

BFK Annual Strategic Planning Meeting Notes

March 24, 2021; 4pm-5pm

Via Webex

Participants

Bill Adams - Village of Vicksburg (ret.)	Chelsea Maupin - Güd Marketing
Fran Bruder Melgar - Kalamazoo County	Kya Mitchell - City of Kalamazoo
Keshia Dickason- Sen. Sean McCann's Office	Renee Mitchell - Kalamazoo Bicycle Club
John Dunlop - Portage Central Middle School	Jun Oh - Western Michigan University
Pat Elzerman - Friends of the Kalamazoo River Valley Trail	Dennis Randolph - City of Kalamazoo
Paul Guimond - Kalamazoo Bicycle Club	Doc Rehkopf - Bike Friendly Kalamazoo
Barbara Hart - Kalamazoo Bicycle Club	Jim Righter- Portage West Middle School
Jennifer Johnson - Chain Gang, KBC, BFK	Rachel Roon - Comstock Township
Shannon Keene - City of Kalamazoo	Paul Runnels - Bike Friendly Kalamazoo
Stephanie Kennedy - Bike Friendly Kalamazoo	Brian Sanada - Michigan Dept. of Transportation
John Kern - The Mill in Vicksburg	Randy Schau - Bike Friendly Kalamazoo
John Knowlton - Stones Church, KBC	Paul Selden - Bike Friendly Kalamazoo
Valerian Kwizile - Western Michigan University	Erin Sloan-Turner - League of Michigan Bicyclists
Roger Lepley - Consort Display Group	Tammy Taylor -Edison Neighborhood Association
Lauren Lott - City of Portage	Dana Wagner - Discover Kalamazoo
Dana Mate - Susan Mast ALS Foundation	Paul Wells - Kalamazoo Bicycle Club
	Donna Whitcomb - BFK, Kazoo Valley Ambucs

Welcome & Roll Call/Introductions

Special Welcome: Advisory Council, Bike Program Steering Cmte, BFK Board of Directors, BFK Participants, Diversity & Bicycling Leaders, Event Cmte Members, Friends, Kalamazoo (Area) Bike Week Organizers and Guests

Meeting Goal

Help Bike Friendly Kalamazoo align its strategic purpose to address community needs/programs/goals

BFK Overview / Year in Review

Overview

- BFK started in 2011 as an informal network working to make our greater community even more bicycle friendly
- stakeholders drawn from representative stakeholders/groups/individuals sharing common interests
- 2018 - 501c3 Michigan public charity
- all volunteer board

2020 Highlights

- Four Bike Program Steering Committee meetings, many bike event planning meetings
- March - Public Strategic Planning (by phone!) - received input on programs, volunteer interest
- May - Kalamazoo Bike Week - BFK role in Selective Traffic Law Enforcement, KATS/BFK Community Event, Bike Safety in Greater Kalamazoo webinar; purposely maintained bicycling & driver awareness in public eye - THANK YOU Event Organizers, Sponsors and Supporters!
- August - Diversity & Bicycling Leaders Meeting
- September - Second Annual Fall Bicycle Celebration: 125 riders (many monthly meetings)
- Deployed approximately \$21,500 to fund our awareness-building, education, and ridership programs (e.g., Bike-Booster Mini-Grants, Kalamazoo Bike Week & Fall Bike Celebration events, donations to bike related 501c3s, web sites, &c)
- Less than \$1,000 expenses in administrative overhead
- Raised approximately \$32,600 in rider fees, donations, grants and sponsorships; THANK YOU!
- Net revenues have been added to BFK's 2021 program budget

Bike Program Steering Committee Updates

Public Service Campaign: Chelsea Maupin from Gud Marketing presented a date-driven proposal to launch a locally tailored public education messaging campaign in time for Kalamazoo Bike Week, [HERE](#). Jurisdictions are being invited to help fund and manage the work. / We also received a written update from Michigan State Police, Office of Highway Safety Planning in References/Resources, about a state-wide below. From the Recommendations:

- “Each message would be seen by both motorists and bicyclists, but the message and images would prioritize the corresponding audiences:
- Motorists: Leave 5 feet between your vehicle and a bicyclist – at least half a lane – when passing.
 - Bicyclists: Extra caution needed at intersections and road crossings – most common crash sites.
 - Children/Family Bicyclists: Encourage families to ride together with proper equipment – helmets, lights/visible clothing – and to practice safe riding behavior.”

