

Bike Program Steering Committee Meeting Notes

December 9, 2020; 4pm-5pm

Via Webex; Notes Released December 28, 2020

Please report updates/corrections to Paul Selden, Committee Chair

Participants

Bill Adams - Village of Vicksburg
Ashton Anthony - City of Kalamazoo
Thom Brennan - Kalamazoo Bicycle Club
Keshia Dickason - Office of Sen. Sean McCann
John Dunlop - Portage Public Schools
Paul Guthrie - Bronson Hospital
Marc Irwin - KATS Citizens Advisory Cmte
Anna Horner - Oshtemo Township
Keneth Kwayu - WMU Trans. Res. Ctr for Livable
Communities
Lauren Lott - City of Portage
Megan Mickelson - Kalamazoo Area Trans. Study

Dexter Mitchell - Kalamazoo Township
Paul Rehkopf - Open Roads Bike Program
Paul Runnels - Open Roads Bike Program
Brian Sanada - Michigan Dept. of Transportation
Dick Skalski - Oshtemo Township
Paul Selden - Bike Friendly Kalamazoo (Chair)
Emily Shinevar - MI Off. of Hwy Safety Planning
Jodi Stefforia - Comstock Township
Erin Sloane-Turner - League of MI Bicyclists
Ali Townsend - Kalamazoo Area Trans. Study
Paul Wells - Kalamazoo Bicycle Club

Welcome

Special Welcome: New & Prospective Members, Guests

Roll Call

Meeting Goals

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

Next Quarterly Steering Committee Meeting Dates: March 24; 4-5pm* and June 23; 4-5pm (*In conjunction with Bike Friendly Kalamazoo's Annual Public Meeting) Core Teams - Meet As Needed

Reminders - Highlights re. Charter, Membership Process, Notes vs. Minutes

Guests - can join per process as recognized members or stakeholders at large
Members - are named, agree to serve as delegates, allow their emails to be sent "in clear," give Chair contact info
For more information, see Reference section below

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

Topics listed based on items of previously agreed-upon steering committee interest. This committee's main purpose is to share information. The community is welcome to use the information and implement ideas "at will." Please email additional thoughts 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 (on Bike To School Day). Lauren Lott reported 30 sets of front & rear lights were given away. The banner used by the City of Portage has kindly been kindly provided by Ms. Lott via the link [HERE](#) and is reproduced in the References section, below. Staffing: one person to install the lights is a minimum requirement. It helps to have at least one more to greet and orient people waiting in line. Media release: The media release sent out by Portage is [HERE](#). Bike Friendly Kalamazoo supported the release on its web site.

Comments: Grants were available through Bike Friendly Kalamazoo to purchase the lights. Planet Bike may be able to support purchases, as well (contact: Jereme Nofke (jereme@planetbike.com)). Relatively low staffing levels make it feasible for additional organizations to implement their own bike visibility campaigns. Proper social distancing and mask wearing make bike light giveaways a possibility in keeping with public health considerations.

2. League Certified Cycling Instructor (LCI) training

City of Portage: Prerequisite training (Smart Cycling 101) took place October 3, 2020; five of the seven enrollees were interested in LCI & scholarship follow up; all are known to BFK and the Kalamazoo Bicycle Club: Clark Bennett, Hayden Guild, Jennifer Johnson, Gordon Vader and Paul Wells; Rene Mitchell is Kalamazoo's only known LCI at this time.

City of Kalamazoo: planning to host an LCI training program in spring, possibly before May 2021
BFK and Kalamazoo Bicycle Club: offering scholarships to cover tuition; BFK may be able to fund additional certified training classes.

Comments: Restrictions on indoor gatherings make it difficult to predict when the LCI training program will take place. Erin Sloane-Turner from the League of Michigan Bicyclists reports that some of the classroom training may be delivered on line. The current plan is still to offer the course in Kalamazoo some time in 2021 once conditions make it possible.

