



DESTINATION UMED

More Travel Choices. More Opportunity.

Site Visit #2 Summary

October 2022

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Site Visit Overview



Site Visit Purpose

The **Destination UMED consultant team** traveled to Anchorage on October 5-6th to meet with the Project Management Team (PMT), host the second UMED Advisory Committee Meeting (UAC), attend the University Area Community Council meeting, and host the first Community Workshop.

This trip coincided with the final week of the UMED Travel Survey and kicks off the next phase of this project.



Destination UMED Timeline



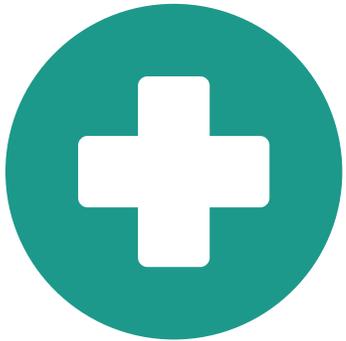
We are here!

UAC Meeting #2



UMED Advisory Committee

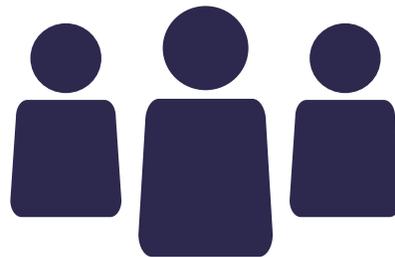
The UMED Advisory Committee (UAC) includes 19 representatives from UMED institutions, social services, and public agencies.



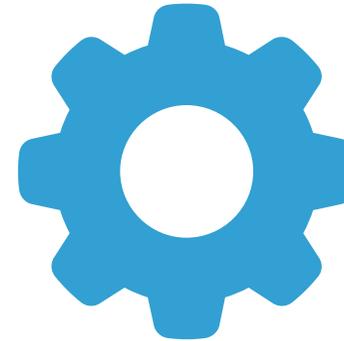
Medical



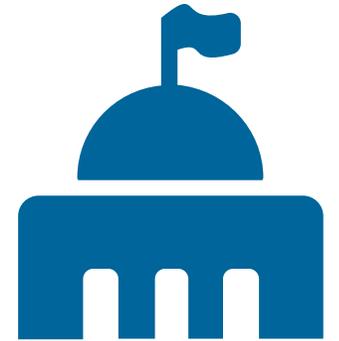
Education



Neighborhoods



Social
Services



Municipal

UAC Meeting #2

MEETING PURPOSE

- We met with the UAC on October 5th to...
 - Review existing conditions and the draft State of the System report
 - Present a snapshot of best practices and opportunities for UMED
 - Discuss which strategies resonate with UMED stakeholders for individual, coordinated, or districtwide implementation



The UAC meeting at the UAA/APU Consortium Library. A subset of UAC members or their designated alternates were in attendance, in addition to the Project Management Team.

Station 1

VISION FOR UMED'S TRANSPORTATION FUTURE

- We asked UAC members about their **vision for UMED's transportation future**
- We split up into two groups to discuss what is most important to them, and why?



Key Themes for UMED's Vision

VISION FOR UMED'S TRANSPORTATION FUTURE

- The vision statements with the greatest support included:
 - **Cost-efficient** use of limited transportation funds
 - **Accessible and well-maintained** paths and natural open spaces – *regardless of the time of year or season*
 - **Coordinated management** of transportation services and programs – *building on the lessons learned from the ASD bus driver shortage*
 - **Connected and convenient** amenities for walking and biking – *including clear wayfinding and navigation*
 - **Less driving** and fewer drive alone vehicle trips
 - **Sustainable** and climate friendly mobility options



Key Themes for UMED's Vision

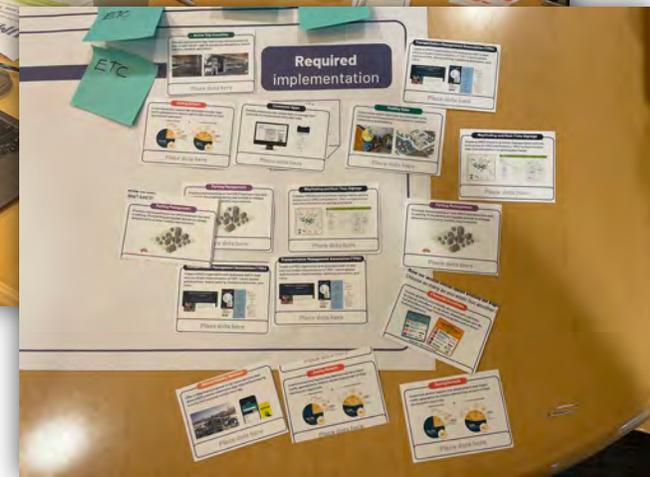
VISION FOR UMED'S TRANSPORTATION FUTURE

- **Safety** was discussed as an important goal in both groups, but was seen as inherent or assumed by most UAC members. "Safety" is also vague and needs to be more clearly defined by mode and/or user.
- Walking and biking facilities should also be **comfortable**, not just connected and convenient.
- Accessibility should mean **universal design** for any new infrastructure investments in UMED.
- Wayfinding signage was identified as an opportunity for **coordination**.
- UAC members also discussed ways to **measure success**:
 - Affordability could be measured by the amount of participation in the People Mover's UPass program, or the share of income spent on transportation.
 - Less driving could be measured by VMT, mode split, and estimated reduction in greenhouse gas emissions.

Station 2

POTENTIAL STRATEGIES FOR UMED

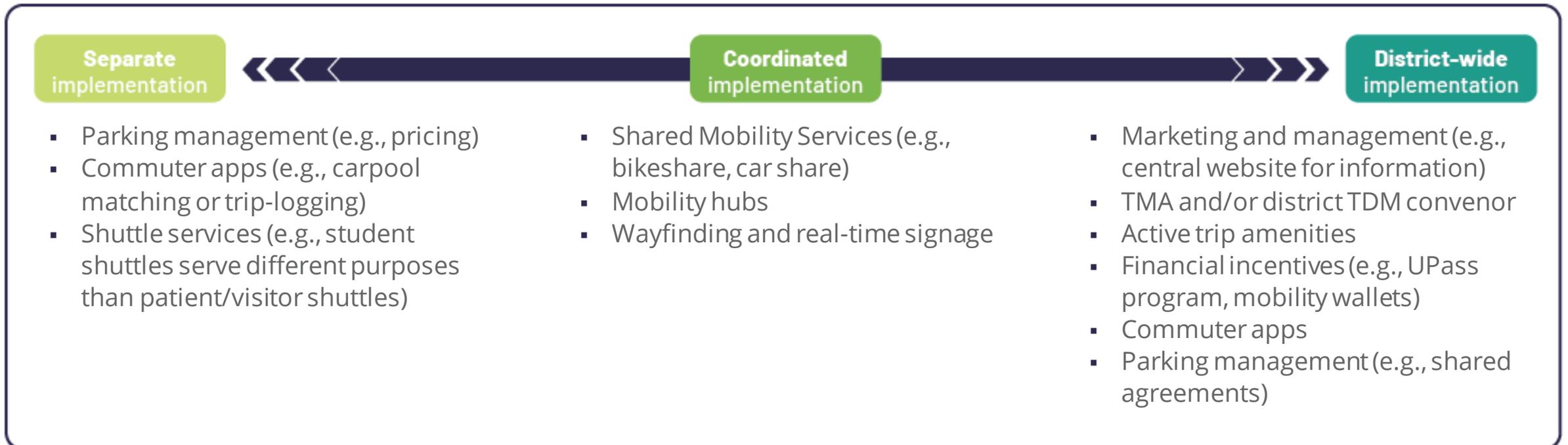
- We asked UAC members how they would design a TDM program for UMED?
- Which strategies should be pursued **independently** among stakeholders, should be **coordinated**, or should be implemented **districtwide**?
- Which strategies be **voluntary**, **incentivized**, or **required**?



