



Lincoln Avenue Road Diet Working Group (RDWG) Meeting
Minutes of Friday, February 6, 2015 • 9:00 am
Garden Theater Conference Room – 1165 Lincoln Ave.

Present: Peter Allen, Bill Cardoza, Stacey Houghton, Jim Lightbody, Tim Mulcahy, Eric Nelson, Chris Roth (WGNA), Maren Sederquist, Tom Trudell, Scott Hunter (WGBA), Valerie Merklin (WGBA), Councilmember Pierluigi Oliverio, Hans Larsen (DOT) and Jim Bittner (DOT)

Chair Tom Trudell called the meeting to order at 9:00 am.

Update regarding RDWG messaging sub-committee progress to date:

- The sub-committee (all Willow Glen residents) consists of RDWG members Bill Cardoza, Eric Nelson and Peter Allen, with input from WGBA Strategic Marketing Committee members, Greg Barr, Robert Hernandez and Gregory Hom.
- Informational flyer and FAQ was created with additional input from DOT.
 - Includes details on the history of the project, frequently asked questions, and notice of the February 12th community meeting at the Willow Glen Elementary cafeteria.
- Flyers have been delivered to businesses on the Avenue, including multiple copies for possible distribution to customers.
- The flyer was reproduced and made available for every family at Willow Glen Elementary.
- The flyer was also distributed on a number of web sites and was the basis for a Road Diet Trial “vanity” web site created by Robert Hernandez.
 - The web site will go live soon and is designed to be the “go-to” place for information on the Road Diet Trial.
- A kickoff event is being planned for the weekend of March 7th-8th.
 - Mike’s Bikes and Athletic Performance may help plan activities
 - The WGBA, WGNA and WG Elementary will also have informational booths on the Avenue.
 - A celebratory mood will be enhanced with balloons along the Avenue.

Update from Hans Larsen:

- The plan is for the Road Diet Trial configuration to go into effect on Sunday, March 1st.
- There will be a traffic signal timing change during the morning commute (a decrease in green time) for the northbound lights on Lincoln at the Curtner and Pine intersections beginning February 16th or 17th.

- A week of work (beginning during the weekend of February 21st) will be required to erase old street markings, survey and paint the new lines, and erect signage.
- The majority of work is to be done at night, with a goal to finish on the evening of February 28th
- Schedule includes a rain contingency.
- DOT data collection has already begun at more than 40 sites throughout the Willow Glen area.
 - The Road Diet Trial includes the most extensive “before/after” study ever conducted by the DOT.
 - Data collected from road tubes includes time of day, traffic volume and traffic speed.
 - Data is also being collected at “congestion sites”
 - Data will be collected pre-trial, then at one month intervals during the trial and will also include DOT staff observation
 - DOT will have a report ready before the next community meeting on June 11th
- Hans asked how feedback from the community would be collected.
 - Community feedback will continue to be collected through a form on the WGBA web site.
 - The WGBA and WGNA will also field calls and emails.
 - Input on WGBA, WGNA and other community Facebook pages will be monitored and aggregated.
 - Anecdotal data will continue to be collected by all members of the RDWG.

Discussion regarding agenda for February 12th community meeting at Willow Glen Elementary:

- Setup will begin at 5:30 p.m. at the cafeteria with volunteer help. Willow Glen Elementary PTA President Maren Sederquist is coordinating setup and the meeting will begin at 6:30 p.m.
- Chairs, rather than the benches we had last meeting, should accommodate the expected larger crowd.
 - CM Oliverio suggested conducting two presentations if the crowd exceeds the capacity of the room.
- WGNA President, Chris Roth will open the meeting
- A short video will be played followed by comments from Councilmember Oliverio and RDWG Chair, Tom Trudell, followed by the presentation from DOT Director Hans Larsen.
- As was done last at last November’s meeting, a public Q&A will follow.
 - Interested parties will line up.
 - Speakers will be allowed a one-time, two-minute limit.
- DOT will have representatives with maps and diagrams on hand to answer questions.

Action Items from this meeting:

- All RDWG members will continue talking with their constituents for feedback to bring back to the group for discussion
- Next RDWG meeting will be on March 6th at 9 a.m. in the Garden Theater Conference Room.
 - First week review
 - Then regularly during the Road Diet Trial period
- Messaging sub-committee will meet after the February 12th community meeting to discuss messaging/outreach prior to and during the Road Diet Trial.

Meeting Adjourned at 11:00 am.

Minutes submitted by Scott Hunter, WGBA Business Development Manager