



**DESTINATION UMED**

More Travel Choices. More Opportunity.

# Site Visit #3 Summary

June 2023

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# Site Visit Overview



# Site Visit Purpose

The **Destination UMED consultant team** traveled to Anchorage June 13-14<sup>th</sup>, 2023 to host the fourth UMED Advisory Committee Meeting (UAC), the third Community Workshop and Open House, and meet with the Project Management Team (PMT).

This trip introduced the final phase of the project and collected feedback from the PMT and the public regarding the contents of the TDM Toolkit and the TDM Plan.



*The UAC meeting at Providence Alaska Medical Center and Community Workshop at MOA Building Permit Center.*

# Destination UMED Timeline



**We are here!**

# UAC Meeting #4



# UAC Meeting #4

The UAC met on June 13<sup>th</sup> to:

- Recap the **project work** completed to date, including Public Draft deliverables
- Provide feedback on the **TDM Toolkit strategies**
- Identify **implementation next steps** and “quick wins”



*The UAC meeting at Providence Alaska Medical Center*

# Recap: What is Destination UMED?

Our charge is to develop a **phased and actionable plan and toolkit** for district stakeholders to **improve travel** to, from, and within the UMED district.

This study is NOT an analysis of **any single project or infrastructure improvement**.

We will look at **projects, policies, and programs** to reduce traffic congestion, improve mobility choices, and enhance equitable access to UMED destinations.



**DESTINATION UMED**

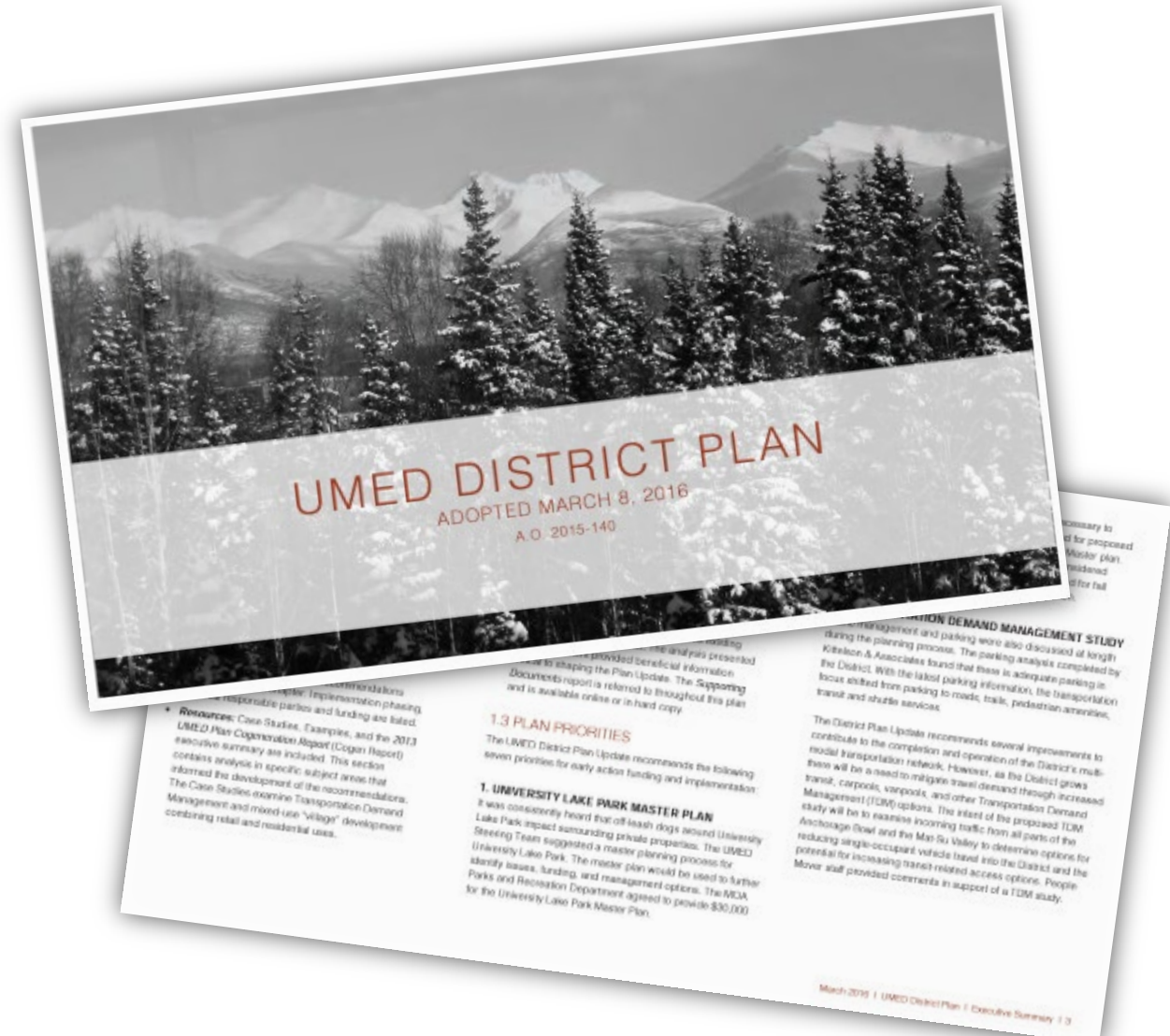
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# Recap: Origin of Destination UMED

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,” and

“...continue the established UMED District coordination process...to leverage resources and implement the UMED District Plan.”



