

TRANSPORTATION: BICYCLES, PEDESTRIANS AND PASSENGERS
COMMITTEE MEETING MINUTES

The Committee met on November 17 from 8:30-10:00 a.m. at the WPB Chamber office.

Members Present: *Co-Chair Joe Hall; Co-Chair Brent Norsman, Steven Vance, Jessica Wobbekind, Adam Burck, Eric Kanagy (Red Post)*

- I. WPB Rides Bike Racks
 - a. Jessica will write a letter to Gagnon about a new order
 - b. Jessica will ask Dero for a quote for the 30 branded, 10 non-branded
 - c. There was a question about Gina with city whether or not we actually paid for the first installation of branded racks.
 - d. MOTION 1: To allocate up to \$24,000 from line 6.01 for the purchase and installation of 30 new WPB Rides bicycle racks and 10 unbranded racks.

- II. Red Post
 - a. Presentation was made by Eric Kanagy of RP regarding the new direction of RP.
 - b. Proposal includes more advertising with cost sharing for hosts (WPB-SSA) SSA cannot generate revenue. Any "Revenue" is just deducted from the maintenance fee.
 - c. RP to help find new locations for 5 kiosks sitting in the basement 8 are currently installed. Establishing criteria and ranking system for new locations. Factors: Foot traffic, bus routes within 2 blocks, proximity to other signs, when busy(day/night), short stay/long stay (rather be in quick sale), train station within 1 block and equal distribution within SSA. RP to create google map of existing and proposed locations.
 - d. RP noted any new advertising will be unobtrusive.

- III. Neighborhood "Open-Streets" day- Active Transportation presentation
 - a. Jessica met with Julia of ATA on Tuesday. ATA could do it, we just hire them as a contractor. CLA spent \$50,000 and Open Streets on State Street was \$150,000. Julia liked the idea of doing it three times. Also liked connecting to Logan Square. ATA assists in finding the big sponsors. They coordinate entire event.
 - b. The WPB Open Streets program was proposed for Milwaukee Ave. between Division to Western, three times next summer suggesting repetition of the events will build attendance and awareness. Preferably the same Sunday in three consecutive months. This would have to be coordinated with other WPB summer festival events. JW and staff will

look at the calendar for summer 2012. Proposed time period was 9 a.m. until 2 p.m.

- c. A funding participation by the SSA will have to be determined. Other committees will be encouraged to participate in planning and funding.
- d. It was noted that our diverse neighborhood has a lot of programming to offer much at no cost.
- e. Adam talked about Alderman Waguespack's opposition to any more street closures (more beyond the already-scheduled street festivals). Brent and Adam agreed that Moreno would most likely be amenable to it. Both Alderman should be approached in the planning stages.
- f. Brent proposed co-branding with parks, like Open Streets + Open Parks.

IV. Bike Lights

- a. SV presented his personal awareness program for bike safety involving postcards with biker safety suggestions and a proposed bike-light giveaway program.
- b. Discussion took place regarding SSA's previous bike-light giveaway and possible co-participation with SV program.
- c. SV proposed SSA participation as a sponsor of the postcard campaign to be distributed in the neighborhood for cycle awareness and Transportation subcommittee marketing piece.