3. Bicycle-Motorist Public Service Announcement Campaign (locally tailored “Driving Change” media campaign - realistically, next windows of opportunity are May and September 2021)

WMU: Kenneth Morgan Kwayu presented a preliminary high level analysis of bicyclist-motorist crash data in Kalamazoo County 2010-2019 performed by WMU’s Transportation Research Center for Livable Communities. Presentation may be found [HERE](#) (and on BFK’s web site: see Resources>Costs, Benefits and Statistics).

OHSP: Emily Shinevar reports that that State of Michigan concluded their “Lie or Law” campaign on September 30. The campaign will begin again in the April 2021 timeframe and will probably be repeated in September 2021. As part of this campaign, messaging was prioritized and summarized in an updated bicyclist safety brochure entitled, “Everybody’s Road -- Everybody’s Rules” which can be found [HERE](#) (and on BFK’s web site: see Education & Safety tab). This can be accessed on our website digitally at any time. OHSP can have hard copies mailed to you free. For more information, contact Jessica Beyer at BeyerJ1@Michigan.gov or 517-636-4256. Michigan Department of State’s What Every Driver Must Know booklet may be found [HERE](#) (and on BFK’s website: see Education and Safety tab).

OHSP’s previous update about the “Lie or Law” Campaign begun in July 2020 is reprinted below for reference.

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: OHSP is 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.

BFK: Paul Selden - organizing virtual meeting on January 28, 2021 at 11am to include WMU and committee members working on “compelling presentation.” Exploration of funding sources, presentation may follow, depending on results of this meeting.

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

IMPORTANT CONSIDERATIONS - Worth exploring

- Significant funding (\$ high five figures, low six figures) needed to conduct a formal multi-media public service campaign.
- In theory, benefits may accrue to motorists and non-motorists alike if messaging also reduces dangerous driving behavior at intersections (not heeding signals and signs), improper lane change, and failure to yield.
- Programs such as Kalamazoo Bike Week each May and the Fall Bike Celebration each September have traditionally brought media attention via editorial coverage; both include safe driving educational messaging opportunities at relatively low cost. Steering committee members from organizations with communications media can add their own messaging to BFK's at this time of year.
- Programs such as Kalamazoo Bicycle Club's 5-foot passing yard sign giveaways result in relatively reliable seasonal display; increasing the display of such signs on municipal and private property offers another relatively low cost way to add educational messaging.
- Expanding Steering Committee membership to additional municipalities may increase opportunities / platforms / venues for low cost messaging.

Ideas for Expanding Steering Committee Membership

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.
- c) BFK held a Diversity and Bicycling Leadership Meet & Greet meeting this summer; those participating are being invited to sit in as Steering Committee Guests on an ongoing basis.
- c) a Steering Committee Member roster is included in the Reference section below.
- d) It is the role of current members from a named organization to appoint delegates and/or alternates from their own organization, making those decisions internally. Paul Selden will not directly invite other delegates from member organizations unless members ask for help (e.g., for protocol / diplomatic reasons, etc.).

Updated Member Roster / Confirmation of BFK's Role

Results of poll conducted after the December meeting:

- a) member's roster has been updated as reflected in the Reference section below; and,
- b) unanimous re-election of Bike Friendly Kalamazoo as the chairing organization for the Bike Program Steering Committee until changed by the Committee (not counting one formal member abstention).

Positive comments were also received.

New Business/Announcements

- **A Special Bike Program Steering Cmte Members Meeting** is January 28, 2021; 11-noon. Topic: crash analysis / public service message prioritization. RSVP to the Chair.
- **The 10th Annual Kalamazoo (Area) Bike Week** is May 8-15, 2021 (see www.kalamazoobikeweek.org for Event Organizer ideas) - opportunity to showcase programs.
- **The 3rd Annual Fall Bike Celebration Weekend** is September 17-19, 2021 (see www.fallbikecelebration.org) - opportunity to showcase programs.
- **Bike Friendly Kalamazoo** is expanding its scholarship program to include tuition for additional qualified bicycling skills programs, such as Kalamazoo Bicycle Club's **Bike Camp** (check on <https://bikefriendlykalamazoo.org/scholarships/> from time to time for updates).
- **Kalamazoo Bicycle Club** is making decisions regarding their award-winning Bike Camp for 2021 (see [HERE](#) for updates).
- **Bike Friendly Kalamazoo** thanks **DL Gallivan & Sons** for a very generous donation to support Kalamazoo Bike Week! An updated list of Bike Week Sponsors will appear on <https://kalamazoobikeweek.org/sponsors> in January 2021 and be updated moving forward.
- **Google Groups** is being explored to facilitate member-member communications. Would allow members to make announcements to entire group without having to go through the chair. The techniques has options for unsubscribing and reporting undesirable emails.

