



Mayor Michael B. Coleman



Share the Road Advisory Board Meeting #1 Thursday, January 15, 2009, 3-5 p.m.

Meeting Summary¹

Attendees

Share the Road Advisory Board:

- Jeff Stephens, Consider Biking
- John Angelo, Short North Business Association
- JP Blackwood, Paving the Way
- Bernice Cage, Mid-Ohio Regional Planning Commission (MORPC)
- Walker Evans, Columbus Underground
- Officer Dave Ferimer, The Ohio State University Police Division
- Chris Gawronski, Clintonville Area Commission/MORPC
- John Gideon, Consider Biking
- Christine Green, Columbus Public Health/Healthy Places
- Jim Hutcherson, COTA
- Austin Kocher, BikeOSU
- Eric Martineau, Columbus Cutters Scooter Club
- Michelle May, ODOT (Safety Programs)
- Pete McGinty, Experience Columbus
- Rob Osterfeld, The Ohio State University Transportation & Parking Services
- Cleve Ricksecker, Capital Crossroads and Discovery SIDs
- Laura Shinn, OSU Planning
- Larry Totzke, Italian Village Society
- Steve Volkmann, OSU University Landscape Architect
- Captain Eric Whiteside, The Ohio State University Police Division
- Julie Walcoff, ODOT (Safe Routes to Schools)

City of Columbus Project Team

- Nick Popa, Project Manager
- Steven Cordetti
- Bill Lewis
- Steve Tweed

¹ This summary is intended to provide a paraphrased overview of presentations made, materials discussed, questions asked and comments made. It is not intended to be a word-for-word representation of the Share the Road Advisory Board proceedings.



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EMH&T Consultant Team

- Larry Creed, EMH&T, Project Manager
- Nick Shultz, EMH&T
- Jason Smallwood, EMH&T
- Marie Keister, Engage Communications
- Stephanie Tresso, Engage/MurphyEpson

Materials Available/Reviewed at the Meeting²

- Agenda
- Share the Road Advisory Board Roster
- PowerPoint Presentation

Meeting Summary

Meeting Introduction

Nick Popa, the Share the Road project manager with the City of Columbus, welcomed the Share the Road Advisory Board (SRAB) and provided background on the Bicentennial Bikeways Plan and the Share the Road effort. (See *presentation*.) Jeff Stephens, executive director with Consider Biking, also welcomed participants and recounted how Consider Biking and its predecessor organization have worked for years toward this effort and are pleased to see it finally come to fruition.

Meeting Purpose and Introductions

Facilitator Marie Keister reviewed the agenda and purpose of the meeting, then invited Advisory Board members to introduce themselves and share their thoughts on cycling in Columbus.

Ms. Keister shared the role of the Advisory Board, which is to provide input on education and technical efforts, help disseminate information and to help make this pilot project a success. It is not to implement the whole Bicentennial Bikeways Plan. Part of this pilot project is an education campaign to be unveiled during Bike to Work Week in May. There will be only two meetings of the Advisory Board; most work will be done by e-mail.

Study Background and Schedule

EMH&T Project Manager Larry Creed reviewed the study background and project schedule. The High Street Share the Road corridor runs from Nationwide Blvd. to Morse Road. The “four E’s” of Share the Road include:

² All meeting materials will be available at on the website.



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- Engagement - This includes establishing the Share the Road Advisory Board, reaching out to COTA and law enforcement for their insights on High St. operations and how best to share the road, a project Web site; ongoing updates to stakeholders and coordination with the streetcar/light rail study efforts.
- Education – A public awareness campaign will be developed over the next several months with input from the Advisory Board. It will kick off publicly in May and include public service announcements, media coverage, grassroots dissemination of e-newsletters and fact sheets, and other electronic education materials. The Advisory Board will be asked to provide input on these materials.
- Engineering – This will include pavement marking and signage along the route. The City is in the process of applying for federal approval to use the “sharrow” pavement marking.
- Enforcement - Reaching out to Columbus and OSU police officers to ensure Share the Road rules are enforced.

Mr. Creed indicated that Columbus passed a “Complete Streets” ordinance in December. It states that cars, bikes and people all have the right to equal access of the streets. *(See PPT for Share the Road rules).*

The schedule includes meetings with COTA and law enforcement on Feb. 11 and 13; a second Advisory Board meeting the week of April 20 or 27; and the unveiling of the first placement of new striping and signage on High Street, along with the announcement of the education campaign starting the week of May 11, which is national Bike to Work Week. It is anticipated that the Share the Road kick-off event will also serve as the kick-off to Bike to Work Week in Columbus.

Audience Questions, Comments, Suggestions

John Angelo, Short North Business Association: How many bikers use the High Street corridor?

It was suggested that the team check MORPC’s bikeways plan for reliable figure; however, 10 percent of OSU students bike, which is 4,000 to 5,000 a day, plus 1 percent of Downtown workers bike or walk..

Eric Martineau, Cutters: Signage needs to be more explicit. How about “Bikes Belong” like used in some cities like San Francisco? Ideally, it should be more than just a suggestion to share the road.



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The “sharrow” is more common in cities around the nation and we were looking to be consistent with that approach, but we will consider looking at San Francisco’s bike slogan/experience. We need to confirm this decision very soon due to production schedules to roll this out in May.

Bernice Cage, MORPC: Coordinate Share the Road signage with City’s other way-finding signage.

Julie Walcoff, ODOT: Be sure the public education campaign reaches out to low-income bike riders too.