Key Themes for Potential Strategies

POTENTIAL STRATEGIES FOR UMED – SPECTRUM OF COORDINATION

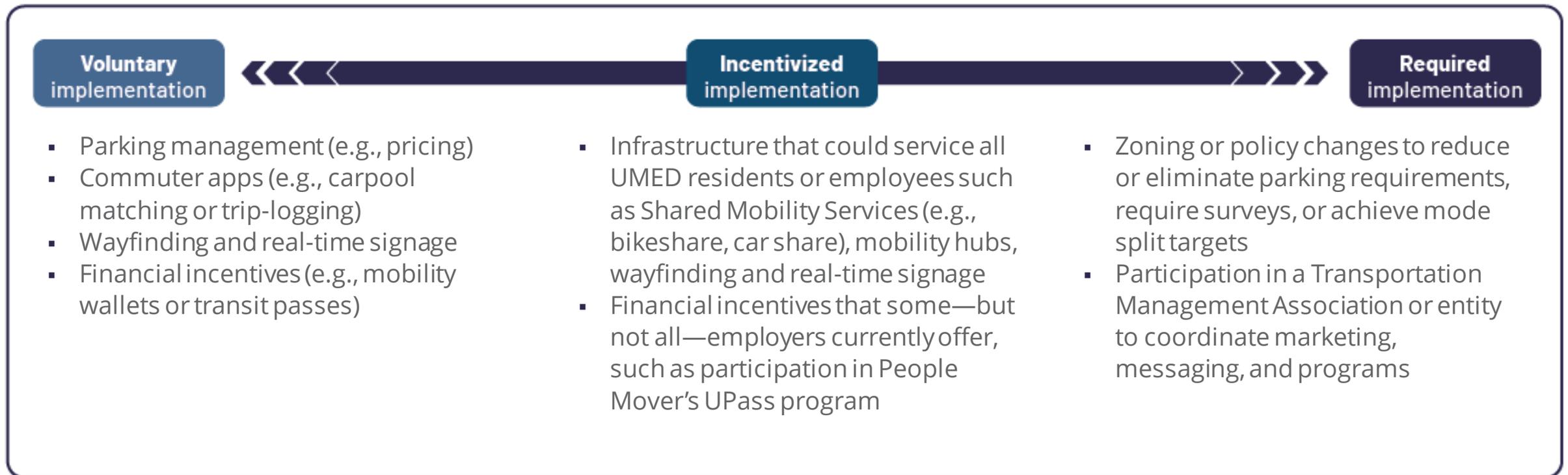
- UAC members were inspired by a lot of the TDM strategies from other cities and districts. Additional discussion and evaluation is needed to identify which strategies make the most sense for individual versus districtwide implementation in UMED. Some strategies were suggested for both individual and districtwide implementation.



Key Themes for Potential Strategies

POTENTIAL STRATEGIES FOR UMED – SPECTRUM OF INCENTIVES

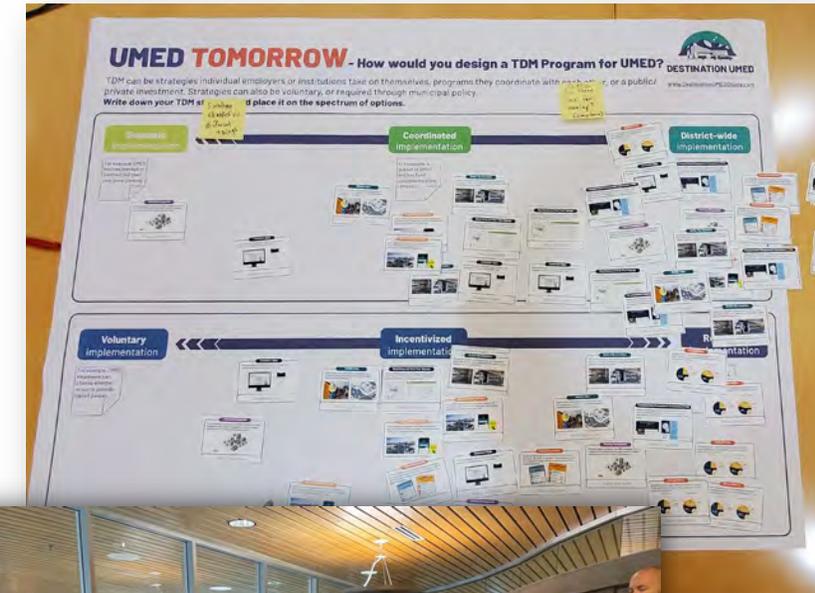
- UAC members had mixed opinions about what should be voluntary, incentivized or required. Few people thought strategies should be strictly voluntary as that would encourage the status quo, but the City also is shifting away from zoning requirements for new development and would prefer to reward or incentivize desired programs or services.



Key Themes for Potential Strategies

POTENTIAL STRATEGIES FOR UMED

- When reporting out, UAC members discussed how remote work as a result of the COVID-19 pandemic may impact certain strategies (e.g., districtwide transit passes could be an expensive investment if people don't take advantage of it while working remote).
- UAC members discussed how a mix of requirements and flexibility could work (e.g., a toolkit or suite of strategies could allow employers to pick and choose the strategies they want).

