

Bike Program Steering Committee Meeting Notes

June 23, 2021; 4pm-5pm

Via Webex; Notes Released June 30

Please report updates/corrections to Paul Selden, Committee Chair

Participants

Bobby Boyd - City of Portage

Chris Burns - City of Portage

Neal Conway - City of Kalamazoo

Keshia Dickason - Office of State Sen. Sean McCann

Brooke Gieber - Gud Marketing

Keneth Kwayu - Stakeholder at Large

Lauren Lott - City of Portage

Dexter Mitchell - Kalamazoo Township

Chris Praedel - City of Kalamazoo

Adam Rafels - Stakeholder at Large

Paul Rehkopf* - Bike Friendly Kalamazoo

Brian Sanada - Stakeholder at Large

Paul Selden* - Bike Friendly Kalamazoo (Chair)

Tammy Taylor - Edison Neighborhood Assn

Ali Townsend - Kalamazoo Area Transportation Study

Welcome

Special Welcome: New & Prospective Members, Guests

Roll Call

Meeting Goals

Orient new prospective members

Share updates re. relevant information

Consider additional programs

Next Quarterly Steering Committee Meeting Dates: September 22; 4-5pm and December 8; 4-5pm

Likely to be virtual; Core Teams - Self-forming and directed; Meet As Needed

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

Charter - consider matters related to defining and accomplishing named Programs and relay non-binding advice to Program Core Team(s)

Guests - can join per process as recognized organizational members or as member stakeholders at large

Members - are named by their organizations, agree to serve as delegates or at-large, allow their emails to be sent as cc's; give Chair contact info

Notes - summary main points and are not formal minutes

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 and guidance to those implementing. 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: Lauren Lott - another bike light giveaway later this year; grant from BFK

Sheriff's Office of Kalamazoo Co: Selden reports on behalf of Jeff Christensen that SOKC will be conducting a bike light and bike lock giveaway later this year, made possible by a BFK Bike-Booster Mini-Grant

Comments: Grants are available through Bike Friendly Kalamazoo. Planet Bike confirmed they are able to support purchases with substantial discounts for qualified organizations, as well (contact: Jereme Nofke (jereme@planetbike.com)). Relatively low staffing levels make it feasible for many organizations to implement bike visibility campaigns. It is hoped that public health considerations will not be as much of a factor later in 2021.

2. League Certified Cycling Instructor (LCI) training

City of Portage: Lauren Lott Prerequisite training (Smart Cycling 101) scheduled twice in 2021, once in October, 2020; LCI training will be offered in Portage this August to pre-qualified students

City of Kalamazoo: TBD; gap created by Katie Reilly's departure

BFK and Kalamazoo Bicycle Club: offering scholarships to cover tuition; BFK is also willing to consider grants to support additional training

Comments: Sawyer Duncan, Vicksburg Community Schools got an All-Kids-Bike program going in kindergarten physical education just before school ended this year. He wants to work with others to spread the program throughout the area. BFK will help get people together before September.

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

BFK: Paul Selden - BFK’s board funded Gud Marketing’s \$9,500 multi-media proposal that was presented at March’s meeting + \$4,000 for a locally tailored social media Driving Change campaign. BFK considers it a pilot. An institution larger than BFK must implement the program in the future.

Gud Marketing: Brooke Gieber, Senior Strategic, presented Gud Marketing’s [BKF Driving Change Success Report June 23, 2021](#), detailing performance measures of local social media campaign run during and after Kalamazoo Bike Week aimed at improving road relationships between motorists and bicyclists. Pilot campaign funded by Bike Friendly Kalamazoo & implemented by Gud Marketing; report presented by Gud Marketing. Results - Impressions: 254,600; Reach: 62,672; Frequency: 4.06/person (average of both flights). Brooke stated results were equal to other similar social behavior change campaigns.

Stakeholder Report: Adam Rafels reported on categories of negative comments seen most often in reaction to the Public Service Announcements. In his written communication to the chair he observed:

As for the main themes of misconceptions I’ve been seeing in the past few weeks they’re below (in the order I think I see most of):

- Bicycles shouldn’t be on the road
 - Bicyclists don’t pay the same fees (and taxes) as MOTORized vehicles to use the roads so they don’t belong there
 - It’s not safe for bicyclists to be on the same road as motorized vehicles
 - Bicyclists should use the sidewalk for THEIR safety or because they don’t pay to use the road
- Most/All bicyclists are law breakers
 - They ride two (sometimes more) abreast
 - They run red lights
 - They run stop signs
 - They jet in and out of lanes
 - They ride opposite of traffic
- It’s not safe for me to go into oncoming traffic to pass bicyclists
- Bicyclists should ride with traffic so it’s safer for them

Comments: Brooke Gieber noted that this type of reaction was fairly typical of Facebook campaigns. Paul Selden noted that such reactions were useful in understanding common misconceptions for use in adjusting in future campaigns.

OHSP: Emily Shinevar presented the following report for the Office of Highway Safety Planning via email:

The OHSP Lie or Law Bicycle Safety Campaign began in May and will run through early September. Attached is a flow chart with dates for reference.