# Recap: What is the cost of no action?

- **Today's challenges grow into major problems** – winter maintenance, poor wayfinding, difficult street crossings, underutilized parking lots
- Limited coordination = **duplicative efforts**
- Destination UMED never makes it into the **complex and lengthy funding pipeline**
- TDM is **harder to establish for all** of Anchorage
- Master plans and development **projects proceed with less (or no) TDM**
- **Very expensive infrastructure** becomes the only “solution”

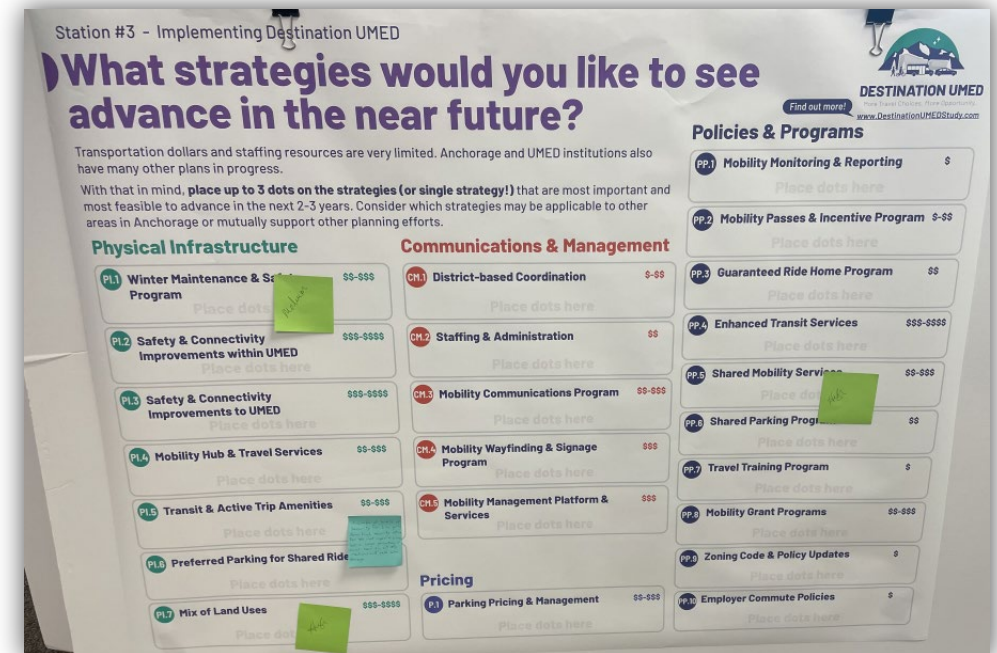
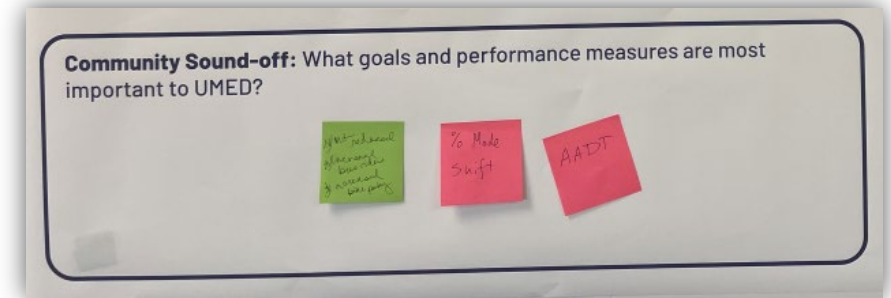


*An underutilized surface lot off Tudor Rd.*

# Key Themes: Goals + Strategy Toolkit

We asked the UAC for **feedback on the UMED Goals and Strategy Toolkit**.

- One UAC member suggested reducing **vehicle miles traveled (VMT)** is most important. Another suggested **percent mode shift** [away from single occupancy vehicle trips].
- Another UAC member noted the importance of **annual average daily traffic (AADT)**, or vehicle traffic volumes.
- The strategies with the most support for near-term implementation included a **Winter Maintenance & Safety Program, Transit and Active Trip Improvements, Mix of Land Uses, and Shared Mobility Services**.