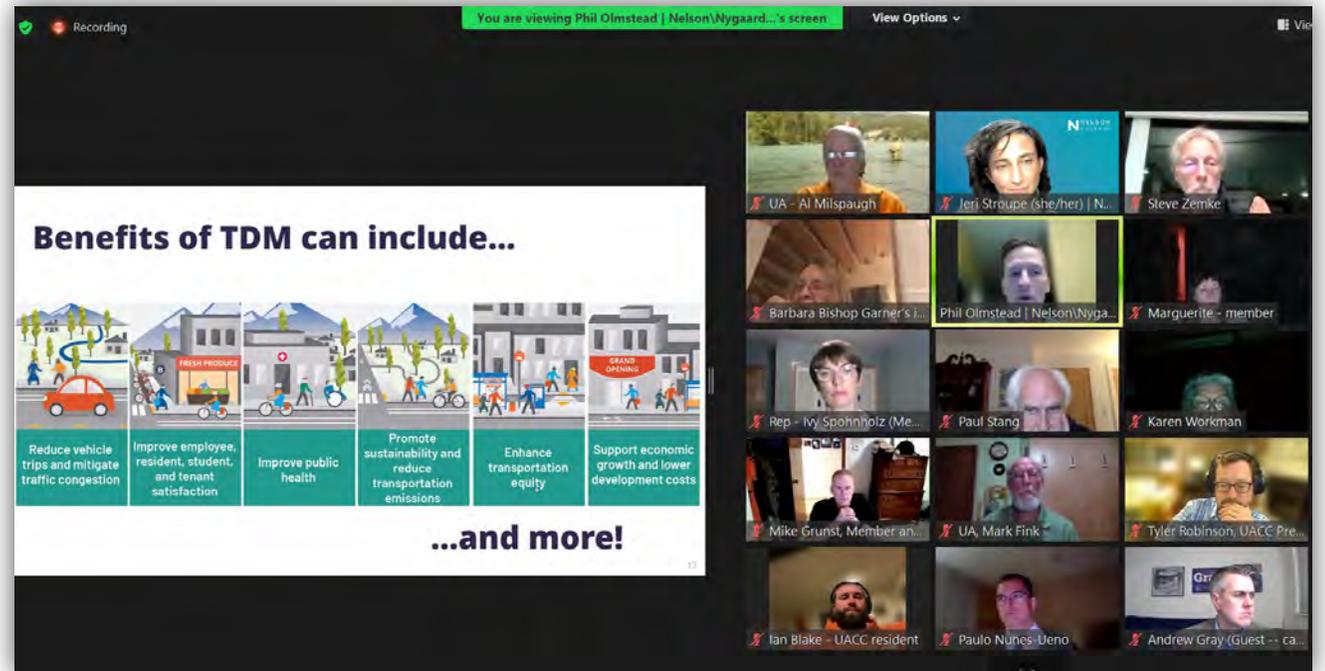


University Area Community Council



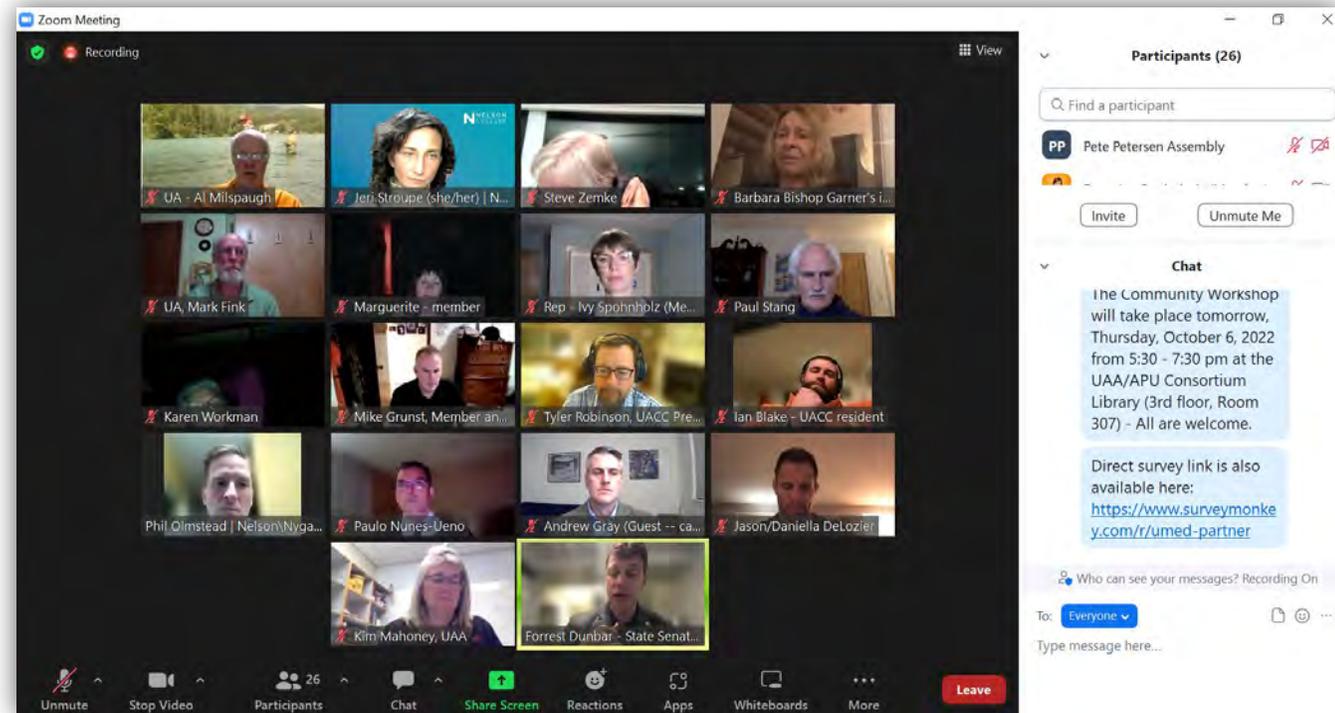
UACC Presentation

- The project team presented to the **University Area Community Council** on Wednesday 10/5 at 7:00 PM.
- Project Manager, Phil Olmstead, shared an overview of work to date and opportunities for residents to get involved.

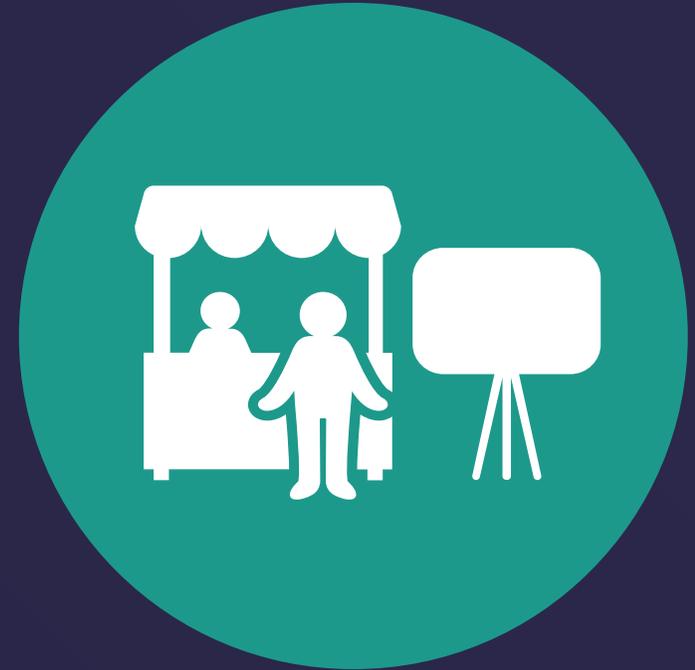


What we heard from the UACC...

- One resident suggested that more housing, mixed use development, and the **co-location of services within UMED** would make it easier to walk, bike, or take transit.
- Assemblymember Forrest Dunbar mentioned the proposed **ordinance to reduce or eliminate parking minimums** as supportive policy change.

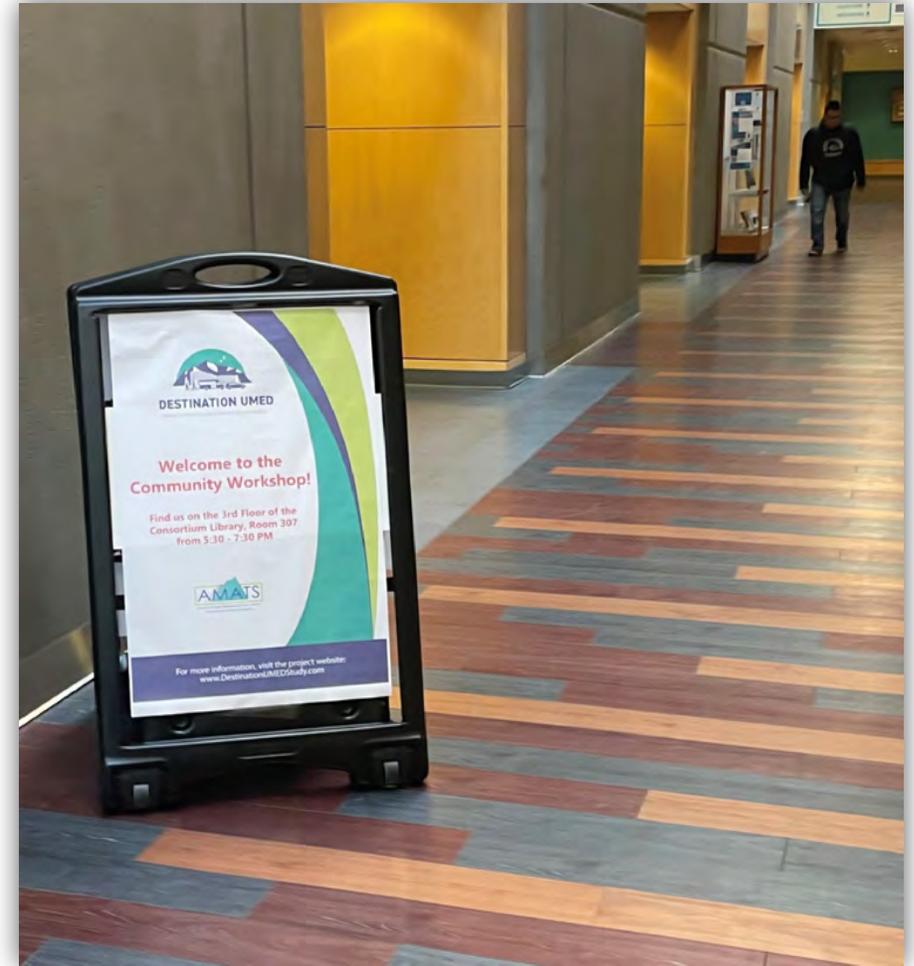


Community Workshop



Workshop Purpose

- The project team hosted a community workshop on Thursday October 6th at 5:30 PM at the UAA/APU Consortium Library to:
 - **Introduce Destination UMED** to the public, review existing conditions findings, present best practices and opportunities for UMED,
 - **Confirm existing conditions** findings and identify any gaps from analysis to date
 - **Gather input on the vision** for UMED's transportation future, identify potential TDM strategies for UMED from national best practices

