

**Bike Friendly Kalamazoo**  
**June 25, 2014 Session Meeting Minutes**  
KRESA West Campus

**Attendees**

Douglas Ladner, Office for Sustainability, Western Michigan University  
Edwin Micalizzi, League Cycling Instructor, Kalamazoo Bicycle Club  
Ethan Alexander, Open Roads Bicycle Project & KRESA  
Greg Milliken, Planning Director, Oshtemo Township; Zoning Administrator and Planner, Kalamazoo Township  
Jack Urban, Commissioner, City of Kalamazoo  
Jeanette Holm, Member, Kalamazoo Bicycle Club  
Jodi Stefforia, Planner, Kalamazoo Area Transportation Study  
Jun Oh, Director, WMU Transportation Research Center  
Lee Adams, Resource Coordinator, Kalamazoo Co. Dept. of Planning and Community Development; Administrator, Southcentral MI Planning Council  
Lewis Whalen, Program Mgr., Disability Network SW Michigan  
Luis Morales-espinal, Office for Sustainability Intern, WMU  
Marc Irwin, Public Relations Chair, Kalamazoo Bicycle Club  
Mark Stackhouse, Member, Kalamazoo Bicycle Club  
Michael Rowe, Executive Director of Bronson's Lifestyle Improvement Research Center  
Paul Guthrie, Laboratory Manager, Bronson Methodist Hospital  
Paul Manstrom, Associate Vice President for Facilities Management, K College  
Paul Selden, Director of Road Safety, KBC; Member, TriKats  
Renee Mitchell, Education Chair, Kalamazoo Bicycle Club  
Steve Stepek, Senior Planner, Kalamazoo Area Transportation Study  
Ted Varas, DO, Interventional Cardiologist (ret.)

**Agenda**

Welcome and Introductions – Paul Selden

Background on Bike Friendly Kalamazoo and BFK's goals for 2014

**[PS Note: Extract from prior minutes to help orient our most recent delegates/participants from WMU and KBC.]**

- BFK - an informal network
- Stakeholders from range of area organizations generated and distilled 600+ ideas into major goals, beginning in June 2011
- 2014's goals include awareness-building, education and route planning; now being expanded to encompass health/wellness/fitness outreach

- Purpose of today's session - make progress on specific projects within the framework of BFK's four major goals.

In-Session Project Work – Paul Selden, Ethan Alexander, Renee Mitchell – 50 minutes

Small group and individual work on projects on topics of most personal experience / qualification.

- Specific list of projects, progress and participants begins on next page

Report Back / Wrap Up / Next Steps – Group – 5 minutes

All groups reported significant progress, with next steps outlined below where set. Everyone thanked for their participation, with special thanks to Ethan Alexander and KRESA for providing the meeting space.

**[PS Note: A follow-up work session is likely to be scheduled later in July.]**

## Commuter Route Mapping

### Project 1: Judge Suitability of Commuter Bike Route Gateways

Judge the suitability of currently mapped commuter bike route “gateways” between adjacent jurisdictions (cities, villages and townships) that have been suggested. Knowing the participants likely to be present, the jurisdictions to be considered today are limited to Oshtemo and Kalamazoo Townships and the City of Kalamazoo. In this project you will compare existing non-motorized plans with BFK’s suggest commuter bike routes and rate the suitability of BFK’s suggested draft commuter route gateways in those jurisdictions. The work will be on paper for the most part. Only complete the part of the project you are qualified to perform.

#### Prerequisites

- policy maker for the jurisdiction involved
- technical engineering or planning authority for the jurisdiction involved
- resident of jurisdiction involved, with considerable road bicycling experience in the jurisdiction

#### Background

BFK’s volunteers prepared commuter bike route maps using Google’s automated bike route mapping engine. To/From nodes were selected by Google Maps. Exceptions to this technique are routes that were re-routed by BFK volunteers to substitute on-road facilities when Google Maps suggested shared use paths. Commuter bike routes shown on the maps provided today are in draft form.

