

## Bicycling Friendly Community / Bike Friendly Kalamazoo

### Planning Session Minutes

Kalamazoo Regional Educational Service Agency

March 20, 2012

#### Participants

Ethan Alexander, KRESA & Open Roads Bicycle Project

Paul Selden, Director of Road Safety, Kalamazoo Bicycle Club; member, TriKats

Paul Wells, Breakaway Bicycles and Fitness

Renee Mitchell, Education Committee Chair, Kalamazoo Bicycle Club

#### Goals and Rationale

- Agree on first (next immediate) steps in the sequence most likely to lead to the intermediate objectives.
- Suggest ideas for viable resources.

*Rationale for first goal.* The intermediate objectives previously agreed to are clear enough that we can begin to take the actions needed to move toward their attainment.

*Rationale for second goal.* Our overall educational effort can only move ahead at the pace we find sufficient resources to act on the first steps, and, at the pace those resources can act.

#### Key Immediate Objectives / Potential Resources

Each of the participants suggested immediate next steps to be taken toward the objectives listed below. Each was discussed and agreed upon by all participants, following our previously established ground rules for cause-effect based planning.

During the meeting, participants volunteered to act on some of the specific steps as soon as possible by taking the actions themselves either personally. Some of the steps are complex or labor-intensive enough to require additional resources.

Not all of the previously agreed upon intermediate objectives have been planned.

#### Next Steps: Summary\*

Ethan Alexander, Renee Mitchell, Paul Selden, and Paul Wells will take specific agreed upon steps\*.

Each of these individuals may call for volunteer assistance on their respective projects, using our email list. Paul Selden will follow up with the three other participants in April to discuss what we can do on the items that were not immediately agreed to, regarding a specific action.

Ethan Alexander: Develop a list of stakeholders who may find bicycle community or bicycle recreation beneficial (categories and specific organizations).

Renee Mitchell: Research (online) for existing educational presentations; contact those in other areas who have implemented such programs. Compose articles for dissemination to media, employers. Contact League of Michigan Bicyclists re. rules of road educational efforts.

Paul Selden: Draft web pages and summarize goals for proposed BFK website. Follow up with Renee, Ethan and Paul W on some of the next steps generated.

Paul Wells: Reinstall a bike rack at Breakaway Bicycles (done as of this date).

\* Note. Full list of actions agreed to at the meeting (including those requiring further discussion), are detailed below, starting on the next page.

## **Education & Awareness-Building Objectives: Next Immediate Steps**

### Legend

Obj: Objective

Obs: Obstacle

Sol: Proposed Solution

IO: Intermediate Objective

FS: First Step (next immediate step) Highlighted in yellow for easier reference

### **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*

IO2a Educate local employers by finding current employees that are commuting to help exemplify their positive experiences of bicycle commuting

FS2a Identify (how?) employees at businesses that are regular commuters and recruit them to promote commuting.

Next action: Paul Selden will discuss this step with Paul Wells and decide what to do next at that time.

IO2b Use businesses that might benefit from educating benefits of bicycle commuting to help influence increased commuting

FS2b May is National Bike Month. Article in Paper, notices on radio-public service announcements.

Next action: Paul Selden will discuss this step with Paul Wells and decide what to do next at that time.

IO2c Study insurance benefits for employers and prepare educational materials (wellness context)

FS2c Collect statistics about fitness programs benefitting employee health, claims, absenteeism.

Next action: Paul Selden will discuss this step with Paul Wells and decide what to do next at that time.

IO2d Identify a group of target employers based on location [e.g., proximity to commuter routes] to approach on the education plan

FS2d Start with schools! Find someone at school to encourage kids to ride to school. Ask to introduce bike safety education at schools.

Next action: Paul Selden will discuss this step with Paul Wells and decide what to do next at that time.

IO2e Find contacts at “top 20” [e.g., by employee count] at local employer who can tell us how to educate/inform their employees

FS2e It’s there in this sequence [the action is stated in IO2e]. Who will do this?

Next action: Paul Selden will discuss this step with Paul Wells and decide what to do next at that time.

IO2f Utilize community access TV on bicycle safety and rules of the road

FS2f How, who do we contact to get on public access TV?

Next action: Paul Selden will discuss this step with Paul Wells and decide what to do next at that time.

IO2g 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

FS2g Identify businesses and institutions that do not have bike rack facilities and suggest installing them. Is there possibility of funds available to provide them? KBC? Feds? State?

Next action: Paul Wells will make sure Breakaway Bicycles & Fitness (re) installs a bike rack outside. (Done, as of 3-24-12).

Next action: Paul Selden will discuss this step with Paul Wells and decide what further to do at that time.

