

**Bike Friendly Kalamazoo Awareness-Building and Education  
Planning Session Minutes**  
Kalamazoo Regional Educational Service Agency  
November 14, 2013

**Participants**

Darrell Harden, MDOT, Transportation Planner  
David Jones, Board Member, League of Michigan Bicyclists  
Doug VanDyk, Manager, Global IT Training & Development, Stryker Corporation  
Ethan Alexander, Open Roads Bicycle Project & KRESA  
James Kirklin, Mattawan Parks & Recreation  
Karen High, Parks Administrator, Oshtemo Charter Township  
Kyle Doster, Officer, Portage Department of Public Safety  
Marsha Drouin, Treasurer, Richland Township  
Nicole Allman, Vine Neighborhood Association  
Nikki Gates, President, TriKats; Director, Kalamazoo Area Runners  
Pamela Brown Goodacre, Trustee, Kalamazoo Charter Township  
Paul Guthrie, Laboratory Manager, Bronson Methodist Hospital  
Paul Selden, Director of Road Safety, Kalamazoo Bicycle Club; TriKats Member  
Renee Mitchell, Education Chair, Kalamazoo Bicycle Club  
Shawn Kloha, IT Project Manager, Stryker Corp.  
Steve Stepek, Senior Transportation Planner, Kalamazoo Area Transportation Study  
Tim Stewart, Principal, Hurley & Stewart  
Tricia Keala, Recreation Program Manager, City of Portage

**Agenda**

*Overview of BFK*

Paul Selden summarized Bike Friendly Kalamazoo's efforts to date.

2011 – Community Brainstorming Sessions: 600+ ideas were distilled into main goals, with the overall purpose aimed at elevating the community's stature during the economic downturn using existing resources to become even more bike friendly. Goals were to be accomplished via ongoing volunteer participation, with BFK serving as a network among leaders and delegates drawn from key stakeholders.

2012 through Today: Focus on three key areas supporting the 10 goals including awareness-building, education and route/infrastructure planning.

Today's meeting focused on awareness-building & education planning for 2014.

*Awareness-Building Progress Summary*

Paul Selden presented a list of highlights of awareness-building efforts during the past year.

- Participants gave our network a name to facilitate later awareness-building efforts - "Bike Friendly Kalamazoo"
- Identified stakeholders, inviting more to participate in BFK meetings
- Met with Portage Public Schools to discuss ways to encouraging bike-to-school programs
- Developed [www.bikefriendlykalamazoo.org](http://www.bikefriendlykalamazoo.org) web site
- Posted sources for bike related facts and statistics on BFK web site
- Posted calendar of local bike events on BFK web site

- Contacted area's top employers to invite participation from wellness perspective, same with law enforcement re. "bike rodeo" participation
- Used media contact list for select bike-related news releases
- Bike rack at Breakaway
- Public bike-related presentations (rules of road, infrastructure design, legal/liability issues, safe routes to school)
- Emailed and posted national criteria for "bike friendly" awards
- Developed & posted BFK mission, vision, organization statements
- First-hand reports on Madison, WI and Boston, MA bike infrastructure
- News releases and radio participation during Kalamazoo Bike Week
- Volunteer participation in Kalamazoo Bike Week events

Paul emphasized that many more "to-do's" remain. Awareness-building is an ongoing activity due to the need to reach new audiences with topics of interest, and since news on bicycling is ever-changing.

#### *Awareness-Building Planning*

For the time being, Paul stated that he would be leading the awareness-building effort, but that he needed help. He asked participants to help by providing input on an awareness-building plan that would focus on a twelve-month news release program, bicycling infrastructure and bicycling events in 2014. Results of that planning input are attached at the end of the minutes.

#### *Education Progress Summary*

Ethan Alexander reviewed progress on major objectives.

*Obj 4-Hold educational outreach events to promote non-motorized transportation.* Renee and Ethan have been exploring community events that may be appropriate for a Bicycle Safety presentation. They are working on identifying these events but presently most of the demand is through Bike Safety Camp which is through the Kalamazoo Bike Club.