#### Instructions

1. Print and initial the first and last name(s) of all participants of this project and for each one, list the jurisdictions represented (professionally) or resided in (for voting purposes):

**Greg Milliken (W); Lewis Whalen; Lee Adams; Steve Stepek; Jack Urban; Jodi Stefforia**

2. For the following, you may use some maps as worksheets, but keep one “clean” to mark up and turn in at the end of the session: **[PS Notes: dark marks in pen on a dark Google Earth map was legible for practical use but not suitable for copying and reproducing here at this time. Generally speaking Steps a and b were completed, with the result that the majority of BFK mapped “gateways” met the requirements for both (a) and (b) below. Steps 2c and 2d were not begun.]**

- Draw a square around all the gateways between all adjacent jurisdictions shown on the map.
- Draw a circle around the gateways between all adjacent jurisdictions that are currently included as part of a formal non-motorized plan for some type of bicycling facility or route.
- Draw a triangle around the gateways that are most clearly “suitable” that are not already circled, if there is unanimous agreement among the participants listed above.
- Draw an X through gateways that are clearly NOT suitable under any circumstances, but only if there is unanimous agreement on this lack of suitability by those listed above.
- Do not otherwise mark gateways that you do not otherwise mark above.
- If you or your team did not complete this assignment, comment below in sufficient detail to enable completion at a later date.

3. Comments (use back of this sheet if more space is needed):

**W. Main is challenging for cyclists particularly east of 131, also not included on City guide (sp?)  
9<sup>th</sup> St is also challenging**

4. Next to your name above, mark a “W” if you are willing to continue working on this project at a later date. This is to help contact you directly without having to email participants who are not interested. **[PS Notes: in addition to the many current BFK participants who are experienced bicyclists, a recent request to the bicycling community for volunteers turned up three additional experienced bicyclists. BFK participants include well-qualified volunteers ready to help with various aspects of the commuter bicycle route refinement process.]**

*Please email your work to pselden@aol.com or turn in your printed sheets at the end of this session.*

Education

Project 1: List the specific names of locations and their program leader’s contact information, for venues that might host a bicycle training program of various sorts (e.g., public libraries, police stations, local parks & recreation boards/committees).

Prerequisites for Project 1

- ability to use internet, personal laptop and cell phone during session today

Background

BFK’s education goals include increase the number of opportunities for learning bicycling related skills. To do so we will need training materials, training volunteers, and places willing to host and publicize the training. In this project you will be working on the last objective.

Instructions

1. Print/Type the first and last name(s) of all participants of this project:

**This project was not worked on during this session.**

2. For the following, it will be easiest if you type in your findings below. However, you may use this printed sheet if that works most efficiently for your team

<u>Name of Venue</u>	<u>Person In Charge of Programs</u>	<u>Contact Information</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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If you or your team did not complete this assignment, comment below in sufficient detail to enable completion at a later date.

3. Comments (use back of this sheet if more space is needed):

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. Next to your name above, mark a “W” if you are willing to continue working on this project at a later date. This is to help contact you directly without having to email participants who are not interested.

*Please email your work to pselden@aol.com or turn in your printed sheets at the end of this session.*

## Education

Project 2: Complete or add to sections of BFK's bike friendly community information kit (which is based on the League of American Bicyclists' Bike Friendly Community award application).

### Prerequisites

- ability to use internet, personal laptop, etc., to add to the draft document (distributed via email earlier this week).

### Background

BFK's goals include assembling a set of information that will help any local university, community or business apply for one of the League of American Bicyclists' "Bike Friendly" awards.

### Instructions

1. Print/Type the first and last name(s) of all participants of this project:

**Paul Guthrie (W), Mark Stackhouse (W), Jeanette Holm (W) (editor)**

2. Skim over the document to determine which if any sections you think that you will be able to research and add to during this session. Each member of the team can work on a separate section, dividing the job as you see best. Turn on "track changes" and type in your changes.

