

MINUTES
ORANGE COUNTY OUTBOARD
JANUARY 15, 2020
REGULAR MEETING

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MEMBERS PRESENT: Art Menius, At-Large Representative (Chair); Jenn Sykes, At-Large Representative; Ed Vaughn, Cedar Grove Township Representative; David Laudicina, Cheeks Township Representative; Eric Broo, At-Large Representative; Amy Cole, At-Large Representative, Randy Marshall, Bingham Township Representative; Johanna Birckmayer, At-Large Representative;

MEMBERS ABSENT: Heidi Perry, At-Large Representative; Brantley Wells (Vice Chair), Hillsborough Township Representative; Vacant, Eno Township Representative; Vacant, At-Large Representative; Vacant, Chapel Hill Township Representative;

STAFF PRESENT: Nish Trivedi, Transportation Planner; Tom Ten Eyck, Transportation/Land Use Planner; Tina Love, Administrative Assistant III;

AGENDA ITEM 1: CALL TO ORDER, DETERMINATION OF QUORUM AND INTRODUCTION OF NEW MEMBERS

Art Menius called the meeting to order.

AGENDA ITEM 2: APPROVAL OF MINUTES

MOTION by Jenn Sykes to approve the November 20, 2019, OUTBoard Minutes. Seconded by Randy Marshall

VOTE: UNANIMOUS

AGENDA ITEM 3: CONSIDERATION OF ADDITIONS TO AGENDA

AGENDA ITEM 4: REGULAR OUTBOARD AGENDA

AGENDA ITEM 4A: OUTBOARD ELECTIONS

MOTION by Amy Cole to nominate Erik Broo as Chair. Seconded by Randy Marshall

VOTE: UNANIMOUS

MOTION by Erik Broo to nominate Amy Cole as Vice-Chair. Seconded by Randy Marshall

VOTE: UNANIMOUS

AGENDA ITEM 4B: BICYCLE SAFETY RESEARCH ACTION PLAN (TOM TEN EYCK)

Tom Ten Eyck presented a PowerPoint presentation, gave background and updated information and asked for volunteers and locations for brochures and maps

Suggested Locations:

Last Fridays, License Bureaus, Libraries, Sheriff, Police Departments, Health Departments, Social Services, Hospitals, Outdoor Shops, Bike Shops and Clubs, Chapel Hill Tire, Visitors Bureaus, Schley Grange, Gas Stations, Hog Day, Carr Mill, Wagner Tire, OCPT buses,

Resources to use to share tweets: Sheriff, EMS, Bike Shops, Police Departments

54
55 Erik Broo: As far as the helmets, Carrboro Elementary has a lot of bike riders there and there could be families that
56 want to but their kids don't have helmets.
57
58 Todd Jones: I have been distributing posters around to the schools.
59
60 Randy Marshall: Check with the school PTAs for the helmets.
61
62 Erik Broo: Post PSA to agencies with the information screens including Orange County.
63
64 Tom Ten Eyck: I'll check with the library, police, sheriff and DMV about materials, for any events or need if you give
65 me a little advance notice, I can get them.
66
67 Amy Cole: Was an email sent out to all the biking clubs?
68
69 Art Menius: Heidi is the contact for all the bicycle groups.
70
71 Erik Broo: I'll take to the Chapel and Carrboro, bikes shops and Chapel Hill, Cybrary and McDougal libraries and the
72 2 outdoor stores in Carrboro.
73
74 Ed Vaughn: I'll take to Wagner Tires.
75
76 Art Menius: The social media and website are pretty much in limbo structurally. The idea originally was that the
77 committee would take care of them. I know we got permission for these to exist but as far as using them, they have
78 hardly been utilized. I don't think it can function well without staff involvement especially the social media.
79
80 Amy Cole: Can planning get interns, with UNC having transportation department /school I would think you would
81 have interested undergraduate students.
82
83 Tom Ten Eyck: I think it's possible and also think someone who is younger and far more functional on Facebook and
84 Instagram would be better suited. My fear is the continuity issue in terms of publishable content, I know you can
85 always find stock something, but in terms of bicycle activity it is more limited to the time of year. I think it makes
86 sense for us to ramp things up with there are events going on but in terms of pushing bicycle safety messaging, I
87 don't know how consistently it can be done as a subset of the larger.... It might make for sense to say we have a
88 particular message that we want to send out at a particular point in time, several months if not weeks in advance to
89 be able to promote it on the County's social media as opposed to creating another account that is going to get lost in
90 the abyss.
91
92 Amy Cole: If we had basically a place where things can get uploaded and then cleared by staff as publishable and
93 then someone else could be creating content, I'm thinking like the TarWheels when they are on their standard bike
94 routes. If they've got something they can snap a picture of we're got our advocates out there that can take pictures
95 during events and send with a blurb and then all we have to do is say yes, we approve and then go ahead and
96 publish.
97
98 Tom Ten Eyck: I can ask but I think it makes more sense to push out to someone who has a larger audience than
99 where we would be if we were just starting out as this small entity. Where it's at for as long as it has existed, we've
100 made these things and they are good tools but without maintenance and someone who spend a necessary amount of
101 time on it to make it pretty and meaningful then it is going to become another thing for someone unless it's just kind
102 of there.
103
104 Erik Broo: If we tweeted something and then had TarWheels and others retweet it.
105

