



**DESTINATION UMED**

More Travel Choices. More Opportunity.

# Community Open House Summary

Workshop #2

May 12, 2023

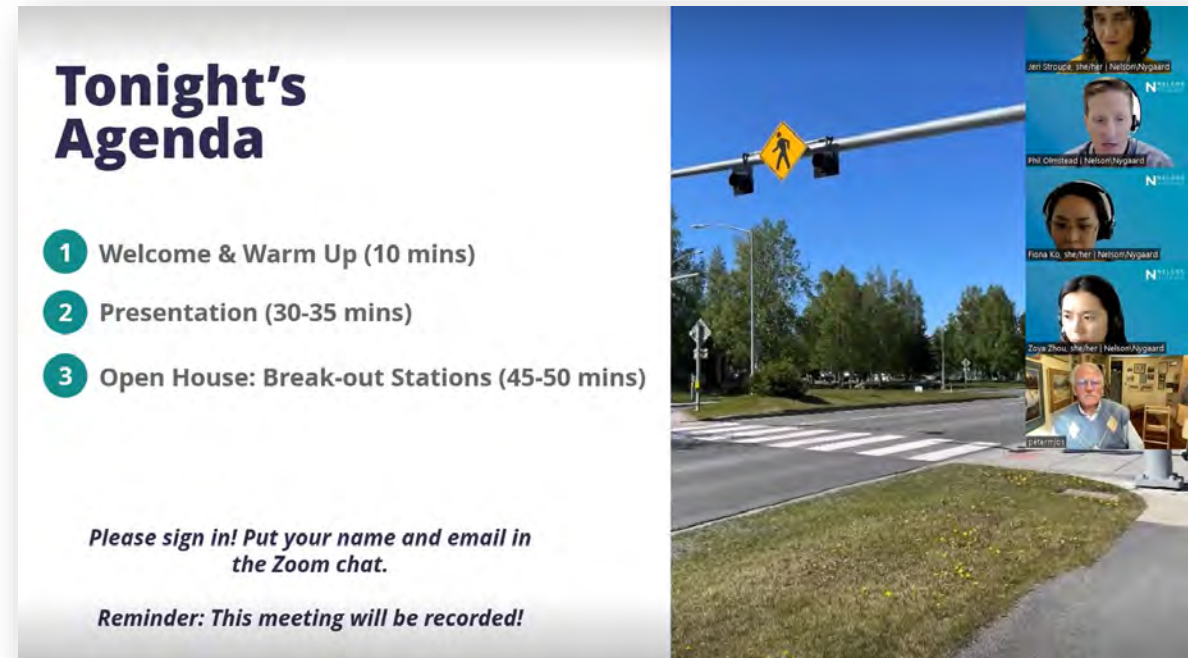
# Workshop Purpose

The **Destination UMED project team** met with the UMED community members on April 26<sup>th</sup> to:

- Provide a project status update
- Review survey findings
- Review the draft goals and strategies
- Hear from the public about the draft goals and strategies to improve travel to, from, and within UMED

There were **more than 20 attendees**, in addition to consultant and agency staff.

The virtual workshop included **3 break-out stations** for the public to discuss the draft TDM strategies.



**Tonight's Agenda**

- 1 Welcome & Warm Up (10 mins)
- 2 Presentation (30-35 mins)
- 3 Open House: Break-out Stations (45-50 mins)

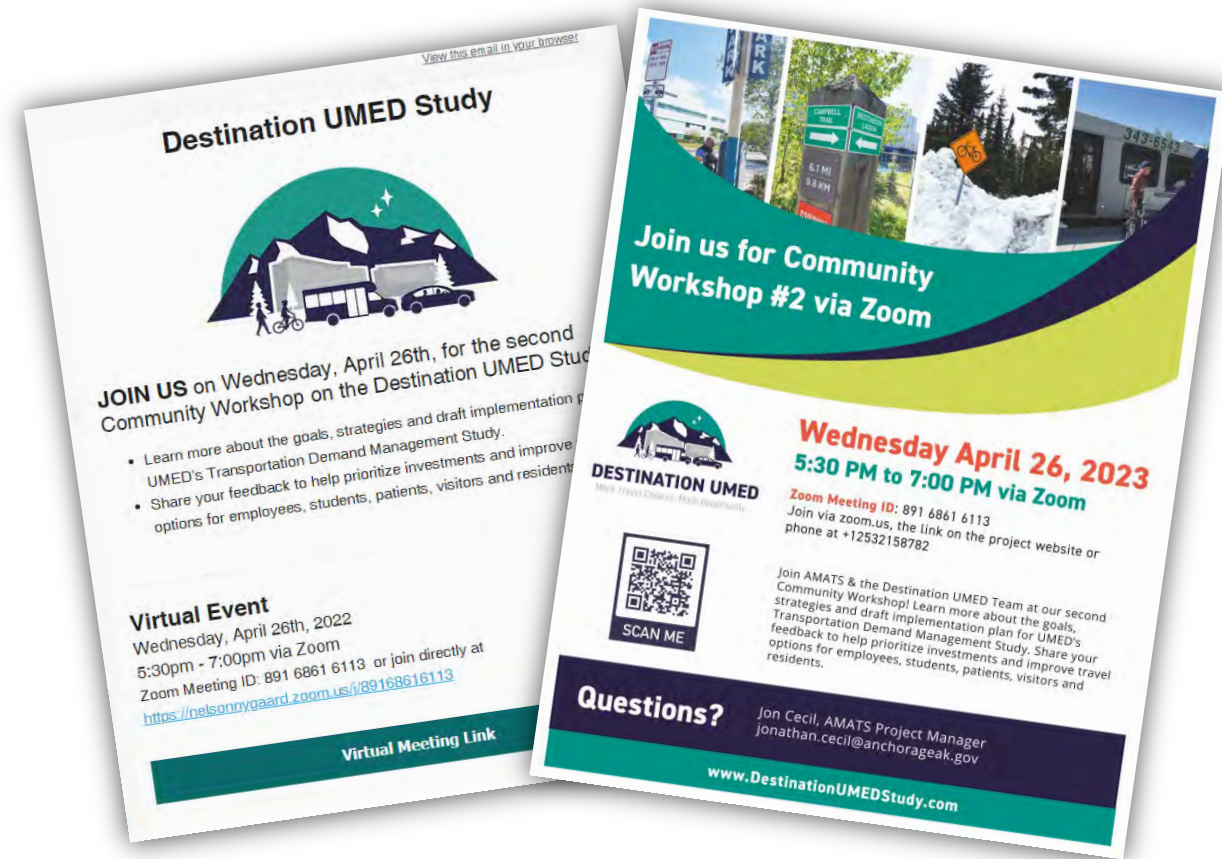
*Please sign in! Put your name and email in the Zoom chat.*

