

Bike Program Steering Cmte / Core Team Meeting Notes

September 23, 2020; 4pm-5pm

Via Webex; Notes Prepared Oct. 27, 2020

Participants

Bill Adams - Village of Vicksburg
Thom Brennan - Kalamazoo Bicycle Club
Nancy Buchanan** - Mt. Zion Baptist Church
Deb Carpenter* - Childhood Safety Consultant
Paul Guthrie - Bronson Hospital
Marc Irwin - KATS Citizens Advisory Cmte
Lauren Lott - City of Portage
Katie Reilly - City of Kalamazoo
Paul Rehkopf* - Open Roads Bike Program
Paul Runnels* - Open Roads Bike Program

Brian Sanada - Michigan Dept. of Transportation
Mike Seals - Kalamazoo County
Paul Selden - Bike Friendly Kalamazoo
Emily Shinevar - Michigan Office of Highway
Safety Planning
Jodi Stefforia** - Comstock Township
Donna Whitcomb* - AMBUCS
Valerian Kwigizile - Trans. Research Ctr for
Livable Communities - WMU
*BFK Board Member; **Guest

Welcome

Special Welcome: New & Prospective Members, Guests

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 Dates: December 9; 4-5pm and March 24; 4-5pm (Coincides with Bike Friendly Kalamazoo's Annual Public Meeting) Core Teams - Meet As Needed

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 :-)

1. Bike Visibility (e.g., bike light giveaway)
City of Portage: Took place October 7, 5:30-7:30pm, Celery Flats Pavilion on Garden Lane
2. League Certified Cycling Instructor (LCI) training
City of Portage: Prerequisite training (Smart Cycling 101) took place October 3; 5 of the 8 enrollees were interested in LCI & scholarship follow up; all were known to BFK and the Kalamazoo Bicycle Club
City of Kalamazoo: planning to host an LCI training program in spring, possibly before May
BFK and Kalamazoo Bicycle Club: Offering scholarships to cover tuition
Note: *Our group has privately expressed the ability and willingness to host additional pre-requisite programs if needed*
3. Bicycle-Motorist Public Service Announcement Campaign (locally tailored "Driving Change" media campaign - realistically, next windows of opportunity are September 2020 and May 2021)
BFK: BFK's board has asked that Paul Selden follow up with Mayors and City Managers, key staff time permitting - Paul Selden made a request that Portage supply \$3,000 of direct or in-kind support to start a paper tri-fold brochure. No result to date.
Paul Selden - work on "compelling presentation" to request funds has not begun
OHSP: Emily Shinevar presented, then emailed the following information about the "Lie or Law" Campaign begun in July:
OHSP Bicyclist Safety Lie or Law Campaign
 - Media used: Michigan Association of Broadcasters TV and Radio, Mobile, Mogo and Bus Shelters, Gas Pump TV, Pandora, Youtube, Facebook and Twitter
 - Where/When: The campaign ran from July-September 2020 in ten counties, including Kalamazoo County

- Links:
 - :30 video <https://youtu.be/ROJ13dHdo3k>
 - :15 video <https://youtu.be/7BMLWkCuIyg>
 - Twitter <https://twitter.com/MIOHSP/status/1284491825038921728>
 - Facebook https://www.facebook.com/miohsp/posts/3273126389419973?_tn=-R
- FY21: We are planning to continue this campaign in April-September 2021

Per Emily Shinevar, email October 27, 2020, inserted verbatim:

I'm following up on our phone discussion today regarding OHSP's statewide campaign and the Bike Friendly Kalamazoo local campaign (based off Grand Rapids' Driving Change).

Our discussion included information on the possibilities of what of your organization can utilize as far as the resources already available with the OHSP statewide campaign. Bicyclist safety materials that our office provides on the state level can be used and "re-tagged" to fit some of your needs in the Kalamazoo area. This includes using the Lie or Law video to add the BFK logo to the end or using our brochure designs to make small modifications to customize for BFK. The benefits to this would be having materials available at a reduced cost to developing and producing your own. However, the messaging would still be mostly state law material with minimal community-focus.

To consider this option, versus or in addition to your local campaign project, I recommend considering your goals and objectives. Is budget your biggest priority? Do you have good local partnerships and connections where you can pursue organic/volunteer efforts that these customized statewide messaging materials can supplement? Or is your biggest priority ensuring that every detail you put out in your community is specific to local ordinance, Kalamazoo area landmark imagery, etc.?

Both our statewide and a local campaign would be data-driven and evaluated based on crash data and engagement statistics. OHSP must ensure that while we target the areas of the state with the highest bicycle-involved crashes, we must also create educational materials using all-compassing messaging that is accurate across the state. One of our goals for this campaign is to have local entities use this educational information to benefit their communities. Because federal grant funds were used for this campaign, it is public information and should be used and shared widely. Education and behavior change are long-term efforts that will require years of maintenance to make an impact on bicyclist safety.

There are immense benefits to developing a community-focused campaign as well. You don't have to consider statistics from other areas of the state and can focus on the unique needs of your citizens. This is especially important when it comes to bicyclist safety in an area with local ordinances and incorporating other aspects in addition to education such as road design improvements.

I will plan to attend the next steering committee meeting on December 9 and have copied Jon Ross to this message for any additional insights on re-tagging materials.

WMU: Valerian Kwigizile - work on cause-effect analysis of crashes between 2009-2019 has continued, may be complete in time to review at December's Steering Committee Meeting

Note: Cities may hire contractors but are limited by charter in donating money to 501c3s

Ideas for Expanding Steering Committee

The following approach has been 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 be (and has been) following 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. Some of the new guests at this meeting are a result of this effort.

Please Note: After June 2020 meeting, Paul Selden will not directly invite other delegates from your own organizations - that is the job of current member organizations, to reduce confusion - unless you ask for help for protocol / diplomatic reasons, etc.

New Business/Announcements

- **The 10th Annual Kalamazoo (Area) Bike Week** is May 8-15, 2021 (see www.kalamazoobikeweek.org for Event Organizer ideas) - opportunity to showcase programs

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/>

Background (Included for historical reference; will become dated over time)

- 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)
- 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
- **Core Team Memberships** - (Lead Orgs Spending the Money/Signing Contracts/Responsible for Implementing the Programs)