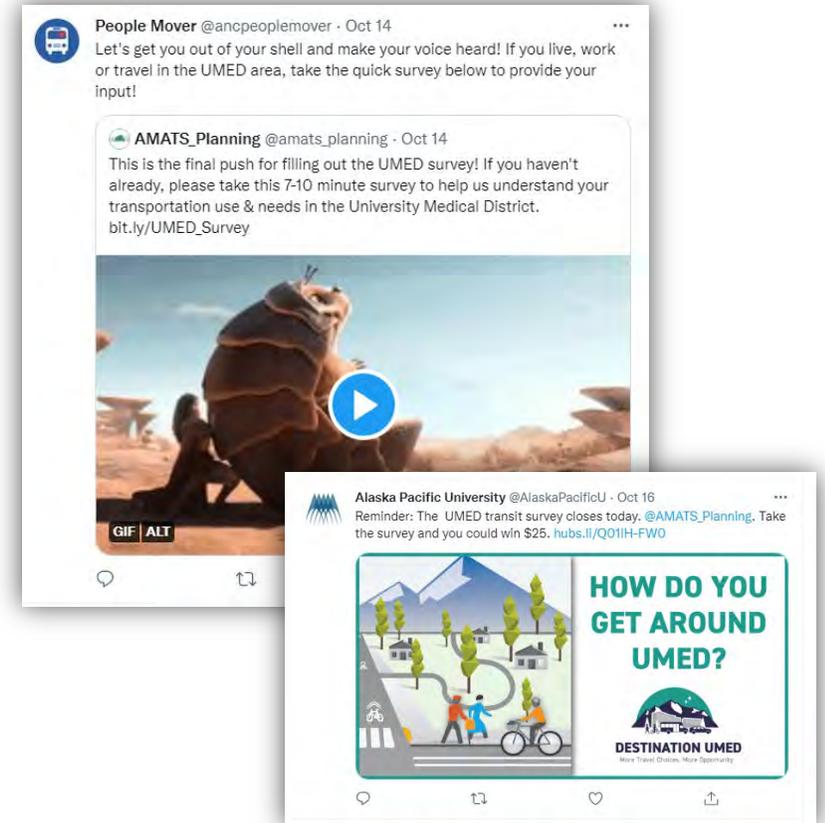


Signage for the Community Workshop

Workshop & Survey Promotions

AMATS and the project team promoted the Community Workshop and UMED Travel Survey through multiple channels:

- **9/6/2022** – Workshop and survey posted to project website (the survey also included workshop details)
- **9/7/2022** – AMATS email to Community Council representatives
- **9/9/2022** – Project team emails to the FCC and UAC Community Council Representatives
- **9/15/2022** – Community Council representatives shared 9/7/2022 AMATS message
- **9/29/2022** – AMATS email and social media (Facebook, Twitter, Instagram, and Next Door)
- **10/4/2022** – AMATS 3rd Quarterly newsletter reminder



Promotional materials for the workshop and survey

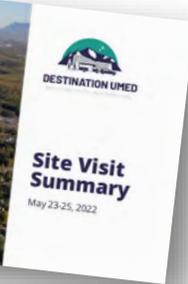
Workshop Overview

- There were 17 attendees at the workshop **representing a mix of UMED** residents, students, and employees.
- Project Manager, Phil Olmstead, **presented an overview of the project**, work to date, and a snapshot of TDM best practices.
- After the presentation and Q&A, attendees could visit **several stations** to review existing conditions, potential strategies, and provide additional input.

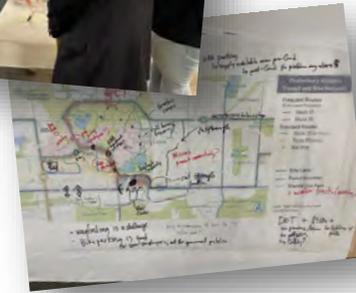


Destination UMED workshop presentation

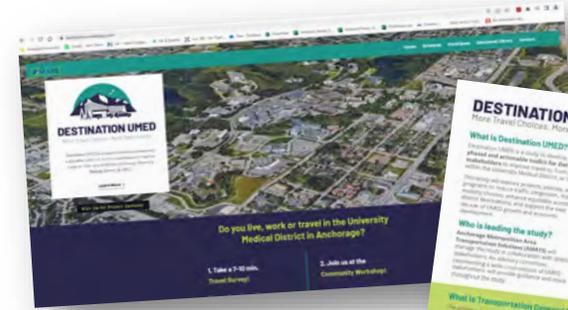
Work to Date



Site tour and assessment



UAC meeting #1 and stakeholder interviews



Project website and collateral



UMED travel survey (LIVE until October 16th!)

State of the System Report – Coming soon!



Best Practices Snapshot



PHYSICAL

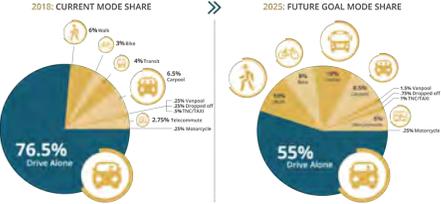


Mobility hubs or Shared Parking Districts



POLICIES & PROGRAMS

Mobility Wallets or Mode Split Targets



PRICING



MARKETING & MANAGEMENT



Daily Pricing or Pay-not-to-drive Programs

Commute Management Platforms or Centralized Information



Discussion

- People must walk far distances to access daily needs (e.g., groceries); **UMED lacks a mix of uses**
- The residential area in **southeast UMED needs sidewalks** and roadway improvements
- Tudor Rd. has sidewalks but doesn't have **any buffers to separate people** from traffic
- The challenges of **winter conditions on UMED travel** were emphasized – more maintenance is needed to support safe travel for all modes
- People were curious about **bike share and UAA's pilot program** in the past – bike share can be expensive to operate
- Several people asked about the **effectiveness of individual TDM strategies**; the consultant team discussed the scale of effectiveness and importance of TDM “packages” as opposed to single solutions
- People discussed transit incentives and the need for **supportive transit services**; transit systems often must balance “coverage” vs. “frequency” when designing and funding routes

Station 1

UMED TODAY – ABOUT DESTINATION UMED; DID YOU KNOW...?

What is Destination UMED?

The 2016 UMED District Plan included a priority recommendation to fund a **transportation demand management (TDM)** study to "...determine options for reducing single-occupant vehicle travel into the District." **Destination UMED is that study.**

Destination UMED is not an analysis of **any single roadway project or infrastructure improvement.**

Our charge is to develop a **long-term vision and actionable package of projects, policies, and programs** to reduce traffic congestion, improve mobility choices, and enhance equitable access to UMED.

The **UMED District** is a dynamic local and regional hub, located about three miles southeast of downtown.



What is TDM?