# Key Themes: Implementing Destination UMED

We asked the UAC members:

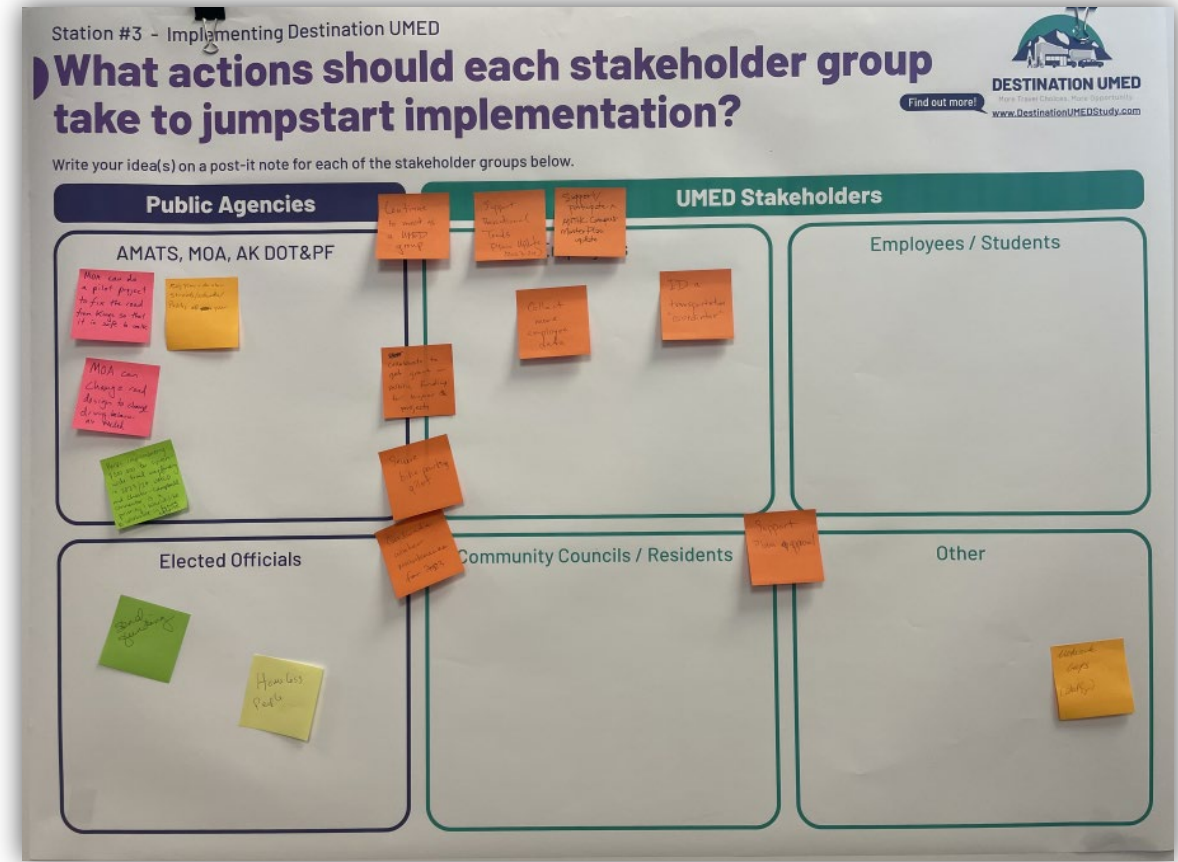
- What **successful implementation** looks like in 2 years?
- What can **you or your organization do** to make that happen?



