



Northeast Iowa Food and Fitness Initiative
Active Living Work Group
8-3-12 Meeting Notes

Attendees: Chad Bird, City Manager, City of Decorah; Andrew Casper, Intern, City of Decorah; Randy Uhl, Director, Winneshiek County Development, Inc.; Lindsey Erdman, President, Erdman Engineering, P.C.; Scot Michelson, Park Ranger, Iowa Department of Natural Resources; Karla Organist, Transportation and Community Planning Department Head, Upper Explorerland Regional Planning Commission; Ashley Christensen, Safe Routes to School Liaison, Upper Explorerland Regional Planning Commission

- Introductions
 - Combining 3 groups
 - Transportation Enhancement Committee
 - Duties
 - Reviews and recommends regional enhancement projects to policy board
 - Transportation Improvement Plan (TIP) guidance
 - Goal
 - Network of trails in region (“backbone”)
 - Biggest Challenge
 - No more dedicated enhancement funding
 - Unsure of future
 - Safe Routes to School (SRTS)
 - Duties
 - Iowa Department of Transportation (DOT)-funded grant position ending July/Aug 2013
 - Focus on K-8 students
 - Goal
 - Enable and encourage students to safely walk and bicycle to and from school
 - Keep position beyond ending of grant
 - Increase community involvement and Walking School Buses
 - Biggest Challenge
 - No more dedicated SRTS funding
 - Active Living Work Group of Northeast Iowa Food and Fitness Initiative (FFI)
 - Duties
 - Guides FFI’s active living work
 - Meets quarterly
 - Goal
 - Increase usage of built environment
 - Increase Safari (free scavenger hunt) participation
 - Biggest Challenge
 - Bringing more stakeholders to the table
 - City of Decorah- guests to provide information on trail counters

- Overlap among groups
 - Trail support
 - Need evidence of use to support goals
 - Lacking funding
- Potential Collaboration
 - Collect usage data
 - Support of activities
 - Networking
- City of Decorah- Trail Counters
 - Usage data
 - UNI Economic Benefit of Bicyclists study
 - Revenue generated by bicyclists in Iowa
 - Research on trail counters
 - Suggested brand: TrafX
 - Utilized by Central Iowa Regional Transportation Planning Alliance
 - TrafX package deal: 3 counters, 1 dock, 1 five year software subscription, one set of cables= \$2245.00
 - Figure out who will be involved and what trails
 - 5 counties (6 with FFI), City of Decorah (Trout Run Trail)
 - Data
 - Main source= counters
 - Breakdown of users= volunteers go out and physically tally
 - Ideas for Region
 - A real need for hard data
 - Proposal to get at least one per county
 - Potential funders
 - Community match (value for communities without trails- SRTS)
 - Community foundations (focus on health is huge)
 - Funder's network
 - County conservation
 - Iowa Department of Public Health
 - Trail users
 - Majority vs. minority
 - Issue with getting everyone to use trails
 - Local support of trails= very important
 - Tourists also important
 - Usage awareness
 - "geomessaging", scanning code with Smartphone
 - Ex- 911 situations
 - City of Decorah's recommendation
 - TrafX
 - Technology, memory, value= best found
 - One central office for data administration (UERPC?)
 - Andrew contacted TrafX company with questions from meeting:
 - Dock needs to be physically hooked up to counter to collect data stored in counter
 - Can either be for extended time or a quick hook-up
 - Dock then brought back into office to upload data to software

- No limit of counters to docks or docks to software
 - Could have 100 counters per dock (very cumbersome though, but possible)
- Recommendation from Andrew:
 - Purchase one package deal (3 counters, 1 dock, 1 software, cables)
 - Software to central office
 - Purchase additional 4 (or 5 if FFI counties) more docks- 1 per county
 - Purchase as many counters as each county would like
- Sample of price breakdown:
 - Starter Package: 3 counters, 1 dock, 1 five year software subscription, one set of cables= Price: \$2,245.00
 - Subsequent Docks: 4 docks \$525 a piece= Price: \$2,100.00
 - Subsequent Counters: 3 counters per county \$415 a piece twelve in total after the initial 3 (the amount of counters per county is only a suggestion)= Price: \$4,980.00
 - All total: Price= roughly \$9,325.00
- Continue collaboration
 - Invite Active Living Work Group to Transportation Enhancement Meeting (Date TBD)
 - Groups who are missing
 - More Transportation Enhancement support
 - County Health Department
- Active Living Training for Resource Contacts
 - Ashley needs to be included in RC training or sit down with RCs at some point
 - Give RCs directions, then they report back to us
 - Focus on food AND fitness
 - School Wellness Team connections through RCs- great connections
- **NEXT MEETING: Friday, Sept 28, 2012 at 8a-10a in UERPC Conference Room**
 - Invite Resource Contacts to attend (Ashley will talk with Emily)