*Reminder: This meeting will be recorded!*

# Workshop Promotion

The project team promoted the workshop through several channels:

- Shared a **flyer** with the Federation of Community Councils so all 38 council areas received it along with their listserv (10k+ people)
- Asked **University Area Community Council, Airport Heights, and Russian Jack** presidents to help spread the word
- Sent out to **AMATS e-newsletter and social media** platforms
- Posted on **project website** and sent email blast to project mailing list



*Workshop e-newsletter and flyer*

**Welcome & Warm up**



# Ice Breaker

In a few words, tell us why UMED is important to you? **13** Answers



I work there

Next to my neighborhood

Important education and medical hub of the entire state.

It is a place for healing and education.

Interested in university access and amenities

I live here.

I love here (couldn't get into menti in time) and am impacted by traffic, have access to bike routes from there.

I have lived, worked, shopped and recreated here in the U-Med District for most of my adult life.

The trail system is good but difficult to find. Want to improve it! Don't want to see the Bragaw extension.

Very convenient to UAA, and the rest of Anchorage.

Have lived in UMed for more than 25 years

Perfect place to create/ maintain a walkable, bikeable community for employees, visitors, students and local residents

It's important because it provides services health and education as well as the bike trails are all wonderful features of the umed district.

Kristin Myers to Everyone 6:37 PM  
Bike

Diana Redwood to Everyone 6:37 PM  
Drive/bike  
Recreation space, place I work and live

