



**BICYCLE ADVISORY COMMITTEE  
MINUTES  
June 27, 2017  
6:00 PM**

The meeting was called to order at 6:00 with eleven members present.

Members Present:	Haley Beaupre	Chris Gladora	Adam Raskoskie
	Paul Benton	Bryan Hall	Martin Zimmerman
	Robert Boyer	Katie Lloyd	Elizabeth Swanzy-Parker
	Debra Franklin	Buzz Morley	

Staff Present:	Ben Miller	Keith Sorensen	Celia Gray
	Dick Winters		

Agenda Item #1 Call to order

The meeting was called to order at 6:02 by Paul Benton.

Agenda Item #2 Introductions of members and guests

Also present were Scott Curry and Keith Hines of the Charlotte Department of Transportation, Neal Boyd of Start 2 Finish, Jeff Viscount of Weekly Rides, Kate Cavazza of Sustain Charlotte, Kyle Brides of Charlotte Center City Partners, Julianne McCollum of Yellow Duck Marketing, Ben Taylor of Kimley-Horn, and Keith Bryant of Charlotte's Engineering and Property Management Department.

Agenda Item #3 Call to the public

There was no public comment.

Agenda Item #4 Review of the minutes

Martin Zimmerman made some clarifications to what was discussed at the May meeting. Paul Benton noted a typo on page two of the minutes. Mr. Boyer made a motion to approve the minutes as amended, seconded by Ms. Lloyd. The motion passed unanimously.

### Agenda Item #5 Old Business

#### *Bike Charlotte Summary—Neal Boyd*

Mr. Boyd gave the committee a Bike! Charlotte post-event report. He stated that it was a great event this year, with a mix of new events and traditional events. In all there were sixty-three different events held as a part of Bike Charlotte!, with promotions spanning over seventeen days. Approximately three thousand people, including 450 volunteers. The website had almost fourteen thousand views. The advertising campaign worked well; with more free advertising space, social media use, and television interviews. Debra Franklin mentioned her traffic skills 101 class was a success with sixteen participants.

### Agenda Item #6 New Business

#### *Center City Bicycle Promotion—Kyle Bridges/Julianne McCollum*

Mr. Bridges introduced himself along with Julianne McCollum from Yellow Duck Marketing. In the summer of 2016, Charlotte Center City Partners (CCP) applied and won a North Carolina Department of Transportation grant to promote transportation demand management. The focus of their application was to encourage bicycling in Charlotte's Center City. CCCP hired Yellow Duck Marketing to assist in the promotion. The team first held Stakeholder meetings to identify gaps and opportunities for both infrastructure and promotion.

A survey was launched to examine the market for bicycling in Uptown Charlotte. The survey results showed that a lot of residents do not feel safe riding in the city. 73 percent of respondents want safer cycling conditions, 70 percent want separate bikeways, and 93 percent want the two-way cycle track. People also expressed a desire for a user-friendly website to help show them where to ride to get where they want to go.

The marketing team developed Rocktherideclt.com, which went live this week. The team is working on publishing suggested routes into and through Center City, as well as promoting select bicycle-related events. The team is also working on an employer outreach campaign on how to be a more bike-friendly employer.

Ms. Beaupre asked if there are other paid ads. Ms. McCollum replied that there will be wraps on the light rail car windows and an animated LED billboard on the Epicenter. Ms. Beaupre asked if she would share a PDF of the image with the BAC. Ms. Franklin suggested using the word bicycle instead of bike to avoid confusion with motorbikes. Mr. Gladora asked what the method for distribution of the survey was and Mr. Boyer asked who responded. Ms. McCollum mentioned that most responses were from the 28202 zip code. Martin Zimmerman said it is great to see transportation demand management being talked about in Charlotte but that the dilemma is that we don't have many safe connections between Uptown and adjacent neighborhoods. Ms. McCollum replied that the crux of the campaign is to help create the demand for bicycle infrastructure and to grow a culture of bicycle commuting. Jeff Viscount said that a three-mile radius makes for a very limited list of ride opportunities; there are a lot

more rides happening in Charlotte and this gives a false impression. He suggested they consider partnering with other organizations to present a fuller list.

