

**Bike Friendly Kalamazoo**  
**December 11, 2014 Session Meeting Minutes**  
KRESA Main Campus

**Attendees**

Jeanette Holm, Member, Kalamazoo Bicycle Club  
Paul Guthrie, Laboratory Manager, Bronson Methodist Hospital  
Paul Manstrom, Associate Vice President for Facilities Management, K College  
Greg Milliken, Planning Director, Oshtemo Township; Zoning Administrator and Planning, Kalamazoo Township  
Paul Selden, Director of Road Safety, KBC; Member, TriKats  
Cara Smith, Bike Director, TriKats  
Geoff Wilson, Project Engineer, Kalamazoo County Road Commission

**Session Goals**

- Find suitable online content examples for remaining key sections of a “typical” local non-motorized plan (NMP), namely: Executive Summary, Community Awareness and Input, Proposed Non-Motorized Network
- Agree on best examples for bicycling safety posters to recommend to local agencies/organizations
- Find volunteer(s) willing to collate draft of materials collected “generic” NMP so far, for eventual posting on BFK website

**Agenda**

Welcome and Introductions – Paul Selden

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

BFK: a communications network of volunteer participants/delegates from community stakeholders (for more information, see [www.bikefriendlykalamazoo.org](http://www.bikefriendlykalamazoo.org))

Signs of Bike Friendly Progress: 2014 Highlights

Route Planning

- MPO-wide commuter bike route planning
- KCRC policy allows “bike routes”
- KATS Complete Streets Policy approved
- City of Kalamazoo/KVCC - many plans; sharrows
- Kalamazoo Township Non-Motorized Plan approved

Awareness-Building

- Media coverage / Kalamazoo Bike Week
- BFK website enhancements
- Route name survey (Stage 1 ends Dec. 31)

Education

- Participation in Safe-Kids event
- Began investigating educational venues for bicycling safety education events

Reminder: On-line bike route “naming survey” at <https://www.surveymonkey.com/s/3BYBW89>

Specific project descriptions, participants and their findings (presented more or less verbatim from participant notes) are presented below.

*Project 1 – Non Motorized Plan Examples Worth Emulating*

The goal of this project was to find suitable online content examples for remaining key sections of a “typical” local non-motorized plan (NMP), namely: Executive Summary, Community Awareness and Input, Proposed Non-Motorized Network.

Executive Summary: Paul Manstrom

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I concentrated on executive summaries, introductions or opening statements on the local and Michigan non-motorized plans you provided links to. The one that I thought worked the best or had components that were worth emulating were:

The Genesee County Regional Non-Motorized Plan

[http://www.gc4me.com/departments/planning\\_commission/transportation/docs/2014\\_Genesee\\_County\\_Regional\\_Non\\_Motorized\\_Plan.pdf](http://www.gc4me.com/departments/planning_commission/transportation/docs/2014_Genesee_County_Regional_Non_Motorized_Plan.pdf)

The opening section is titled purpose and process (pages 6-8) and has a nice vision statement and instructions on “How to Use This Plan” The plan itself is very detailed (338 pages)

Southwest Michigan Transportation Plan (Allegan, Barry, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph, Van Buren)

[http://www.michigan.gov/documents/mdot/SW\\_MI\\_Final\\_Plan\\_9\\_21\\_2011\\_369277\\_7.pdf](http://www.michigan.gov/documents/mdot/SW_MI_Final_Plan_9_21_2011_369277_7.pdf)

There is only a one page introduction but I thought it was important to check out what our regional planning agency has to say on the subject.

Balanced Transportation Section of the Green Grand Rapids Plan

[http://grcity.us/design-and-development-services/Planning-Department/Documents/Green\\_Grand\\_Rapids\\_Report\\_LowRez\\_2011\\_10\\_04.pdf](http://grcity.us/design-and-development-services/Planning-Department/Documents/Green_Grand_Rapids_Report_LowRez_2011_10_04.pdf)

This section opens (page 18 ) with a concise Visions and Green Priorities intro to the transportation plan

Many of the links on the BFK site go to very good and detailed plans, particularly Ann Arbor, Northwestern Michigan Regional, Mt. Pleasant, Novi, West Michigan Shoreline but, like those above, all link to PDF documents that are very linear in nature. There are components of these plans that should be emulated, particularly the maps of networks and proposed improvements but if you want a plan that is accessible and will attract the general public to a website, the winner, hands down is:

