

Bike Friendly Kalamazoo (BFK) Strategic Planning Session Meeting Notes

Meeting Held March 26, 2020; 4pm-5pm

Via Conference Call

These Notes Dated April 8, 2020

Participants

Bill Adams - Village of Vicksburg	Paul Rehkopf - Open Roads Bike Program
Deb Carpenter* - Child Safety Consultant	Jim Righter - Portage Public Schools
Amanda Cockcroft - City of Kalamazoo	Paul Runnels* - Open Roads Bike Program
Jennifer Johnson - Chain Gang Bicycle Club	Paul Selden* - Bike Friendly Kalamazoo
Julia Knuckman - Gud Marketing	Dick Skalski - City of Kalamazoo (ret.)
Lauren Lott - City of Portage	Erin Sloan-Turner - League of Michigan Bicyclists
Terry O'Connor - Kalamazoo Bicycle Club	Paul Wells - Kalamazoo Bicycle Club
Jun Oh - Trans. Research Ctr for Livable Communities - WMU	Donna Whitcomb* - AMBUCS
Ike Pangle - LAB League Cycling Instructor	Valerian Zwigizile - Trans. Research Ctr for Livable Communities - WMU
Katie Reilly - City of Kalamazoo	*BFK Board Member
Carolyn Real - City of Kalamazoo	

Additional Materials Packet

Hypothetical media recommendations for Driving Change style public education & safety campaign
<https://bikefriendlykalamazoo.org/wp-content/uploads/2020/04/KZOO-Bikes-Recommendations-Gud-Mktg-200326.pdf>

AGENDA

Welcome

Paul Selden, BFK's Chair, welcomed & thanked participants for attending.

Roll Call

Meeting Goals

Help Bike Friendly Kalamazoo align its long-term plans with community needs/programs/goals

Quick BFK Overview / Review of Main Activities / Meetings - 2019

Overview

- 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

2019 Highlights

- Strategic Planning Session - received input on community, non-profit, bike event and related matters
- IRS 501c3 public charity status achieved; foundational building blocks/policies unfolding in real time
- KATS/BFK Community Event and overall organizational coordination/promotion during Kalamazoo Bike Week
- Kalamazoo Bike Week Selective Traffic Law Enforcement
- Kalamazoo Bike Week 2019 and inaugural Fall Bicycle Celebration Organizer (many monthly meetings)
- Raised approximately \$93,000 in start-up donations, grants, and sponsorships
- Used approximately \$25,000 to fund our main awareness-building, education, and ridership goals (e.g., our "Bike-Booster Mini-Grant," Kalamazoo Bike Week & Fall Bike Celebration events, web sites, &c)
- Kicked off Bike Visibility, League Cycling Instructor planning; lined up "Driving Change" program

Brief Program Updates: Bike Visibility, Instruction, Public Service Campaign

Lauren Lott, City of Portage; Katie Reilly, City of Kalamazoo; Valerian Kwigizile & Jun Oh, WMU; and Julia Knuckman, Gud Marketing addressed these three major programs. In summary, these programs continue to move forward and are in various stages of planning. They will probably be delayed from rolling out this spring or during Kalamazoo Area Bike Week 2020. Implementation will depend on unfolding developments regarding public closures, stay-at-home orders, social distancing considerations, etc.

Input to BFK: Board Service, Goals / Programs / Community Involvement & Kalamazoo (Area) Bike Week

Input was gathered regarding items 1-7 listed below. *Notes are in italics.*

1. Interest in BFK Board Service

BFK is adding to our volunteer Board of Directors.

If you are: a) interested in our mission, namely, helping to make our greater community even more bicycle friendly, and b) are willing to take 2-4 hours per month to share your input on policy and foundational level matters, please let us know by typing your name here:

BFK received input on this item - (thank you) - out of an abundance of caution and consideration for what may be regarded as pertaining to a "personnel matter," will not be making this information public at this time. We continue to encourage interest in BFK Board Service.

We try to schedule our one-hour board meetings during times most convenient to our board members. Typically this is on a week day over the noon hour or from 4-5pm, but we are flexible. **What time slots work best for you? If not our typical slots, when would work better?**

2. BFK's 2020 (& Beyond) Goals & Programs

Please review BFK's 2020 Goals & Programs, below.

Have we missed a community need?

Diversity

See something looming on the horizon for 2021? Do you have any other comments? Please type here:

As far as future goals, a pet of mine is to increase our presence within the school systems. Many opportunities there, from basic riding and following legal driver laws, to general information and fitness benefits. A perfect fit for PE classes.