Kristin Myers to Everyone 6:39 PM  
Live in UMED, recreation, hub, trails

Who can see your messages? Recording On

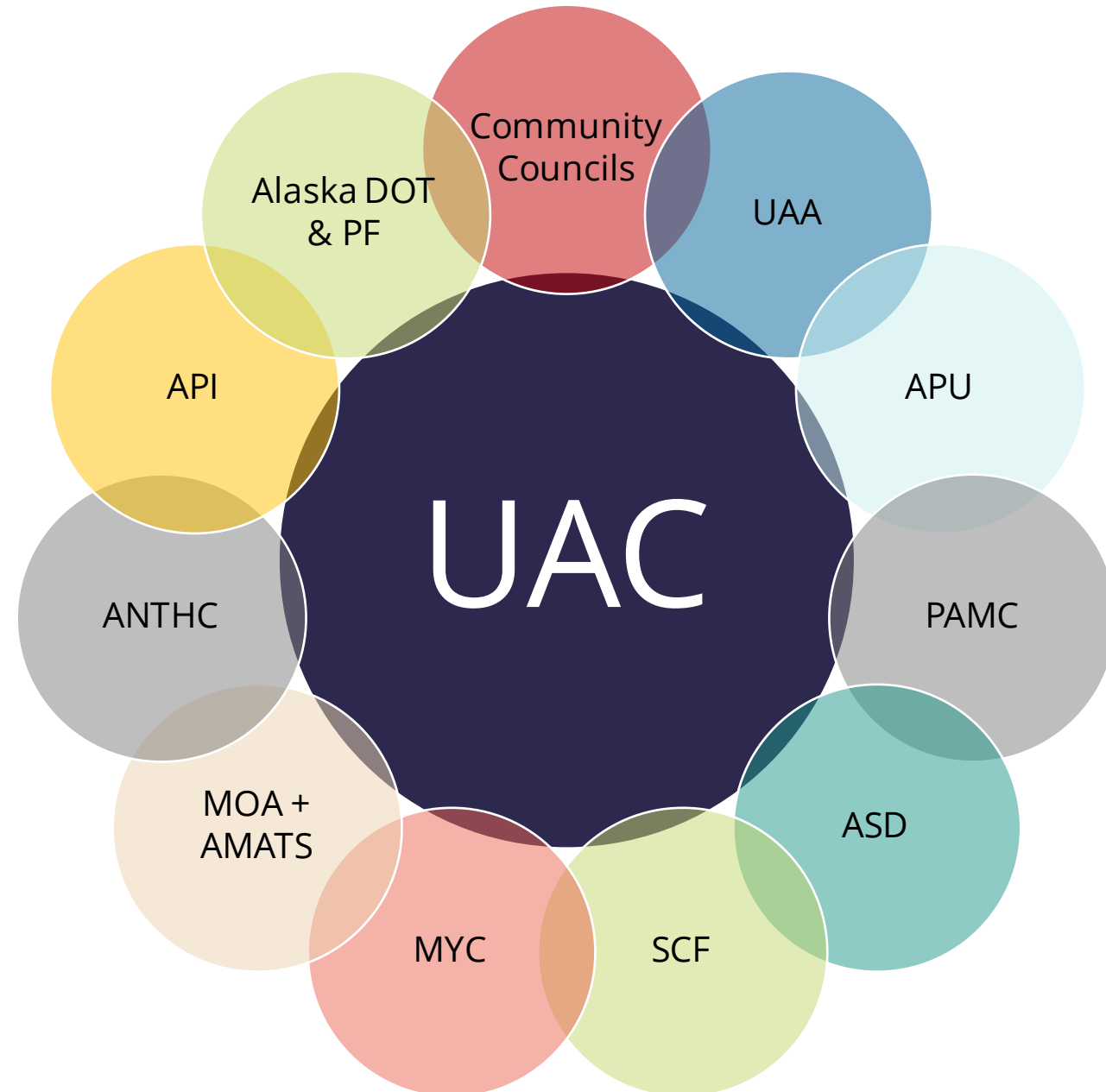
# Destination UMED Timeline



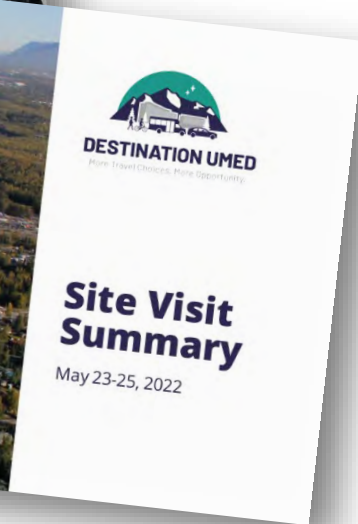
**Community Workshop #2:**  
**April 26th**

# Work To Date

- **UMED Advisory Committee (UAC)**
- Fact Sheet + Project Website
- Public Involvement Plan
- State of the System Report
- **Stakeholder Engagement**
- Site Visit Summaries
- **Travel Survey Analysis**
- Best Practices Summary
- **Draft Values & Goals**
- **Draft Strategies**



# Stakeholder Engagement

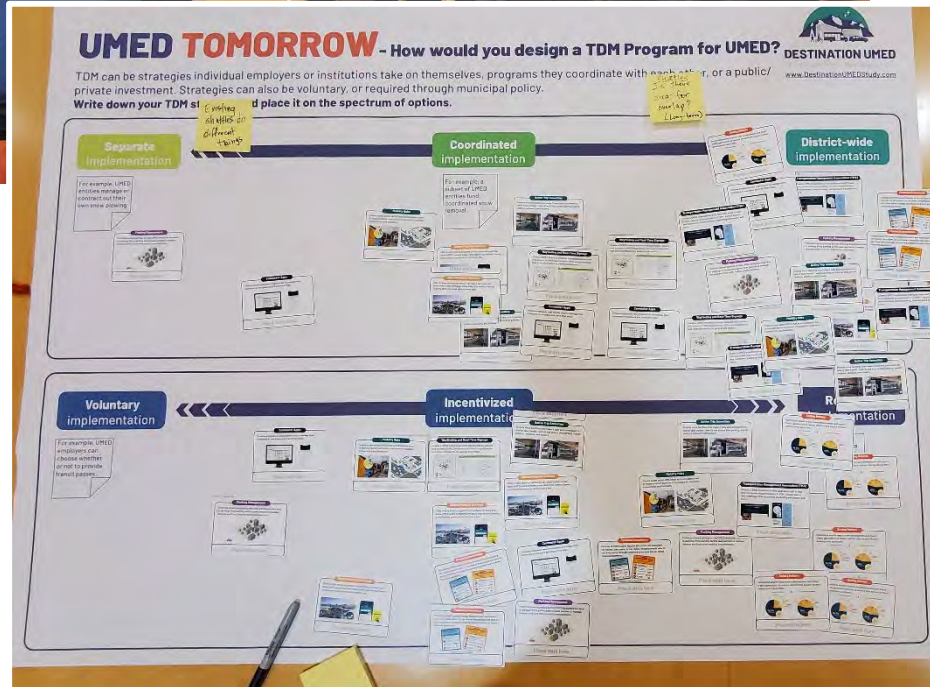


Site tour and assessment

UAC meeting #1 and stakeholder interviews



# Stakeholder Engagement

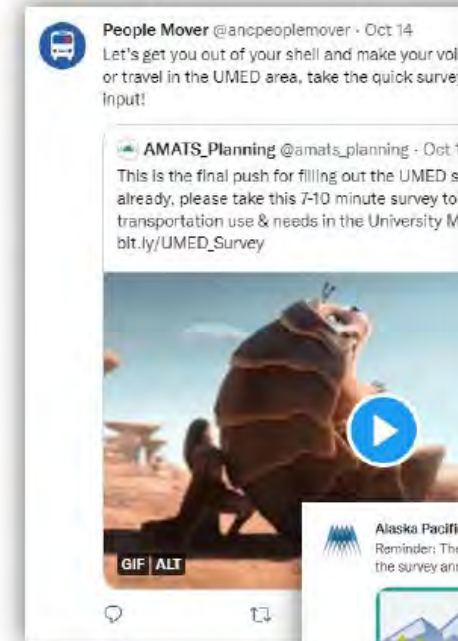


UAC Meeting #2

Community Workshop #1 (October 2022) 9

# UMED Travel Survey

- Destination UMED conducted **an online survey**
- **September 6<sup>th</sup> to October 9<sup>th</sup>, 2022**
- The survey objectives were:
  - Gather information on **current travel behavior** by user group and stakeholder.
  - Establish **baseline** for future efforts.
  - Identify **barriers** to use of multimodal travel options.
  - Assess **attitudes or preferences** for future services or programs.