Thank you for everyone's time and input! Your collaboration and contributions are invaluable.

References / Resources

Bicycle Program Steering Committee Roster

Members

Bill Adams - Village of Vicksburg
Ashton Anthony - City of Kalamazoo (inviting new staff member to take his place in 2021)
Thom Brennan - Kalamazoo Bicycle Club
Deb Carpenter* - Child Safety Consultant
Amanda Cockcroft - City of Kalamazoo
Neil Conway - City of Kalamazoo
Jeff Christensen - Kalamazoo County Sheriff's Office
Keshia Dickason - Office of State Sen. Sean McCann
John Dunlop - BFK Advisory Council
Paul Guthrie - Bronson Hospital
Kathleen Hoyle - City of Portage
Marc Irwin - KATS Citizens Advisory Cmte
Jennifer Johnson - Chain Gang (Bicycle Club)
Julia Knuckman - Gud Marketing
Lauren Lott - City of Portage Parks Dept.
Dexter Mitchell - Kalamazoo Township
Jun Oh - Trans. - Western Michigan University - Transportation Research Center for Livable Communities
Chris Praedel - City of Kalamazoo
Paul Rehkopf* - Bike Friendly Kalamazoo
Katie Reilly - City of Kalamazoo
Jim Righter - Portage West Middle School
Rachel Roon - Comstock Township
Paul Runnels* - Bike Friendly Kalamazoo
Brian Sanada - Advisor/Stakeholder at Large
Mike Seals - Kalamazoo County
Paul Selden* - Bike Friendly Kalamazoo - Cmte Chair
Emily Shinevar - Michigan Office of Highway Safety Planning
Dick Skalski - Oshtemo Township
Erin Sloan-Turner - League of Michigan Bicyclists
Jessica Smith - City of Portage
Larry Stehouwer - Stakeholder at Large
Paul Wells - Kalamazoo Bicycle Club
Donna Whitcomb* - AMBUCS

Guests / Awaiting Confirmation

Nancy Buchanan - Mt. Zion Baptist Church
Anna Horner - Oshtemo Township (possibly Karen High)
Keneth Kwayu - Trans. Research Ctr for Livable Communities - WMU
Megan Mickelson - Kalamazoo Area Transportation Study
Jodi Stefforia - Comstock Township
Ali Townsend - Kalamazoo Area Transportation Study

*BFK Board Member

Every effort will be made to keep roster up to date. Guests have attended one or more meetings in 2020. Some members may be alternates who have not yet attended meeting. Please notify Chair of any changes.

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:

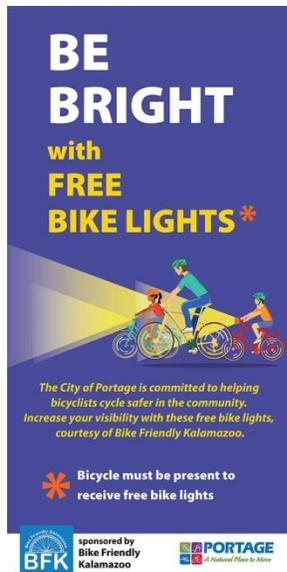
Average Comprehensive Cost by Injury Severity, 2018

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/>

Be Bright - Bike Light Giveaway Banner - Used by the City of Portage, October 7, 2020



https://bikefriendlykalamazoo.org/wp-content/uploads/2020/12/20-024_PortageBeBrightBannerC_9-30-20.jpg

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)