*Obj 7-Education: Educate riders/motorists on proper, safe riding techniques and rules of the road.* Ethan and Renee have put together a PowerPoint presentation that can be used to reach riders safe techniques and strategies for riding. Though this is in its first draft, the presentation will be able to be used by most anyone in the future.

*Obj 8-Rules of the road: Education to understand that bicyclists have same rules of the road.* This area of education is also covered in the aforementioned PowerPoint. A League of Michigan Cyclists representative stated that they were working on a website that provided education to motorists about bicycle safety and rules of the road.

Renee Mitchell presented an overview of a PowerPoint educational presentation that she and Ethan had developed, entitled "BFK Safety Class Adult Advanced." The program contains extensive notes that enables it to be adapted to a variety of time frames, audiences, and levels. Ethan and Renee will complete work on the program, which will then be posted on BFK's website. All BFK participants will be informed via email when this is complete.

#### *Education Planning*

Renee asked participants for ideas/settings in which bike programs might be used. Ideas presented included bike mechanic sessions at WMU's Office for Sustainability "Lunch and

Learn” presentations at MDOT, Adult Ed classes at the Kalamazoo and Portage Public Schools, local libraries, Oshtemo Fun Day, Bike Education prior to local races (Tour de Taylor, Warrior Ride, Dalmac), family and trail rides, Neighborhood associations (e.g., Vine and others), and advertising public educational presentations on Adams Outdoor digital billboards. It was suggested that some of the local presentations made in the past re. bicycle liability could be repeated.

#### *Q&A*

Paul Selden asked participants for ideas for improving the BFK website. Ideas not yet implemented included posting dates of public meetings and minutes of BFK meetings.

Renee Mitchell asked for ideas regarding groups that might benefit from bicycle education. Ideas included the Cub Scouts, grandparent/grandchildren focused sessions, organized bike event participants and motorists.

Participants were asked whether they would like to assist with awareness-building and education efforts in the future and note that on the Planning Sheets. Those agreeing are so noted on the following pages.

## **Bike Friendly Kalamazoo (BFK) Quick Awareness-Building Planning Sheet**

### ***Summary of Input Received***

November 14, 2013

*Note: Input edited for space and to reduce duplication.*

#### **Twelve Month News Release Program**

Goal: Develop and release at least one news item per month during 2014.

Please add to the “thought-starter” lists of themes we might use, potential media outlets, and matching themes to the month of the year in which they might be most timely.

Potential Media Outlets (*in addition to* MLive, Western Herald local TV and radio, Kalamazoo Gazette, Portager, parks newsletters, congressional newsletters) Please be as specific as possible to facilitate contact and list development.

**Additional media outlet ideas submitted:** Kalamazoo Bicycle Club Pedal Press, Township newsletters (e.g., Oshtemo’s quarterly newsletter, Texas Township, Kalamazoo Charter Township, Alamo and Cooper Township), e-news outlet called Second Wave (?), Northside Ministerial Alliance web site, NAACP web site, Adams Outdoor (public address spots on digital billboards), Discover Kalamazoo, Michigan.org, Portage Senior Center newsletter, Bronson Healthlines Employee Newsletter, The Vine Line (Vine Neighborhood Association newsletter), Downtown Kalamazoo (DKI) email blasts, League of Michigan Bicyclist newsletters, magazines, MPO newsletters, social media (e.g., Twitter, Facebook), Texas Township Newsletter, Facebook Neighborhood groups, public media network/public access channel, Orange Peel Gazette, newsletters, Web, Stryker weekly newsletter, local municipal contacts for newsletters.