Enter to win a VISA gift card!

Want more travel options in UMED?

Take the UMED travel survey!

Your participation will contribute to better travel options to, from, and within the University Medical District.

Survey closes Oct. 16th!

AMATS  
Anchorage Metropolitan Area Transportation System

DESTINATION UMED  
More Travel Choices. More Opportunity.

THANK YOU TO OUR CONTRIBUTING STAKEHOLDERS  
Southcentral Foundation • University of Alaska Anchorage • Alaska Native Tribal Health Consortium • Alaska Pacific University • Providence • Alaska Department of Family and Community Services • Anchorage School District • Community Councils

Learn more: [www.DestinationUMEDStudy.com](http://www.DestinationUMEDStudy.com)



# Top Takeaways



Most people drive alone to get to UMED, but more options are desired

Larger streets can be difficult or uncomfortable to cross



Snow removal and maintenance is a major barrier



UMED lacks cohesive branding and wayfinding



UMED transit services are robust, but many are unfamiliar with options and driving can be more convenient

# Top Takeaways



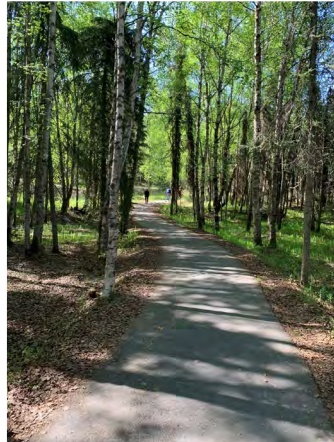
Active trip amenities are inconsistent



Parking in UMED is underutilized



Awareness is low for current TDM programs



Natural areas and trails are a precious community asset



Major institutions are interested in more coordination, but capacity for implementation is limited

# Draft Goals



# UMED TDM Plan Goals (DRAFT)



1. **Increase the proportion of trips** made by walking, biking, transit, and/or carpool and vanpool as a share of all trips



2. **Make it safer and more comfortable** to walk, bike, roll, share a ride, or travel by bus



3. **Make the travel experience equitable** for all modes and all people



4. **Coordinate delivery and communication** of transportation services



5. **Remove winter barriers** to safe and direct travel



6. **Provide more travel options** and make them easy to use



7. **Catalyze growth and economic vitality** without increasing drive-alone trips



8. **Promote diversity and density of land uses** within UMED

# Feedback on draft goals

Goals related to **increasing the proportion of multimodal trips** and **improving safety and comfort** for people walking, biking, or accessing transit were ranked as most important.



*Note: Participants were able to select only one goal due to an error with the Mentimeter poll setting.*

# Feedback on draft goals

In a few words, what other goals should we include?

19

Answers

The goals are good!

Flex hours!!

Reduce driving! (the necessary converse to increasing other modes)

Complete Bragaw extension.

none

bike racks

Secure bicycle parking

Think about increasing housing within UMED

Never complete Bragaw extension!!!

These are great!

Improve wayfinding for active transportation

Changing perceptions of non-car transit along with infrastructure fixes.

Absolutely do not ever punch through the green spaces by extending Bragaw south from Northern Lights.

Promote health and safety in the district

Bragaw Never.

No more shelters in UMed

Synchronize traffic lights to ease up on congestion and emissions

Preserve existing trails and natural spaces

Ped crossing over Tudor near Wright Street...



# Discussion Summary

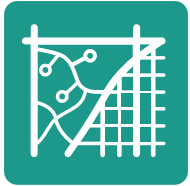
## DRAFT GOALS

- Workshop participants were **supportive of draft goals.**
- **Goals related to increasing non-drive alone trips and making travel safer and more comfortable are most important to the attendees.**
- **Attendees also requested more secure bike parking, flex hours, and improved wayfinding, which are all related to goals to increase non-drive alone trips and provide more travel options and make them easy to use.**
- **A couple people suggested more diverse land uses and more housing within UMED in support of the goal to promote diversity and density of land uses within UMED.**
- **While not a focus of this TDM study, the Bragaw extension was noted in participant feedback. There were conflicting views on Bragaw extension. Some attendees were opposed to the extension due to their concerns about preserving existing trails and green spaces.**

# **Draft Strategies Open House Stations**



# Draft Strategies (23 total)



	Physical Infrastructure		Comms & Management		Pricing		Programs & Policies
PI.1	Winter Maintenance & Safety Program	CM.1	District-based Coordination	P.1	Parking Pricing & Management Program	PP.1	Mobility Monitoring & Reporting
PI.2	Safety & Connectivity Improvements <u>within</u> UMED	CM.2	Staffing & Administration			PP.2	Mobility Passes & Incentive Program
PI.3	Safety & Connectivity Improvements <u>to/from</u> UMED	CM.3	Mobility Communications Program			PP.3	Guaranteed Ride Home Program
PI.4	Mobility Hub & Travel Services	CM.4	Mobility Wayfinding & Signage Program			PP.4	Enhanced Transit Services
PI.5	Transit & Active Trip Amenities	CM.5	Mobility Management Platform & Services			PP.5	Shared Mobility Services
PI.6	Preferred Parking for Shared Rides					PP.6	Shared Parking Program
PI.7	Diverse Development & Mix of Uses					PP.7	Travel Training Program
						PP.8	Mobility Grant Programs
						PP.9	Zoning Code & Policy Updates
						PP.10	Employer Commute Policies

Note: Strategies are not necessarily listed or numbered in order of priority. The Strategy Toolkit and Implementation Plan will specify priorities and recommended timing/phasing.

