

**Bike Friendly Kalamazoo
Planning Meeting Minutes
KRESA 5-6pm; October 17, 2019**

Participants

Keegan Adriance* - City of Kalamazoo Complete Streets Advisory Cmte - keegan.s.adriance@gmail.com
Deb Carpenter - Bike Friendly Kalamazoo Advisory Council
Jen Johnson* - Chain Gang Bicycle Club - jlsytsma@yahoo.com
Jake Lohse - Presidential Brewing
Lauren Lott* - City of Portage - lottl@portagemi.gov
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Paul Rehkopf* - Open Roads Bike Program - paulrehkopf@gmail.com
Katie Reilly* - City of Kalamazoo - reillyk@kalamazoocity.org
Paul Runnels - Open Roads Bike Program - canoe.boy2008@yahoo.com
Jim Righter* - Portage Public Schools - jrighter@portageps.org
Paul Selden* - Bike Friendly Kalamazoo [Chair of This Meeting] - president@bikefriendlykalamazoo.org

*Participants whose emails are listed above agreed to share their contact information to facilitate follow up by others. BFK encourages individual initiative and collaboration among organizations on these potential worthy programs! Please do not abuse this information.

References/Meeting Materials

[Be Bright Lessons Learned](#) - Compiled by Planet Bike (contact: Jay Ferm, Director of Advocacy & Operations - 608-310-3546

[Become an LCI](#) - League of American Bicyclists (LAB)

[So you want to become a League Cycling Instructor?](#) - LAB

[How to Host a League Cycling Instructor Seminar](#) - LAB

Goal

Paul Selden stated that the goal of this meeting was to explore ways to partner up to pull off two key programs: bike light campaign & bringing the LCI bicycle skills training to our area.

Selden stated that the need for these two programs have surfaced in public community meetings. The need was supported by personal observations as confirmed by the participants via a show of hands. BFK's role is to stimulate collaboration partnerships via organizing meetings such as this one, and as a likely source of funding via BFK grants. BFK does not have staff to implement the programs on its own nor the resources to serve as the "lead" organizer. On the other hand a number of businesses, municipalities and educational institutions have such resources, and further, may be able to justify the use of those resources as part of their overall effort to pursue "Bike Friendly" awards such as are offered by the League of American Bicyclists.

Note: Anyone not attending this meeting, but wishing to participate at any level in advancing implementation of these two programs should email their willingness to do so and comments to president@bikefriendlykalamazoo.org.

Input from participants does not necessarily reflect the views of organizations they are affiliated with or BFK.

Session Agenda & Outline of Sections Below

Welcome: Paul Selden welcomed participants, providing a brief orientation to BFK (see Background on Bike Friendly Kalamazoo, and BFK Goals/Potential Programs, below).

Seasonal Bike Light "Be Bright" Campaign (see link to Planet Bike's document) Input received from participants is recorded, in that section, below.

League Cycling Instructor (LCI) Scholarship & Hosting Program
(see <https://bikeleague.org/content/become-instructor> and http://bikeleague.org/sites/default/files/LCI_seminar_candidate_FAQ.pdf for more info) Input received from participants is recorded, in that section, below.

Next Steps See those sections, below.

Bike Week 2020 Event Form Drop-Off

This meeting also served as a “super early-bird” Bike Week 2020 [Website Submission and Media Release Form](#) drop-off for those who wanted to get an event on the Bike Week 2020 calendar early to take advantage of the exposure that might provide. Anyone wishing to organize an event during Bike Week 2020 (May 9-16, 2020) may also email your form to bikeweek@bikefriendlykalamazoo.org. March 31, 2020 is the cut-off date for such events. Paul Selden will continue to welcome feedback on any KBW 2019 or 2020 events you care to share, either in person or via email.

Background on Bike Friendly Kalamazoo

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

Series of public meetings gathered over 600 ideas that clustered into three main areas: infrastructure, awareness-building and education.

Now a Michigan nonprofit corporation with 501c3 status

2019 (& Beyond) BFK Goals and Potential Programs

Selden briefly reviewed the list of programs, which surfaced and confirmed in prior annual meetings. BFK will be moving ahead to meet the implied community needs listed below, at the pace of program partner delivery opportunities. Except for its leadership in events such as Kalamazoo (Area) Bike Week and the Fall Bike Celebration events, BFK’s role for the foreseeable future will be to continue in its historic role since 2011, namely, to bringing interested parties into quarterly meetings to advance steps toward the goals and programs (numbers are for convenient reference, not in order of priority). For many years BFK has held such public meetings annually (in March) and on an as-needed basis throughout the year. Selden suggested he is exploring the idea of holding quarterly meetings for this purpose.

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: wayfinding, reducing wrong-way riding, etc.)
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

Katie Reilly stated that the need for programs such as outlined above has surfaced in a number of neighborhood surveys conducted by the City of Kalamazoo.

