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  

- 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
  o Trail support
  o Need evidence of use to support goals
  o Lacking funding
• Potential Collaboration
  o Collect usage data
  o Support of activities
  o Networking
• City of Decorah- Trail Counters
  o Usage data
    ▪ UNI Economic Benefit of Bicyclists study
    ▪ Revenue generated by bicyclists in Iowa
  o 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)
  o Data
    ▪ Main source= counters
    ▪ Breakdown of users= volunteers go out and physically tally
  o Ideas for Region
    ▪ A real need for hard data
    ▪ Proposal to get at least one per county
      ▪ Potential funders
        o Community match (value for communities without trails- SRTS)
        o Community foundations (focus on health is huge)
        o Funder’s network
        o County conservation
        o Iowa Department of Public Health
    ▪ Trail users
      ▪ Majority vs. minority
        o Issue with getting everyone to use trails
        o Local support of trails= very important
          ▪ Tourists also important
      ▪ Usage awareness
        o “geomessaging”, scanning code with Smartphone
          ▪ Ex- 911 situations
  o 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
            o Can either be for extended time or a quick hook-up
            o Dock then brought back into office to upload data to software
• No limit of counters to docks or docks to software
  o Could have 100 counters per dock (very cumbersome though, but possible)
• Recommendation from Andrew:
  o Purchase one package deal (3 counters, 1 dock, 1 software, cables)
    ▪ Software to central office
  o Purchase additional 4 (or 5 if FFI counties) more docks- 1 per county
  o Purchase as many counters as each county would like
• Sample of price breakdown:
  o Starter Package: 3 counters, 1 dock, 1 five year software subscription, one set of cables= Price: $2,245.00
  o Subsequent Docks: 4 docks $525 a piece= Price: $2,100.00
  o 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
  o All total: Price= roughly $9,325.00
• Continue collaboration
  o Invite Active Living Work Group to Transportation Enhancement Meeting (Date TBD)
  o Groups who are missing
    ▪ More Transportation Enhancement support
    ▪ County Health Department
• Active Living Training for Resource Contacts
  o Ashley needs to be included in RC training or sit down with RCs at some point
  o Give RCs directions, then they report back to us
  o Focus on food AND fitness
  o School Wellness Team connections through RCs- great connections
• NEXT MEETING: Friday, Sept 28, 2012 at 8a-10a in UERPC Conference Room
  o Invite Resource Contacts to attend (Ashley will talk with Emily)