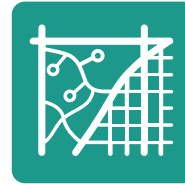
# Open House Stations

Participants were invited to join one of **three stations** to discuss the draft strategies.

The project team used a Miro board that included **the draft strategies with key action items, a map of study area, and example graphics** to help participants understand the strategies.

Participants were welcome to switch between three stations at any time for discussion.

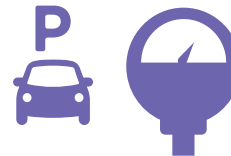
## STATION #1 PHYSICAL INFRASTRUCTURE



## STATION #2 COMMUNICATIONS & MANAGEMENT



## STATION #3 PRICING + POLICIES & PROGRAMS



Station #1: Physical Infrastructure

What are your highest and lowest priority strategies? Are we missing any key strategies? What are your ideas?

Like Strategy "XYZ"? Please make sure it addresses (location/issue)

Strategies

- Water Maintenance & Safety Program**
  - Identify priority locations for enhanced water maintenance
  - Strive to fund a contractor post-program
- Safety & Connectivity Improvements WITHIN UMED**
  - Make UMED's internal streets, trails, intersections, and crossings safer and more comfortable, especially for pedestrians, bicyclists, & transit riders
- Safety & Connectivity Improvements TOWARD UMED**
  - Make UMED's adjacent streets a "Super Block," intersections, and crossings safer and more comfortable, especially for pedestrians, bicyclists, & transit riders
- Mobility Hub & Travel Services**
  - Create central "hubs or nodes" for easy connections between transit, walking, biking, & parking
  - Establish a UMED Mobility Center to centralize travel information and services
- Towels & Active Trip Amenities**
  - Provide more secure, high-quality bike parking and bike repair stations
  - Provide showers, lockers, and more amenities for those that work, bike, or ride transit
  - Improve the safety and comfort of transit stops, especially for winter conditions
- Preferred Parking for Shared Rides**
  - Designate on-street parking spaces in the most convenient parking facilities
  - Provide signage and information for users
- Diverse Developments & Mix of Uses**
  - Support implementation of 2018 UMED District Plan to add more housing and a mix of uses in UMED
  - Support implementation of professional master plans, such as UAA's focus on new guidelines

COST TO IMPLEMENT LOWER PRIORITY HIGHER PRIORITY

Station #2: Communications & Management

What are your highest and lowest priority strategies? Are we missing any key strategies? What are your ideas?

Like Strategy "XYZ"? Please make sure it addresses (location/issue)

Strategies

- Distances-based Coordination**
  - Develop a district-wide agreement to coordinate implementation of Destination UMED and coordination of transportation services and programs
  - Transition to formal UMED organization with dedicated funding sources
- Staffing & Administration**
  - Identify requirements staffing resources for implementation of Destination UMED
  - Make full capacity for Destination UMED implementation among UMED institutions
- Mobility Communications Program**
  - Create a district brand and collateral
  - Create a website and communication channels to educate and inform about transportation options
  - Provide transportation information to all existing and new employees, students, and residents
- Mobility Wayfinding & Signage Program**
  - Complete a district wayfinding study
  - Roll a wayfinding program
- Mobility Management Platform & Services**
  - Develop a UMED app platform, offering a one-stop resource for trip planning, parking information, carpool matching, & travel information

COST TO IMPLEMENT LOWER PRIORITY HIGHER PRIORITY

Station #3: Pricing + Policies & Programs

What are your highest and lowest priority strategies? Are we missing any key strategies? What are your ideas?

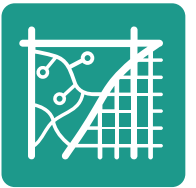
Like Strategy "XYZ"? Please make sure it addresses (location/issue)

Strategies

- Parking Pricing & Management Program**
  - Explore expansion of paid parking in high-demand locations or times
  - Monitor options for redeveloping neighborhoods
  - Explore flexible daily parking options instead of a monthly annual permit
- Mobility Monitoring & Reporting**
  - Conduct a travel survey and conduct transportation data company
  - Issue an Annual Report
- Mobility Passes & Incentive Program**
  - Promote and expand the existing People Mover U Pass program
  - Create new incentives and rewards for non-drive alone use
- Guaranteed Bike Home (GBH) Program**
  - Create GBH program, offering an annual amount of free or subsidized rates
  - Apply for those that do not drive
- Enhanced Transit Services**
  - Support People Mover and UMED employees to improve and coordinate buses & shuttles
  - Explore new service models, such as on-demand transit service
- Shared Mobility Services**
  - Explore provision of district-wide bike, scooter, and car sharing services
  - Offer discount rates and incentives for UMED employees, students, & residents
- Shared Parking Program**
  - Increase use of shared parking opportunities in UMED, improving access to underutilized parking lots and spaces
  - Modify Title 21 to make it easier to share parking
- Travel Training Program**
  - Improve awareness of travel options and create culture of non-driving travel through travel training programs and website chat
- Mobility Grant Programs**
  - Create a mini grant program for UMED employees or business to implement TDM strategies
- Zoning Code & Policy Updates**
  - Implement policies that allow for less new parking, more shared parking, & require TDM
- Employee Commuter Benefits**
  - Encourage pre-tax commute programs as allowed by the federal tax code
  - Support remote work and flexible schedules