Bike Light Safety Campaign: Participant Input

1. In what ways does this program fit with your personal / organizational goals?

Open Roads distributes bikes to kids, safety, locks, helmets are currently part of the program. Lights would be great. [PR]

Opportunity to provide resources to kids & show how to be safe in all areas of riding [JR]

Important for safety! We encourage all Chain Gang riders to have lights charged and ready [JJ]

Increasing bike safety education programs [LL]

League of [American] Cyclist community report card [LL]

Personal goal = maintain safety for bikers, educate both bikers & motorists [DC]

Safety goals; neighborhood plans; connected goals [KR]

All are ways to explore moving City of Kalamazoo goals forward [KR]

“Forced” safety really does deter ridership - hosting a giveaway encouraging rider safety with no monetary commitment is huge. [KA]

More riders = more people pulling for better bike infrastructure. [KA]

Would help provide visibility to community is need [PR]

Increase bicycle safety for all riders [DR]

The end result make cyclists more visible; expands the safety and visibility message. [RM]

2. What resources could you/your organization potentially contribute to advancing this program?

Programs currently would interface [PR]

Information to give to students; maybe some access to resources [JR]

Help support the program with time investment and communication [JJ]

Hosting events, seminars, panels that can give away lights - finding sponsors/budget for this giveaway [LL]

Rangers handing out lights [LL]

Time, history & knowledge [DC]

Can explore funding or supporting grant applications [KR]

Could connect partners with neighborhoods to be sites [KR]

The Complete Streets Advisory Committee has the ear of the City of Kalamazoo and may be able to help get folks together to volunteer. [KA]

Open Roads can provide contact thru various programs to the community at need. It could be a mission of our Youth Advisory Board. OR [Open Roads] is located near the KRVT & could set up a “station” at the trail near the OR facility. [PR]

??? Y.T.B.D. [Yet to be determined] based on the details of the program. [DR]

Help to spread the word about such a program; help with volunteers. [RM]

3. Other comments, thoughts:

B.O.G.O. [buy one get one] lights program [PR]

Focus on the need - underprivileged, schools, probationers, etc.

Kalamazoo Youth Developmental (KYD) Network “Light Up the Night” event [LL]

Open Roads, [Bike Program], KPS [Kalamazoo Public Schools], CIS [Communities in Schools], KPL [Kalamazoo Public Library] [LL]

Thanks Paul for your efforts [DC]

Girl Scout & Boy Scout badge programs = source of kids to support [DC]

Given the context of the Planet Bike document, the name of the campaign should be Bike Visibility Campaign. [PR]

Working with schools is easy way to broaden reach. [DR]

Need to target all riders - especially those on low cost or second-hand bikes. [DR]

Would Walmart/Target/or Meijer partner to include bikes sold at Kalamazoo area stores. [DR]

Kudos [RM]

League Cycling Instructor (LCI) Scholarship & Hosting: Participant Input

1. In what ways does this program fit with your personal / organizational goals?

LCI has been an intent for me personally for some time [PR]

I think Portage PS could be a contributor in this; I think I could help after I get my program going [JR]

Knowledgeable ride leaders are critical to changing/influencing the “bad riders” which will improve overall perception of cyclists [JJ]

Leading bike education programs in house [LL]

This is important for our community [DC]

Neighborhoods have expressed interest in having bike trainings [KR]

Likely could find volunteers to get trained [KR]

See Katie’s sheet [KA] .

Proper riding is critical to improving Bicycling PR. Being credentialed as an LCI gives cachet to any instructional program and some auxiliary training would benefit to OR [Open Roads] clients [PR]

May be a good fit for staff or volunteers that could implement programming through current KRVT programs. [DR]

Being an LCI, it would be great to get other LCI's trained up. [RM]

2. What resources could you/your organization potentially contribute to advancing this program?

I think Portage PS Schools offer lots of space to complete LCI...just would be a rental [JR]

Encourage participation with fellow riders. I will participate! [JJ]

Staff - promotion & collaboration - maybe space? [LL]

Time, experience, knowledge [DC]

Potential space, help gather interest [KR]

Networking, staff resources? Again, would depend on the details. [DR]

3. Other comments, thoughts:

I took TS-101 May '19 in Maine as no program was available in Michigan. [PR]

Promote BFK to parents/students of Portage West through social media/email/etc. [JR]

Are there tangible goals? It is unclear. Ex) Have 10 new LCI's in 2020. [JJ]

BFK should create vision & goals outside of the mission. [JJ]

I like the concept of 1) providing Traffic Safety 101 before "sponsoring" 2) LCI training/scholarships [PR]

Depends on pre-requisites & other requirements tied to the program. Expo Center could potentially host. [DR]

Next Steps: Participant Input

Are there some next steps that you might take? If so, please jot your thoughts below:

Traffic Safety 101 class in Kzoo to build candidates for LCI in SW Michigan [PR]

I will let you know what is in the [new driver's ed] curriculum [JJ]

Determine funding availability [KR]

Plug in neighborhoods [KR]

Engage CSAC [Complete Streets Advisory Committee] to brainstorm [KR]

I need to become a League Member! And attend more of these meetings [KA]

Bring info to CSAC [KA]

I can discuss OR [Open Roads] participation with the Board for 1) Bike Light Visibility Campaign and 2) some aspect of LCI.

Holding a Smart Cycling course or two would be the first step. [RM]

BFK's Next Steps

Prepare / distribute / publish [these] minutes. Note: BFK's Meeting Minutes are posted online at <https://bikefriendlykalamazoo.org/about/meetings/>.

Ask others to participate. Note: Please email your willingness to do so to president@bikefriendlykalamazoo.org.

Explore & seek funding options (e.g., for bike lights, scholarships).*

Hold follow up meetings re. these and other programs (e.g., "Driving Change Program")*

*BFK will do so during its next public "all-hands" meeting on November 21, 2019 from 4:30-5:30pm at KRESA's main office.

You are welcome to share any additional thoughts & ideas with Paul Selden or each other, any time!

Please relay corrections to these meeting notes to Paul Selden.

Thank you for your input and participation and, thanks to KRESA for providing these facilities!