

## **Bike Friendly Kalamazoo 2020 (& Beyond) Goals and Potential Programs**

In 2020, Bike Friendly Kalamazoo (BFK) is moving ahead to meet the following community needs at the pace of program partner resources and delivery opportunities. The goals and the programs overlap with interests held in common with BFK's participants and are being implemented in close coordination with these community stakeholders. All goals and programs were surfaced in public meetings; most have been confirmed by those with experience in these areas.

Goals and programs listed below are being actively considered by BFK's board as eligible for some sort of seed, matching and/or full funding from BFK. We think this will be justifiable in order to have an impact.

Other goals involve policy and related changes aligned with BFK's mission to help make our greater community even more bicycle friendly (but we do not believe will require funding from BFK), that we will be working toward as well. Policy related goals are not listed here but will be addressed as opportunities arise.

Program numbering is for reference and does not indicate priority.

### 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 (overlaps with #8)
8. Increase number of local Certified Cycling Instructors

### Goal: Increase Bicycling Participation / Ridership

9. Bike Maps (overlaps with signing the Southwest Michigan Bikeway; aka KATS "Map 7")
10. Events (Kalamazoo Bike Week, Fall Bike Celebration, etc.) -- Mayors' Ride during Bike Week
11. Public Bike-Related Art, Trail Enhancements, Civic Displays & Exhibits