**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*

IO4a Identify target audiences for the educational outreach – examples: universities/colleges, local neighborhood associations

FS4a Develop list of stakeholders who may find bicycle commuting and bicycle recreation beneficial (categories and specific organizations). Next action: Ethan Alexander agreed to act on this step.

IO4b Piggyback onto current existing health events such as those held at WMU & KVCC

FS4b1 Develop list of health events with the assistance of hospitals, health care providers, colleges.

Next action: Paul Selden will discuss this step with Ethan Alexander and decide what further to do at that time.

FS4b2 Create a calendar of health events the BFC can use to know when these opportunities are, throughout the year. Next action: Paul Selden will discuss this step with Ethan Alexander and decide what further to do at that time.

IO4c Find an educational “program” (e.g., a Powerpoint presentation) that can be presented at an educational outreach event

FS4c1 Contact David Jones to determine what the most “easily accessible” presentation is and how to present it in a fun, engaging manner. Ethan Alexander wrote this first step, but needed to leave the meeting before agreeing to act on it. Next action: Renee Mitchell volunteered to discuss this step with Ethan and to work with him to gain agreement on who will do what, regarding this step.

FS4c2 Create a small presenter’s guide to use with this presentation to provide support to anyone who may volunteer to use it. Ethan Alexander wrote this first step, but needed to leave the meeting before agreeing to act on it. Next action: Renee Mitchell volunteered to discuss this step and to work with Ethan to gain agreement on who will do what, regarding this step.

**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*

IO6a Utilize public access TV to cover bike friendly initiative in possible series of programs

FS6a Contact K-College and WMU media class to see if they would like to develop the BFC program into a student [media] project. Next action: Paul Selden will discuss this step with Paul Wells and decide what to do next at that time.

IO6b BFC/Bike club does periodic press releases on important issues

FS6b Determine what “important issues” are that BFC should address. Next action: Paul Selden will discuss this step with Paul Wells and decide what to do next at that time.

**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*

IO7a Find / Develop / implement Lunch and Learn program on safe cycling to bring into companies

FS7a Research (online) for existing programs in other areas. Next action: Renee Mitchell will act on this.

FS7a2 Contact those in other areas who have implemented such programs. Next action: Renee Mitchell will act on this.

IO7b Develop and implement bike education program for schools, e.g., grades 4-7, 8-9<sup>th</sup> grades

FS7b Research (online) for existing programs in other areas. Next action: Renee Mitchell will act on this.

FS7b2 Contact those in other areas who have implemented such programs. Next action: Renee Mitchell will act on this.

**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*

IO8a Provide major employers a prepared article or bullet points for company newsletters

FS8a Compose rules of the road article agreeable by group to disperse to company newsletters and possible media. Next action: Renee Mitchell will act on this.

IO8b Media articles explaining bicycling rules of road

FS8b Compose rules of the road article agreeable by group to disperse to company newsletters and possible media. Next action: Renee Mitchell will act on this.

IO8c Find funding to produce/print educational literature

IO8d 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.

IO8e Use the neighborhood groups, Milwood, Oakwood, Edison, to get our message out to the public

IO8f Expand rules of the road education in driver's training program

FS8f Contact LMB to investigate their efforts in this area. Next action: Renee Mitchell will act on this.

IO8g Place brochures at Secretary of State offices and [similar / related venues]

FS8g Contact LMB to investigate their efforts in this area. Next action: Renee Mitchell will act on this.

**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*

- IO10a 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*

- IO13a Use social media (Facebook, Twitter) to highlight our efforts and progress on each
- IO13b Identify a list of WHO we consider to be our stakeholders
- FS13b1 Discuss why we need a list of stakeholders to see what we will do with the list, once we get it.  
Next action: Paul Selden will discuss this step with Ethan Alexander and decide what to do next at that time.
- FS13b2 Email our BFC participant list, asking for input on who our stakeholders are. Next action: Paul Selden will discuss this step with Ethan Alexander and decide what to do next at that time.
- FS13b3 Identify the leading members of the stakeholder groups. Next action: Paul Selden will discuss this step with Ethan Alexander and decide what to do next at that time.
- IO13c Create “BFC Process educational YouTube Video”
- IO13d Develop quick and easy to read brochure of our efforts
- IO13e Create web page that outlines each feature of how Kalamazoo is working to address this area
- FS13e1 Draft text for a proposed Bike Friendly Kalamazoo (BFK) web page. Next action: Paul Selden will do this step.
- FS13e2 In writing, summarize the BFK goals, taking into account: best practices, BFC criteria, and, our idea list. Next action: Paul Selden will do this step.
- IO13f Draft case studies of best practices in other communities like ours

Minutes prepared by Paul Selden March 29, 2012