

Bike Program Steering Committee Meeting Notes

September 22, 2021; 4pm-5pm

Via Webex; Notes Released October 1

Please report updates/corrections to Paul Selden, Committee Chair

Participants

Bill Adams - Village of Vicksburg

Dan Baisden - City of Kalamazoo

Jeff Christensen - Kal. Co. Sheriff's Office

Nancy Feldbush - Office of Hwy Safety Planning

Paul Guthrie - Bronson Hospital

Valerian Kwigizile - Western Michigan Univ.

John Knowlton - Stones Church

Keneth Kwayu - Stakeholder at Large

Lauren Lott - City of Portage

Chelsea Maupin - Gud Marketing

LaTonya Turner - City of Kalamazoo

Paul Runnels - Bike Friendly Kalamazoo

Paul Selden* - Bike Friendly Kalamazoo (Chair)

Emily Shinevar - Office of Hwy Safety Planning

Ryan Tibbetts - City of Kalamazoo

Scott Vanderende - City of Kalamazoo

Ron Van Houten - Western Michigan Univ.

Matthew Wells - Bike Friendly Kalamazoo

Paul Wells - Kalamazoo Bicycle Club

Welcome

Special Welcome: New & Prospective Members, Guests *Please review Roster, update Chair.*

Roll Call

Meeting Goals

Orient new prospective members

Share updates re. relevant information

Consider additional programs

Next Quarterly Steering Committee Meeting Date: December 8; 4-5pm

Core Teams - Self-forming and self-directed; Act on priorities between quarterly meetings

Quick Review of Steering Committee Purpose / Process

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 - summarize main points and are not formal minutes

For more information, see **Reference** section below

Program Updates on Long-Term Initiatives

Topics listed based on items of previously agreed-upon steering committee interest. This committee's main purpose is to share information and offer 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. Public Safety Messaging (locally tailored "Driving Change" media campaign - realistically, next windows of opportunity is May 2022 - Bike Safety Month and Kalamazoo Bike Week - May 7-14)

Gud Marketing: Chelsea Maupin (Research Manager & Strategist at Gud Marketing) presented an overview of Gud Marketing's previously presented [BFK Driving Change Success Report June 23, 2021](#), detailing performance measures of local social media campaign run during and after the 2021 Kalamazoo Bike Week aimed at improving road relationships between motorists and bicyclists. Results - Impressions: 254,600; Reach: 62,672; Frequency: 4.06/person (average of both flights). were equal to other similar social behavior change campaigns.

BFK: Paul Selden - BFK 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. **Action Item:** An institution larger than BFK must implement program in the future.

Update: Adam Rafels (Steering Cmte Stakeholder At Large) presented a summary of common misconceptions revealed in Facebook comments about our Driving Change campaign. BFK board member Paul (Doc) Rehkopf will work with Mr. Rafels to update BFK's document: [Answers to Common Bicyclist-Motorist Myths, Misunderstandings and Misconceptions](#) based on those comments.

OHSP: Emily Shinevar presented an update on the Office of Highway Safety Planning (with the Michigan State Police), and introduced Nancy Feldbush as OHSP's new Senior Editor. Nancy's role includes working on communications for pedestrian and bicyclist safety, as well as providing information about laws pertaining to bicyclists and motorists that can be used by law enforcement for their personal education and when enforcing the law. Ms. Shinevar notes are:

- FY21 project started in May 2021 and will run through September 30, 2021
 - o Evaluation to come (will share with this group when available)
 - o FY21 enforcement week was August 5-11, 2021. Kalamazoo Department of Public Safety participated in this.
 - o Link to announcement release: https://www.michigan.gov/documents/msp/8-5-21_Bicyclist_Safety_Enforcement_News_Release_FINAL_731895_7.pdf
 - o Results release, hopefully week of September 27 (will share with this group when available)
- FY22 Statewide Bicycle Safety Campaign: Everybody's Road, Everybody's Rules "Lie or Law" approved for \$300,000 in federal grant funds
 - o Similar to FY21 project, link to full video for reference: <https://youtu.be/R0J13dHdo3k>
 - o Will run May-September 2022
 - o Methods & messaging: MAB TV, radio, mobile, Pandora, Spotify, iHeart Radio/Podcasting, gas station TV, MoGo/Bus Shelters
- Updating free OHSP publications:
 - o Bicycle Laws Guide for Law Enforcement ([final updated PDF copy HERE](#) and posted on BFK's [Education & Safety](#) tab).
 - o Bicycle Laws Guide for the public
 - o Develop new publication for drivers

Emily Shinevar previously reported that OHSP's campaign included Kalamazoo County as one of the ten highest priority counties in Michigan. 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).