COST TO IMPLEMENT LOWER PRIORITY HIGHER PRIORITY

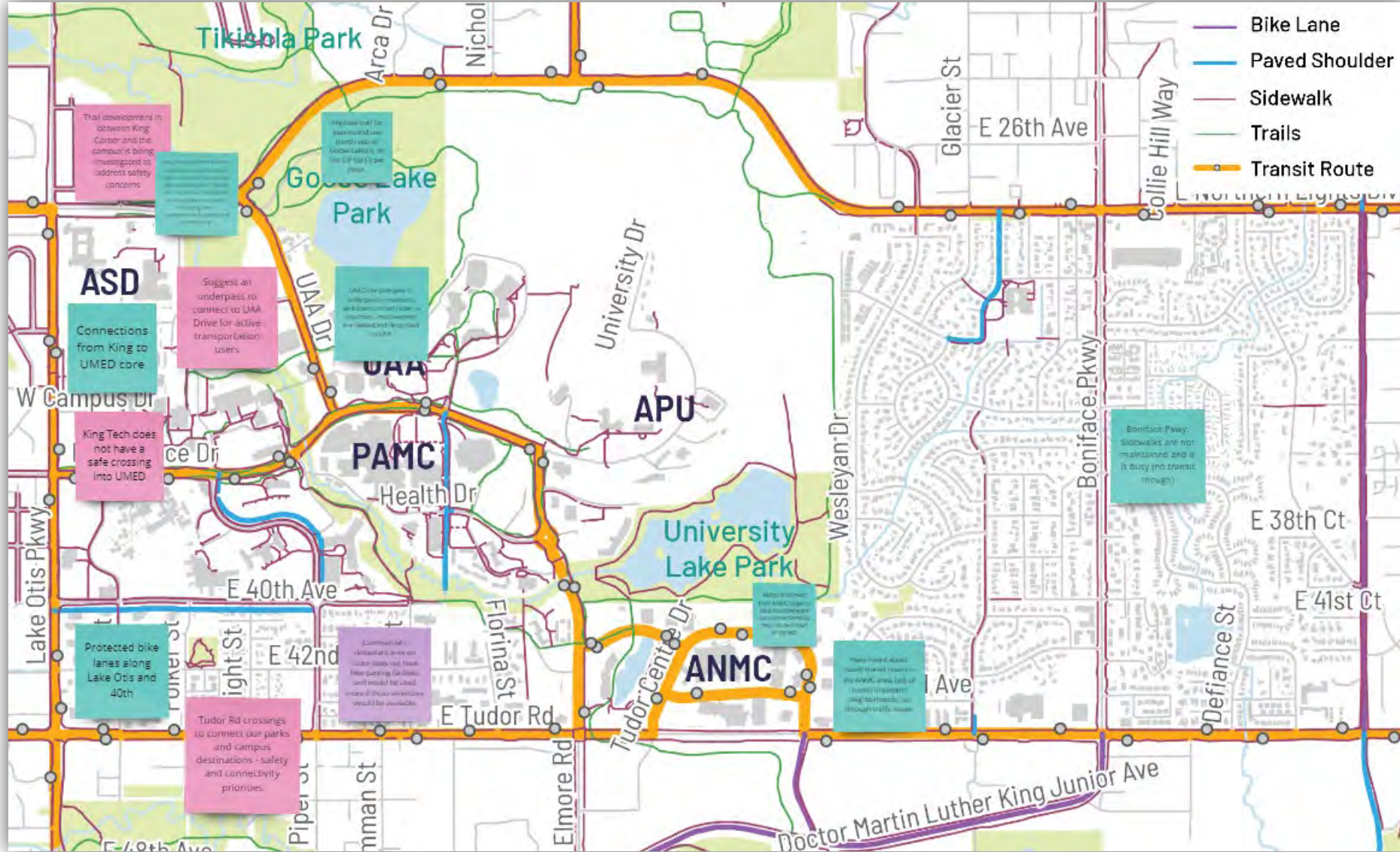
# Physical Infrastructure (7)



## Strategies

	COST TO IMPLEMENT	LOWER PRIORITY	HIGHER PRIORITY
<b>PI.1 Winter Maintenance &amp; Safety Program</b> <ul style="list-style-type: none"> <li>Identify priority locations for enhanced winter maintenance</li> <li>Develop and fund a coordinated pilot program</li> </ul>	\$\$-\$\$\$		
<b>PI.2 Safety &amp; Connectivity Improvements WITHIN UMED</b> <ul style="list-style-type: none"> <li>Make UMED's <b>internal</b> streets, trails, intersections, and crossings safer and more comfortable, especially for pedestrians, bicyclists, &amp; transit riders</li> </ul>	\$\$\$-\$\$\$\$		
<b>PI.3 Safety &amp; Connectivity Improvements TO/FROM UMED</b> <ul style="list-style-type: none"> <li>Make UMED's <b>adjacent</b> streets (i.e. Tudor Road), intersections, and crossings safer and more comfortable, especially for pedestrians, bicyclists, &amp; transit riders</li> </ul>	\$\$\$-\$\$\$\$		
<b>PI.4 Mobility Hub &amp; Travel Services</b> <ul style="list-style-type: none"> <li>Create central hubs or "nodes" for easy connections between transit, walking, biking, &amp; parking</li> <li>Establish a UMED Mobility Center to centralize travel information and amenities</li> </ul>	\$\$-\$\$\$		
<b>PI.5 Transit &amp; Active Trip Amenities</b> <ul style="list-style-type: none"> <li>Provide more secure, high-quality bike parking and bike repair stations</li> <li>Provide showers, lockers, and more amenities for those that walk, bike, or ride transit</li> <li>Improve the safety and comfort of transit stops, especially for winter conditions</li> </ul>	\$\$-\$\$\$		
<b>PI.6 Preferred Parking for Shared Rides</b> <ul style="list-style-type: none"> <li>Designate carpool parking spaces in the most convenient parking facilities</li> <li>Promote carpool/vanpool programs and benefits</li> </ul>	\$		
<b>PI.7 Diverse Development &amp; Mix of Uses</b> <ul style="list-style-type: none"> <li>Support implementation of 2016 UMED District Plan to add more housing and a mix of uses in UMED</li> <li>Support implementation of institutional master plans, such as UAA's focus on new guidelines</li> </ul>	\$\$\$-\$\$\$\$		