*UAC discussion on jumpstarting implementation*

# Key Themes: Implementing Destination UMED

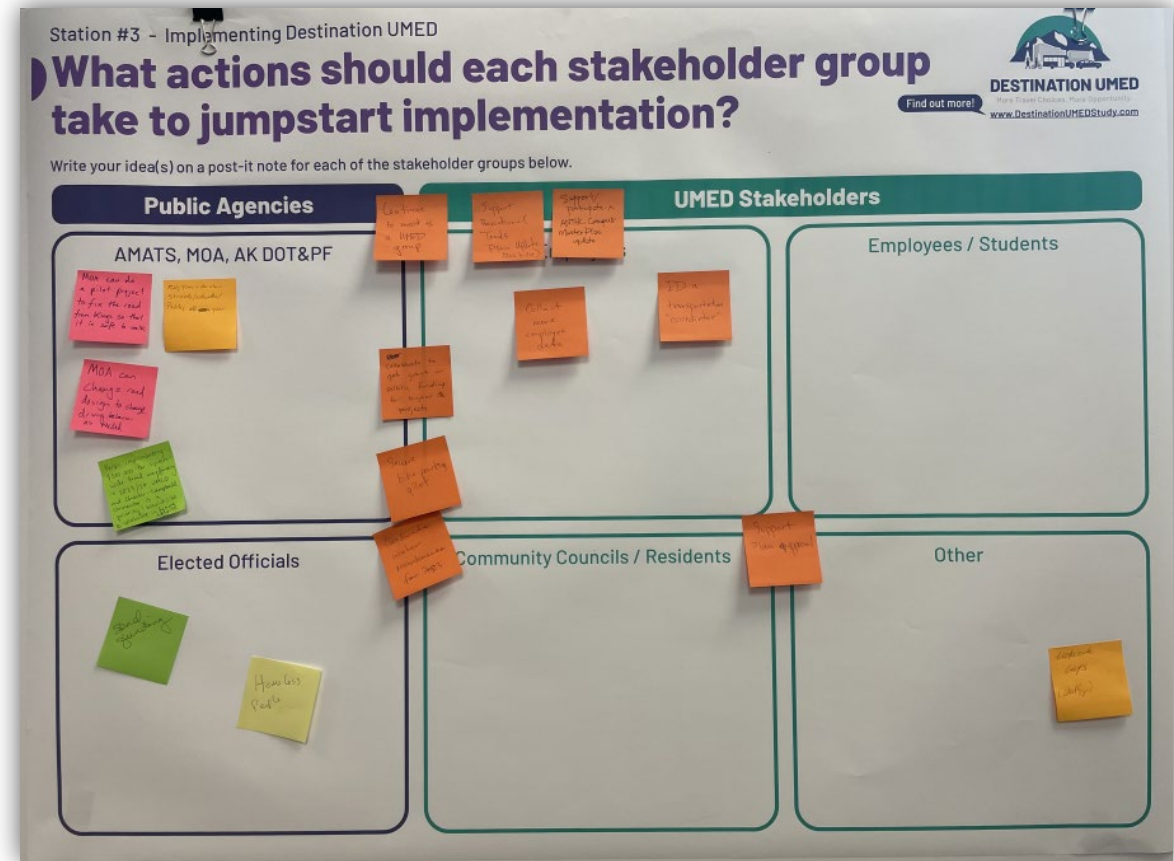
- UAC members emphasized the importance of **public agency support** through funding for staff time and/or policy (e.g., road design standards).
- Employers and public agency staff can:
  - Continue to meet** on a regular basis;
  - Collaborate** for grant or public funding; and
  - Pilot high-priority projects** like bike parking, winter maintenance, or street safety improvements.



*UAC members identified actions stakeholders can take to jumpstart implementation*

# Key Themes: Implementing Destination UMED

- Employers can:
  - Help identify **“Transportation Coordinators”** and collect more **employee data** on transportation attitudes and behaviors; and
  - Support planning processes** among partners including ANTHC’s Campus Master Plan Update and Parks & Recreation Trails Plan Update.
- Community members can **support Destination UMED’s approval** and advancement.



*Actions stakeholders can take to jumpstart implementation*

# Community Workshop #3



# Workshop Purpose

The project team hosted the third community workshop and open house on Tuesday, June 13<sup>th</sup>, 2023 at MOA Building Permits Center on Elmore Rd. to:

- Collect public feedback on **goals and strategies**
- Identify immediate **next steps for implementation**

There were three stations with posters presenting information and space for the public to provide comments.



*Members of the public gathered at the MOA Permit & Development Center for the community workshop.*



