

**Bike Friendly Kalamazoo
Planning Meeting Minutes**
KRESA Main Office
June 27, 2019

Participants

Christine Augustine - JustRIDE
Marty Bielby - Kalamazoo Public Schools (retired)
Deb Carpenter - Safe Kids Coalition
Jeff Christensen - Kalamazoo County Sheriff's Office
Deb Droppers - Kalamazoo Experiential Learning Center
John Dunlop - Portage Public Schools
Mellissa Fish - 60th District Service Office of State Representative Jon Hoadley
Paul Guthrie - Bronson Healthcare
Jim Health - Stryker Instruments (retired)
Karen High - Oshtemo Township
Colten Hutson - Oshtemo Township
Marc Irwin - Kalamazoo Bicycle Club
Jack Levy - 21st Michigan Senate District Office of Senator Sean McCann
Megan Mickelson - Kalamazoo Area Transportation Study
Paul Selden - Bike Friendly Kalamazoo
Lewis Whelan - Disability Network Southwest Michigan

Meeting Goals

- a) summarize progress made following BFK's annual strategic planning session on March 28
- b) gain further valuable input from potential program delivery allies and service recipients
- c) get input from BFK's participants and the public!

Agenda

Welcome & Introductions

Bike Friendly Kalamazoo's Chair & President Paul Selden welcomed the participants, warmly thanking them for their time and input.

Progress Update: BFK's "Foundation Building Blocks" (Main points quickly presented by Paul Selden)

- Bike Friendly Kalamazoo formally became a Michigan nonprofit corporation in June 2018 after years as a more informal network starting in 2011.
- Shortly after incorporation, BFK took on overall coordination of the 8th Annual Kalamazoo Bike Week, meeting monthly with volunteers and organizers.
- Concurrent with submitting our corporate filings/ applications, in November 2018 BFK informally began circulating a list of prospective programs and budgets, requesting input, and began exploratory planning meetings into a Fall Bike Celebration fundraiser (in part to sustainably fund Bike Week and other mission-related programs).
- Research into bike related programs, delivery models and fundraising methods, etc. has also been ongoing (e.g., best practice bike light use, bike instruction programs, grant-making, etc.).
- At our March 2019 public Strategic Planning Session, received input on program priorities and budget allocations (meeting Proceedings are BFK's web site).
- BFK's 501(c)3 determination was received in May, 2019 (delayed for months due to backlogs created by a government shutdown), effective as of our 2018 Michigan incorporation date.
- Kalamazoo Bike Week 2019 (May 11-18) came off smoothly, with fantastic community spirit and almost daily media attention. Some of the good weather ordered for all events, was back-ordered.
- After Bike Week, BFK received registration under Michigan's Acts related to seeking and accounting for charitable donations.

Structured Input

Paul Selden oriented participants to a Program Logic Model worksheet for gathering input, and its main sections. Participants worked through the sections independently, finishing in time to allow approximately 20 minutes of discussion.

The following overall background was presented before considering more specific items.

BFK sets a high value on achieving its mission, within the bounds of fiscal prudence and the realities of how long things take in real life.

BFK is operating and setting its financial control policies such that they will work, not just for its current board and officers, but for those serving in this capacity on into the future.

At BFK's June Board of Director's meeting, the President was authorized to expend funds on administrative requirements (e.g., web development and insurance) and on confirmed programs (a Fall Bike Celebration fundraiser) and on administrative requirements (insurance, web development, etc.)

Part 1 - Strategic Priorities

Written survey input received showed that participants agreed or strongly agreed with BFK's three year timeline and strategic priorities, namely:

2019: Build Solid Foundations; Plan/Pilot/Test Initial Service Programs; Raise Funds via Event, Grant & Philanthropic Sources

2020: Solidify Programs; Explore & Build Sustainable Suite of "Post-Grant" Funding Sources

2021: Judicious Maintenance & Expansion

(The above is in addition to maintaining the hallmarks / successful strategies of Bike Friendly Kalamazoo's historical community-centric, collegial approach.)

Part 2 - BFK Resources and Constraints for 2019; Program Delivery Strategy

The following resources and constraints for 2019 were outlined before asking for input about BFK's Program Delivery Strategy.

"Seed funding" pledges of about \$75,000 (donors would like money put to good use sooner than later)

Great volunteers willing to share their time as available, some at monthly meetings, some more.

Some volunteers have jobs related to goals overlapping BFK's (e.g., policy makers, civic and non-profit staff).

President can volunteer 30+ hrs/wk for two years, aiming to set up sustainable processes requiring closer to 8-10hrs/wk within about two years.

Founding / current board are all fully employed elsewhere; can devote 1-2 hours/week to BFK.

BFK has no employees.

Given the above, BFK's proposed "plan/pilot/test" Program delivery strategy is to achieve the bulk of its initial program goals by partnering with other community resources whose activities have the logical or demonstrated potential to achieve measurable outcomes using observable indicators.

Written survey input received showed that the majority of participants agreed or strongly agreed with BFK's proposed "plan/pilot/test" Program delivery strategy.