Media campaign efforts that are statewide with a promoted emphasis in Kalamazoo county (and other target counties) are Mobile, YouTube, Facebook/Instagram and Twitter.

Additionally, the media campaign efforts that are stateside without the county emphasis are Michigan Association of Broadcasters (MAB) TV/Radio, Pandora, Spotify, iHeart/Podcasting and Gas Station TV. Kalamazoo County should also see these media efforts to some extent.

I’ve copied Nancy Feldbush to this email. She is OHSP’s new Senior Editor, the role that Jon Ross used to have. She is working on our communications efforts for pedestrian and bicyclist safety!

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/R0J13dHdo3k>
 - :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.

KBC: Selden reported on behalf of Paul Wells that KBC was making free 5 foot safe passing yard signs available to the public. BFK is assisting in this effort, together with the organizations noted on

BFK's [Education & Safety](#) web page who are distributing them. Organizations wishing to distribute the signs may go to BFK's [Google Form](#) to volunteer.

City of Kalamazoo: Chris Praedel reports that Kalamazoo Department of Public Safety leadership and their diversity and communications team met with himself and Paul Selden to discuss opportunities for public safety involvement. KDPS already has a good relationship with OHSP via KDPS's Ryan Tibbets' involvement with OHSP's grant funding. KDPS communications lead Ryan Bridges was acquainted with Gud Marketing.

Comment: Paul Selden has followed up to try to put together a special BPSC meeting with interested committee members, before our next full quarterly Bike Program Steering Committee meeting.

IMPORTANT CONSIDERATIONS - Continue to be 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.

Bike Program Poll Results

Paul Selden presented cumulative poll results of March and June polls for consideration at the next quarterly meeting or action by any interested party (n=31).

Potential Additional Programs	Priorities	Budgets							
Bicycle Maps (Paper & Online)	6	4							
Bike Donations	6	12							
Helmet Giveaways	1	2							
Increasing # of Bicycling Skills Training Opportunities	13	15							
Law Enforcement (e.g., Traffic Law, Passing Distance Sensors)	11	10							
Public Bike-Related Art & Trail Enhancements	5	5							
Studies & Research (e.g., Bike Usage, Impact of Safety Messaging)	7	11							
Traffic Signs (e.g., Wrong-Way Riding, Replacing Damaged Signs)	16	22							
Wayfinding Signs (e.g., Routes Between Communities)	10	14							
Safe Passing Yard Signs - please sign up at https://forms.gle/qZvh4v3Yqee5Gd2x5									
Are you interested in HOSTING a program at your organization? Check all that apply		11							
City of Kalamazoo Department of Public Safety		Bike Rodeo for Children							
City of Portage		Bike Rodeo for Children							
Discover Kalamazoo		Bike Light Giveaway, Once our visitor center is able to re-open, this could be a good way for us to be involved.							
Kalamazoo County Sheriff's Office		Bike Light Giveaway							
Michigan Senate		Bike Light Giveaway							
Open Roads		Bike Light Giveaway, Bike Rodeo for Children, Bike Handling Skills (Youth or Adult)							
Portage Central Middle School		Bike Light Giveaway, Bike Handling Skills (Youth or Adult)							
Portage West Middle School		Bike Light Giveaway, Biking education through riding for focus							
Seber Tans, PLC		Bike Light Giveaway, Bike Handling Skills (Youth or Adult)							
VCS/SHAPE MI		Bike Light Giveaway							

Chair Selden concluded the meeting by thanking everyone for their work on the Bike Program Steering Committee and Core Teams.

After this meeting concluded it came to Selden's attention that a number of members could not "get into" the Webex meeting for reasons that have not been possible to pinpoint to now. If we cannot get a satisfactory and helpful answer as to why this occurred we will be switching services to Zoom in the future and apologize for any inconvenience this may have caused.

New Business/Announcements

- **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** again thanks **DL Gallivan & Sons** for a very generous donation to support Kalamazoo Bike Week! An updated list of Bike Week Sponsors appears on <https://kalamazoobikeweek.org/sponsors>
- **Email options such as MailChimp, EmailOctopus & Google Groups** continue to be explored to facilitate communications.

References / Resources

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 in August 2020 and the membership has grown since then; 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.).

Bicycle Program Steering Committee Roster

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

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. Some members may be alternates who have not yet attended meeting. Please notify Chair and your own organizational members 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 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
- 2020-21 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

8 *Thank you for everyone’s time and input! Your collaboration and contributions are invaluable.*

- With the exception of BFK’s March Annual Planning Meeting, meetings may or may not be public at the discretion of the Steering Committee

Program Core Team Elements

- Program Core Team members represent the independent lead 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

Bike Friendly Kalamazoo’s Role

- 2020: call and facilitate/chair three quarterly Bike Program Steering Committee meetings (e.g., June, September & November/December)
- 2021: same as 2020; agreed upon by Steering Committee; to be reviewed in December

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 - has analyzed crash causes