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.

Not having staff or facilities, BFK's role will largely be organizational (primarily via facilitation of communications) and financial (primarily by providing scholarships, grants, and partnering to raise the funds - see BFK's Donate Page at <https://bikefriendlykalamazoo.org/donate/>).

Other goals involve policy and related matters aligned with BFK's mission to help make our greater community even more bicycle friendly (that we do not believe will require funding from BFK). 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 (e.g., Kalamazoo (Area) Bike Week, Fall Bike Celebration, etc.)
11. Public Bike-Related Art, Trail Enhancements, Civic Displays & Exhibits

3. Program Steering Committee / Core Team Elements

In February, a large majority of those most likely to participate as community program implementation partners with BFK recommended adopting a "Steering Committee/Core Team" approach. A larger group of representative stakeholders (Steering Committee) would meet quarterly to exchange information and provide guidance. Program implementation would be handled by one or more smaller Core Teams.

The Steering Committee and Core Teams would form their own charters. To facilitate this, we are providing the following list of potential elements. **Please review these elements and recommend additions/deletions/changes here:**

If you alter something in context, please highlight that change in yellow.

A motion to accept these elements as written passed in voice vote; no "nay's" received.

Bike Friendly Kalamazoo's Role

- 2020: call and facilitate/chair three quarterly Program Steering Committee meetings (e.g., June, September & November/December)
- 2021: to be defined & agreed upon by Program Steering Committee at last 2020 meeting

2020 Program Steering Committee Elements

- Charter - consider matters related to defining and accomplishing named Programs and relay non-binding advice to Program Core Team(s)
- Composed of stakeholders, organizations and representatives of the groups involved in the implementation of programs and the receipt of the program deliverables (such as but not limited to governmental units, transportation & law enforcement agencies, bicycle clubs & shops, 501c3 organizations, citizen groups and committees, etc.) with aligned missions, goals and programs
- Preference for participants & employees of incorporated organizations, such as non-profits, municipalities and agencies
- Participants are named delegates, with preference for participants whose organizations recognize them as delegates
- One-two delegates from any one organization, with one co-delegate and up to three additional alternates; all are to be named and their contact information shared (at least one email address per participant)
- Chief consideration is given to programs with cross-jurisdictional/agency/organizational implications & may require potential cooperation; others as benefits sharing of ideas
- 2020 Programs
 1. Bike Visibility (e.g., bike light giveaway)
 2. League Certified Cycling Instructor training
 3. Bicycle-Motorist Public Service Announcement Campaign (locally tailored "Driving Change" media campaign)
- Additional programs on agenda, as Steering Committee sees best
- All delegates and alternates may attend meetings
- Steering Committee's recommendations are non-binding

- Size and composition of the Steering Committee may vary
- Self-directed, may elect volunteer chair / secretary
- Include members of Program Core Teams
- Meet approximately quarterly: e.g., March, June, September & November/December
- Participation is voluntary
- Members do not have set terms
- Steering Committee can modify/further clarify these elements over time
- With the exception of BFK's March Annual Planning Meeting, meetings may or may not be public at the discretion of the Steering Committee

2020 Program Core Team Elements

- Program Core Team members represent the organization(s) responsible for and/or possess authority to implement programs (e.g., expend funds, secure resources)
- Core team members to be named and their associated program roles and affiliations listed
- Membership is voluntary
- Organizations represented recognize Core Team membership
- Members are bound by the policies, procedures and practices of the organizations they represent
- Core Team's recommendations are submitted to the organizations they represent, which organizations then follow their own policies, procedures and practices to execute at their sole discretion
- Decisions and actions are non-binding
- Policies do not supersede those of the organizations they represent
- Organizations members are affiliated with/represent are responsible for implementing the core team decisions
- Core Team meetings are open to named Core Team members; others may be invited but in most cases meetings will not be public
- These elements may be changed over time as Core Team(s) see best

4. Steering Committee / Core Team Participants

Please recommend organizations or specific participants in addition to those who volunteered in February (below), here:

Note: Volunteer names are tentative based on available information until confirmed.