# Discussion Stations



## UMED Today: TDM overview and existing conditions

Station #1 - UMED Today

**Transportation in UMED Today**

Station #1 - UMED Today

**What is TDM?**

Station #1 - UMED Today

**What is Destination UMED?**

Station #1 - UMED Today

**Destination UMED Schedule**

Station #1 - UMED Today

**Community Sound-off:** Have you participated in the process to date? Place a sticky dot to indicate your involvement.

Station #1 - UMED Today

**UMED? Anchorage? Elsewhere?**



## Goals + Strategy Toolkit: Measuring progress

Station #2 - Goals + Strategy Toolkit

**Strategies: Physical Infrastructure**

Station #2 - Goals + Strategy Toolkit

**Destination UMED: Goals & Measuring Progress**

Station #2 - Goals + Strategy Toolkit

**Performance Measures**

Station #2 - Goals + Strategy Toolkit

**Community Sound-off:** What goals and performance measures are most important to UMED?



## Implementing Destination UMED: Priorities & next steps

Station #3 - Implementing Destination UMED

**What actions should each stakeholder group take to jumpstart implementation?**

Station #3 - Implementing Destination UMED

**What strategies would you like to see advance in the near future?**

Station #3 - Implementing Destination UMED

**Policies & Programs**

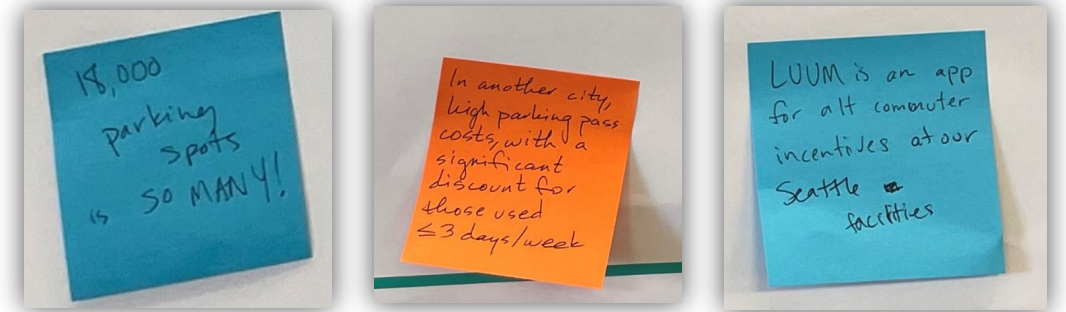
Station #3 - Implementing Destination UMED

**Pricing**

# Key Themes at Station #1: UMED Today

## FAMILIARITY WITH DESTINATION UMED

- Most attendees were familiar with the project or had followed it online.
- One attendee remarked at how much parking exists in UMED—18,000 spaces!
- Another noted Luum is a commute incentive platform used for their organization in Seattle, WA.
- An attendee was impressed with how other cities have costly parking passes but subsidize other travel options.



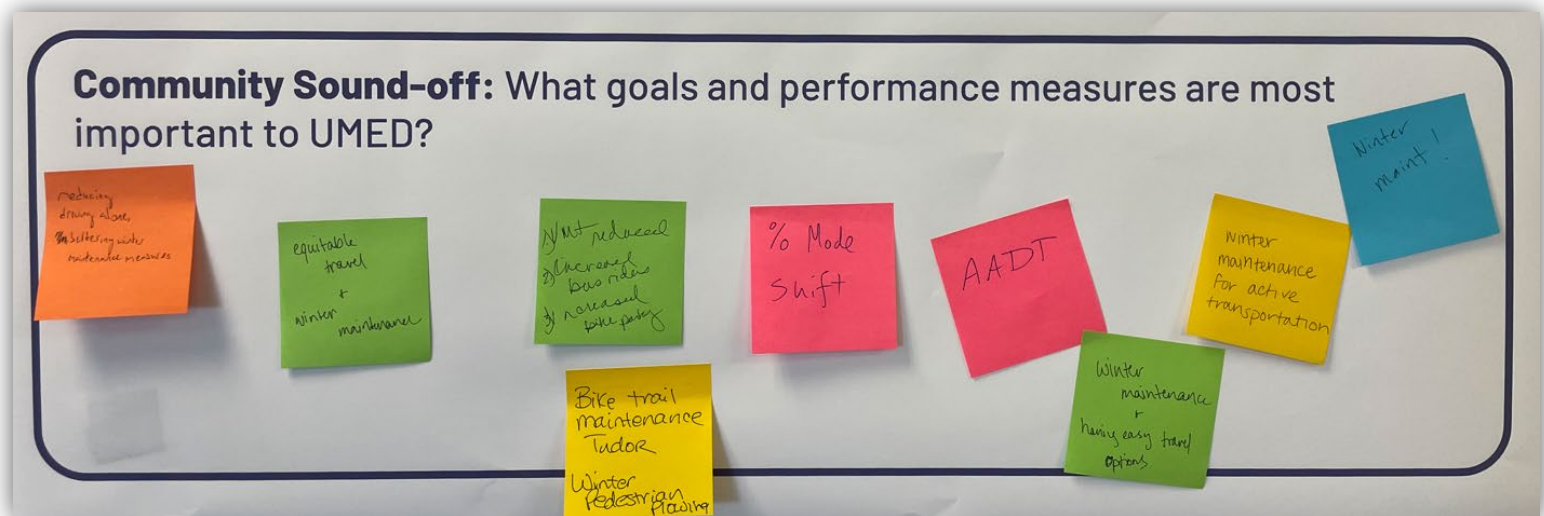
*Attendees shared their familiarity with Destination UMED and reactions to existing conditions and best practices.*

# Key Themes at Station #2: Goals + Strategy Toolkit

## GOALS & PERFORMANCE MEASURES

- Several people noted winter maintenance as a high priority goal, including trail maintenance and plowing for pedestrian or bicycle access.
- Some attendees highlighted the need for more equitable travel and providing people with more options.
- A couple of attendees emphasized the goal to reduce drive alone trips and increase transit trips.