3. Rename the document when you save it, replacing the suffix "120712" with "140625" plus your initials, such as "AB."

4. Email your sections to one person on your team, who accepts the role of "editor." The "editor" should enter any additions made onto a single master document. Rename the document when you save it, replacing the suffix "120712" with "140625" plus your initials, such as "CD." Editor: please email your consolidated document to [pselden@aol.com](mailto:pselden@aol.com).

If you or your team did not complete this assignment, comment below in sufficient detail to enable completion at a later date.

5. Comments (use back of this sheet if more space is needed):

**Jeanette will take the role of editor and will re-organize and format the document as we discussed at the meeting, and send the draft to Paul G. and Mark. Paul G. and Mark will edit further/add information as they see fit. Jeanette will consolidate the edits into a final document which will be sent to Paul S., with copies to Mark, and Paul G. [PS Note: Will be posted on the BFK web site when ready.]**

6. Next to your name above, mark a "W" if you are willing to continue working on this project at a later date. This is to help contact you directly without having to email participants who are not interested.

*Please email your work to [pselden@aol.com](mailto:pselden@aol.com) or turn in your printed sheets at the end of this session.*

## Education

Project 3: Help Ethan and/or Renee complete a bicycle training program.

### Prerequisites

- familiarity with bicycle training / bike rodeo type programs, instruction

### Background

BFK's education goals include increasing the number of opportunities for learning bicycling related skills. To do so we will need training materials, training volunteers, and places willing to host and publicize the training. In this project you will be working on the first objective.

Instructions (All the steps except for the first and last are attempts to guess at what Ethan and/or Renee will ask, so are subject to a lot of change!)

1. Print/Type the first and last name(s) of all participants of this project:

**Ethan Alexander, Renee Mitchell, Marc Irwin, Ed Micalizzi, Paul Guthrie, Kyle Doster\*, Paul Wells\*, all participants have indicated willingness to assist. [PS Note: \*Not present today.]**

2. Work with Renee and/or Ethan and follow their directions. This may involve skimming over the program to determine which if any sections you think that you will be able to add to during this session. Depending on what Ethan and/or Renee figure is best, this may involve each member of the team can work on a separate section, dividing the job as you see best. Somehow note which section you worked on with your name/initials, etc.

3. Rename the document when you save it, replacing the suffix "120712" with "140625" plus your initials, such as "AB."

4. Email your sections to one person on your team, who accepts the role of "editor." The "editor" should enter any additions made onto a single master document. Rename the document when you save it, replacing the suffix "120712" with "140625" plus your initials, such as "AB." Editor: please email your consolidated document to [pselden@aol.com](mailto:pselden@aol.com).

If you or your team did not complete this assignment, comment below in sufficient detail to enable completion at a later date.

5. Comments (use back of this sheet if more space is needed):

**We plan to revise our current presentation. We plan to make it more detailed in some sections and make it more appropriate for a basic course (youth and adults).**

6. Next to your name above, mark a "W" if you are willing to continue working on this project at a later date. This is to help contact you directly without having to email participants who are not interested.

*Please email your work to [pselden@aol.com](mailto:pselden@aol.com) or turn in your printed sheets at the end of this session.*

## Health & Wellness

Prerequisites (for all)

Participants for today's projects need to have experience in health/fitness/wellness professions (e.g., a physician, or hospital / clinic / fitness center employee).

Project 1: Plan ways to get bicycling on "approved lists" for local organization's wellness programs. Brainstorm/list ways to get bicycling activities (such as bicycling events requiring registration/proof of participation, etc.) on the "approved activity" lists of local organization's (e.g., corporate) wellness programs.

Project 2: Brainstorm additional outreach approaches

Brainstorm and list tangible ways to promote / encourage bicycling as a fitness/health/wellness activity in our community that are likely to be with the ability of BFK's participants to implement during the remainder of 2014 (that is, this excludes paying for a media campaign).

Background

Given the health/wellness/fitness benefits of bicycling, BFK wants to help find ways to integrate bicycling into formal wellness programs.