Bike Visibility: City of Portage is planning another Bike Light Giveaway later in the summer, possibly in August. Correspondence is being exchanged with subject matter experts re. light research opportunities and light set recommendations.

Certified Instructor Training: City of Portage, City of Kalamazoo; Lauren Lott from the City of Portage reports that the City of Portage hosting two more Smart Cycling 101 classes, May 8th and June 12th. So it still possible to get that first level done and out of the way before the League Certified Instructor training when that class is anticipated, August 13-15. Check [HERE](#) for a searchable City of Portage Parks Program calendar. As of now the May 8 and June 12 classes are listed.

Diversity & Bicycling Leaders Updates

- Community Rides: John Knowlton, KBC / Stones Church
 - All rides start at 6:00 with a safety presentation and bike check.
 - Stones Church – May 20
 - Open Road – June 17
 - Nazareth – July 15
 - City of Portage – August 12
 - New Community Church, Lawton – September 9
 - Ride information will be posted on KBC’s website and BFK’s Events web page as it becomes available
- 5 Foot Safe Passing Sign Distribution: Paul Wells, KBC / BFK - click [HERE](#) to sign up to distribute them at your venue. They are free while supplies last.

Poll: Goals / Programs / Community Involvement

The following information will be presented to the Bike Program Steering Committee at its June 23 Quarterly Meeting. An additional survey may be conducted by that time.

Potential New Bike Program Priorities (n=22)

50%	Increasing # of Safe Bicycling Skills Classes: 11
45%	Law Enforcement (e.g., Traffic Law, Passing Distance Sensors): 10
45%	Traffic Signs (e.g., Wrong-Way Riding, Replacing Damaged Signs): 10
32%	Wayfinding Signs (e.g., Routes Between Communities): 7
27%	Bike Donations: 6
23%	Bicycle Maps (Paper & On Line): 5
18%	Public Bike-Related Art & Trail Enhancements: 4
18%	Studies & Research (e.g., Bike Usage): 4
5%	Bike Themed Civic Displays & Exhibits: 1

New Bike Program: MOST Budget Allocation (n=24)

58%	Traffic Signs (e.g., Wrong-Way Riding, Replacing Damaged Signs): 14
46%	Wayfinding Signs (e.g., Routes Between Communities): 11
42%	Bike Donations: 10
42%	Increasing # of Safe Bicycling Skills Classes: 10
42%	Law Enforcement (e.g., Traffic Law, Passing Distance Sensors): 10
29%	Studies & Research (e.g., Bike Usage): 7

- 17% Bicycle Maps (Paper & On Line): 4
- 17% Public Bike-Related Art & Trail Enhancements: 4
- 4% Bike Themed Civic Displays & Exhibits: 1

New Bike Program: LEAST Budget Allocation (n=24)

- 67% Bike Themed Civic Displays & Exhibits: 16
- 38% Studies & Research (e.g., Bike Usage): 9
- 38% Bicycle Maps (Paper & On Line): 9
- 38% Public Bike-Related Art & Trail Enhancements: 9
- 29% Law Enforcement (e.g., Traffic Law, Passing Distance Sensors): 7
- 25% Traffic Signs (e.g., Wrong-Way Riding, Replacing Damaged Signs): 6
- 25% Wayfinding Signs (e.g., Routes Between Communities): 6
- 21% Bike Donations: 5
- 13% Increasing # of Safe Bicycling Skills Classes: 3

Community Involvement: See Links Below & Call Paul Selden

BFK Board Positions - Currently at 8; Room for up to seven more

Bike Week Events & Announcement Deadlines: March 31 - Print Media Deadline; April 9 other

BFK's Bike-Booster Mini-Grant Applications Due April 2 and August 2

Priorities include top three current Bike Program Steering Cmte efforts, plus from list above

BFK's Civic Leadership Awards

In recognition of their noteworthy, multi-faceted work to help make our greater community even more bicycle friendly, BFK's Board of Directors is pleased to announce that the following individuals and organizations received BFK's Civic Leadership Awards:

- Bill Adams
- Kalamazoo County Board of Commissioners
- WMU's Transportation Research Center for Livable Communities

The awards will be presented personally at a later date, taking into account public health considerations.