Part 3. Linkage between Mission, Goals and Objectives

BFK's mission is to help make our greater community (and its institutions) become even more bike friendly. (Simply stated!)

The League of American Bicyclists (LAB) evaluates bike friendliness using specific areas, which are measurable enough to be used in evaluating their “Bike Friendly” awards.

BFK's initial list of Programs (that may require funding, as validated and expanded on in our previous public sessions) are below, aligned to key LAB recommended goals. Some Programs (perhaps more accurately labeled as near-term Objectives) overlap goals but are not repeated. Programs/goals that probably do not require expenditure of funds are not listed.

Goals and Programs (2019 and beyond at pace of Program partner delivery opportunities.)

Goal: Improve Public/Rider Safety

1. Bike light use campaign
2. Law enforcement: selective traffic law enforcement efforts, bike related equipment
3. Public Service Announcements: e.g., the Driving Change Program
4. Signage (Traffic)
5. Studies & research related to locally relevant best practices (can also be related to the other goals)

Goal: Maintain & Increase bicycle friendly education opportunities

6. Bike donations to bike education programs
7. Support new and existing bike skills education
8. Increase number of Certified Instructors (for organizations offering certification training)

Goal: Increase Bicycling Participation / Ridership

9. Bike Maps
10. Events (Kalamazoo Bike Week, Fall Bike Celebration, etc.)
11. Public Bike-Related Art, Trail Enhancements, Civic Displays & Exhibits

The majority of participants stated in writing that they agreed or strongly agreed that the three Primary Goals were all related to the initial list of Programs.

Part 4. Program Implementation Methods & Activities

Paul Selden stated that in the near term, most but not all of these 11 Programs (or Objectives) can be implemented via a much shorter list of more manageable Program Implementation Methods & Activities.

BFK proposes the following portfolio of specific activities (or, perhaps more aligned with the language of nonprofits, “Programs”) that BFK can/should explore, to implement its Program Partnering strategy and asked for participant’s input.

There was more variability in the participant’s written judgement about these methods/programs, so a numeric rating is provided here, where Strongly Disagree = 1 and Strongly Agree = 5:

Encouragement: Awards & Recognition (e.g., via media releases and public ceremonies) Rating: 3.7

“Micro-Grants” (smaller grants to new 501c3 or unincorporated groups) Rating: 4.1

Grants (to 501c3 or similarly established agencies/municipalities/etc.) Rating: 4.4

Regular Memberships / Sponsorship Memberships in 501c3 organizations whose goals are obviously tied to our Mission. Rating: 4.1

There is enough similarity between Micro-Grants and Grants that the number of methods/programs may be thought of as three vs. four.

Part 5. Prudent Budget Allocations

Participants were asked the following questions about prudent budget allocations beyond that pertaining to Programs, Delivery Methods & Activities (“or Programs”) and bare-bones administrative costs (e.g., for web development). The response averages are reported below.

What percent of BFK’s “seed funding” donations do you advise as a rainy day fund? Average: 18.8%

What percent of BFK’s “seed funding” do you advise for fundraising operations? Average: 15.5 %

Discussion

Discussion followed, providing additional input, summed up as follows*:

1. Timeline and Major Priorities

It may take longer to execute some of the priorities; some need to be fleshed out further, especially in the later years. Succession planning and process development will be important in order to reduce the time commitment on the President’s part.

Safety and infrastructure are key priorities, as is government engagement.

2. Program Delivery Strategy

It will be important to be specific about measurable outcomes. If partnering with other organizations, much have a clear way for them to report back their impact. BFK may have to take the lead in encouraging others to partner on some of the goals/objectives.

3. Goals and Programs

There are interdependencies among the goals / objectives such that improving one may be helped by working on others.

4. Program Implementation Methods & Activities

Find ways to engage the youth, and parents may follow.

More community bike rides might increase engagement.

5. Prudent Budget Allocations

There are different philosophies about rainy day funds, some suggesting that as much as an entire year’s budget can built up over time as a sinking fund, but in BFK’s first year, the approach would have to be smaller than that (or no programs would take place at all).

A “gold standard” for fundraising is 10%. There should be an option on BFK’s website for making donations.

Generally, participants agreed that the methodology used today was valid and that the session was worthwhile.

*Detail is condensed in this summary that is preserved in handwritten comments collected.

Next Steps

Selden will collate & present as many feasible ideas as possible for BFK's Board Cmtes/Board action (July)

Near term, the proposed plan is that programs not already under way set up will be started (mid-August).

There will be ongoing adjustment as needed

Participants were invited to share any additional thoughts or ideas with Paul Selden or any of BFK's Board, any time.

Participants who indicated an interest in volunteering throughout this past year, etc., will be contacted for follow up. (We welcome others to volunteer, as well!)

Participants were again thanked for their input and participation, and, KRESA was thanked for providing use of their facilities.

Prepared and released July 6 by Paul Selden; this is version 2 following corrections and clarifications. Please suggest further corrections to Paul Selden.