

Bike Program Steering Cmte / Core Team Meeting Notes

June 24, 2020; 4pm-5pm

Via Webex; Notes Updated July 2, 2020

Participants

Bill Adams - Village of Vicksburg	Paul Runnels* - Open Roads Bike Program
Thom Brennan - Kalamazoo Bicycle Club	Brian Sanada - Michigan Dept. of Transportation
Deb Carpenter* - Childhood Safety Consultant	Paul Selden - Bike Friendly Kalamazoo
Amanda Cockcroft - City of Kalamazoo	Erin Sloan-Turner - League of Michigan Bicyclists
Carl Keller - Village of Vicksburg	Jessica Smith - City of Portage
Julia Knuckman - Gud Marketing	Jodi Stefforia - Comstock Township
Lauren Lott - City of Portage	Larry Stehouwer - Stakeholder at Large
Renee Mitchell - Kalamazoo Bicycle Club	Donna Whitcomb* - AMBUCS
Jun Oh - Trans. Research Ctr for Livable Communities - WMU	Valerian Kwigizile - Trans. Research Ctr for Livable Communities - WMU
Carolyn Real - City of Kalamazoo	*BFK Board Member
Paul Rehkopf* - Open Roads Bike Program	

Welcome

Special Welcome: New/Prospective Members

Roll Call

Meeting Goals

- Orient new prospective participants
- Share updates re. relevant information, surface ideas for moving ahead
- Agree on memberships, plan for expanding Steering Cmte

Next Quarterly Steering Committee Meeting Date: September 23; 4-5pm (Core Teams Meet As Needed)

Quick Background

Overview

- Meetings on bicyclist visibility/bike light "Be Bright" campaign, bicycle instructor certification and public service educational messaging, October 2019-March 2020
- Strong & clearly overlapping in interests of representative institutional stakeholders better served by combining meetings - proved effective in Grand Rapids
- Progress on program implementation was rapid until COVID-19 considerations slowed the pace
- Bicycle Program Steering Committee / Core Team approach adopted March 26, 2020: larger Steering Cmte advises, smaller Core Teams implement
- Charter - consider matters related to defining and accomplishing named Programs and relay non-binding advice to Program Core Team(s)

Program Updates: Bicyclist Visibility, Instruction, Public Education Service Campaign

(membership, budgeting, schedules, data review, progress, tasks completed, delegate/alternate membership, etc.) Topics listed based on items of special interest for this meeting; please email additional thought to Paul Selden :-)

- Gud Marketing - proposal on table for \$10,000, \$75,500 & \$150,000 budgets
- Kalamazoo Bicycle Club - LCI "ready," scholarship, grant
- League of Michigan Bicyclists - timing, marketing, participation
- Office of Highway Safety Planning - statewide effort
- City of Kalamazoo - overview of readiness to begin, budget
- City of Portage - overview of readiness to begin, budget
- Bike Friendly Kalamazoo - LCI Scholarship Program & Bike Booster Mini-Grant programs online, Bike Ridership Field Survey results, reminder re. National Insurance Inst. Value of human life
- WMU - progress on crash causes
- Other

Core Team Memberships

(Lead Orgs Spending the Money/Signing Contracts/Responsible for Implementing the Programs?)

Initial suggestions based on prior meetings

1. Bike Visibility (e.g., bike light giveaway)
City of Kalamazoo & City of Portage
2. League Certified Cycling Instructor training
City of Kalamazoo & City of Portage, LMB; Paul Selden will follow up with LMB to clarify state-wide situation & opportunities
3. Bicycle-Motorist Public Service Announcement Campaign (locally tailored “Driving Change” media campaign - realistically, next windows of opportunity are September 2020 and May 2021)
Cities not ready to take the lead but BFK’s board asks that Paul Selden follow up with Mayors and City Managers, key staff time permitting

Ideas for Expanding Steering Committee

The following approach was agreed upon:

- a) after meeting, invite delegates from your own organization to round out delegates/alternates list (1-2 delegates, up to 3 alternates); please let Paul Selden know their contact info as you get it to make sure people are emailed meeting notices
- b) Paul Selden will follow up on ideas for additional organizations / names based on judgement of how representative they may be as a cross-section of relevant bicycling stakeholders. Paul S will reach out and may ask for help in inviting others, especially if a name/organization is suggested that he isn’t familiar with.

Please Note: After this meeting, Paul S will not directly invite other delegates from your own organizations - that will be your job, to reduce confusion - unless you ask for help for protocol / diplomatic reasons, etc.

New Business/Announcements

- **Input to BFK: Board Service, Goals / Programs / Community Involvement & Kalamazoo (Area) Bike Week** (see attachments and next page - please email any input to Paul Selden)

Thank you for everyone’s time and input!

References / Resources

National Safety Council

Cause of Death	Odds of Dying
Heart Disease and Cancer	1 in 7
Chronic Lower Respiratory Disease	1 in 28
Intentional Self-harm	1 in 95
Unintentional Poisoning by and Exposure to Noxious Substances	1 in 96
Motor Vehicle Crash	1 in 114
Fall	1 in 127
Assault by Firearm	1 in 370
Car Occupant	1 in 645
Pedestrian Incident	1 in 647
Motorcycle Rider Incident	1 in 985
Unintentional Drowning and Submersion	1 in 1,188
Exposure to Fire, Flames or Smoke	1 in 1,498
Choking from Inhalation and Ingestion of Food	1 in 3,461
Pedacyclist Incident	1 in 4,486
Firearms Discharge	1 in 6,905
Air and Space Transport Incidents	1 in 9,821
Exposure to Electric Current, Radiation, Temperature and Pressure	1 in 15,212

- from <https://www.nsc.org/work-safety/tools-resources/injury-facts/chart>

Comprehensive costs of motor-vehicle crashes. In addition to the economic cost components, the following comprehensive costs also include a measure of the value of lost quality of life, obtained through empirical studies of what people actually pay to reduce their safety and health risks. The average comprehensive costs on a *per injured person* basis were:

Average Comprehensive Cost by Injury Severity, 2018

Death	\$10,855,000
Disabling	\$1,187,000
Evident	\$327,000
Possible injury	\$151,000
No injury observed	\$50,000

Since the lost quality of life figures, included in the comprehensive costs calculations, do not represent real income not received nor expenses incurred, they should not be used to determine the pure economic impact of past crashes.

- from <https://injuryfacts.nsc.org/all-injuries/costs/guide-to-calculating-costs/data-details/>

Bicycle Program Steering Committee / Core Team Elements

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

Previous Meeting Notes

<https://bikefriendlykalamazoo.org/about/meetings/>

Links to Bicycle Educational and Safety Programs

<https://bikefriendlykalamazoo.org/education-safety/>