106 Tom Ten Eyck: We've got videos and the website but I don't know that there is any other content that is happening
107 all the time and if it's not happening routinely, my worry is this is just another thing that will go by the wayside,
108 stagnant. I cannot make this my fulltime thing.

109
110 Erik Broo: What would be something that we could or should?

111
112 Jenn Sykes: Is the goal to have the bicycle safety task force get the credit for it or is the goal to get the message out
113 here? In that case this is moot, the TarWheels is who you need to work with to solve that problem and occasionally
114 send things to Todd McGee to put out there. That way if you do have an important message to get out the County
115 can get behind it.

116
117 Todd Jones: Look at the bike shops and see if they could have a thumbnail of the video somewhere on their website,
118 that is free content for them and it livens things up.

119
120 Tom Ten Eyck: It exists on the website so anyone can link it.

121
122 Todd Jones: Maybe we just keep these nuggets and get it included on other sites, I was searching for it and it didn't
123 come up in any google search.

124
125 Jo Birckmayer: It could simply be a resource – it is the rules.

126
127 Erik Broo: Provide to be tweeted to educate the motorist.

128
129 Jo Birckmayer: What if the TarWheels were asked to take it over, I can't imagine you could keep this up.

130
131 Tom Ten Eyck: So really we just want the information regarding the law to be pushed out to groups that wouldn't
132 otherwise get it. I think at the end of the day it's the brochures and engage with whatever social networks you have
133 within the community to say here's some messaging we got, it's already done-produced but it needs to be pushed
134 out. The message is not ever evolving it's the existing law.

135
136 Erik Broo: Can we get a survey together that can be email out to the constituents through some database of
137 everyone in the county and ask them what is their interpretation of the current law.

138
139 Todd Jones: There is a lot of aversion to doing blast surveys and there. Have to be very careful.

140
141 Tina Love: How would you get the emails? Mail would be at a cost and the County doesn't have the emails available
142 – there are sunshine groups but those people have signed up for specific information. You can't just take the list and
143 share it with another group.

144
145 Jenn Sykes: Let's finish out the pilot out and come back and reevaluate in 9 months.

146
147 Erik Broo: What about Driver's Education, do they still have that in the schools.

148
149 Todd Jones: Buddy Hartley is the best contact and he was on the bicycle task force. Need to get the information to
150 motorist that don't know the law.

151
152 Jo Birckmayer: So short term it's getting the information out there to high volume places and use the website as a
153 resource that just sits there and the next step is to see if there is some group that wants to take it on.

154
155 Tom Ten Eyck: We can bring back the amassed document and bring forward and I think doing what we can with the
156 concrete pieces now and then seeing how it evolves in the next couple of months is good.

157
158

159 **AGENDA ITEM 5: STAFF REPORTS/UPDATES**

160

161 **AGENDA ITEM 5A: MPR/RPO AND NCDOT UPDATES (NISH TRIVEDI) -**

162 *Nish Trivedi gave transportation updates*

163

164 Randy Marshall: The resurfacing projects.

165

166 Nish Trivedi: I have it, I'll email it to everyone.

167

168 Randy Marshall: There was a question about getting the sheriff to Orange Grove Road, the high school. I am still
169 interested in seeing if they can put a deputy there, the worst he can say is no.

170

171 Nish Trivedi: NCDOT is doing a study right now, its call Municipal School Transportation (MSTA) I will see if I can
172 reach out to the sheriff.

173

174 *Staff gave additional updates and sidewalks and bicycle signs were discussed*

175

176 Erik Broo: If there are any more opportunities, I would say Dodson's Crossroads all the way to Chatham and it's a
177 long run and there are no signs and it's a large group.

178

179 Randy Marshall: Center line reflectors?

180

181 Nish Trivedi: NCDOT has a new policy now, center line reflectors will be put on arterial major roads when it comes to
182 resurfacing, US 70, NC 54, Old 86 and NC 86 major arterial roads.

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185 **AGENDA ITEM 6: INFORMATION ITEMS**

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187

188 **AGENDA ITEM 7: ADJOURNMENT**

189 OUTBoard meeting was adjourned

Erik Broo, Chair