

**MINUTES**  
**Downtown Advisory Board**  
 Thursday, March 24, 2011– 12:00 P.M.  
 350 Commercial St NE

<b>Members Present</b>	<b>Members Absent</b>	<b>Staff Present</b>	<b>Guests</b>
Jim Bauer - C Paul Gehlar Bill Puntney Brian Moore Jim Lewis Allan Pollock Darr Goss Carole Smith Jennifer Martin	Darr Goss - U Mark Messmer - E Suzi Bicknell U Bill Davis - E	Sara Bratcher – UD Todd Klocke – UD Courtney Knox - UD Anita Sandoval – UD Sheri Wahrgren – UD Wally Koch – PW Kevin Hottmann – PW Mark Becktel – PW Brian Vincent – PW Brian Martin – PW Sean O’Day - CMO	Ross Swartzendruber Jeff Leach

**1. CALL TO ORDER**

Chair Bauer called the meeting to order at 12:06 PM, noting a quorum of appointed members was present.

**2. APPROVAL OF AGENDA**

**A. March 24, 2011**

Ms Smith made a motion to approve the agenda for February 24, 2011. The motion was seconded and passed by consensus.

**3. APPROVAL OF MINUTES**

**A. February 24, 2011**

Mr Puntney made a motion to approve the minutes from February 24, 2011, as presented. The motion was seconded and passed unanimously.

**4. REPORT ON COMMITTEES**

A. The Committee is proceeding, but has no report at this time.

**5. PUBLIC COMMENT:**

A. N/A

**6. ACTION ITEMS**

A. N/A

**7. OLD AND/OR NEW BUSINESS**

**A. Scope of Work – Circulation/Access Study – Todd Klocke**

Mr Klocke reviewed the *Central Salem Mobility Study* document distributed in the packet of Board materials. He reported the plan is to present to stakeholders throughout the month of April, adjust the scope accordingly, return to DAB with those results, and proceed to Council after that. The list of stakeholders will be distributed via e-mail to the Board.

Specific private businesses are not included in the stakeholder list as staff is pursuing groups, such as the Chamber and downtown business associations, neighborhood associations, and other interest groups, to help get

the word out. Friends of Two Bridges will be added to the list. The Board questioned how to better get the information to individual business owners and suggested Go Downtown and the Partnership sponsor a joint meeting to share the information with the public. Representatives from those groups will contact Mr Klocke with potential dates if they decide to move forward with a joint meeting. A press release can also be sent, although the paper does not always publish them. It was a general feeling of the Board an effort should be made that can be viewed as effective to disperse the information to the general public.

Q. Are we really trying to change the direction of streets in front of some businesses, or is this study just to gather general information?

A. Mark Becketl, Parks and Transportation Services Manager from Public Works, responded that this is a very large mobility study in its early development, and won't be underway until August. As the scope of work is being developed, staff is trying to determine which groups to include. Initially, we wanted to have as inclusive a list as possible to incorporate all possible questions into the study. Anyone who wants to be involved can be. As we start seeing recommendations, that group of stakeholders will need to expand to anyone who is potentially affected. The kinds of meetings and communications will also expand as the study moves forward.

Q. Will the study itself include outreach or interviews to those who would potentially be affected by the recommendations?

A. Yes. Mr Becketl explained the process will be to take questions from the stakeholders and develop scenarios for the consultants to study. Out of those scenarios, the consultant will look at possible impacts, and then develop goals and recommended projects.

The Board offered some suggestions for the Scope of Work as follows:

- 1) Build measurements of success into study.
- 2) Include more focus on public transit, pedestrians, and bikes in the study. Would like to include someone from DAB to work with staff and consultant to make sure that happens.
- 3) Compile information on other communities of similar size that have received Main Street awards and see how they rank mobility (pedestrians, bikes, transit, delivery vehicles, & automobile) in their core area to see what we can learn – positive or negative.
- 4) Give examples of communities who have achieved traffic calming through reduction of lanes, moved to two-way, installation of medians, etc., and how have those changes affected noise, pedestrian safety, and business income – positive or negative. Does this promote shopping in downtown?
- 5) Measure how many cars are traveling through without stopping on Liberty, Commercial, Court, State, and Chemeketa.
  - a. Mr Becketl remarked a study of that kind is very expensive. This is not part of the current scope, and staff will need to check on the cost. This type of work could be a recommendation that comes out of the study.
- 6) Key study issues need to be more specific for the study. Mr Bauer will forward his suggestions to Mr Klocke.
- 7) Revise: How can the downtown become a more appealing place to live, work, shop, walk, and play, while continuing to move people and goods?
- 8) Revise: What would ~~enhance~~ encourage and increase circulation, mobility, and safety for pedestrians, bicyclists, and transit users to, within, and through downtown?
- 9) What is balance of transportation downtown?
  - a. Mr Becketl commented the key question for the study is whether to change the balance, and what the impacts of those changes would be.
- 10) Develop some metric to measure progress that could be used by many organizations. If the goal is to have different groups going the same direction, then a common set of metrics for evaluating how we are doing seems like a worthy goal.

