

BFK-MDOT Driving Change Meeting & Resource Notes
Meeting Held January 16, 2020; 10:30am-noon
MDOT SW Michigan Regional Office

Participants

Mike Smith	MDOT	Justin Carinci	Upjohn Institute
Amy Lipset	MDOT	Brandan Maurer	MDOT
Paul Selden	Bike Friendly Kalamazoo	Deb Buchholtz	RCKC
Eric Feldt	City of Battle Creek	Mark Crowel	
Jen Johnson	Chain Gang Bicycle Club	Donna Whitcomb	Bike Friendly Kalamazoo
Paul Runnels	Open Roads Bike Program	Ryan Minkus	RCKC
Toni Thompson	Parks Foundation / Friends of KRVT	Steve Stepek	KATS
Jeff Christensen	Kalamazoo County Sheriff	Paul Wells	Kalamazoo Bicycle Club
Melissa Fish	State Rep. Jon Hoadley	Paul Sotherland	Kalamazoo Bicycle Club
Kazmira Herberger	Portage Bike Advisory Cmte	Nicolette Leigh	Kalamazoo Township
Molly Trueblood	SMPC/Upjohn Institute	Elli Blonde	RCKC
Lauren Lott	City of Portage	Dave Chadderdon	Kalamazoo Complete Streets
Kathleen Hoyle	City of Portage	Shaun Ballard	Discover Kalamazoo
Amanda Cockroft	City of Kalamazoo	Alexis Berdine	WWMT
Carolyn Real	City of Kalamazoo	Jason Heeres	WWMT
Neal Conway	City of Kalamazoo	Kendra Gwin	City of Portage
		Thom Brennan	RCKC
		Larry Stehouwer	RCKC

Overview

Mike Smith, Transportation Program Alternatives Manager for the Michigan Department of Transportation presented an overview of the Driving Change bicycle safety program implemented in the City of Grand Rapids.

The meeting was jointly hosted by MDOT and Bike Friendly Kalamazoo. These notes were compiled by Paul Selden, who welcomes input, clarifications and corrections. These are meeting notes, not minutes. Points are presented in summary form with links to further reference material. A copy of Mr. Smith's presentation will likely be made available on MDOT's website.

Goal

The goal of the meeting was to learn about the Driving Change program and determine whether there was sufficient interest in pursuing it further.

Main Points

At the conclusion of the meeting almost all present indicated they were interested in exploring the program and its applicability in and around Kalamazoo's greater metropolitan area.

- Results: [Driving Change](https://www.grandrapidsmi.gov/Shortcut-Content/News-Media/City-announces-record-results-from-bicycle-and-pedestrian-safety-campaigns) Media campaign in Grand Rapids, MI correlated to large improvements in safety, awareness. Per <https://www.grandrapidsmi.gov/Shortcut-Content/News-Media/City-announces-record-results-from-bicycle-and-pedestrian-safety-campaigns> the results included:

- “Zero bicycle-related fatalities were recorded in Grand Rapids from April 2018 through September 2018.
- The 40 vehicle-bicycle crashes recorded during that six-month span were the City's lowest total since 2008.

- A City-record 77 percent of motorists in Grand Rapids are complying with the City's 5-foot-wide passing ordinance based on new findings from a City research project funded by the National Highway Traffic Safety Administration (NHTSA) and conducted in Grand Rapids.
- More than 9 in 10 people in Grand Rapids now know they must leave a minimum amount of space – 5 feet – between their vehicle and a bicyclist when passing, according to results from a new City-commissioned survey.
- More than 75 percent of respondents to a new City survey believe Grand Rapids is becoming friendlier to all road users – drivers, bicyclists and pedestrians.

- Key documents include a [pre-post campaign analysis of results](#) and a comprehensive [pre-post survey](#) that received more than 2,200 responses. Key marketing materials and themes included these [resources](#) such as brochures in English and Spanish. See also this [link at Gud Marketing](#) for a page containing further summaries, including a white paper you may download.

- Michigan is not funding this campaign state-wide; local groups must initiate and find their own funding

- A Campaign Playbook guide to help plan and implement a similar campaign is available at https://www.michigan.gov/documents/mdot/MDOT_18-GRTS-0161-CampaignPlaybook_636899_7.pdf

- The Campaign Playbook Appendices with media mix & timing is available at https://www.michigan.gov/documents/mdot/MDOT_18-GRTS-0161-CampaignPlaybook-Appendix_636900_7.pdf

- Ingredients for successful Grand Rapids campaign

Why: clear fact-based public safety, education, awareness-building goals;

Who: local steering committee;

What & How: media campaign & funding;

When & Where: Spring & Fall emphasis; defined market area/"reach" to most at-risk populations

- Research into local crash data important to define agreed-on messaging themes; see [Estimating the Cost of Unintentional Injuries, Fatal and Nonfatal](#) National Safety Council estimates of variety of traffic (and other) injuries. Costs used by engineers to estimate the time of return on various road safety improvements.

- [Michigan Traffic Crash Facts](#) Searchable database of state, county and local information. Scroll through the page to find information of interest or use the query tool. When making comparisons trends are often greatly skewed by the choice of start/end periods.

Post-Meeting Resources Received

Following the January 16 meeting additional relevant information was received*.

Budgets. Josh DeBruyn, Pedestrian and Bicycle Coordinator for MDOT, will serve as a resource to our local effort. Mr. DeBruyn provided the following information:

[Budget for the GR Driving Change project from 2015.](#) “Phase 4 highlights the cost associated with developing the campaign materials and was budgeted at \$91,000. Phase 5 is the implementation of the campaign materials. This Phase has a budget of \$206,000.