Instructions

1. Print/Type the first and last name(s) of all participants of this project:

**Ted Varas – W; Mike Rowe – W; Jun Oh – W; [Note: Sean Fletcher, Director, City of Kalamazoo Parks & Recreation did not attend session but wants to be on Health/Wellness Comm.]**

2. The instructions for this one are very simple. Review the two projects listed above and write down the ideas you come up with here:

**Vouchers given to staff who choose to commute by bike to work, as done by some universities in lieu of a parking permit.**

**Vouchers can be for cash to use toward offsetting costs of a bike, etc.**

**Contact local, large organizations HR or benefits managers to ask about how their wellness plan incorporates cycling and attempt to promote the sport. WMU, K College, KVCC, Bronson, Borgess, Stryker, Pfizer, Banking institutions, Meijer, Wal-Mart, Hardings, Breweries, Millennium Group Restaurants. Need to have a program to share as an example for these companies.**

### Additional Ideas

**Vouchers**

**- local bike shop to offer % off sale to employees of organization**

**- Menu of options**

**- gym membership**

**- movie coupons**

**- restaurants, etc.**

**- is there a federal or state grant(s) available to start a bike share program [Note: Doug Ladner of the Office of Sustainability at WMU is organizing a bike share program of some sort at WMU.]**

**Outreach**

**- Early childhood, bike to school**

**“Bike bus” powered by pedaling children and one adult driver, as seen in Amsterdam**

**[Note: the following list is contributed by Paul Selden; dated 10-4-2012.]**

**Pfizer Joanie Duckworth – Manager of Clinic – Global Pfizer – 269-833-9702; 484-4263c; Ron Culp 833-6020 community relations Kalamazoo Site**

**Stryker Ashley Kletke, Wellness Manager 389-3713w 720-3378c**

**WMU Zest for Life 387-4732 Jen Baily Asst. Director Fitness Wellness Programs  
Eaton Gregg Andres 269-342-3000w 720-0081c (BFK Participant)**

If you or your team did not complete this assignment, comment below in sufficient detail to enable completion at a later date.

3. Comments (use back of this sheet if more space is needed):

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4. Next to your name above, mark a “W” if you are willing to continue working on this project at a later date. This is to help contact you directly without having to email participants who are not interested. *Please email your work to pselden@aol.com or turn in your printed sheets at the end of this session.*

## Awareness Building

### NOTE

Before you begin, review the projects below and divide them among those working on awareness-building projects. Pick a project and use this sheet as your place to record that project's information.

Print/Type the project that this worksheet applies to here: \_\_\_\_\_ **Project #1 (Ideas for making communities more bicycle friendly)**\_\_\_\_\_

Prerequisites (for all)

- ability to use internet, personal laptop, etc., to add to a draft document.

Project 1: Extract and list ideas for making communities more bicycle friendly, from the list found on <http://www.bicycling.com/news/advocacy/america-s-top-50-bike-friendly-cities>

Project 2: List links to bicycle safety reminder posters that could be posted in schools, social assistance agencies, etc.

Project 3: List names of newsletters produced by local jurisdictions and editorial contact information for each (e.g., City of Portage; "The Portager," Mary Beth Block, blockm@portagemi.gov, 269-329-4405).

### Background

One of our major awareness-building objectives for 2014 is to publish/post information to improve public safety and public appreciation of bicycling's many benefits. The projects above are intended to do so, while exploring simple repeatable methods.

### Instructions

1. Print/Type the first and last name(s) of all participants of this project: **Luis Morales-Espinal**
2. The instructions for these three projects are contained in their project descriptions. So, just use this same sheet to record your discoveries for your chosen project. If you are working with a computer/tablet, type the information you find in the space below, or print it neatly.

