

BLOOMINGTON PLATINUM BIKING TASK FORCE MEETING SUMMARY JUNE 23, 2011

Meeting summaries are transcribed in an abridged manner. Audio recordings of the meeting are available in the Planning Department for reference.

Attendance:

Task Force Members: Jim Rosenbarger, Wendy Saffell-Clemmer, and Kerry Greer

Others in attendance: Scott Robinson (staff), Jacqui Bauer (Economic and Sustainable Development), and Ron Brown

I. Call to order (~12:08 PM)

II. Task Force Reports and Announcements

Mr. Robinson, reported on behalf of Mr. Roeder, said the Bloomington Bicycle Project raised approximately \$3,500 for the Clips of Faith event. It was a big success for its first year. Mr. Rosenbarger is concerned about the poor attendance of Task Force members over the last month. Mr. Robinson said vacations, schedule conflicts, and two members have moved away have made it difficult. He will send out a message to the Task Force to remind everyone about their commitment, to notify staff on future schedule conflicts (cancel meetings), and to consider replacement appointments.

III. Reports from Staff

A Bikes Belong grant application, due August 26, is being considered by the City for Wapehani and staff may seek support from the Platinum Task Force. Mr. Robinson said once staff has developed the full grant proposal he would present the proposal. He also said that Danielle McClelland, the director of the Buskirk-Chumley Theater, would be happy to talk about the annual Breaking Away showing and bike tour planned for this October at a future Task Force meeting.

IV. Old Business

Mr. Robinson asked if there were any additional comments on the framework. He said the framework will be used more to measure the progress of achieving the targets through benchmarking and indicators. Mrs. Greer said the targets were good and with the draft actions it makes more sense. Mr. Rosenbarger and Ms. Saffell-Clemmer agreed the framework is good and said it could be further refined if needed.

V. New Business

A. Pre-draft Review

Material for a pre-draft of the report was included in the meeting packet. Task force members were asked to review the material and provide suggestions on tone, organization, general issues, and edits. Mr. Robinson encouraged members to also submit ideas on reference materials, graphs, and illustrations to staff. He said photographs and quotes are needed and could use their help. The pre-draft is the first rough draft on some report material and staff seeks guidance to further develop and refine the draft report. Mr. Rosenbarger said the history and background is too much and not necessary. The 'why platinum' section is important and would like to see a perspective included from a theoretical everyday household on how

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Platinum would impact their daily lives. Ms. Saffell-Clemmer asked who is the intended audience of the report and Mr. Robinson explained that staff believes it is the “interested but concerned” group to capture the biggest user group or cast the widest net. Writing the report to the correct audience is important. Mr. Robinson said elected officials and staff understand the general concepts and the fact that elected officials created the Task Force is a consideration on the target audience. The Task Force agreed.

Ms. Saffell-Clemmer likes the Quality of Life aspect and suggests developing metrics from Bronze to Silver and so forth to Platinum. This can really help demonstrate what it can bring to the community. The Quality of Life concept really is the umbrella concept for the other sections of the report. Ms. Greer said the economics section should include the social aspects and the potential cycling holds for lower income citizens. She said Bloomington is very unique with a high student proportion to residents and higher proportions of low income households compared to the state. Mr. Rosenbarger said the Quality of Life is the way to attract the right people to Bloomington who live well with fewer resources. He passed out an article titled “Living Large Driving Less, What makes a Community Livable? How about Getting Rid of Cars?”. This article is punchy, has good concise statements, and is a good tone to consider for the report. He also would like to see metrics on autos and spending for road projects to demonstrate real costs. We need to show how other modes of transportation could mitigate auto demand growth (generally 1-2%/year) and hence the need to accommodate more autos with road expansion. Ms. Saffell-Clemmer said Secretary LaHood has a great quote on livability and transportation. She loves Bloomington because she does not have to spend all day in the car like you would in other cities. Ms. Greer said the report needs to show the need for growing involvement by non-profit and advocacy organizations and highlight their successes. Staff will further refine the draft based on these comments as well as include new material for the Task Force to review explained Robinson.

Mr. Robinson gave an overview of the homework assignment on the action items for Encouragement, Enforcement, and Evaluation and Planning. He highlighted examples of how to review the draft actions and the type of feedback staff is seeking.

VI. Public Comment

Mr. Brown provided a suggestion for an invitee to the Breaking Away event this fall and asked staff to forward the request on to Danielle McClelland.

VII. Next Meeting - July 14, 2011

Adjournment (~1:00 PM)