Executive Summary City of Ferndale Multi-Modal Transportation Plan:

[https://drive.google.com/file/d/0B\\_F4fZwInbbFOWNKQnkwOVNxVjQ/edit?usp=sharing&pli=1](https://drive.google.com/file/d/0B_F4fZwInbbFOWNKQnkwOVNxVjQ/edit?usp=sharing&pli=1)

This concise 3 page summary gives you a taste of the online experience you will get by going to the complete plan. Residing on Google Drive it has unlimited interactive potential and it has links to specific the components of the plan (where even more links to details are located) plus links to the both the world of bicycling and non-motorized planning in general. If you want to draw public interest to the plan, this is my idea of how best to do it. I'm not sure who did the website work for Ferndale or how much it cost but it would be worth finding out. It is certainly unique relative to the other presentations of the other various plans around the state.

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Examples for Community Awareness and Input: Greg Milliken and Cara Smith

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Here are some ideas for awareness and input.

Ann Arbor is a pot of gold. Section 3.4 School Transportation discusses ways to educate and get people involved as well as ways to collect input following implementation / Section 3.5 Public Awareness discusses ways to engage and raise awareness / Section 3.6 Education discusses tools for education

Ferndale - <http://ferndalemoves.com/plan/policies-and-programs/> There really is not specific language here per se but there are a lot of different ideas and options to select from.

Mt Pleasant - Chapter 8 is all about education, marketing, outreach. Provides good goals for three year implementation.

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[Note: Participants widened their search to include examples of out-of-state non-motorized plans that included good education and awareness-building components aimed at safety. – PS]

Ohio - [https://www.athenscyclepath.com/Athens Bicycle and Pedestrian Plan.pdf](https://www.athenscyclepath.com/Athens_Bicycle_and_Pedestrian_Plan.pdf) page 91-94

Denver- [http://www.denvergov.org/Portals/708/documents/PI%20Plan%20Final\\_ALTA.PDF](http://www.denvergov.org/Portals/708/documents/PI%20Plan%20Final_ALTA.PDF)

St. Louis - [http://stlbikeplan.com/wp-content/uploads/2011/09/07\\_Education-Enforcement-and-Encouragement\\_FINAL.pdf](http://stlbikeplan.com/wp-content/uploads/2011/09/07_Education-Enforcement-and-Encouragement_FINAL.pdf)

Madison- They have a great plan already in place, can't find how they started the project, but this is the link to their website <https://www.cityofmadison.com/bikeMadison/>

Seattle- They have a great system, but it seems that Washington and Oregon are more "friendly" states that accept the plans (page 19 shows the education)

<http://www.seattle.gov/transportation/docs/bmp/BMP%20Implementation%20Plan%202015-2019.pdf>

Syracuse- They are making the point of why they need it-some good graphs and explanation of their points <https://docs.google.com/file/d/0B2Xo82GXTbPdSjE4akR1dEo4Q00/edit>

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Proposed Non-Motorized Network: Geoff Wilson

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I was assigned to study the route plans of several municipalities in Michigan. I offer the following summaries:

Novi

<http://www.cityofnovi.org/Community/Ride-and-Walk-Nov/FinalNon-MotorizedMasterPlan-ExecutiveSummary.aspx>

There exist several links for Novi at the examples page on BFK website. I have linked the executive summary. Novi summarizes their planned routes by function. They assign a more auto friendly or more bike friendly status to roadways and dedicate additional space to bike/ped exclusive use.

Mt. Pleasant Area

<http://www.uniontownshipmi.com/Portals/0/Documents/Community%20Information/bike%20walk/Reduced%20Greater%20Mt%20Pleasant%20Area%20Non-Motorized%20Plan.pdf>

The Mt. Pleasant plan is comprehensive and seems to take the position that all city streets can be made more accommodating to bicycles. Near page 55 begins specific plans for specific roads with several strategies being implemented at different timeframes and project costs.

Ottawa CRC

<http://webtectest.com/wp-content/uploads/2013/04/Non-Motorized-Facilities.pdf>

Like many CRCs, Ottawa provides guidance should a township wish to pursue non-motorized facilities. This does not provide a plan of the CRC to build non-motorized facilities.