**In order for a community to become bicycle friendly, there are conditions that needs to be improved, such as the guidance, infrastructures, accommodations for riders on the road, and access to information about the benefit of bicycles among communities, in terms of traffic demand, air quality, recreation and the improvement of human health.**

**Building communities with a more connected and environmental friendly language and practices can be an opportunity to have a more economic balance system, more transportation choices and an interactive community full of joy and adventurism.**

**The following are three main ideas with examples to build more bicycle friendly communities extracted from the "America's top 50 bike friendly cities":**

**Education: The idea of designating brand new bicyclist to a very experienced and refined bicyclist, in order to learn about bikes, its maintenance, and the way of riding on the road should be implemented.**

**-Bike co-ops: A non-profit assisted-service bicycle repair shop where volunteers teach visitors how to give the proper tune-up to their bikes.**

**-Commuting on the road classes: It is not easy to ride along with cars going in 30-45 miles per hour. In instance there should be ways of teaching people how to ride bikes in the bike lanes, how to properly make hand signals for different occasions and how to be safe on the road.**

**Facilities/infrastructures: The manner in which public roads are designated, built and managed can have a significant effect on the utility and safety of cycling.**



**-Maintenance facilities (Local Bike-shops):** Service of bicycle sales, maintenance and parts.

**-Trail system:** A path used for recreation or commuting can be shared and enjoyed by both, pedestrians and bicyclers.

**-Bike lanes, signage's:** Consisting of the infrastructures that increase the safety of bicyclers on the road, such as marked lanes, track, shoulders, bike boxes, and path designated for bikes in which motorized traffic is excluded.

**-Bike-shared system:** System in which bicycles are made available for shared use to individuals on a very short time basis free from the worries of ownership.

**-Bike parking/storage:** Involves the infrastructure and equipment to enable secure and convenient parking of bicycles. It could also ease the storage for bikes in severe weather locations (winter).

**-Massive transportation with bike facilities (Racks):** The facility of moving bikers with their bikes to longer distances destination with the easiness of transporting their equipment in a bus rack or the permission of allowing bikes on trains.

**-End of trip:** Facilities that include lockable bike shed, showers and lockers for personal belongings (helmets, etc)

**-Bike boulevards:** Low-speed street, which is optimized for just bicycling. They are intended to give bicyclist comfort and safety.

**-Streets policies:** We need Complete Streets policies to ensure that all users of the roadway are routinely considered in transportation projects and provided with safe, convenient, affordable, and equitable transportation options. Without the adoption of a Complete Streets policy, there is no guarantee that current and future projects will be planned and designed for all users of the road

**Recreation/Entertainment:** Most of the people do recreational biking, which is a part time activity to stay fit, to do family trip activities or to do some training for any competition. Most of towns that would want to be a friendly bicycle community, enjoy having Group bike rides after work, or maybe going to a Bike music festival, which will let you enjoy of some music and food while on the road of your bike trip.

There are some other features that should be added to this list of ideas to make a community a bike friendly, like the idea of facilitating items that bikers need in order to be safe and protected, such as bike helmets and locks.

All of these ideas need could be manage by a transportation coordinator. It is a position that is based on focusing needs of the community onto bikes, such as health, policy, and systems that could build a clean environment.

Ideas like these will make communities more and more bicycle friendly, even though that these communities could be eligible for a National Bicycle Community recognition. This recognition could lead to a bigger support for a stronger community bicycle environment.

If you or your team did not complete this project, please comment below in enough detail to enable completion at a later date.

3. Comments (use back of this sheet if more space is needed):

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4. Next to your name above, mark a “W” if you are willing to continue working on this project at a later date. This is to help contact you directly without having to email participants who are not interested. ***Please email your work to pselden@aol.com or turn in your printed sheets at the end of this session.***

### Awareness Building

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Print/Type the project that this worksheet applies to here: \_\_\_\_\_

#### Prerequisites (for all)

- ability to use internet, personal laptop, etc., to add to a draft document.

Project 1: Extract and list ideas for making communities more bicycle friendly, from the list found on <http://www.bicycling.com/news/advocacy/america-s-top-50-bike-friendly-cities>

Project 2: List links to bicycle safety reminder posters that could be posted in schools, social assistance agencies, etc.

Project 3: List names of newsletters produced by local jurisdictions and editorial contact information for each (e.g., City of Portage; “The Portager,” Mary Beth Block, blockm@portagemi.gov, 269-329-4405).