Potential Themes (*in addition to* Bike Safety Facts, KRVT Trail Support, letters to editors, jointly signed law enforcement letter to public, bike legislation updates, bike legislation bicyclists want, bike infrastructure bicyclists would like, BFK web site introduction, updates/support/thanks to efforts by local governmental units, philanthropic & charitable organizations, area businesses for bike related items, bike events)

**Additional ideas for themes submitted:** Family fun routes, resources for planning a good bike route to work (e.g., how long it might take), Bike to Work Day (e.g., interview couple of people who bike to work, highlighting their story and tips), environmental impacts (e.g., air quality, congestion management), bike maintenance, bike registration, triathlon involvement, event (e.g., Get Active Portage on August 9, 2014), specific safety issues (e.g., visibility, “share the road,” rules of the road), contest for participation, training tips, commuting prep, Bike camps (train for specific events like Gazelle Sports does for marathon training), promote charity events, family weekend rides, bike maintenance for amateurs, recent rides, new bike designated routes/signs/pathways

Matching Themes to Months If you can think of a theme that is best introduced during certain times of the year, please list below. Don’t worry if you leave this blank. Most of the themes above can be used, to “fill in the blanks.”

*Month*      ***Themes Submitted*** (*in addition to those listed in parentheses*)

January      Legislative updates, indoor training, cold weather fitness

February      BFK web site launch, biking and heart health, KRVT trail support

March      Motorist Education, bike maintenance, commuter tips, Spring tune-ups, preparing for the Bike to Work (gear, things to consider), re-introduce bicycle networks in the area, bike infrastructure

- April (Bike Buying Tips), environmental (Earth Day), bike registration
- May (Spring Bike Safety Tips)
- June Recommend routes, school's out/safe biking, bike centered vacations, rules of the road, driver education, bike laws, KRVT trail support
- July heat tips – hydration, family bike rides, bike security, bike events,
- August finding water on your bike (lake, river trips)
- September bike lights,
- October (Fall Bike Safety Tips)
- November gearing up for winter, thanks to governmental officials (who have supported bicycling)
- December New bike rides in malls, winter biking, holiday bike gifts, winter training tips (trainers, outdoor equipment), bike buying tips for the holidays, area businesses for bike related items

Would you be willing to prepare and/or submit ONE of these potential news releases? If so, please circle: YES

**Names Submitted:** Pamela Brown Goodacre, Paul Guthrie, Paul Selden, David Jones, Nicole Allman, Timothy Stewart, Doug VanDyk, Shawn Kloha (maybe), Darrell Harden (can help with re-tweeting and publicity), Marsha Drouin (can get newsletter contacts), Paul Selden

#### **Bicycling Infrastructure Ideas**

Please list one or more ideas you have for improving our bicycle “infrastructure.”

**Ideas Submitted:** Bike lanes or “sharrows” on South Burdick St, Kilgore to downtown, sharrow project in Vine Neighborhood, ongoing work to improve gateways/connections in the area, branding – name the network, downtown bike lanes, trail connecting “trail at Kilgore” to KRVT, more signage, updates to infrastructure (shoulders, paths), dedicated lanes on more roads

#### **Bicycling Events in 2014**

Please list (or turn in the list you brought, writing your name on it to assist with follow-up) of bicycling events for posting to our web site in 2014.

**Events Submitted:** KBC Bike Camp 2014, Bike to Work Week, Kalamazoo Bike Week, Tri-Bike-Run Beer, Bike rodeo / helmet blitz, Barry-Roubaix, schedule some randonneuring events?

Would you like to help work on our awareness-building activities in the future, time permitting? If so, please circle: YES

**Names Submitted:** Shawn Kloha, Doug VanDyk, Kyle Doster, Darrell Harden, Nikki Gates, Ethan Alexander, Nicole Alman, David Jones, Paul Guthrie, Pamela Goodacre Brown, Steve Stepek

Would you like to help work on our education related activities? If so, please note:

**Names Submitted:** Renee Mitchell, Steve Stepek, Pamela Brown Goodacre, Tricia Keala (can help get word out), Paul Guthrie (could do at Bronson), David Jones, Nicole Allman (partnering on efforts), Ethan Alexander, Nikki Gates, Darrell Harden (hosting clinics, etc.), Doug VanDyk

Minutes Prepared by Paul Selden, Renee Mitchell and Ethan Alexander  
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