

TROLLEY DISTRICT MTG MINUTES

4/2/14 7:07 PM

AGENDA

- **7:00 Welcome & Announcements**
- **7:05 UTA Presentation/Discussion**
- **7:10 Committee Assignments**
- **7:40 Make A Difference Day**
- **7:55 Volunteer Program Funding**
- **8:00 Adjourn**

7:00 WELCOME & ANNOUNCEMENTS (Shalae & Paige)

- UTA 2020 Strategic Plan Distributed
- Block Party: 2500 Block of Jefferson "Dinner on the Tracks"
- May 8th Make A Difference Day
- 501c3 application in process
- Now accepting donations
- Not yet tax-deductible, but will be once application is approved
- Thank you Tom Moore for a generous donation
- Top priorities for future meetings is getting word out to entire community about meetings.
- Mailing campaign or distributing flyers
- New website up and running, thank you Tyler
- Discussion of meeting schedule change / move nights

UTA PRESENTATION:

- Hal Johnson, with UTA – been with UTA for almost 20 years. Working with Ogden City over the last couple years to get the Ogden Transit study restarted, so we are at that point
- Bill – does business integration, has been working with us for a decade. Has a background in small business and big business and we're really fortunate to have him as part of our team. Great hands-on approach, walking up and down the street talking to businesses and finding out what their issues are.
- Jim – Will be the project manager for the Ogden Stud
- Mark Bowman – with UTA, we have a business unit office up in Ogden over operations.
- Kent Jorgensen – With Ogden Business unit, operate all the busses.

This will be the 4th study for transit in Ogden. We want this to be the last study and move forward with a plan that the community agrees on and everyone supports.

South Davis Transit Study just finished, very controversial. Had 3,000 angry comments from the public. We've used this approach of the hands-on outreach, focus groups, and polling, to really understand what people are thinking. At the public hearing last night, we had no negative comments from anyone. We turned that project around using the techniques we're proposing to use with the Ogden study.

As part of the study, we'll be using a consulting firm to assist with a lot of the technical work. Jim will be overseeing that – he has 20 years of municipal planning experience, and really knows City governments and familiar with how to move things forward in the process.

There's a study that is incomplete – it ran out of money and stopped with no conclusion. The last couple years we're working to get Ogden City, UTA, UDOT, Weber State, McKayDee Hospital, Weber County, to get back in the project. Had to raise \$850K in local funds to restart this study. UTA is putting in approx. \$400k.

There is a need for improved transit in Ogden. Wasatch Front Regional Council – they do a transportation plan, and they consistently identify the need to improve transit service from the station to Weber State University. There is a documented need for those changes.

Ogden is great because there is a grid system and a lot of connected street, which provides opportunity for a lot of different options. It is also where things go bad in a study, move forward with one option and then might have to backtrack and start over with a different option.

(Passing around map of Ogden – two alignments we want to study. 25th street and 30th street to Harrison).

The way transit planning works, and how to plan a transit project – first stage is to look at market: why people travel, where to, what time, and other market factors. Then we look at mode – is it bus? Light rail? Street car? Water taxi? High speed rail? Then we also look at Transit Technology.

Once we narrow down to a street, we need to look at water lines and other things to see if we can build a street there.

- Comment/Question (Sue): Assuming you spent significant time on the former study? Are you a street car guy or a light rail guy? I just hope it is not a repeat of what has already been done – a waste of 800k because they weren't taking any input from the community. Hope you have different goals/outcomes.
- Comment/Question (Shalae): Have you announced the consultant yet? We have not, but we're really close. 4 proposals – Jacobson, JUB, URS, and HDR. The four prime consultants, and each one of them have 2-3 subs, who are well-known firms throughout the state.
- Comment/Question (Shalae): When we did the study the last time, the Street Car is old but also a new thing – now we've got the advantage of the Sugar House Streetcar – so what lessons have you learned that might help us with this project?
 - It is an unwritten story. One report from newspapers was that ridership is not as high as they projected, because when the study was originally done, all the development happening now was anticipated to be completed by the time the streetcar was installed. Ridership is going up every month.
 - Communities in South Salt Lake – once residents found out the fare was \$1, it began functioning as an impressive mover of people among the neighborhoods.

We look at technical risk, political risk, and look at all the things that can potentially stop us from completing the study. Shalae has my contact info, so if any of you have any questions reach out to me or Jim.

- Comment/Question (Shalae): Explain differences of light rail and other options?
- Comment/Question (Paige): Speaking of moving forward, what is our timeline? Once you select the consultant, what does the timeline look like?

- We are looking at a 20-month timeline from beginning to end. The goal at the end of the 20-month is to have an Environmental Document, that will help us seek funding for the project. We plan for this to be the last transit study for this corridor. To get federal funding, you have to check a lot of boxes and get leverage. It is a project that shows well on paper. Hopefully we can get some help in building this and making it a project that will make an impact on our community. Making the project competitive for those federal dollars. After 20 months, we'll be seeking funds. Funding is unpredictable, but is where the magic happens in the process. The TIGER grant, which is a Federal Grant (SLC received this in the street car project – Mayor Becker lobbied in Washington DC for months, and received the grant). Every project has never been funded. No project has money sitting in the bank at this stage in the game. We're trying to figure out the cost, ridership, and once we get those elements defined, we can talk to the Federal Transit Administration, State of Utah, Ogden City, Weber County – and tell the story of the project. The economics of development planned along the corridor, the ridership, etc. Seeking funding takes anywhere from 2-6 years, depending on the nature of what's happening. This last legislative session, there was HB388 – a funding bill allowing cities/counties to add more funding for transit. That would have been a big funding source. It got through the House and Senate and at the goal but didn't make it to the floor.
- The City needs to be on board, as Shalae and I discussed, we are considering a TOD overlay.