City of Kalamazoo: Exec. Lt. Scott VanderEnde, Executive Lt. of KDPS Operations Division reported that KDPS wants to pursue a traffic enforcement effort and study focused on the five foot safe passing ordinance, this coming spring. [KDPS already has a good relationship with OHSP via KDPS's Ryan Tibbets' involvement with OHSP's grant funding.] Dr. Van Houten, who has experience studying Grand Rapid's five foot safe passing ordinance, agrees to meet with KDPS in this regard.

In a communication with Paul Selden following the meeting, Dr. Van Houten offered key observations based on his research:

"Motor vehicle operators give bicyclists greater passing distances in jurisdictions that have a 5 foot safe passing ordinance.

"...our surveys taken as part of a different study showed most people [/] drivers thought that it was best to pass by 5 feet or more.

"Five foot safe passing' yard signs were a component of the multi-dimensional public safety messaging and enforcement program in Grand Rapids that, all together, proved effective in increasing safe passing distances.

"There is wide-spread agreement among the law enforcement officers, bicyclists and pedestrians interviewed, that passing distances of only three feet do not give bicyclists or

pedestrians enough room for comfort or a sufficient margin of safety, when larger vehicles such as semi-trucks, and when motor vehicles pass at higher speeds.”

KBC: Paul Wells reported that KBC is making an additional 250 free 5 foot safe passing yard signs available to the public. Organizations wishing to distribute the signs may go to BFK’s [Google Form](#) to volunteer. BFK updates the organizations serving as public distribution points for the signs on BFK’s [Education & Safety](#) web page.

Programs such as 5-foot passing yard sign giveaways were part of the Driving Change program that proved successful in Grand Rapids. They are a relatively enduring display. Increasing the display of such signs on municipal and private property offers a relatively low cost way to offer ongoing educational messaging at the point of use next to roadways for motorists and bicyclists.

Public Safety Messaging Considerations

- Funding is needed to conduct a formal multi-media public service campaign, and can be conducted with fairly modest funding.
- In theory, benefits may accrue to motorists and non-motorists alike if messaging also reduces dangerous driving behavior such as unsafe passing, violations 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.
- Expanding Steering Committee membership to additional municipalities may increase opportunities / platforms / venues for low cost messaging.

2. League Certified Cycling Instructor (LCI) training

City of Portage: Lauren Lott reports that the City of Portage hosted a League of American Bicyclists’ League Cycling Instructor program. This is the first time the program has been held in our area. As a result, the number of certified LCI’s has grown from one to six.

City of Kalamazoo: Katie Reilly’s position as Neighborhood Activator has been filled by Dan Baisden.

BFK and Kalamazoo Bicycle Club: provided scholarships to cover tuition; BFK is 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. Mr. Duncan may be able to promote the program via a county-wide superintendent’s meeting and via his role as president of the School Health and Physical Educators (SHAPE) of Michigan.

3. Bike Visibility (e.g., bike light giveaway)

City of Portage: Lauren Lott - another bike light giveaway will be held later this year; grant from BFK.

Sheriff’s Office of Kalamazoo Co: Captain Jeff Christensen reports that SOKC conducted conducting a successful bike light and bike lock giveaway program during a National Night Out event in Comstock Township later this year, made possible by a BFK Bike-Booster Mini-Grant

Comments: Grants may be available through Bike Friendly Kalamazoo and possibly the Kalamazoo Bicycle Club in 2022. Planet Bike confirms they are able to support purchases with substantial discounts for qualified organizations (contact: Kristin Wentworth (Kristin@planetbike.com)).

Emerging Long Term Initiatives

Results of community-wide surveys and ideas offered from the floor are below. Priorities and program delivery opportunities will vary. There are clear tie-ins to main HOSTING opportunities.