Ms. Swanzy-Parker stated that it is important to show the diversity of the cycling community in Charlotte represented in these materials and website. Ms. McCollum asked to please send them such images if we have them. Ms. Franklin pointed out that some people actually aspire to get cars, so the whole “get people out of cars” message may be lost on them. Mr. Gladora asked how the effectiveness of the campaign will be measured. Ms. McCollum replied there will be a follow-up survey and we can also monitor bicycle use through the recently installed Eco-counters. Mr. Boyd suggested that CCCP promote a bicycle-related event every month as a sign of success and measure the attendance. Mr. Boyer said we also need bicycling mentors; a map is not enough. Mr. Viscount said we also need to work with all parties in the advocacy community. Ms. Swanzy-Parker suggested a need for more bike benefits businesses uptown.

#### *Idlewild/Rama/Monroe Intersection—Keith Bryant*

Mr. Miller introduced the project as an example where a major intersection project is facing the challenges and trade-offs of trying to fit bicycle facilities within a developed part of the city. Mr. Bryant gave the overview and presentation. There is a lack of bicycle facilities throughout this high-volume intersection, but the surrounding land uses are expected to intensify and perhaps create demand for more bicycling and walking trips.

Mr. Bryant talked about other nearby projects that touch this one. In particular, the Independence Area sidewalk and bikeway improvements recommend an overland connection on Monroe and Idlewild roads through the project area. The design team has gone thru many different design concepts, and discussed trade-offs between standard bicycle lanes, buffered bicycle lanes, shared-use paths, and right-of-way (ROW) impacts. There are major ROW constraints that would require real estate acquisition and relocating residents/moving homes, which involve high costs. The current design proposal includes both buffered bicycle lanes on all legs of the intersection, as well as a shared-use path on two legs of the intersection. The design team is currently calculating the impacts of this design.

Mr. Boyer asked if alternative routes for cyclists were considered. Mr. Taylor replied that there will be additional bike routes associated with the CATS Silver Line and along Independence Blvd., but that there is a lack of parallel local street network currently. Ms. Swanzy-Parker asked why not use the planting strip area for a protected bike lane instead of street trees. Mr. Miller responded by giving a brief overview of the USDG adoption process which had tree advocates on the stakeholders’ committee, and mentioned that Charlotte is a city of trees, with tree advocates being just as passionate as bike advocates. There was talk about different options and drawbacks and the work being done with NCDOT. Reducing the speed limit on Monroe Rd. was brought up and Mr. Boyer suggested removing the slip lane for right-turning traffic onto Rama Rd.

*South Tryon/South Blvd study—Scott Curry and Keith Hines*

Scott Curry gave a brief overview of the scope of the South Tryon/South Boulevard corridor study, emphasizing that one of the goals was to recommend how to incorporate bike facilities in a retrofit situation. He showed the corridors and talked about the walking audits and charrettes that were held. Mr. Curry showed the proposed new pedestrian crossings along both corridors, as well as better connections to the rail trail from surrounding neighborhoods. There will also be an at-grade crossing of the light rail tracks near the Publix.

CDOT is looking at other potential bike routes within this corridor to supplement the rail trail which has become congested due to its popularity. Mr. Curry then went over the existing corridor rights-of-way and the cross-section recommendations for various segments of S. Tryon and S. Boulevard. Most concepts included versions of raised, one-way bicycle lanes that could be constructed without having to significantly re-do the existing stormwater infrastructure. He announced that there will be a final public workshop on July 25 to release these recommendations to the public.

Agenda Item #7 CATS report

Celia Gray said that CATS continues to do testing on the Blue Line Extension.

Agenda Item #8 Greenway report

There was no greenway report this month.

Agenda Item #9 Updates

There were no updates.

Agenda Item #10 Other business

Mr. Zimmerman stated he would like to formally recommend posing the following questions to Phil Reiger and request a response from him:

- What is his best estimate of how much engineering project money will be/has been allocated for implementing the newly adopted bike plan?
- Which funding sources/projects would this be applied to?
- How many miles per year of new bike facilities will come out of this projection?

Mr. Zimmerman, in light of the retirement of Norm Steinman, praised the good work that Mr. Steinman did as a champion for complete streets in his career as the Planning & Design Division Manager of CDOT.

Ms. Franklin talked about getting more LAB certified instructors and encouraged BAC members to take the course and get certified to lead rides.

Agenda Item #11 Confirm next meeting date and adjourn

The meeting was adjourned at 8:10. The next meeting is scheduled for July 25.