

BFK Strategic Planning Session Minutes

March 28, 2019; 4pm-5pm

Kalamazoo Township Hall

Participants

Shaun Ballard - Discover Kalamazoo
Thom Brennan - Road Commission of
Kalamazoo County
Mike Boersma - Kalamazoo Bicycle Club
Terry Butcher - Kalamazoo Bicycle Club
Deb Carpenter - Safe Kids of Kalamazoo County
Erin Denay - Open Roads Bike Program
John Dunlop - Portage Public Schools
Melissa Fish - 60th Michigan House of
Representatives District Office
Paul Guthrie - Bronson Healthcare Group
Libby Heiny-Cogswell - Oshtemo Township
Scott Hess - Comstock Township
Kathleen Hoyle - City of Portage

Marc Irwin - Kalamazoo Bicycle Club
Lt. Scott Jackson - Kalamazoo Township Police
Dept.
Roger Lepley - Consort Display Group
Jack Levy - 21st Michigan Senate District Office
Megan Mickelson - KATS
Mark Miller - Kalamazoo Township
Paul Runnels - Open Roads Bike Program
Brian Sanada - MDOT
Paul Selden - Bike Friendly Kalamazoo
Kim Swinehart - Lewis, Reed & Allen, PC
Randy Thompson - Comstock Township
Cara Smith - Trikats
Paul Wells - Kalamazoo Bicycle Club

Welcome & Introductions

Featured Stakeholders' Bike Related Plan Summaries: Key Events/Dates

Meeting Goals

Help Bike Friendly Kalamazoo align its long-term plans with your input

Quick BFK Overview / Review of Main Activities / Meetings - 2018

Overview

- BFK started in 2011 as informal network of volunteers working to make our greater community even more bicycle friendly; stakeholder involvement drawn from groups/individuals sharing common interests

2018 Highlights

- Strategic Planning Session - received input on community, non-profit, bike event and related matters
- Incorporation as a Michigan not-for-profit; foundational building blocks/policies unfolding in real time
- KATS/BFK Community Event and other assistance during Kalamazoo Bike Week
- Kalamazoo Bike Week Selective Traffic Law Enforcement Debriefing (meeting)
- Kalamazoo Bike Week 2019 Organizer (many monthly meetings)
- BFK Fall Bicycle Celebration Planning (for weekend of September 20-22, 2019) ongoing meetings

Input to BFK's Goals / Budget

BFK's Main Program Plans / Budgets (details on next pages)

Next Steps

- Input sheets were turned in to Paul Selden, who presided over the meeting
- Paul requested Input from registered participants who couldn't attend today (results are included below)
- Announcements:
Kalamazoo Bike Week 2019 runs from May 11-18; please see www.kalamazoobikeweek.org for more information about events and announcements.
KATS/BFK Annual Community Forum: May 15, 4-5pm, KRESA Main Office; register by calling KATS at 343-0766 or online by following the links at <https://katsmpo.org/>

Paul Selden chaired the meeting and concluded by thanking participants for their input and Kalamazoo Township for the use of their facilities. Please report corrections to these minutes to Paul Selden.

Input to BFK's Goals / Budget

Participants were given the following instructions:

“Please review the following goals/programs and possible blue-sky annual budgets (\$ in 000’s) that BFK may work to make happen (with others or independently). For each item you feel you can provide meaningful input on, please answer some or all of the following quick questions. Important: please number and underline your answers per the question numbers, and, print or write *clearly*.

- “1) Priorities. If you had your way, how much would you like to see this goal achieved/program take place? (Write your input using a 1-5 scale, where 1=not at all; 5=very much; etc.)
 - 2) Reality check. If you disagree with the amount budgeted for an item, please write what you suggest BFK budget for this item, assuming available funds?
 - 3) Partnering. If you or your organization wants to team up with BFK to make an item “happen,” write the name of a contact (yourself or another key contact) for follow up.
 - 4) Comments. Please share comments/suggestions/ideas as to how BFK might proceed with this item.
- “**Example: B. Bike Light Program: 1) 5; 2) \$ok; 3) Me; 4) Email me to schedule a discussion.**”

Participants were told their names would not be attached to their input, so items concerning partnering or comments linked to an individual’s name are only presented in aggregate form.