#### Background

One of our major awareness-building objectives for 2014 is to publish/post information to improve public safety and public appreciation of bicycling’s many benefits. The projects above are intended to do so, while exploring simple repeatable methods.

#### Instructions

1. Print/Type the first and last name(s) of all participants of this project: **Douglas Ladner**
2. The instructions for these three projects are contained in their project descriptions. So, just use this same sheet to record your discoveries for your chosen project. If you are working with a computer/tablet, type the information you find in the space below, or print it neatly.

<http://www.nj.gov/transportation/commuter/bike/pdf/POSTER.PDF>- Good tips, young audience

<https://orise.orau.gov/ihos/posterresources/bicycle.htm> Link to six bike safety posters, All are good, but maybe a bit information heavy

<http://www.jobeaufoix.com/2009/06/14/biiiiiiicycle-biiiiiiicycle/>- The poster image at the bottom of the article is also aimed toward kids (I think), but may be an example of simple, effective imagery

[http://www.lmb.org/?option=com\\_content&view=article&Itemid=216&id=327:posters](http://www.lmb.org/?option=com_content&view=article&Itemid=216&id=327:posters)- Link to three posters by the League of Michigan Bicyclists (LMB). In my opinion these are formatted perfectly for adult consumption while not being too info heavy

[http://www.ncdot.gov/bikeped/download/bikeped\\_safety\\_materials\\_poster\\_GeneralTips.pdf](http://www.ncdot.gov/bikeped/download/bikeped_safety_materials_poster_GeneralTips.pdf)- How not to build a poster, way too much information, too much text

<http://www.vabike.org/new-safety-posters-available/>- Simple and stylish

<http://www.ci.minneapolis.mn.us/bicycles/WCMS1P-108259-> Link to four posters from a bike safety campaign in Minneapolis MN- simple, stylish, quick info bites.

If you or your team did not complete this project, please comment below in enough detail to enable completion at a later date.

3. Comments (use back of this sheet if more space is needed):

**Of these options, I personally think that the posters from the LMB and the Minneapolis campaigns are the best and probably most effective styles/formats.**

4. Next to your name above, mark a “W” if you are willing to continue working on this project at a later date. This is to help contact you directly without having to email participants who are not interested. *Please email your work to [pselden@aol.com](mailto:pselden@aol.com) or turn in your printed sheets at the end of this session.*

## Awareness Building

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### Background

One of our major awareness-building objectives for 2014 is to publish/post information to improve public safety and public appreciation of bicycling's many benefits. The projects above are intended to do so, while exploring simple repeatable methods.

### Instructions

1. Print/Type the first and last name(s) of all participants of this project: **Project 3 – Paul Manstrom - W**
2. The instructions for these three projects are contained in their project descriptions. So, just use this same sheet to record your discoveries for your chosen project. If you are working with a computer/tablet, type the information you find in the space below, or print it neatly.

**I started off in the wrong direction because I overlooked the word "jurisdictions" in the instructions and found several newsletters (People's Food Coop and Kalamazoo Public Library) that held promise. Once I started looking for newsletters for Kalamazoo County municipalities and townships, things got frustrating. There are a few townships and Portage that do have newsletters but besides Portage they do not contain contact info or require you to subscribe to receive the newsletter by email. The City and County of Kalamazoo have several specialized department newsletters for which bicycle news would not necessarily be relevant.**

If you or your team did not complete this project, please comment below in enough detail to enable completion at a later date.

3. Comments (use back of this sheet if more space is needed):

**I would suggest that for the City of Kalamazoo and possibly the Township of Kalamazoo that a list of the neighborhood newsletters and contacts be compiled as a resource for building awareness. I am aware of at least several of these newsletters and they generally have a broader scope than the jurisdiction newsletters I was able to browse online.**

4. Next to your name above, mark a "W" if you are willing to continue working on this project at a later date. This is to help contact you directly without having to email participants who are not interested. ***Please email your work to pselden@aol.com or turn in your printed sheets at the end of this session.***

Minutes prepared from project team reports by Paul Selden