- a. Ms Wahrgren added that within the Downtown Strategic Action Plan, measures of success are addressed and we will track our performance. Staff will be going before the Agency Board to speak about development of a baseline of measurements. When the Board makes a recommendation in the future, they will be able to see the direct correlation between the Action Plan and the goal. Staff will present the list of baseline measurements at the next DAB meeting in April.

Mr Becktel stressed the downtown core area is surrounded by established historic neighborhoods, a river, parks, a university, and Capitol Mall. The traffic isn't going to go away, so the challenge of the study is how to handle it.

The Board agreed by consensus the proposed study strikes an appropriate balance to study and analyze all modes of transportation.

**B. Scope of Work – North Downtown Investment Strategy – Courtney Knox: *Handout - North Downtown Investment Strategy Scope of Work (in Brief)***

Ms Knox gave a brief overview of the North Downtown Investment Strategy and reminded the Board of the intent to align the Circulation Study with the North Downtown Study because the choices about end use in the North Downtown will influence traffic circulation patterns, pedestrian and bicycle connections, etc. The purpose of the study is to develop a comprehensive strategy to identify how the area may transition from its current use to a more vibrant residential neighborhood. This study does not get underway until August. The Board agreed they would like Ms Knox to return in April for a more detailed discussion.

**C. Carole Smith – *Handout: Join the Side show and Bring a Lunch***

Ms Smith presented an idea to allow DAB members an opportunity to share ideas on various topics related to downtown revitalization via a visual media. She explained the meeting room could be open 30 minutes before a regularly scheduled meeting so members could have time to eat their lunch and view a slide show of pictures representing ideas Board members found interesting or unique that could be beneficial. The Board considered the idea and suggested trying it to see how it goes, beginning in May. Ms Smith indicated if anyone has ideas to share, please forward them to her and she will pull the presentation together.

**8. INFORMATION ITEMS**

**A. 2011 Downtown Paving & Waterline Replacement Project – Wally Koch**

Mr Koch noted the *2011 Downtown Repaving and Water Line Replacement Fact Sheet* that was distributed in the Board packet, and gave a quick overview of the projects. The first project is a new waterline replacement; and the second is a paving project that includes grinding, repaving, restriping the street, and adding bulbouts at various intersections. This is similar to last year's project, but there will be no lane changes. ADA parking will be also be added.

The project is presently on the street for bids, and scheduled to open March 29. Construction is anticipated to begin about May 1. Funding for the street improvements is a combination of the 2008 Bond and a grant from the Urban Renewal Agency; the waterline is funded through the water rates.

Mr Koch added there will be a total decrease of 34 parking spaces due to the addition of bulbouts, ADA parking, and motorcycle parking. To create one ADA space, two regular spaces are lost. Ms Wahrgren asked for details regarding where the losses will occur. The wayfinding signage plan has been considered in the planning. For subsequent projects, the Board requested to have information as early as possible to have an opportunity to consider streetscape improvements as it relates to the Strategic Action Plan.

**B. Megawatt Project – Ross Swartzendruber**

Mr Swartzendruber presented a PowerPoint presentation regarding solarizing Salem.

**C. SBA Grant Update: Wayfinding, Liberty Leasehold, Parking Signs – Courtney Knox – *Handout: Four PowerPoint Slides***

Ms Knox gave a brief review of each Small Business Administration Grant component per the handout. The grant is a result of congressional earmark for \$200,000. Three specific projects utilize the funding: 1) Wayfinding signage; 2) Signage on parking structures; 3) and Improvements to the Liberty leasehold property. As other funds become available, the flexible design of the Wayfinding system may be expanded.

**D. EV Charging Stations – Sara Bratcher**

Ms Bratcher reported Public Works is lead on the EV Charging Station project and is working with several departments, including Urban Development, to locate where EV charging stations should go. A company called ECOtality has about \$230,000,000 to distribute EV charging stations in 18 different cities, Salem being one. There will be 14 different locations in Salem. Some are within downtown – two at Riverfront, two in Marion Parkade, and four in Chemeketa Parkade. Additionally, the Salem Conference Center will have two. A staff report is intended to go forward in April from PW to outline how it will work and the projected timing.

For every one EV charging station, two parking spaces will be used; one will be designated for EV vehicles only; there will be signage developed. Stations will be maintained for approximately two years. During that time, ECOtality will be collecting a variety of data, some of which will be available to the City. After the two years there will be a variety of options regarding whether the City keeps the stations.

Currently there is no cost to the public for EV vehicle charging at public locations. There are conversations regarding a potential surcharge in the future. Mr O’Day shared that State law prohibits reselling electricity. We don’t have a legal ability, but the cost to charge these vehicles is minimal, estimated to be \$0.40 per vehicle for 3-4 hours of charge

Chair Bauer thanked Ms Bratcher for revising the Park Salem Monthly Report to include the number of spaces available for customers.

**9. ADJOURN**

Chair Bauer adjourned the meeting at 1:38 P.M. The next scheduled meeting is April 28, 2011, at 12 PM.