The long range plan identifies several projects for Ogden – extending up north towards Pleasant View, another project extends down Riverdale road, connecting Weber State. We need to get the first project done and move forward before we can move on to the other projects – we need to move from just a line to a system.

We had recent conversations with South Ogden, and they're interested in extending the line to South Ogden.

Overall approach – community involvement, risk management, getting it built.

This transit project is really about 40% transportation, 40% economic development/redevelopment, and 20% branding/attraction to the area. The analysis locally that have been done (not by UTA), have shown the right plan is a line cutting through 25th.

- Question/Comment (Chris): How will Ogden's transit project be prioritized among UTA's other projects? On a State level, or for Federal funds?
- We pitch whatever project is ready. You don't want the project/study to sit on the shelf for long because soon the study will need to be redone, even after 2 years. Once the study is done, we need to work hard to get it funded. Talk to your political representatives. You guys have a lot of sway and power with representatives.
- Comment/Question (Paige): One thing we want to request – this group has a really good network going. If you need letters, let us know you need letters. If you need people to show up, we can get people to show up. Disbursing information.
- Jim – that's great, that is why we're here. We can meet with other groups, we can do that.

COMMITTEE ASSIGNMENTS

Committee assignment spreadsheet will be emailed out. At least one board member will be assigned over each committee.

If you have an interest in leading your committee, let us know. We're basically asking you to self-organize. If you feel like you have leadership skills and want to be in charge, we definitely need people who will step up and do that. For right now, we'll leave it to the board members that are sitting on each committee.

A couple committees can really help with Make A Difference Day – like the marketing/branding committee – they can get the word out. Funding/Grant writing committee can also assist.

MAKE A DIFFERENCE DAY

Make a difference day is May 8th and we have a few different things going on:

- Kids clean up – our thought was to meet at Lester park, and thinking about numbers, we usually get 40-50 people. We were hoping we can get 100 – 150 people to come out and get involved. This might be a good time to get T-shirts made, for the Trolley District. We can come up with a logo, a classic design, and this can be the first debut when people would want to wear their t-shirts. Fitted well, high-quality. We are thinking people could pay \$5.00 for the t-shirt? We are setting up a Facebook event so people can RSVP. Also thinking of creating teams – they can compete. May require some funding – gloves, bags, t-shirts. Have grant writing committee look at funding. 45 minute time frame. If the city is overwhelmed with Make A Difference Day, Tyler can bring a dump truck. Staci can answer that question for you.

Oasis Garden Project is off and running. That will be in the morning. If you're free and available and want to show some moral support, come on down. Mission President will be sending missionaries down to assist. Let him know what time they're supposed to be there. If there are other projects you want missionaries to help out on, contact the office. It is another resource. Tom will contribute one of his hives to the Oasis Community Garden. Workshops every other Saturday starting April 12th. Oasis Summer Nights start June 5th.

Art Installation: Temporary art installation made out of tape. Just need a wall – it would be nice if there was a wall close to where we are having the party/reception. Art project should be on an underutilized space – an abandoned building, or the unused bathrooms.

- Final Reception: thought about having a final reception with volunteers, kids, neighbors, in addition to the WSU tape art project.

We will not have the chance to meet before Make A Difference Day, except the day right before, May 7th at 7:30. We will all get our assignments and form our task forces.

Committees need to assist in preparation for Make A Difference Day – Marketing/Branding committee, and Funding/Grant writing committee.

VOLUNTEER PROGRAM FUNDING

- Allocated with a specific focus for the Trolley District. Ogden City CDBG (City Development Block Grant) funds -- allocated in 1,000 increments for specific projects in our community. A house at a time, a fence at a time – might be able to cover t-shirts. City is allocating up to \$72,000 this year. Contact Ward Ogden, there is an application to fill out.

Anyone know the definition Ferroequinologist? Railway. Means Iron Horse Study literally.

One more suggestion for the district – on July 24th they have the Pioneer Day Parade – may want to put an advertisement in there for the Trolley District.

This Friday – This development is having a sort of meet & greet and general shenanigans / 6:00 – 9:00 / in the courtyard.

ACTION ITEMS

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Funding/Grant-writing committee to look at funding Make A Difference Day supplies.

Marketing/Branding Committee to get the word out about Make A Difference Day.

Arts/Parks Committee can help Lydia with her mural.
We may need City permission to tape up the bathrooms.

Get a quote on T-shirt pricing. Emily has gotten t-shirts, so she probably knows.

Application for Ogden City CDBG funds – Ward Ogden at Ogden City has application we can fill out.

Conditional Use permit required for painting Tom's wall on Washington Blvd.

Get Jared Allen to develop a graphic for Trolley District / LOGO.

Pioneer Day Parade – Develop Advertisement for the Historic Trolley District.

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