# Physical Infrastructure (7)



# Discussion Summary

## DRAFT STRATEGIES – PHYSICAL INFRASTRUCTURE

- **Wayfinding and awareness of non-motorized connections and amenities is a high priority.**
  - Anchorage Park Foundation is working to prioritize non-motorized connections to, from, and within UMED.
  - The connections from the Elmore Rd. underpass to campus housing and then to the other side of UMED are not intuitive.
  - Trail connection between King Tech to the Chester Creek Trail (over Northern Lights Blvd.) and Tikishla Park will be studied, and this project should support evaluation of this improved connection.
  - A pedestrian bridge over Tudor Rd at Folker St could help pedestrians and bicyclists cross safely and connect to Campbell Park
  - King Tech needs better non-motorized connections to UMED's core and UAA campus.
  - Some people avoid the trails through UMED because it's easy to get turned around. Knowing where to go and which uses are allowed on trails is difficult.
  - A wayfinding study was discussed as a high-priority strategy.
- **There are not enough high-quality active trip amenities throughout UMED.**
  - There is some bike parking and bike repair stations on UAA campus, but they are not well-known, and it is not clear if they are available for public use.
  - Bike parking facilities are needed near the commercial area on Tudor Rd.
  - Attendees would like to have more bike parking or repair stations throughout UMED for public use, however districtwide collaboration is needed for community benefits so individual institutions are not the only funders for improvements.

# Discussion Summary

## DRAFT STRATEGIES – PHYSICAL INFRASTRUCTURE

- **Improve both north-south and east-west connections for active transportation users.**
  - Existing bike and pedestrian facilities along Northern Lights Blvd. and Tudor Rd. are limited and not in a state of good repair.
  - It is important to identify the ownership for streets, sidewalks, and multi-use paths to help prioritize improvements.
  - Boniface Pkwy. is a busy road but sidewalks along it are not well-maintained (no current transit service).
  - Some expressed desire for protected bike lanes along major arterials and internal streets, such as Lake Otis Parkway and E 40<sup>th</sup> Ave.
- **Winter maintenance and safety are big concerns.**
  - Sidewalks and trails are not maintained or constructed to practical or desirable standards, especially in winter.
  - Some suggested an online snow plowing map that is updated in real-time to help inform transportation mode choices based on maintenance status for streets, sidewalks, and bike lanes. Updated information could make a big difference in encouraging more active transportation in winter. Use [the Walk, Run, Roll map](#) on the MOA Parks and Recreation website as a start but then improve it to show more accurate real time data.
- **Explore a district-based transit circulator.**
  - One attendee advocated for electric shuttle service around UMED to increase non-driving accessibility and internal circulation.



# Communications & Management (5)

## Strategies

CM.1

### District-based Coordination

- Develop a district-wide agreement to catalyze implementation of Destination UMED and coordination of transportation services and programs
- Transition to formal UMED organization with dedicated funding sources

COST TO IMPLEMENT

\$-\$\$

LOWER PRIORITY

HIGHER PRIORITY



CM.2

### Staffing & Administration

- Identify MOA/AMATS staffing resources for implementation of Destination UMED
- Help build capacity for Destination UMED implementation among UMED institutions

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CM.3

### Mobility Communications Program

- Create a district brand and collateral
- Create a website and communication channels to educate and inform about transportation options
- Provide transportation information to all existing and new employees, students, and residents

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CM.4

### Mobility Wayfinding & Signage Program

- Complete a district wayfinding study
- Pilot a wayfinding program

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CM.5

### Mobility Management Platform & Services

- Implement a UMED digital platform, offering a one-stop resource for trip planning, parking information, carpool matching, & travel information