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### *Project 2 – Bike Safety Posters For Community*

The goal of this project was to agree on best examples of bicycling safety posters to recommend to local agencies (destinations that are reached by bicyclists). Participants chose from a longer list of poster ideas that had been previously surfaced in a BFK meeting earlier in 2014. The idea is to help reach bicyclists (and other users of the road) that may not be reached by more formal forms of safety education.

Participants working on Project 2: Jeanette Holm and Paul Guthrie

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These are some of the ones we found which looked best:

Good succinct summary of several bicycle safety tips:

[http://www.watchformenc.org/wp-content/uploads/2013/08/WFM\\_Campaign\\_Poster\\_English\\_18x24\\_web-1.pdf](http://www.watchformenc.org/wp-content/uploads/2013/08/WFM_Campaign_Poster_English_18x24_web-1.pdf)

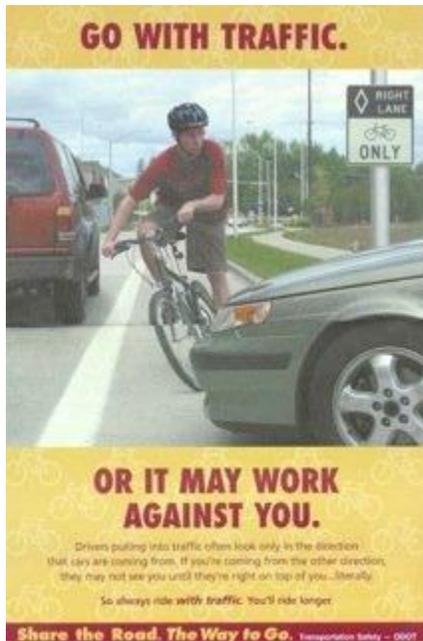
The do's and don't are nicely displayed. May want to change some of the text to be more generic:

<http://safekidsgrandforks.areavoices.com/files/2014/05/05-bike3.jpg>

There are three posters here which are all good for wrong way riding, drunk riding and visibility:

<http://www.bendoregon.gov/modules/showdocument.aspx?documentid=2750>

The one attached is good for wrong way driving because it also explains why it is dangerous



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[Those who may want to post such posters in their own locations may also want to browse from the longer list of posters, below.-PS]

Links to Posters (assembled/reviewed by Douglas Ladner at a prior BFK meeting in June 2014)

<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.

### *Project 3 – Collate NMP Materials Assembled to Date*

The goal of this project was to invite participants present at this meeting to volunteer to work outside of this meeting, to consolidate a draft of the “generic” NMP materials we have collected to date. It was explained that, after today’s session we would have enough material assembled to post a “generic” set of elements that any community can use as a basis for their own non-motorized plan. Elements already collected include a table of contents, general guidance as to what to include in any NMP, plus links to sections of other communities’ NMPs that have been

judged to be worthy of emulation. The work is to copy/paste the materials collected to date into a single draft. The draft will be reviewed / refined with Paul Selden prior to posting on the BFK website.

Paul Selden thanked Paul Guthrie, Greg Milliken and Geoff Wilson for volunteering to work on this project. Paul G. will serve as the editor and initial compiler of the materials.

Everyone at the meeting was invited to provide their thoughts on naming the network of commuter bike routes that BFK is helping to prepare. The public is invited to go on-line to BFK's bike route "naming survey" at <https://www.surveymonkey.com/s/3BYBW89> [There are only a few questions, and, you may answer more than once.—PS] The survey concludes on the last day of December 2014.

#### Summary / Next Steps – Group – Paul Selden

Participant completed their in-session projects (as summarized above).

In 2015, a number of concrete goals have been planned or are already in process, including:

- posting the non-motorized planning "examples template" on BFK's web site once it is ready
- commuter bicycle route refinement
- working with KATS on their 2045 Transportation Plan
- commuter route naming ideas; refining the ideas received prior to developing more specific candidates
- education
- developing elements that can be used by shared with and used by local candidates when applying for various "Bike Friendly" awards offered by the League of American Bicyclists
- moving to the next step of outreach with the bicycling safety awareness posters we have researched.

All participants were thanked for their participation in today's meeting. Special thanks was extended to KRESA for providing the meeting space.

All participants were wished a happy holiday season!