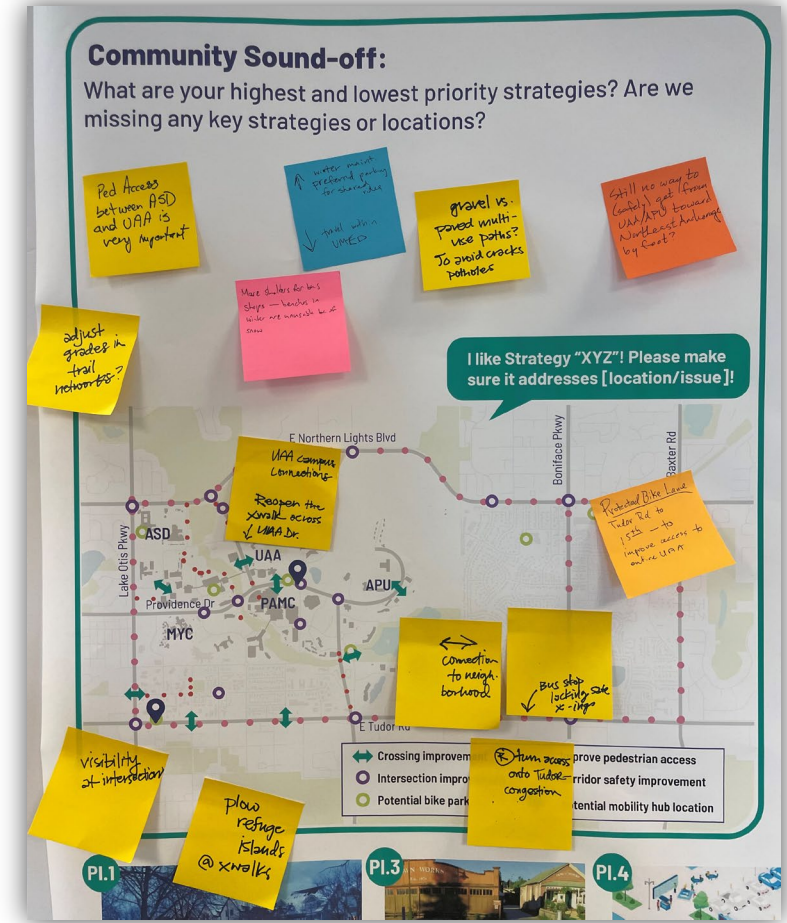
*Workshop attendees added to the list of important goals and performance measures*



# Key Themes at Station #2: Goals + Strategy Toolkit

## PHYSICAL INFRASTRUCTURE STRATEGIES

- Attendees had the **most support for physical infrastructure strategies** and improvements.
- There was a lot of support for **improved winter maintenance**, including pedestrian refuge islands at intersections.
- Several people indicated support for **improved crossings near transit-stops**, and more shelters and amenities for people waiting for the bus.
- The **pedestrian connection between ASD and UAA** continued to be cited as a priority location for safety improvement.

