

MDOT-Bike Friendly Kalamazoo
Driving Change Meeting Notes DRAFT
MDOT Kilgore Rd Offices; February 20, 2020; 10:30-11:30am

Participants

Brian Sanada, Michigan Dept. Of Transportation (MDOT)	Larry Stehouwer, Road Commission of Kalamazoo County
Paul Selden, Bike Friendly Kalamazoo (BFK)	Josh Gower, Kalamazoo County (Parks, Recreation & Expo Center)
Josh Barrett	Lauren Lott, City of Portage
Ron Clark, Portage Police	Paul Wells, KBC
Josh DeBruyn, MDOT	Kazmira Herberger, (City of Portage) Bike Advisory Cmte
Thom Brennan, Kalamazoo Bicycle Club (KBC)	Valerian Kwigizile, WMU
Nicky Leigh, Kalamazoo Township	Deb Carpenter, (BFK)
Shawn Ballard, Discover Kalamazoo	Melissa Fish, Representative Hoadley
Richard Skalski, Oshtemo Township	Amanda Cockroft, City of Kalamazoo
Jun Oh, Western Michigan University (WMU)	Carolyn Real, City of Kalamazoo
Paul Rehkopf	Toni Thompson, Friends of Kalamazoo River Valley Trail
Dave Chadderdon, Kalamazoo Complete Streets Committee	Neal Conway, City of Kalamazoo
Erin Sloan-Turner, League of Michigan Bicyclists	Jeff Christensen, Kalamazoo County Sheriff's Office
Fred Nagler, Kalamazoo Area Transportation Study	

Agenda

Welcome & Introductions

Meeting Goal: Decide whether to further study key factors related to implementing a Driving Change bike safety media campaign in our greater community, tailored to our situation.

Overview of the Driving Change Program in Grand Rapids (GR) - Josh DeBruyn, MDOT Bicycle and Pedestrian Coordinator

What Kalamazoo decides to do locally is up to the local stakeholders

GR was required by their grant to compare pre- post- program crash and audience program

GR conducted a law/ordinance review separate from the requirements of the program

MDOT extended the grant to GR from two years initially to multiple years

In GR, representatives from hospitals and colleges/universities were also involved

GR used a (stakeholder) Steering Committee-Core Team model: larger group advised much smaller core team; core team was responsible for implementation

Steering Committee met every other month for six months then every 3-4 months after that

Name of program "Driving Change" was picked because as users of the road, both bicyclists and motorists are drivers, and both groups needed to change their behavior while driving to reduce crashes

GR found that "fear" and "scary" images (such as of mangled helmets) and the slogan "Share the Road" did not resonate / elicit the right reactions among the driving public

Goal of the program was to reduce serious injuries and fatal due to crashes

In addition to the media campaign, GR used promotional items (such as imprinted coasters, bike light giveaways and water bottles) and funded League Cycling Instructor training programs.

To fund our program locally, MDOT does not have monies available.

There may be funds available from the Office of Highway Safety Planning, and, local "Act 51" agencies do have so-called 1% non-motorized funds that may be available (amounting to 1% of their total funding from MDOT) on a locally discretionary basis.

Mr. DeBruyn is willing to serve as a resource to us in Greater Kalamazoo.

Review of Success Factors & Existing Resources - Paul Selden oriented attendees to items from resource materials that Mr. DeBruyn had not covered, by going to the links below

- Goals of Program
(see above)

- Online Examples of Driving Change Materials
(see for example, www.grdrivingchange.org and comments from [Driving Change Gud Marketing Meeting Notes 200217](#))
- Crash Data & Focus Groups
Dr. Jun Oh from WMU's Transportation Research Center for Livable Communities kindly provided crash data from Kalamazoo County showing that the majority of bicycle involved crashes occur in the cities of Kalamazoo and Portage; see https://bikefriendlykalamazoo.org/wp-content/uploads/2020/02/Kalamazoo_Bike_Crash-200212.pdf. Dr. Oh volunteered to develop a data analysis to Bike Friendly Kalamazoo in time for BFK's Annual Planning Meeting on March 26.
- Budgets - Breakdown GR's by Year
A key point was that the actual media spend from 2015 was approximately \$120,000, with the remaining budget going to other items (such as pre-post testing and development of the media). Some of the total budget may not need to be spent in greater Kalamazoo's campaign due to efficiencies from not having to totally reinvent the wheel and the extent of pre-post testing required. See <https://bikefriendlykalamazoo.org/wp-content/uploads/2020/02/2015-GR-Driving-Change-Budget-Proposal.pdf>
- Possible "Universal" Messages
Mr. DeBruyn agreed that certain elements of the overall messaging are likely to be applicable in greater Kalamazoo (in addition to in Grand Rapids). Examples include following rules of road as illustrated in <http://grdrivingchange.org/wp-content/uploads/2016/05/2016-Driving-Change-Grand-Rapids-Brochure-ENGLISH.pdf>
- Steering Committee / Core Team (concept covered by Mr. DeBruyn)
- Funding Sources
BFK will continue to explore, starting with the Office of Highway Safety Planning at the Michigan State Police)
- Other

