

Bicycling Friendly Community
Education / Awareness Building Planning Session - Minutes
Kalamazoo Regional Educational Service Agency
February 21, 2012

Participants

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Paul Wells, Breakaway Bicycles and Fitness
Renee Mitchell, Education Committee Chair, Kalamazoo Bicycle Club
Rick Green, Lt., Kalamazoo County Sheriff's Department
Steve Stepek, Senior Transportation Planner, Kalamazoo Area Transportation Study
Tom Doherty, Green Design/Sustainability Coordinator at Kalamazoo County Land Bank
Toni Thompson, Friends of the Kalamazoo River Valley Trail, President

Purpose and Rationale

Agree on key intermediate objectives leading to our high-level BFC education goals.

Beginning with the end in mind," using cause-effect logic to plan concrete intermediate steps.

Approach at this stage: using existing resources to accomplish least complex, shorter term objectives.

Ground Rules For Cause-Effect Planning

Key Intermediate Objectives (see next pages)

Note: More or less unedited. Not prioritized or otherwise sequenced.

Next Steps

Follow-on session will refine education/awareness-building plan.

Education and Awareness-Building Objectives (From Master Plan)

Updated February 23, 2012

Legend

Obj: Objective

Obs: Obstacle

Sol: Proposed Solution

IO: Intermediate Objective

Obj 2 Better educate local employers on the benefits of encouraging bicycle commuting.

Obs 2 It is difficult to reach local employers.

Sol 2a Utilize supporting businesses to reach others in the region.

Sol 2b Chris - periodic bike to work days/weeks etc

Intermediate Objectives Supporting Objective 2

IO2 Educate local employers by finding current employees that are commuting to help exemplify their positive experiences of bicycle commuting

IO2 Use businesses that might benefit from educating benefits of bicycle commuting to help influence increased commuting

IO2 Study insurance benefits for employers and prepare educational materials (wellness context)

IO2 Identify a group of target employers based on location [e.g., to commuter routes] to approach on the education plan

IO2 Find contacts at "top 20" [e.g., by employee count] at local employer who can tell us how to educate/inform their employees

IO2 Utilize community access TV on bicycle safety and rules of the road

IO2 Put a bike rack in front of or in the parking lots [of local employers] as a tool to encourage employees to ride their bikes to work

Obj 4 Hold educational outreach events to promote non-motorized transportation.

Obs 4a There are few local resources available to hold/deliver educational outreach.

Sol 4a What few resources that are available can be coordinated to become greater than the sum of their parts.

Chris Barnes - visit Madison WI (volunteered to report back on what makes it such a BFC)

Intermediate Objectives Supporting Objective 4

IO4 Identify target audiences for the educational outreach – examples: universities/colleges, local neighborhood associations

IO4 Piggyback onto current existing health events such as those held at WMU & KVCC

IO4 Find an educational "program" (e.g., a Powerpoint presentation) that can be presented at an educational outreach event

Obj 6 Provide media coverage on the initiatives of the BFC, the enhancement and use.

Obst 6a Local media attention is only on major issues, not something as "small" as bicycling (e.g., no bike race results in Gazette)

Sol 6a Find a media ally that shares views on BFC

Intermediate Objectives Supporting Objective 6

IO6 Utilize public access TV to cover bike friendly initiative in possible series of programs

IO6 BFC/Bike club does periodic press releases on important issues

Obj 7 Education: Educate riders/motorists on proper, safe riding techniques and rules of the road.

Obst 7a Motorists resist education beyond what is required for licensure.

Sol 7a Incorporate more in depth Bicycle training at younger age (like Boating license) or into license testing.

Intermediate Objectives Supporting Objective 7

IO7 Find / Develop / implement Lunch and Learn program on safe cycling to bring into companies

IO7 Develop and implement bike education program for schools, e.g., grades 4-7, 8-9th grades

Obj 8 Rules of the road: Education to understand that bicyclists have same rules of the road.

Obst 8a It's not anyone's job to feed educ. re. ROR to our community media or orgs.

Sol 8a Identify key stakeholder groups that are willing to direct training/educational outreach.

Intermediate Objectives Supporting Objective 8

IO8 Provide major employers a prepared article or bullet points for company newsletters

IO8 Media articles explaining bicycling rules of road

IO8 Find funding to produce/print educational literature

IO8 Use Dr. office videos in waiting rooms (or other places people are forced to wait long periods of time) that educate on rules of road/safety, etc.

IO8 Use the neighborhood groups, Milwood, Oakwood, Edison, to get our message out to the public

IO8 Expand rules of the road education in driver's training program

IO8 Place brochures at Secretary of State offices and [similar / related venues]

Obj 10 Clarify liability issues related to non-motorized facilities.

Obst 10a Fear of liability prohibits road agencies from incorporating non-motorized uses with vehicle traffic

Sol 10a Area transportation planners (ATP) host a forum of legal experts to clarify issues and break impasse

Obst 10b Liability issues change with the political winds meaning that what was once legally acceptable/protected can become actionable.

Intermediate Objectives Supporting Objective 10

IO10 Use risk management techniques to identify what are acceptable risks or liabilities

Obj 13 Key area stakeholders learn more about main features that make any community more bicycle- friendly.

Obst 13a An easy to read/digest list of main features = BFC doesn't exist (e.g., an exec sum).

Sol 13a Use criteria for MLB-BFC or copy what another BFC has already done.

Intermediate Objectives Supporting Objective 13

IO13 Use social media (Facebook, Twitter) to highlight our efforts and progress on each

IO13 Identify a list of WHO we consider to be our stakeholders

IO13 Create "BFC Process educational YouTube Video"

IO13 Develop quick and easy to read brochure of our efforts

IO13 Create web page that outlines each feature of how Kalamazoo is working to address this area

IO13 Draft case studies of best practices in other communities like ours