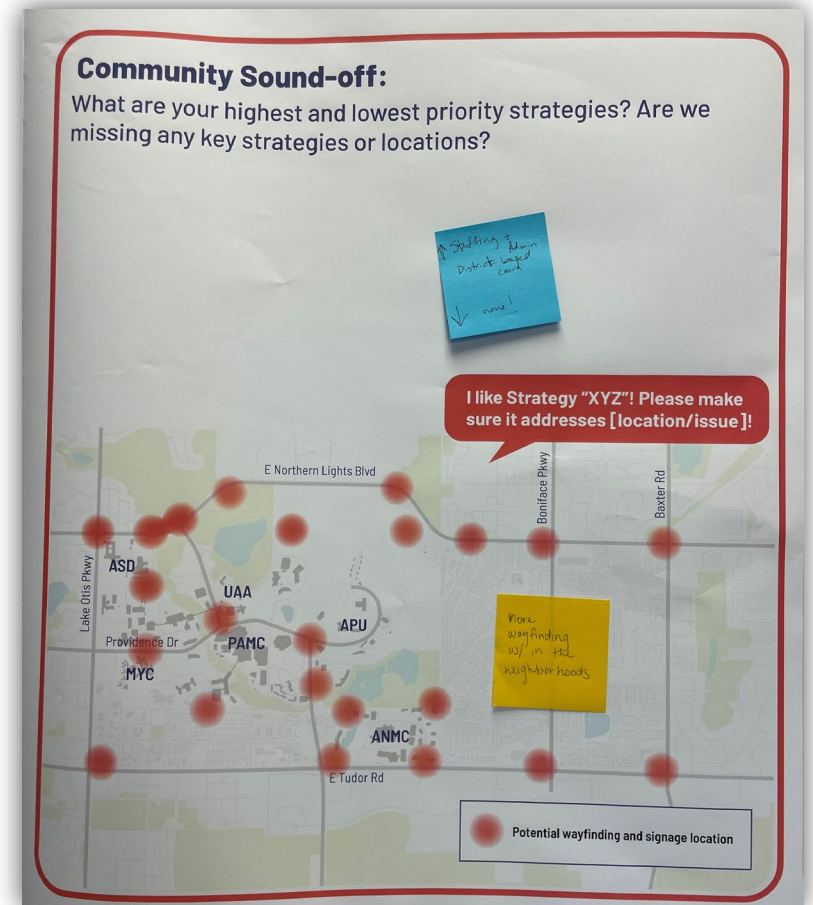


Comments on the Physical Infrastructure strategy map

# Key Themes at Station #2: Goals + Strategy Toolkit

## COMMUNICATIONS & MANAGEMENT STRATEGIES

- Attendees noted they would like to see the **Staffing & Administration** strategy advance, as well as **District-Based Coordination** continue beyond this study.
- There was interest in **more wayfinding** within the residential neighborhoods east of UMED to improve access the District and trail system.



*Comments on the Communications and Management strategy map*

# Key Themes at Station #2: Goals + Strategy Toolkit

## PRICING, POLICY, & PROGRAMS STRATEGIES

- Attendees noted they would like to **grow awareness** among UAA students that they can use their Wolf Card to ride the People Mover for free.
- There was support **for flexible employer policies** to allow for remote work or **active trip incentives** to reduce vehicle trips.
- Some would like to see **improved multimodal connections** to UMED's core campuses from the north and northeast.



Comments on the Pricing, Policy, and Programs strategy map

# Key Themes at Station #3: Implementing Destination UMED

## STRATEGIES TO ADVANCE IN THE NEAR FUTURE

- **Winter Maintenance & Safety** had the most support among all strategies.
- **Safety & Connectivity Improvements within UMED, District-Based Coordination, and Mobility Passes & Incentive Programs** had the next highest support.

Station #3 - Implementing Destination UMED

### What strategies would you like to see advance in the near future?

Transportation dollars and staffing resources are very limited. Anchorage and UMED institutions also have many other plans in progress. With that in mind, **place up to 3 dots on the strategies (or single strategy!)** that are most important and most feasible to advance in the next 2-3 years. Consider which strategies may be applicable to other areas in Anchorage or mutually support other planning efforts.

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Find out more! [www.DestinationUMEDStudy.com](http://www.DestinationUMEDStudy.com)

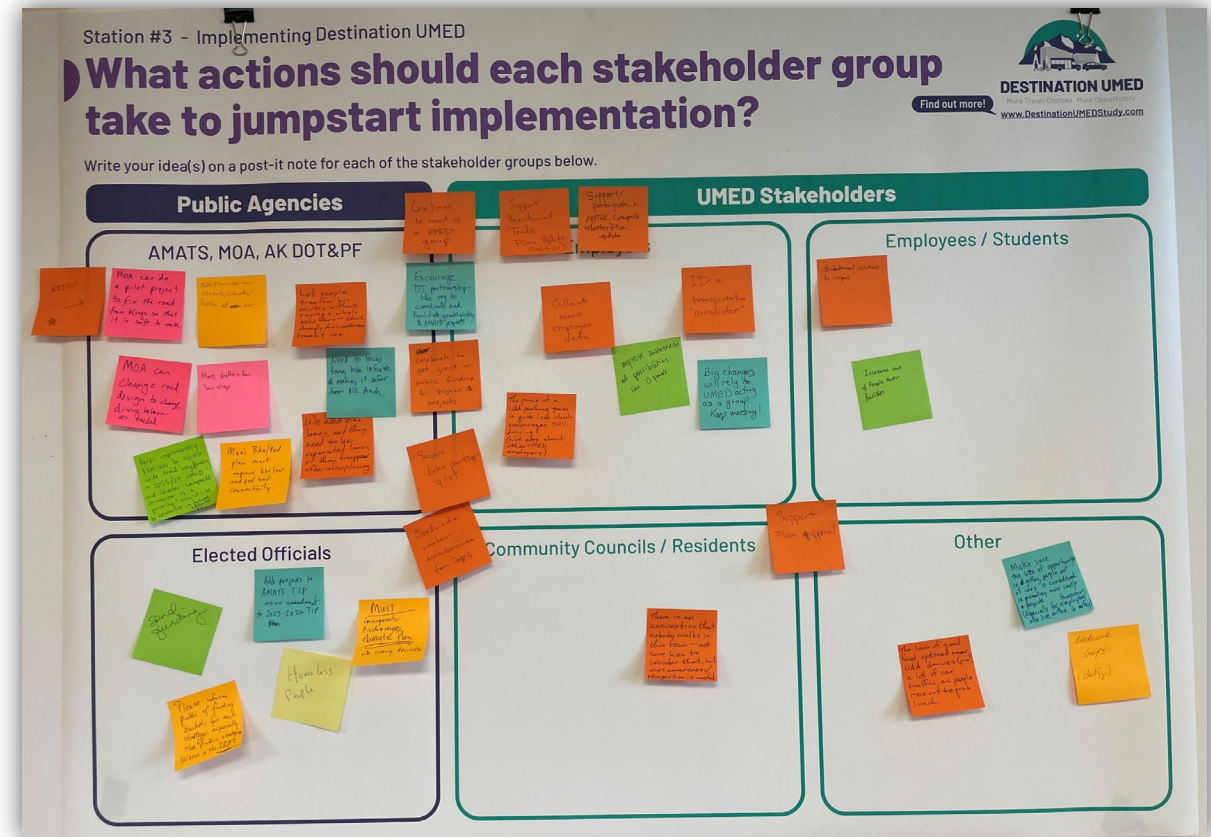
Physical Infrastructure	Communications & Management	Policies & Programs
<p>PI.1 Winter Maintenance &amp; Safety Program \$-\$-\$-\$</p> <p>PI.2 Safety &amp; Connectivity Improvements within UMED \$\$\$-\$\$\$\$</p> <p>PI.3 Safety &amp; Connectivity Improvements to UMED \$\$\$-\$\$\$\$</p> <p>PI.4 Mobility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