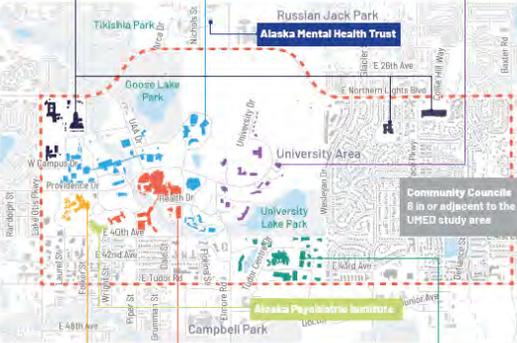
Transportation demand management (TDM) is a catch-all term for projects, policies, or programs that result in **less driving and more efficient use of transportation resources.** TDM prioritizes giving people safe, affordable, and convenient travel choices, while making it easier to reduce their drive alone trips. TDM strategies typically fall into four complementary buckets:





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www.DestinationUMEDstudy.com

Anchorage School District 1,272 Students 180 Faculty/Staff	University of Alaska, Anchorage 11,000 Students 1,700 Faculty/Staff	Alaska Pacific University 100 FTE / 60 PTE Staff 656 Students
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McLaughlin Youth Center 230 Staff 90 beds	Providence Alaska Medical Center 2,370 Staff 400 beds <small>*Including contractors and tenants</small>	Alaska Native Health Campus 5,000 Staff 430 Beds
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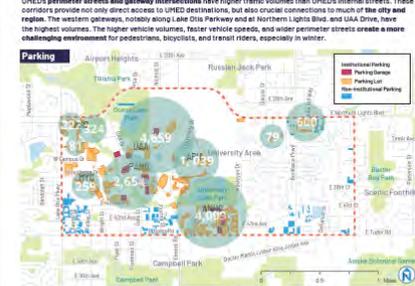
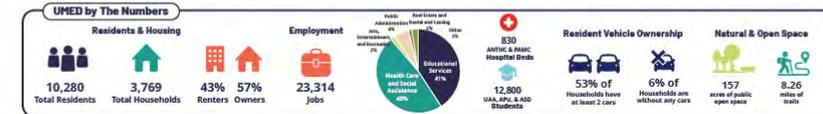
Study Schedule



Take the UMED travel survey!



UMED TODAY - Did you know...?



UMED has about 14,000 "institutional" parking spaces spread over 100 parking lots and 10 parking garages, and another 4,000 spaces associated with retail services or private businesses. That is the equivalent of roughly 300 acres of parking, without including private residential parking or on-street parking. While some parking lots or garages will fill up, parking within the UMED is not typically full at capacity, even at peak periods. Most of the institutional spaces are restricted to their respective employees, students, or visitors. Only UAA charges for parking.

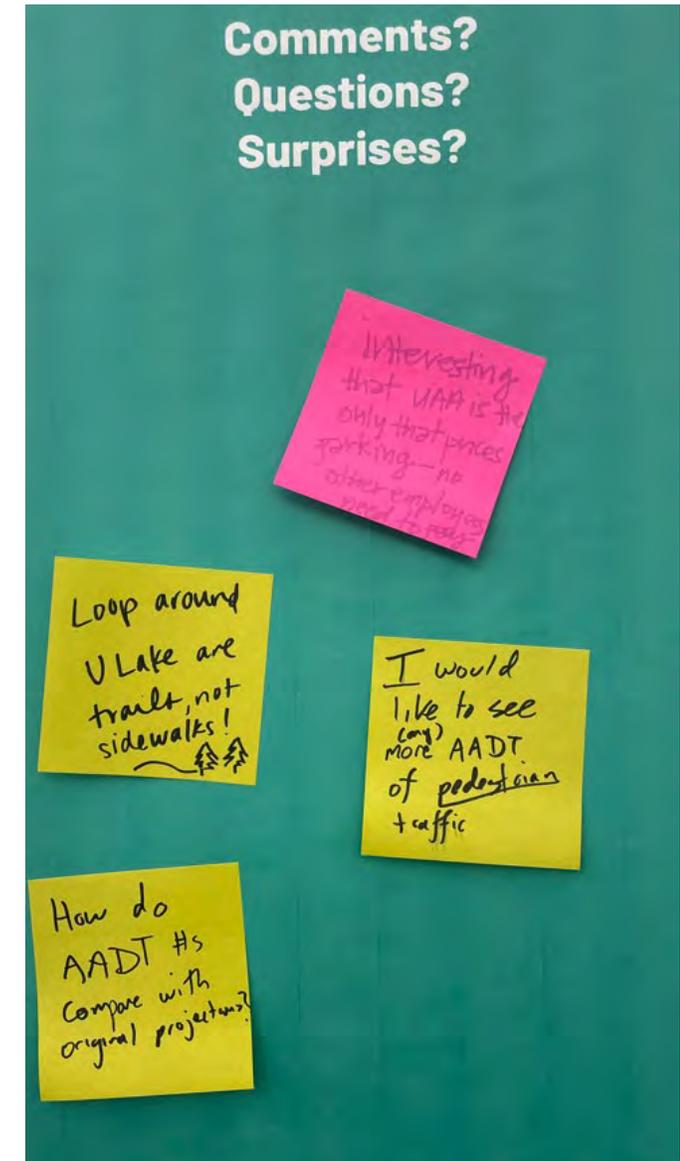
The UMED District is one of the best-served areas within the People Mover system. Routes 10, 20, 25, and 95 directly serve the UMED District and bus stops are located throughout the district. ANHC also operates four shuttle routes that connect the ANHC campus to key Anchorage destinations, providing that campus with the highest density of service. The stop on Providence Dr. at Alumni Dr. / Wellness St. is also a major transit node in UMED.

Comments? Questions? Surprises?

What we heard...

UMED TODAY – ABOUT DESTINATION UMED; DID YOU KNOW...?

- One person noted that it is surprising UAA is the only institution that prices their parking.
- One commenter was curious how annual average daily traffic (AADT) volumes in/around UMED compares to initial projections.
- Another was interested to see AADT represent more than just vehicle traffic and include other modes (e.g., pedestrians).
- It was also noted that the paths around University Lake are paved *trails*, not *sidewalks*.



Station 2

UMED TODAY – WHAT’S YOUR TRAVEL EXPERIENCE?

UMED TODAY - What's your travel experience?

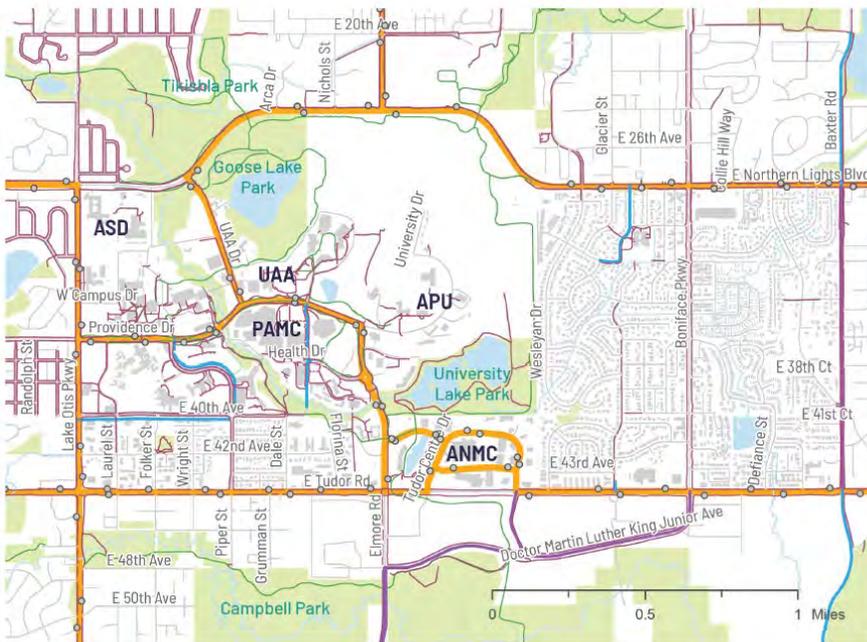
DESTINATION UMED
www.DestinationUMEDStudy.com

What is your experience getting to, from, or around UMED?

Use the **colored stickers** provided or add a **post-it note** on the map with more detail.