Group Exercise: Aspirations

The group shared their aspirations for the project and prioritized them. They included the following (# indicates how many “red dots” each item received from group):

- Cyclists of all levels feel comfortable riding on High Street (8)
- Make the program “visible,” easy to communicate and understand (6)
- Visitors and tourists engage in our amazing bike offerings (6)
- Increase level of bicycling by 100% in 1 year (5)
- Intuitive bicycle path of travel (4)
- Cycling is recognized as a way to increase physical activity in everyday life and be healthy (3)
- Safety of pedestrians to be considered (3)
- Educate cyclists to ride on streets, not sidewalks (3)
- Educate that a bike is a vehicle (3)
- Cyclists learn that they have responsibilities in using the road (3)
- Abundant bike parking on the street and overall (2)
- Interactive, online trip planner with downloadable maps (2)
- Traffic calming methods along High Street (2)
- Enforce “no biking” sidewalk code in the Short North and everywhere (2)
- Educate law enforcement and motorists about the legality of “taking the lane” (2)
- Even and fair enforcement of traffic violations – cars and bikes (2)
- Columbus is known national as a fully bikable and livable city (1)
- More places to park bikes in Short North (1)
- Practical –something that can done now to encourage safe biking (1)
- Increased minority participation and leadership (1)
- Spur new, transit-oriented development (1)
- Reduced traffic speed of motorists (1)
- People bike as a matter of course, take cars only for necessity (1)
- Educated drivers that bikes belong (0)



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- Drivers learn that bikes have the same rights to the road as they do (0)
- Clarify and/or enforce law in bus-only lanes for bikes (0)
- Motorists automatically yield to bicyclists (0)
- Make part of Commit to be Fit (0)
- Tie to other city bike-related and road-related projects (0)
- Consider safety of parked bikes (0)
- Lift ban on AM parking on High Street during rush hour in Short North (0)
- Should kids ride on the street? (Educate on Columbus's bikes on sidewalk law – must be below 30" in height, thus only small children can bike on sidewalks. Need to be specific on this). (0)
- Visitor bike rental stations and tour maps (0)
- Avoid slowing COTA buses (0)
- Donate abandoned bikes to charity for re-use (0)
- Free bike rentals (0)
- Columbus becomes more engaging and experiential because of biking amenities and connections (0)
- Campaign should not rely on "Share the Road", but should focus on bikes having the "right" to the road (0)
- Have police officers enforce scofflaw cyclists (red-light runs, corkers, sidewalk riding, etc) (0)
- Bicycle helmet/no helmet debate should not be included as part of this program (0)

Group Exercise: High Street Problem Areas and Other Issues

The group shared High Street problem areas and other challenges, and then prioritized them (# indicates how many "red dots" each item received from group):

- The quality of the pavement north of Lane Avenue (11)
- The volume of bikes crossing High Street at 11th and 15th avenues and the lack of good signage at these intersections (10)
- High traffic speeds in Clintonville, north of N. Broadway to Worthington (7)
- More bike parking (7)
- Traffic control devices are not triggered by bikes – in the corridor and throughout the city (6)
- What are rules for bikes in downtown bus-only lanes? (5)
- Morse Road intersection is very difficult to navigate. Consider extending corridor to Graceland, which is also a scary intersection. (5)
- Youths on bikes on Short North sidewalks hitting pedestrians. Also an issue on campus and Downtown (4)
- Pedestrian signals don't always work (2)



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- Mix of modes a challenge: delivery vehicles on High Street in campus area (0)
- Poor drainage at Hubbard and High Streets (0)
- Other comments — Biking would address health issues like obesity and diabetes, as well as air quality (0)

Draft Community Engagement Plan

Ms. Keister outlined the framework of the community engagement plan and asked attendees to share their ideas and write down how they can help the effort. For example, do they have newsletters and Websites where they can distribute information? E-mail lists? Other?

Audience Comments, Suggestions

- John Angelo suggested putting posters along the corridor on poles, billboard along the corridor, and an art installation of bikes in the Short North
- Make spray chalk stencils part of event
- Evaluate the effort by conducting benchmark survey of awareness and attitudes on the Web before and after the campaign roll-out
- Evaluation: Bike count in the corridor now and at the end of the awareness campaign
- Consider encouragement instead of engagement as one of the four “E’s”

Written Suggestions/Volunteers

- Christine Green, Columbus Public Health — will help with health stats on how biking is healthy
- Bernice Cage, MORPC — Add Ohio Department of Public Safety to Advisory Board; distribute Share the Road info to Franklin County Bureau of Motor Vehicles
- Anonymous — to avoid bike bias use community and business groups for before and after survey, such as: Clintonville, University and Italian Village, local chambers and business groups in Clintonville, University area and Short North
- John Angelo, SNBA — Can distribute info at Gallery Hop, through e-blasts and SNBA monthly meetings
- Cleve Ricksecker, Capital Crossroads and Discovery SIDs – support for Bike to Work week, distribution of info in Right Now Downtown e-newsletter
- Officer Dave Ferimer, OSU Police Division — possibly use their “bug-a-bike” email database for awareness and education; possible use OSU Public Safety Web portal to educate and reach students, faculty and staff

Action Items/Next Steps



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Ms. Keister summarized action items identified at the meeting and next steps:

- Advisory Board members are to email photos of the different faces of biking in Columbus to Marie, for the Web site (mkeister@columbus.rr.com)
- The project team will email draft messaging concepts and other draft materials for Advisory Board review during the next three months.
- Next SRAB meeting will be held in April. Everyone will be notified by e-mail.

Meeting adjourned at 4:55 p.m.