Stickers indicate preferred strategies to advance in the near-term

# Key Themes at Station #3: Implementing Destination UMED

## ACTIONS TO JUMPSTART IMPLEMENTATION

- Workshop attendees added to the UAC ideas for jumpstarting implementation. Most of their ideas were focused on public agencies, employers, and elected officials.
- Public agencies can:
  - Use **pilot projects** to test safety improvements (e.g., King Tech to UAA);
  - Encourage a **partnership** among to UMED stakeholders to facilitate funding pursuits and grant writing.



Workshop attendees added to the actions provided by UAC members



# Key Themes at Station #3: Implementing Destination UMED

## ACTIONS TO JUMPSTART IMPLEMENTATION

- **Elected officials** can:
  - Add projects to AMATS 2023-2026 TIP as an amendment;
  - Inform the public of eligible funding related to TDM strategies;
  - Incorporate the Anchorage Climate Plan in decision-making.
- **Employers** can grow awareness of existing programs, such as the U-Pass.
- **Students and employees** can take People Mover more often.



*Workshop attendees had many ideas to jumpstart implementation*

# Key Themes at Station #3: Implementing Destination UMED

## ACTIONS TO JUMPSTART IMPLEMENTATION

- **Residents** can reinforce and publicize the message that people do walk and bike in Anchorage versus just drive.
- Attendees also noted that having **a mix of uses**—such as more dining or grocery options—could help encourage shorter active trips.



*Workshop attendees had many ideas to jumpstart implementation*

**Next Steps**



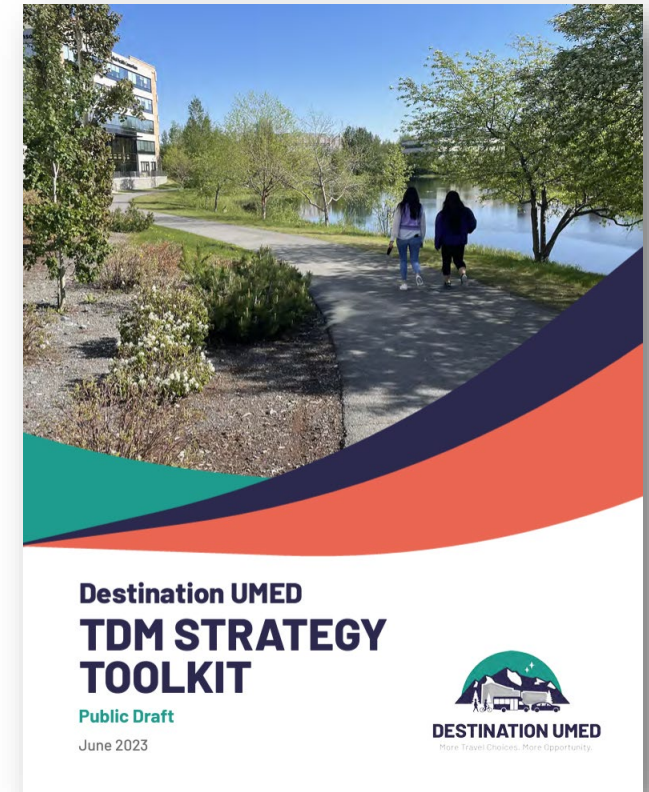
# Next Steps

- The Destination UMED team will take the UAC and Community Workshop feedback to finalize Public Draft deliverables for release on June 26<sup>th</sup>.
- **Feedback and input on Public Drafts can be submitted to AMATS through July 25<sup>th</sup>.**

## TDM Plan



## TDM Strategy Toolkit





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