Actual breakdown of ad spending by media type: see [Year2 Placement infographic.](#) “At the bottom in the center of the page there is a section that reads ‘Investment Allocation’. I think it is safe to divide the \$297,000 by those percentages.” [33% TV and Video Streaming; 28% Outdoor; 17% Radio; 16% Digital, 8% Paid Social]

Crash Analysis. Crash analysis helps make sure that the media campaign addresses the target demographic (e.g., age, gender, language spoken) audience with a message linked to targeted crashes and causes (e.g., driver turning right into cyclist, cyclist running red light, operator impairment, and so on).

Steve Stepek, Senior Planner for KATS, suggested that an analysis of crash hot spots in the area can be found in the KATSMOVES Plan at www.katsmoves.org. He also provided a link to a state-wide analysis of crashes that may help point to opportunities to target appropriate messaging: [A Summary of a Comprehensive Evaluation of Pedestrian and Bicycle Crashes and Causes in Michigan](#) (Prepared by the Michigan Office of Highway Safety Planning for the Transportation Research Center for Livable Communities, Western Michigan University dated February 29, 2016.) Josh DeBruyn provided a copy of the full report, entitled: [Comprehensive Evaluation of Pedestrian and Bicycle Crashes and Causes in Michigan.](#)

Dr. Jun Oh, Director of WMU’s Transportation Research Center for Livable Communities, provided a high level analysis of bike crash locations and related parameters in these slides: https://bikefriendlykalamazoo.org/wp-content/uploads/2020/02/Kalamazoo_Bike_Crash-200212.pdf

List of Driving Change Media Examples and related reference materials. Though the campaign will probably be most successful when tailored to the local situation, examples may prove helpful for many reasons.

The City of Grand Rapids has a web site devoted to an extensive list of helpful Driving Change media examples and reference materials, at www.grdrivingchange.org.

The Michigan Department of Transportation has a web site devoted to listing helpful Driving Change materials, at https://www.michigan.gov/mdot/0,4616,7-151-9615_11223_79698_79699_88284---,00.html. (Mr. Smith anticipates that his January 16, 2020 presentation will be posted on MDOT’s Driving Change page once available.)

Gud Marketing’s Julia Knuckman, Senior Account Manager and Chelsea Maupin, Research Manager, provided this link to an extensive set of scripts, media examples and related assets related to Gud Marketing’s role in implementing the Driving Change campaign: <https://paceandpartners.egnyte.com/fl/IR3aysmipz>

Organizational Materials. Grand Rapids used a broadly representational steering committee, coupled with a core team responsible for day to day decision making, as their organizational structure for guiding and implementing Driving Change. Mr. DeBruyn provided the following examples of how they structured their organization and conducted their initial meetings:

[Bicycle Safety Education Project Agenda 11 18 13](#)
[Meeting Notes Bicycle Safety Education Project 11 18 2013](#)
[STEERING COMMITTEE GOALS AND OBJECTIVES FINAL 01 27 14](#)

Is riding on the street safer? An answer to a question asked at the meeting about why it is typically safer to bicycle on the street than on sidewalks (assuming that appropriate bicycling skills and the rules of road are being followed) is suggested here: [Bicycle ... crash risks and liability exposure: evidence from the research literature](#) “The evidence that bicycling on sidewalks and similar facilities is more hazardous than bicycling on streets is overwhelming.” Graphic summary of the widely used “Relative Danger Index” comparing different types of bike facilities and bikeways (multi-use paths, sidewalks, bike routes, bike lanes, etc.), illustrations of where crashes typically occur (with frequencies), plus citations to relevant literature.

What the effect of the number of people who are bicycling on the crash rate? Justin Carinci provided the following links to research on safety in numbers. The “safety in numbers” effect was first documented by Peter Jacobsen in [this paper](#). Krista Nordback found that the tipping point was around [200 bicyclists per day](#). ([Paper](#))

Terminology and Cause/Effect. Using the term “crash” vs. “accident” can help analyze cause/effect, which may lead to more effective awareness building, prevention and enforcement measures. For more information see this WJSM news story: [MDOT Seeks To Change The Language On Traffic Crashes ...](#)

News Coverage of January 16 meeting. WWMT news covered Mr. Smith’s presentation on January 16, here: <https://wwmt.com/news/local/kalamazoo-stakeholders-consider-adopting-a-safe-driving-campaign-to-reduce-crashes> WKZO’s Ken Lanphear interviewed Mr. Smith the next day, here: <https://bikefriendlykalamazoo.org/wp-content/uploads/2020/02/WKZOMorning-01-17-20-9amHour-MikeSmith.mp3>

Next Local Driving Change Meeting: February 20, 2020

The next public local Driving Change Campaign meeting is set for February 20, 2020 at MDOT’s SW Region Office from 10:30-11:30pm. Mr. DeBruyn will present a brief overview of the campaign from his perspective as MDOT’s Program Manager. Paul Selden, Chair of Bike Friendly Kalamazoo, will cover an overview of the available resources (largely from those listed above), then call the question regarding further participation.

Thank you to Thom Brennan, Justin Carinci, Josh DeBruyn, Julia Knuckman, Chelsea Maupin, Brian Sanada, Paul Selden, Jun-Seok Oh, Mike Smith, Steve Stepek and Toni Thompson, for sharing additional input following this January 16, 2020 meeting.