Potential Additional Programs	<u>Priority</u>	<u>Budget</u>
Traffic Signs (e.g., Wrong-Way Riding, Replacing Damaged Signs)	52%	71%
Increasing # of Bicycling Skills Training Opportunities	42%	48%
Law Enforcement (e.g., Traffic Law, Passing Distance Sensors)	35%	32%
Wayfinding Signs (e.g., Routes Between Communities)	32%	45%
Studies & Research (e.g., Bike Usage, Impact of Safety Messaging)	23%	35%
Bike Donations	19%	39%
Bicycle Maps (Paper & Online)	19%	13%
Public Bike-Related Art & Trail Enhancements	16%	16%
Helmet Giveaways	3%	6%

n=31

From the Floor

All Kids Bike Program (Kindergarten PE Curriculum) - Sawyer Duncan is taking the lead - please contact him for more information.

Bike Racks - Dan Baisden, Matthew Wells support need

Bike Security - Capt. Christensen supports need

Are you interested in HOSTING a program?

City of Kalamazoo Department of Public Safety - Bike Rodeo for Children

City of Portage - Bike Rodeo for Children

Discover Kalamazoo - 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

UPDATE since September meeting: Pretty Lake Camp - Bike skills training

Discussion - Main Points

1. The Bike Program Steering Committee and Core Teams' work over the last two years has resulted in notable progress in implementing the three initially chosen main programs.
2. Updates from the above host organizations will be requested at our December meeting, especially as to their plans for 2022 re. bike light program giveaways and bicycle skills education / bike rodeos. Training / rodeos can now be facilitated by the community's League Cycling Instructors.
3. One or more public safety messaging Core Teams are needed to continue to implement bicycle public safety messaging in 2022, if OHSP's state-wide messages are to be customized our local priorities.
4. The Kalamazoo Department of Public Safety is exploring safe passing enforcement and research priorities.
5. Programs involving traffic signs will be discussed at next meeting and brought to relevant agencies/departments over time. Can our WMU partners locate relevant stretches where wrong-way riding causes crashes?
6. Details are pending about a potential source for used bicycles that may be donated to worthy causes.
7. Since our September meeting Bike Friendly Kalamazoo has begun discussions with a representative of the Kalamazoo County Public Arts Commission regarding public related bike art & trail enhancements with an eye toward possibly repositioning Bike Friendly Kalamazoo's Public Bike Art Competition for 2022.

New Business/Announcements

- **Kalamazoo Bike Week: May 7-14, 2022** Offers opportunities for program introduction and benefit from an extra spotlight. Use this [2022 Website Event and Media Release Form](#) to submit events by March 31, 2022 (print media cutoff date). Many ideas for events can be found in the links on <https://kalamazoo bikeweek.org/organizer-info>.
- **MailChimp** will eventually be used to facilitate communications. It has the advantage of being able to easily update personal preferences and keep email addresses up to date.

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

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)
Brooke Gieber - Gud Marketing
Keneth Kwayu - Stakeholder At Large
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

Scott Vanderende - City of Kalamazoo

Paul Wells - Kalamazoo Bicycle Club

Eric Wimbley - Pretty Lake Camp

Donna Whitcomb* - AMBUCS

Guests / Awaiting Confirmation

Nancy Buchanan - Mt. Zion Baptist Church

Anna Horner - Oshtemo Township (possibly Karen High)

Megan Mickelson - Kalamazoo Area Transportation Study

Jodi Stefforia - Comstock Township

Ali Townsend - Kalamazoo Area Transportation Study

*BFK Board Member

Italics indicate possible change in affiliation/status

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:

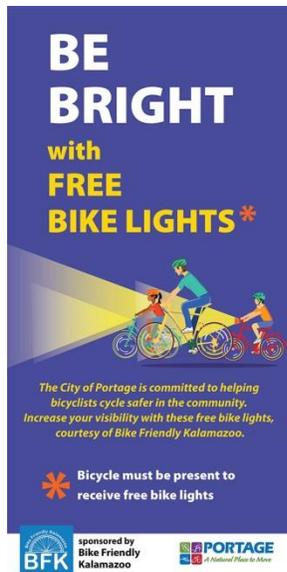
Average Comprehensive Cost by Injury Severity, 2018

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

[How To Do A Successful Bike Light Program Giveaway](#) – “... lessons learned from programs around the country” with free downloadable / printable version.

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
- 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; 2019-2020 - 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