Discussion / Next Steps / Announcements

BFK's Chair and President Paul Selden thanked everyone for their participation and input!

- Annual Meeting Notes (now published on BFK's Meetings web page)
- Kalamazoo (Area) Bike Week (May 8-15): organizers/presenters - watch for emails; see www.kalamazobikeweek.org for more information
- Fall Bike Celebration Planning Meetings - beginning no later than late May; see www.fallbikecelebration.org for more information
- Next Quarterly Steering Committee / Core Team Organizational Meeting: **June 23** (4-5pm; virtual)
- Expand outreach for input to Bike Program Steering Committee / Diversity; Paul Selden met with Northside Ministerial Alliance on March 30, sharing ideas for their participation. Thanks to BFK Advisory Council member Keshia Dickason for facilitating this meeting.
- Please see the links below.

Meeting notes were prepared by Paul Selden. Please report corrections.

References / Resources

For More Information

[5 Foot Safe Passing Sign Distribution Sign up Link](#)

[Kalamazoo Bike Week Event Organizer Info Link](#)

[Diversity & Bicycling Leaders Link](#)

[BFK's Scholarship Program Link](#)

[BFK's Bike-Booster Mini-Grants Link](#)

[BFK's Fall Bike Celebration Link](#)

[BFK Board of Directors Information Link](#)

Statewide Bicyclist Safety Campaign Update

From: Shinevar, Emily (MSP) <ShinevarE@michigan.gov>

To: Paul Selden <pselden@aol.com>

Sent: Wed, Mar 10, 2021 5:09 pm

Here's a brief synopsis of the OHSP Bicyclist Safety Statewide Campaign for 2021:

The OHSP statewide paid media campaign "Everybody's Road, Everybody's Rules – Lie or Law" is planned to run this summer May-September. Target geography is planned to be statewide with a focus in the 10 counties with the most bicyclist KA's: Wayne, Kent, Oakland, Macomb, Genesee, Ingham, Ottawa, **Kalamazoo**, Jackson and Washtenaw. Here's a link to the video for the campaign: <https://youtu.be/R0J13dHdo3k>

Here are links to OHSP's updated Bicyclist Safety brochure:

https://www.michigan.gov/documents/msp/8010_Bicyclist_Safety_Brochure_UPDATED_704403_7.pdf (English)

https://www.michigan.gov/documents/msp/8011_Bicyclist_Safety_brochure_UPDATED_Arabic_version_710689_7.pdf (Arabic)

https://www.michigan.gov/documents/msp/8012_Bicyclist_Safety_brochure_UPDATED_Spanish_version_710734_7.pdf (Spanish)

Another aspect related to this campaign will be supporting an overtime enforcement grant, with a statewide focus week on laws designed to keep bicyclists safe August 5-11, 2021. Both Kalamazoo Department of Public Safety and MSP 5th District (Paw Paw Post) plan to participate. The OHSP will put out press releases before and after the event. Here is a link to last year's results release: https://www.michigan.gov/mspnewsroom/0,9602,7-398-94878-540486--y_2020,00.html

Thank you,

Emily Shinevar

Vulnerable Roadway Users Program Coordinator

Office of Highway Safety Planning (OHSP)

Michigan State Police

Phone: 517-275-1024

Email: ShinevarE@michigan.gov

Bicycle Program Steering Committee Roster

As of December 2020. Please contact a current member of the organizations represented below if you are interested in participating as their delegate. Please contact Paul Selden, Cmte Chair, if would like to participate as a Stakeholder or your organization is not represented (but you would like it to); please report errors.

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 - 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 (fmr)
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.