Please interpret the results with caution. The results below are averaged for simplicity of interpretation, but this could be misleading or even meaningless. This is because, if an individual who wanted to partner on an item gave it high priority, BFK might pursue that item with that individual regardless of its average priority rating. BFK’s starting suggested budget is provided in bold. Average Priority is followed by the average \$ response. Participants not answering Item 2 above were assumed to agree with the suggested budget, which may also be misleading if the assumption is incorrect.

A. Bike Giveaways / \$5: Average Priority = 2.3 / \$4,583

Good idea like the way it is done at Open Roads where kids are required to put in an effort to earn a bike.
Too \$\$ to have much impact?
People value the bikes they've purchased and built

B. Bike Light Campaign / \$1: Average Priority = 4.1 / \$1,306

Excellent to equip lights front and back on all bikes
Could help with students

C. Bike Maps (e.g., Promotional) / \$3: Average Priority = 3.7 / \$3,056

Excellent idea also can be used for bike camps and education
Apps on phone maps
Paper or app?
Too many online resources

D. "Booster" Grants (to allied bike-related organizations, clubs, trail enhancements) / \$10: Average

Priority = 3.8 / \$10,111

Great idea to get more involved

E. Educational Grants (building cadre of local bike-skills educators, after-school clubs) / \$10:

Average Priority = 4.4 / \$10,389

Excellent hopefully geared to kids of all ages
School programs throughout calendar

F. Event Expenses & Fees (Kalamazoo Bike Week ads, banners, yard signs, etc., new community charity events/rides, etc.) / \$10: Average Priority = 3.6 / \$10,167

Good idea it’s good to have sponsored free events for kids

G. Law Enforcement / Traffic Technology (safe passing, bicycle traffic count sensors) / \$5: Average

Priority = 3.7 / \$4,889

Hope to see more especially on 8th St. and XY Ave. Drivers use as a by-pass around Schoolcraft
How do you measure the five foot distance?

ID Traffic Safety Locations. Helpful to justify needs/planning. = "seed money/demo. City of Kalamazoo
\$70K grant
Priority #1
Highlight safety Safety training

H. Museum/Town Hall Bike Exhibits & Displays / \$2: Average Priority = 2.2 / \$1,889
Great!

I. Public Bike-Related Art (prizes, trails, lampposts) / \$15: Average Priority = 2.7 / \$13,972
Super idea
Perhaps "traveling" banners from one municipality to another. Fun. But time/\$ - Partner with KPL.
Series of bike ride events to educate parts of community on this
Priority #3
School age bike-related art competition w/ inexpensive "trophies"

J. Public Service Announcements (e.g., the Driving Change Campaign in GR) / \$10: Average Priority =
4.2 / \$10,278
Yes PSA on social media
Simple/educational --> greater impact routes.
Priority 2

K. Signs (Southwest Michigan Bikeway & other) / \$20: Average Priority = 4.3 / \$20,000
Great
Unifying communities / townships, cities, villages, etc.
Priority 5
Determined to finish!

L. Studies (engineering, transportation, etc.) / \$10-25: Average Priority = 3.4 / \$23,889
Excellent
Much need / more \$ needed / how to prioritize?
Priority 4

M. What else?
Road ID subsidy
HB 4410 threatening to take away the 1% non-motorized subsidy lobbying
Creating more bike lanes
Legislative solutions
Creating more bike lanes - is this even possible?
Anything improving the perception of safety should be the first priority
Overall thought: the more we can spend on tangible infrastructure and safety the better, in my opinion.

Potential Partnering with Bike Friendly Kalamazoo

These individuals will be contacted later by BFK concerning their specific interests once BFK's resources and strategic goals firm up. Thank you for expressing your specific interests! Please let Paul Selden know if we missed anyone.

Shaun Ballard, Mike Boersma, Erin Denay, Discover Kalamazoo (Renee Newman), Melissa Fish, Paul Guthrie, Kal Twp?, Roger Lepley, Mark Miller, Paul Runnels, Trikats (board approval)