- Red hearts** - What are your favorite and/or most common places to go in UMED?
- Blue circles** - Where is it challenging or uncomfortable to walk, bike, or roll to, from, or within UMED?
- Gold stars** - Where should transit go, or go more often, in UMED?
- Post-it Note** - What else is on your mind?

 Bike Lane
 Paved Shoulder
 Sidewalk
 Trails
 Transit Route



UMED TODAY - What's your travel experience?

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Use a post-it note to add your ideas.

-  People Mover & Shuttles
-  Biking, Walking, or Rolling
-  Driving & Parking
-  Other?

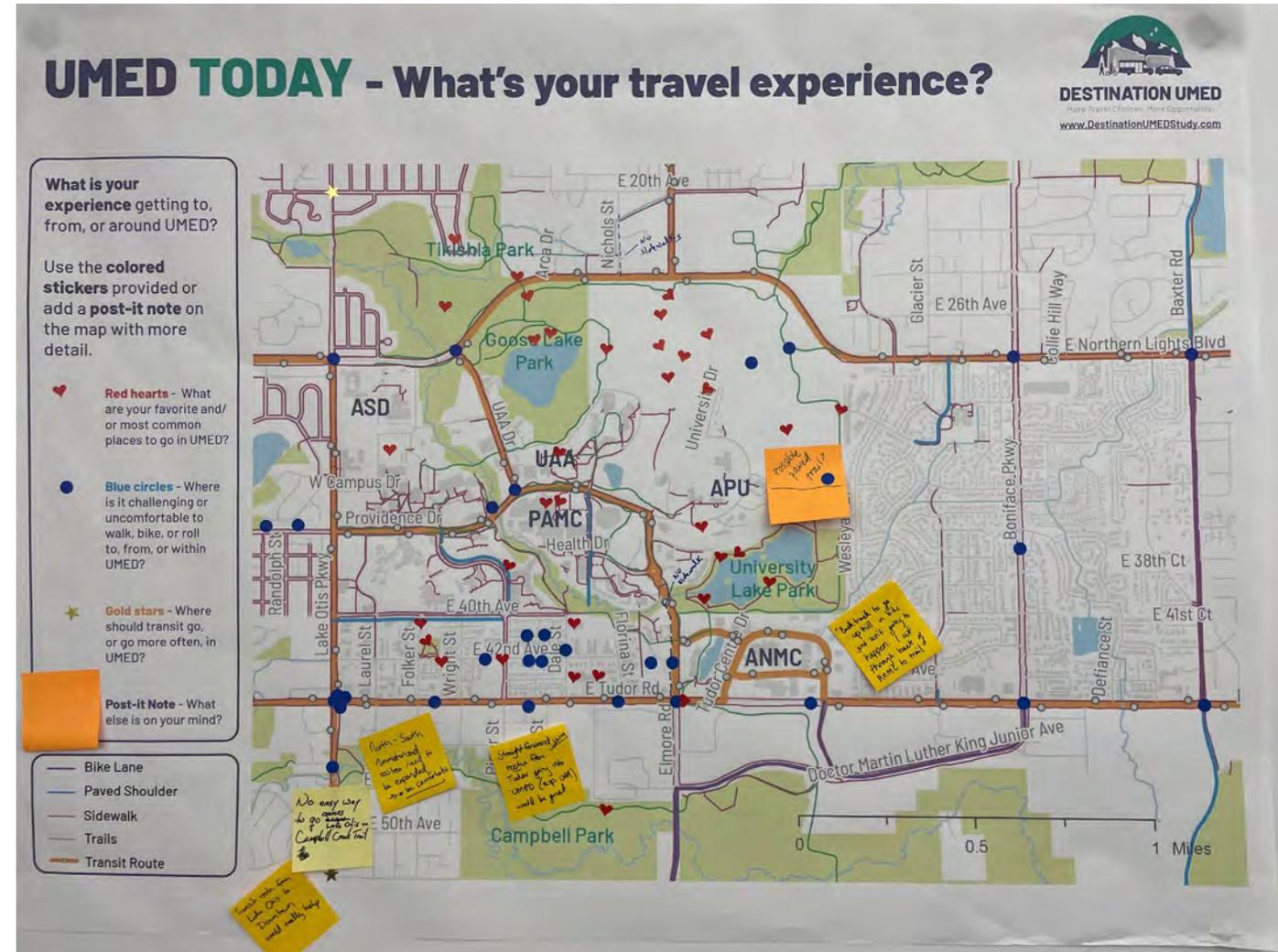
 What is working well?				
 What needs improvement?				

What we heard...

UMED TODAY – WHAT’S YOUR TRAVEL EXPERIENCE?

Where people want to go...

- Attendees indicated most of their favorite UMED destinations are parks and green spaces (e.g., University Lake Park, Goose Lake Park, and Folker Park).
- Several people indicated the educational facilities at UAA and APU, and the residential areas in the southwest corner of UMED.



What we heard... (cont.)

UMED TODAY – WHAT'S YOUR TRAVEL EXPERIENCE?

Where it is challenging to walk, bike, or roll...

- Each of the major intersections on UMED's perimeter were identified as challenges, especially Tudor Rd. and Lake Otis Parkway.
- People noted other locations along roadways where transit stops lack crossings (e.g., Tudor Rd.)
- Many streets in southwest UMED lack safe and comfortable streets and sidewalks for walking.
- There is no easy crossing of Lake Otis Parkway along the Campbell Creek Trail.
- People on bikes often must backtrack to safely get to destinations in UMED.