- Carolyn Real, Amanda Cockroft - City of Kalamazoo
- Kazmira Herberger, Lauren Lott - City of Portage
- Paul Selden, Paul Runnels - Bike Friendly Kalamazoo
- Paul Wells - Kalamazoo Bicycle Club
- Paul Rehopf - Citizen at Large
- Valerian Kwigizile, Jun Oh - Western Michigan University
- Brian Sanada - Michigan Department of Transportation
- Erin Sloan-Turner - League of Michigan Bicyclists -
- Thom Brennan, Larry Stehouwer - Road Commission of Kalamazoo County
- Nicky Leigh - Kalamazoo Township
- Shaun Ballard - Discover Kalamazoo
- Melissa Fish - MI House 60th District
- Josh Barrett - Citizen at Large

Recommend initial steering committee continue to reach out to seek additional stakeholder representation.

Core teams could vary by project or overlap membership - good idea.

Law enforcement representation would be good.

Township & village representation would be good.

Communications representation (municipal newsletters, etc.) would be good.

Please add and/or confirm your name/likely affiliation if you are interested; delete if not:

5. Brainstorming Ways to Maximize Impact of Kalamazoo (Area) Bike Week

In these unprecedented times, there is reasonable uncertainty about whether many of the events scheduled during Kalamazoo Bike Week can be held as planned. **Please offer your ideas for how to maximize the positive impact of KBW, in spite of the situation.**

Examples:

Hold any indoor meetings in a virtual format

Roll out some public service announcements

May is <STILL>Bike Month

Keep your distance! 6 feet for people 5 feet for cars

Bike Tour at Home S24O's

Street theater "this is 5 feet"

Hold any indoor meetings in a virtual format & Roll out some public service announcements: These should remain in place even though BW may not be able to be held in person events.

6. Additional Comments

Anything else on your mind? Want to help out with something in particular? What did we leave out or not have time to cover? Please share them here:

7. Feedback on the virtual conferencing approach

Please offer your suggestions for how to improve our virtual meetings, here:

Possibly Zoom

Paul, you did a very good job with conducting this meeting within the parameters we were given.

Paul, given the conditions and limitations, I thought today's meeting went well. Probably a new experience for nearly all.

Discussion / Next Steps

- Input sheets were to Paul Selden at president@bikefriendlykalamazoo.org on/by April 2
- Paul requested input from those who couldn't attend today (with approx. April 2 deadline)
- Steering Committee / Core Team Organizational Meetings: **April 30** and/or **June 24** (4-5pm; virtual or KRESA??)

Doodle Poll to go out shortly

Announcements

Kalamazoo (Area) Bike Week (May 9-16, 2020)

It's not too late to get your bike-related announcement or event promoted on the Kalamazoo Bike Week website. Due date is March 31 to get your KBW Media Release forms in (for events promoted by KBW in print). **Please contact Paul Selden at bikeweek@bikefriendlykalamazoo.org for more information.**

Want to take an even easier step toward promoting your bike friendly community? Due date for letting the public know that your office, township or city hall has bike safety materials available is April 10, 2020. **If so, please contact Paul Selden at bikeweek@bikefriendlykalamazoo.org after this meeting** or go to www.kalamazobikeweek.org for more information.

Local Bicycling Developments - 2020 & Beyond: May 13, 4-5pm, KRESA Main Office - Wile Auditorium register at <http://katsmpo.org/2020/03/17/bike-week-2020-event-registration/> or by calling KATS at 343-0766

This year's theme is "Connecting & Building Communities." In alphabetical order, the presenters include:

5 - BFK's Annual Planning Meeting March 26, 2020

Bill Adams - President, Village of Vicksburg
James Baker - Director of Public Works, City of Kalamazoo
Kathleen Hoyle - Director of Parks, Recreation and Senior Services, City of Portage
David Rachowicz - Director of Parks and Recreation, Kalamazoo County
Brian Sanada - Transportation Planner, Michigan Department of Transportation.

Bike Safety in Greater Kalamazoo: How Data Reveals the Real Issues: May 14, 10:30-11:30am,
MDOT Kilgore Road Office. Registration: RSVP to Brian Sanada (MDOT) at
sanadab1@michigan.gov.

The Michigan Office of Highway Safety Planning (OHSP) will share state-wide and local bicycle-involved crash data, looking at 5- and 10-year trends. They will also go over their 2020 Bicyclist Safety campaign and recap grant-funded enforcement results from 2019. The speaker(s) will include Emily Shinevar, Vulnerable Roadway Users Program Coordinator, OHSP, and/or Jon Ross, Communications Representative, OHSP.

These notes were prepared and respectfully submitted by Paul Selden. Please report additions/corrections to president@bikefriendlykalamazoo.org.

Thank you to everyone for your input and participation!