



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

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- 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)