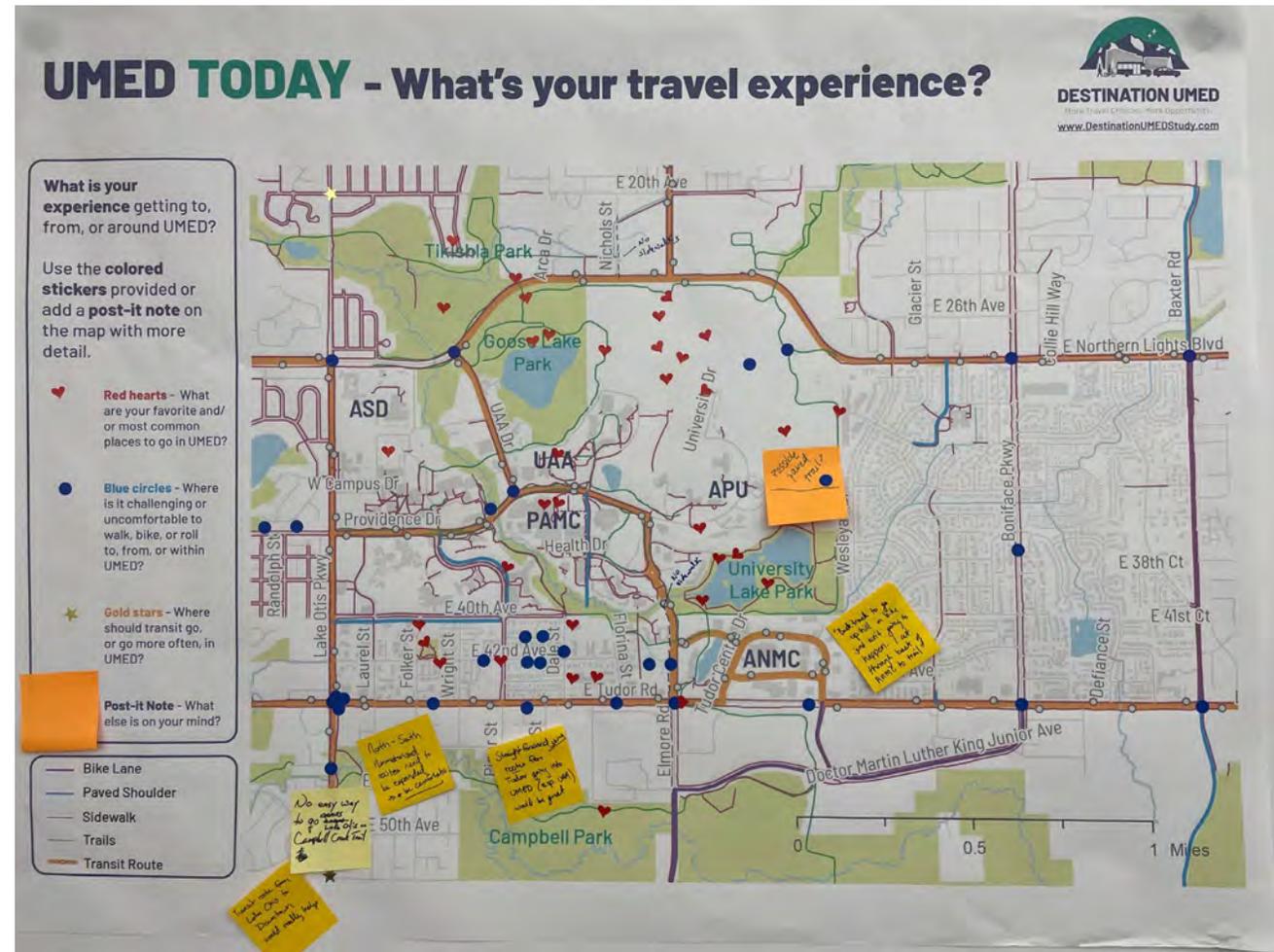


What we heard... (cont.)

UMED TODAY – WHAT'S YOUR TRAVEL EXPERIENCE?

Where should transit go, or go more often?

- The intersection of 20th Ave and Lake Otis Parkway
- One attendee suggested a direct route from Lake Otis Parkway to Downtown



What we heard...

UMED TODAY – WHAT’S YOUR TRAVEL EXPERIENCE?

What’s needs improvement?

- There is no direct bus route to Downtown from south Lake Otis Parkway, and UMED route #55 needs more frequency
- Traffic signal timing could prioritize people walking or biking for safer crossings
- Snow is pushed onto sidewalks in the winter, and trails lack grooming for skiing
- More secure and weather-protected bike parking/storage is needed
- Tudor Rd. feels unsafe to walk along and unpleasant to drive



Station 3

UMED TOMORROW – WHAT’S YOUR VISION? WHAT STRATEGIES WOULD YOU LIKE TO SEE IN UMED?

UMED TOMORROW - What is your transportation vision for UMED?  **DESTINATION UMED**
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We want to know what matters most to the UMED community. Help us define the transportation vision and goals for Destination UMED. Place a sticker on (or near) your TOP FIVE priorities for transportation in UMED.

Connected facilities and convenient amenities for walking and biking	Sustainable and climate-friendly mobility options	Less driving and fewer drive alone vehicle trips	Affordable and equitable access for underserved populations	Comfortable and user-friendly transit options	Safe travel for all modes to, from, and within UMED	Cost-efficient use of limited transportation dollars
Shared and well-managed parking options for all users	Accessible and well-maintained paths, trails, and natural open spaces	Reliable vehicle travel times on edge corridors and internal streets	Easy and navigable access to medical services and appointments	Access to jobs, education, and economic opportunity	Coordinated management of transportation services and programs	Catalyze district development and institutional growth

Did we miss something? Tell us your transportation vision or goals for UMED.

UMED TOMORROW - What TDM strategies would you like to see?  **DESTINATION UMED**
www.DestinationUMEDStudy.com

Here are some examples of how communities have used TDM to reduce drive-alone trips and give people more travel options. Place a sticker on the boxes below to vote for which initial ideas should be explored further. Choose as many as you wish! Got another idea? Add it!

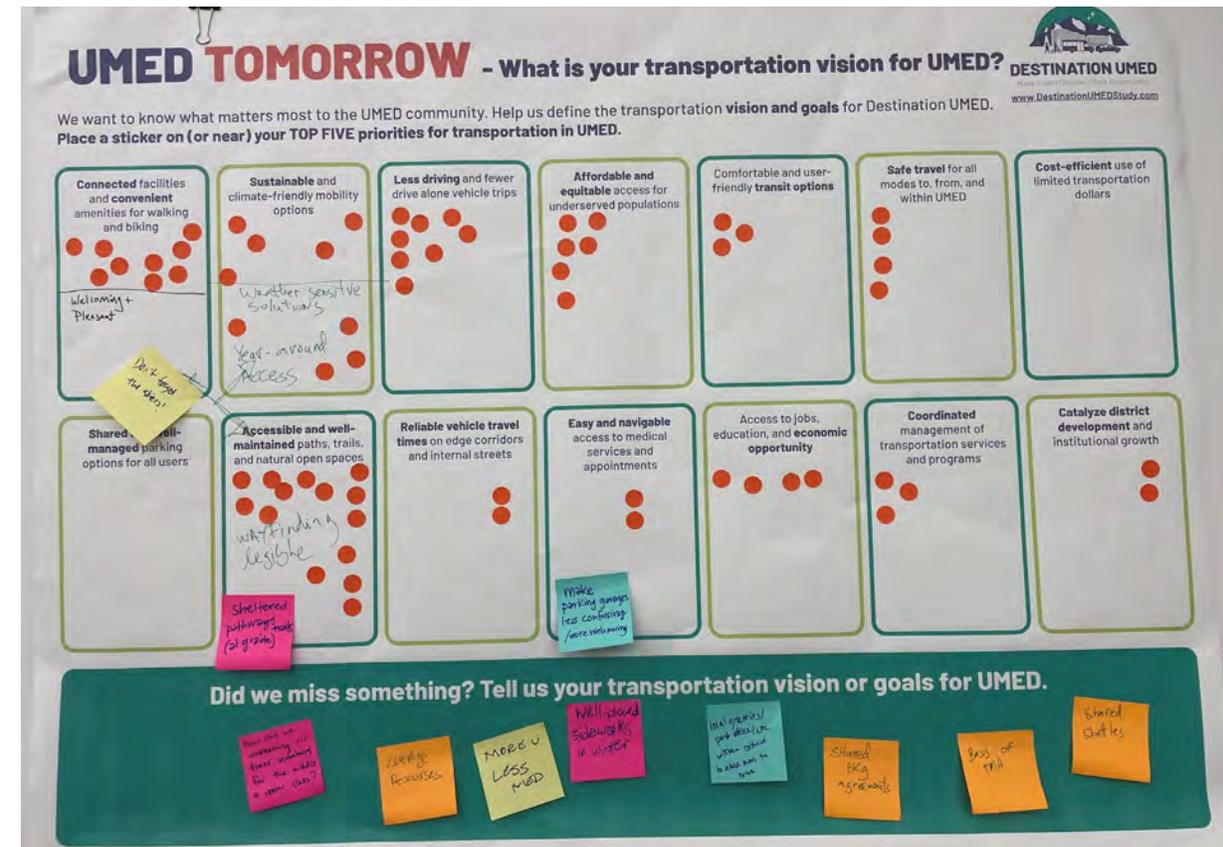
Financial Incentives Provide all UMED users flexible discounts and subsidies for transit, bike share, or car share. Reward people who do not drive alone through incentive programs and/or direct financial payments.  Example: City of Portland	Parking Management Prioritize shared parking so that UMED dedicates less land to parking. Price parking during peak periods to manage demand and fund other mobility improvements. 	Commuter Apps Provide employees new mobile tools to manage their commute in one place and track their trips. 
Active Trip Amenities Provide more facilities that make it easy and convenient to bike or take transit – well-lit and secure bike parking, transit shelters, showers, and lockers. 	Shared Mobility Services Offer e-bike share programs or car-share services that allow UMED users to make some daily trips without having to bring their personal vehicle every day. 	Mobility Hubs Create nodes within UMED that accommodate a mix of transportation services in one place for seamless connections and flexibility. 
Wayfinding and Real-Time Signage Create a UMED brand to promote transportation options and access to UMED destinations. Offer comprehensive real-time information on parking and transit. 	Zoning Reform Incentivize and/or require new development and major traffic generators to reduce vehicle trips as part of their development approvals. 	Transportation Management Association (TMA) Create a UMED organization with dedicated staff to lead and coordinate implementation of TDM – transit passes and incentives, shared parking, marketing and events, and more. 

