a sign with some simple advice for users be available at stations. Someone asked if UD had reached out to local developers (e.g., Lang, Tsionas) to negotiate for locations. Ban said this had not been done. Jillian Farley asked if there is a way to tie in student IDs or Pay Pal for those students who don't have a credit card. Ban said they'll take this into consideration. When Ban was asked about the rollout timeline, he said that if Pepsi can commit, rollout could be as soon as next fall. Jillian replied, "Very cool!" (Jillian

had been working on something like this while a UD student for about three years.)

UD students Melissa Coluccio, Colton Lubaszka, and Eric Barnes had come ready to talk about their project presentation with regard to the need for a UD BikeShare program and emphasized the public safety component. Mark apologized to the students for the fact that Ban's report had effectively shortcut their presentation; however, Mark told Ban, the students, and Jillian at the beginning of the meeting that he was interested in getting them all in the same room to share related information. It seems Ban has been very successful at moving ahead with a great plan. Ban did say that UD is hoping taking advantage of a ready-and-willing sponsor in trying to move forward with this program now. All present seemed excited about this.

- *Progress report on Delaware Avenue cycle track*

Since NBC's September meeting, Mark, James Wilson, Tom Coleman, and Mike Fortner met with DelDOT traffic, planning, and engineering representatives; city officials; and representatives from the engineering firm Johnson, Miriman & Thompson (JMT) to discuss a feasibility study for a Delaware Avenue cycle track. Each party was optimistic, and it was a positive meeting.

JMT subsequently returned a feasibility study proposal to the City of Newark for \$60K+. As of now, DelDOT is picking up the ball to see if it can figure out how this study will be financed. There are a few options available, but Tom said it is certainly an added benefit—both financially and logistically from the City's perspective—that DelDOT is so involved at this stage of what will eventually become a project.

- *Discussion on Education section feedback from the League of American Bicyclists*

In discussing bicyclist education, White Clay Bicycle Club's Charlie Johnston said that he and the club's Gail Robillard just became certified trainers. Mark said that he had contacted three of the four Newark elementary school physical education teachers. So far, only the Downes Elementary teacher had replied. Mark will be getting together with her sometime in December. With regard to the Safe Routes to School (SR2S) program, Jeff Riegner said that the program goal is for every K-8 school to participate in the program. Someone asserted that Downes is already a SR2S participant. Charlie mentioned that White Clay's Ceci McCormick has been offering trainings but hasn't had a great deal of success with area schools. Mark said that maybe the physical education teachers communicate with one another professionally and that this might be the way to spread the word about NBC's interest in some sort of partnership that might also involve NBP and the White Clay club's trainers. Tom said that Newark High School teacher Bob McDowell might be a good contact at that high school (and that McDowell had told him that Newark High did indeed have a bike rack behind the school).

In addition to local public schools, Tom said that City employees could use training, especially now that the new city bikes are in use, sometimes by employees who haven't had a lot of recent biking experience.

Ban suggested that UD students and employees would be a good audience for training as well, particularly the ELI students who are perhaps used to bicycles but not accustomed to biking in Delaware.

With regard to UD students, it was suggested that the freshman information packets include information about bicycling in Newark. This is an idea that had been brought up at a previous meeting some time ago. This could be prepared by Mark and Heather Dunigan, but Mark suggested that someone at UD would have to facilitate this. Karen Rosenberg said that Chrstine Schultz might be the right person, as she has had experience in the Admissions office.

Tom Coleman said that new residents also need some info on bicycling in Newark and that the monthly electric bills that are sent out provide a vehicle for communicating. The group initially suggested that May be the month chosen for a bill insertion, but Tom said that that month is important for information regarding moving out of rentals. So, we reconsidered and thought that April would also be a good month for such info, because we could also pitch the Bike Month events.

Tom Price asked about the availability of the Newark Bike Maps, as they've been popular at NBP. Jeff asked if they were DelDOT maps. Mark explained that they have been customized and updated several times but did use the baseline Newark map from the DelDOT New Castle County map, which was published a few years ago. Jeff suggested we obtain tacit approval from DelDOT for reproducing in larger quantities. Mark said he'd look into the costs.

- *Old or new business*

- *Old (follow-up with Bike to Work attendees, outreach to local elementary schools)*
Mark reported that he has now contacted each of the Bike to Work Day (B2WD) attendees who had not previously been contacted by email. Mark thanked them for attending and asked if they'd like to be on an adjunct NBC mailing list so that they can receive periodic updates on committee progress. That mail list now comprises ten persons. Each person contacted by phone expressed how much he/she enjoys the B2WD event. With regard to outreach to elementary schools, see page 3 under "Discussion on *Education....*"

- *New (interest in Mayor's ride during Bike Month)*
Mark said that Mayor Polly Sierer is *very* interested in being part of a "Mayor's Ride" during Bike Month (May) next year. Mike and Joe Spadafino initially offered to help work with the Mayor to plan such an event. Mark wondered if another member of the community who doesn't work for the City should be involved in organizing this. Jeff, as a Newark resident, volunteered to help.

Mark thanked everyone for attending. The next meeting of the Newark Bicycle Committee will be on Thursday, December 18, at 4 p.m. at WILMAPCO.