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# Discussion Summary

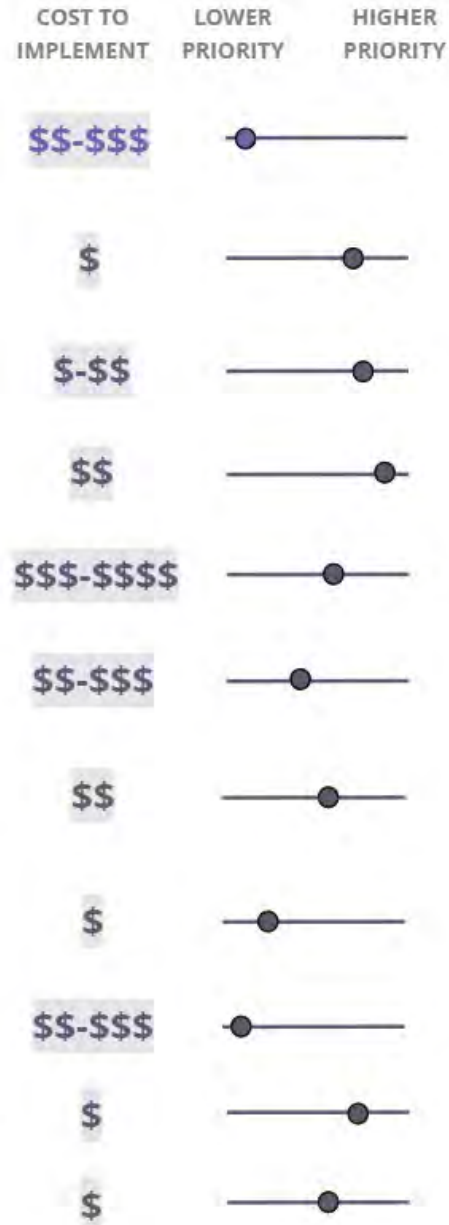
## DRAFT STRATEGIES – COMMUNICATIONS & MANAGEMENT

- **There is support for more district stakeholder coordination to overcome limited staff capacity.**
  - Attendees acknowledged several strong and large employers in UMED, but a lack of public agency staffing and organizational capacity to dedicate to transportation.
  - Attendees cited the potential to accomplish strategies and goals if organizations coordinate and share resources.
- **Wayfinding in UMED should be higher priority.**
  - A lack of wayfinding in UMED is both frustrating and could be unsafe in guiding first responders in the event of an emergency.
  - Compared to other strategies in this bucket, some attendees suggested wayfinding would be easiest to implement based on existing collaborative efforts (installation and maintenance of bus shelters by People Mover and UAA), and the ability to build off existing wayfinding efforts in UMED ([ANTHC Tinitun App](#)).
- **Incentives and rewards may have the largest impact on commute trip patterns, but a platform to host/communicate programs must make it easy to participate.**
  - Rewarding people to not drive-alone to/from UMED would likely see the largest change in travel behavior.
  - Implementation should be cautious of making people download another app on their phone. A People Mover representative noted Anchorage had RideAmigos for three years and participation was low, so different platforms should be evaluated to find one suitable for UMED.

# Pricing (1) + Programs & Policies (10)

## Strategies

- P.1 Parking Pricing & Management Program**
  - Explore expansion of paid parking in high-demand locations or times
  - Minimize spillover into residential neighborhoods
  - Explore flexible daily parking options instead of a monthly or annual permits
- PP.1 Mobility Monitoring & Reporting**
  - Conduct a travel survey and collect transportation data consistently
  - Issue an Annual Report
- PP.2 Mobility Passes & Incentive Program**
  - Promote and expand the existing People Mover U-Pass program
  - Create new incentives and rewards for non-drive alone trips
- PP.3 Guaranteed Ride Home (GRH) Program**
  - Create GRH program, offering an annual allotment of free or subsidized rides home for those that do not drive
- PP.4 Enhanced Transit Services**
  - Support People Mover and UMED employers to improve and coordinate buses & shuttles
  - Explore new service models, such as on-demand shuttle services
- PP.5 Shared Mobility Services**
  - Explore provision of district-wide bike, scooter, and car sharing services
  - Offer discount rides and memberships for UMED employees, students, & residents
- PP.6 Shared Parking Program**
  - Increase use of shared parking agreements in UMED, improving access to underutilized parking lots and garages
  - Modify Title 21 to make it easier to share parking
- PP.7 Travel Training Program**
  - Improve awareness of travel options and create culture of non-driving travel through travel training programs and walk/bike clubs
- PP.8 Mobility Grant Programs**
  - Create a mini-grant program for UMED employers or businesses to implement TDM strategies
- PP.9 Zoning Code & Policy Updates**
  - Implement policies that allow for less new parking, more shared parking, & require TDM
- PP.10 Employer Commute Policies**
  - Encourage pre-tax commute programs as allowed by the federal tax code
  - Support remote work and flexible schedules



# Discussion Summary

## DRAFT STRATEGIES – PRICING, PROGRAMS & POLICIES

- **Guaranteed Ride Home (GRH) Programs and/or car share fleets are important for flexibility.**
  - Driving is the most convenient option for people who need to commute to work *and* drop off / pick up children. There are limited daycare options in or near UMED (e.g., ANTHC has a popular and very expensive daycare on-site).
  - GRH and/or employer-provided car share fleets would provide an alternative option and reduce drive-alone trips.
- **Zoning and policies updates should incentivize more mix of uses and housing.**
  - A couple of attendees support more housing in the area and suggested more policy incentives given lots of land in UMED remains undeveloped even though current zoning allows mixed-uses.
  - Several attendees suggested there is potential to repurpose underutilized parking lots to apartments for more housing.
- **Travel training programs should be a higher priority.**
  - Many people who have never used public transit would benefit from travel training and education; it would improve awareness of existing services and incentives provided by employers, schools, etc.
- **Parking pricing should be a higher priority.**
  - Compared to other strategies, some participants thought parking pricing could be easy to implement and effective since parking lots and garages are owned by institutions. The group discussed the merits of “sticks” over “carrots”.
  - At least one person noted concern about priced parking pushing people to park in the nearby neighborhood.

# Next Steps

- Refine **goals and strategies** based on the public input
- Continue to advance the **implementation plan**
- Plan the next **site visit, UMED Advisory Committee meeting, and community workshop in mid-June** to preview a draft public plan





## **DESTINATION UMED**

More Travel Choices. More Opportunity.

[www.destinationumedstudy.com](http://www.destinationumedstudy.com)

# Thank you!

**Jon Cecil, AMATS Project Manager**

[jonathan.cecil@anchorageak.gov](mailto:jonathan.cecil@anchorageak.gov)