Input on Further Exploration/Participation (see Worksheet and tallies, below)

BFK's Next Steps

- Prepare & distribute meeting notes & Worksheet results
- Put Driving Change and related efforts such as Bike Visibility ("Be Bright"), and League Cycling Instructor (LCI) education on BFK's Annual Public Planning Meeting agenda March 26, 4-5pm, KRESA
- Integrate lessons learned from the Driving Change research/discussions into Kalamazoo (Area) Bike Week (May 9-16) messaging opportunities

References/Meeting Materials

- [Driving Change Brochure/Rules of Road - English](#) - see www.grdrivingchange.org
- [Driving Change Brochure/Rules of Road - Spanish](#) - see www.grdrivingchange.org
- [Driving Change Campaign Recap](#) - see https://www.michigan.gov/documents/mdot/Driving_Change_679382_7.pdf
- [Driving Change Meeting & Resource Notes 200217](#)
- [Driving Change Gud Marketing Meeting Notes 200217](#)

Please return (at least) this part of this Worksheet to Paul Selden with your answers to the following items. Use the back if you have additional comments. Please write clearly to facilitate public report-back.

Your Name & Affiliation (Gathered but not linked to results below, for these purposes. Paul Selden did not vote as it is his custom when chairing such meetings not to vote except to break a tie. Mr. Selden stated that votes were each individual's opinion, advisory and not binding on any organization.

1. Do you recommend adopting a local version of GR's Steering Committee - Core Team model? **YES-19** / NO -1

Comments

- Or whatever makes the most sense
- Southwest MI yes, City of Portage specific, no
- Concerns on financials, execution and main focus
- Maybe (participate) so long as there is a lasting impact

Perhaps start on a smaller level = basic education

2. Would YOU like to participate in such program Steering Committee meetings?

YES-10 / NO-3 / MAYBE-4

To recommend a colleague or friend for such meetings, please name them here (or refer them later):

Jeff Spoelstra, WMU Office for Sustainability

Board members w/ Open Roads Bike Program

Other Road Commission of Kalamazoo County

I'd definitely interested but not certain I can commit the time.

Possibly Steve Stepek could participate but can't speak for him.

As available - not core.

3. Please circle potential Core Team program(s) in which you and/or your organization might participate:
a) **Driving Change-13** b) **Bike Visibility-7** c) **Bicycle Education-11** d) **other ideas-2 - list here: Data and research; State wide focus; ordinance co-ordination, education; I'm interested in helping promote bicycling generally in my role with the city; all of the above**
4. Due to overlapping stakeholder participation, do you recommend that our local Steering Committee address bike related program(s) in addition to Driving Change? **YES-15 / NO-5**

Comments

At least in the beginning to decide direction

Advise, sure. Create ehhhh

Start with Driving Change, then see if expansion is necessary

Already have many programs BFK next steps

Stick to one issue - it's complicated enough at least for now

I think a unified message is much more efficient and effective.

5. Do you recommend that BFK consider merging some of the information sharing & brainstorming meetings it is currently holding into such a Steering Committee as mentioned above? **YES-17 / NO-2 / MAYBE-1**

Comments

As long as the information advanced the goal of the steering committee

Only because I'm running out of time for multiple meetings

I think steering should be steering

Depends on community interest

I am not extremely familiar with how BFK operates but it seems this is all part of the same goal.

See above (re. complexity)

6. To pre-register for BFK's Annual Planning Meeting (March 26, 4-5pm, KRESA) please circle **YES-12**

You are welcome to share additional thoughts & ideas with Paul Selden any time, including additions and corrections to the above meeting notes.

Attendees were thanked for their participation. Thanks to Brian Sanada & MDOT for use of their facilities!