Have other ideas? Add them here!

What we heard...

UMED TOMORROW – WHAT'S YOUR VISION?

- Workshop attendees echoed UAC feedback in their top priorities:
 - Sustainable** and climate friendly mobility options
 - Accessible and well-maintained** paths, trails, and natural open spaces
 - Connected** facilities and **convenient** amenities for walking and biking
- Some suggested **intuitive** and **easy to navigate** paths, trails, and parking garages once people park
- More **mixed-use development** internal to UMED will reduce driving trips



What we heard...

UMED TOMORROW – WHAT STRATEGIES WOULD YOU LIKE TO SEE IN UMED?

- The strategies with the most support included:
 - **Policy and program strategies** such as financial incentives or mobility wallets that group multimodal services, shared mobility services and changes to development requirements to manage growth and traffic impacts
 - **Physical improvements** such as active trip amenities and mobility hubs where services are centralized and collocated with other services (e.g., shopping or groceries)

UMED TOMORROW - What TDM strategies would you like to see?

Here are some examples of how communities have used TDM to reduce drive-alone trips and give people more travel options. **Place a sticker on the boxes below to vote for which initial ideas should be explored further.** Choose as many as you wish! Got another idea? Add it!

Physical **Policies & Programs** **Marketing & Management** **Pricing**

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What? Where? When? How? Why?
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Financial Incentives
Provide all UMED users flexible discounts and subsidies for transit, bike share, or car share. Reward people who do not drive alone through incentive programs and/or direct financial payments.
Example: City of Portland
Place dots here

Parking Management
Prioritize shared parking so that UMED dedicates less land to parking. Price parking during peak periods to manage demand and fund other mobility improvements.
Place dots here

Commuter Apps
Provide employees new mobile tools to manage their commute in one place and track their trips.
Place dots here

Active Trip Amenities
Provide more facilities that make it easy and convenient to bike or take transit - well-lit and secure bike parking, transit shelters, showers, and lockers.
Place dots here

Shared Mobility Services
Offer e-bike share programs or car-share services that allow UMED users to make some daily trips without having to bring their personal vehicle every day.
Place dots here

Mobility Hubs
Create nodes within UMED that accommodate a mix of transportation services in one place for seamless connections and flexibility.
Place dots here

Wayfinding and Real-Time Signage
Create a UMED brand to promote transportation options and access to UMED destinations. Offer comprehensive real-time information on parking and transit.
Place dots here

Zoning Reform
Incentivize and/or require new development and major traffic generators to reduce vehicle trips as part of their development approvals.
Place dots here

Transportation Management Association
Create a UMED organization with dedicated staff to lead and coordinate implementation of TDM - transit passes and incentives, shared parking, marketing and events, and more.
Place dots here

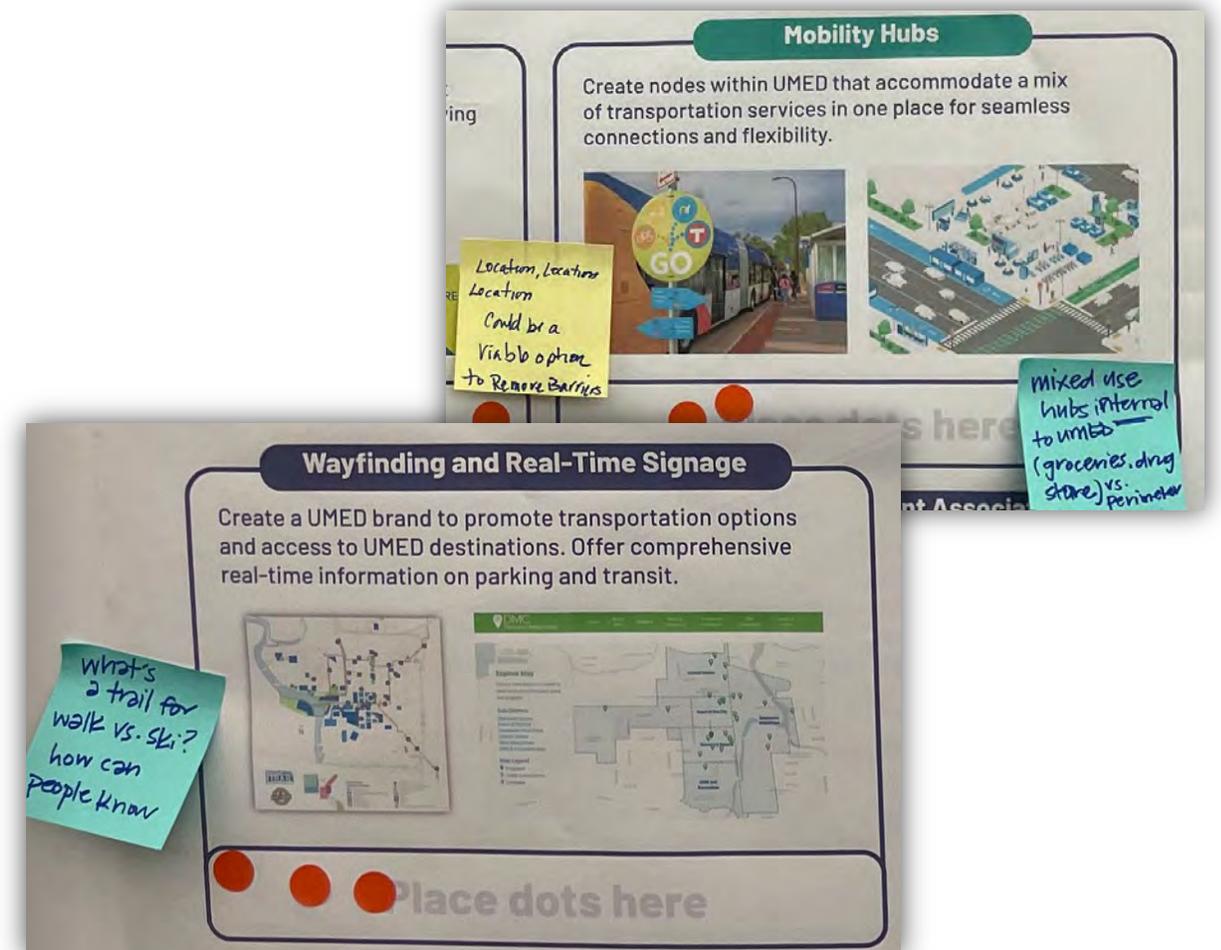
Have other ideas? Add them here!

Handwritten notes:
- "Where's trail for walk vs. drive? how can people know?" (near Wayfinding and Real-Time Signage)
- "Location, location, location. Could be a viable option to create barriers" (near Shared Mobility Services)
- "Mixed use hubs: physical to create a mix of services and spaces" (near Mobility Hubs)
- "More use of incentives & transportation management - but not just to manage growth impacts" (near Zoning Reform)

What we heard...

UMED TOMORROW – WHAT STRATEGIES WOULD YOU LIKE TO SEE IN UMED?

- **Marketing and management** strategies such as commuter apps, wayfinding and real-time signage, or Transportation Management Associations also had support.
 - Several people noted that it takes time to learn which trails are for walking versus skiing. More signage could help people navigate the area with confidence.



Next Steps



Developing goals and strategies

Based on what we learned, the project team will formalize goals and performance measures for Destination UMED and develop a list of potential TDM strategies for implementation.

We will also summarize findings from the **UMED Travel Survey**, and based upon the best practice strategies with the most UAC and community interest, complete a **TDM 101 and Best Practices Report**.

The next UAC Meeting will take place virtually in Winter 2022. We will present a draft list of strategies and discuss their prioritization.





DESTINATION UMED

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