

Bike Program Steering Committee Meeting Notes

December 1, 2021; 4pm-5pm

Via Webex; Notes Released December 15

Please report updates/corrections to Paul Selden, Committee Chair

Participants

Bill Adams - Village of Vicksburg	Chris Praedel - City of Kalamazoo
Jeff Christensen - Kal. Co. Sheriff's Office	Paul Rehkopf - Bike Friendly Kalamazoo
Sawyer Duncan - Vicksburg Comm. Schools	Brian Sanada - Mich. Dept. of Transportation
Nancy Feldbush - Office of Hwy Safety Planning	Paul Selden - Bike Friendly Kalamazoo
Melissa Fish - Gov. Gretchen Whitmer's Office	Bill Surna - Kalamazoo Bicycle Club
Beth Keith - Open Roads Bike Program	LaTonya Turner - City of Kalamazoo
Valerian Kwigizile - Western Michigan Univ.	Scott Vanderende - City of Kalamazoo
John Knowlton - Stones Church	Ron Van Houten - Western Michigan Univ.
Lauren Lott - City of Portage	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
- Consider additional programs

Next Quarterly Steering Committee Meeting Date: March 23, 2022; 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. **Action Item: please review roster and notify Chair of changes.**

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 the Chair.

1. Education

Prospective host organizations reporting updates on bike skills education / bike rodeos / bike light giveaways in planning or to be confirmed include:

City of Kalamazoo Department of Public Safety & Parks - **LaTonya Turner**: confirms intention to put on a Bike Rodeo for Children

City of Portage - **Lauren Lott**: confirms intention re. variety of programs to be firmed up in January 2022, e.g., Bike-opoly, Mayors Ride, Bike Light Giveaway

Kalamazoo County Sheriff's Office - **Jeff Christensen**: described successful Bike Light and Bike Lock Giveaway as part of 2021 National Night Out

Open Roads - **Beth Keith**: reports plans underway to decide on possible Bike Light Giveaway, Bike Rodeo for Children, Bike Handling Skills (Youth or Adult); as a board member of Bike Friendly Kalamazoo, Ms. Keith will be following up with those involved in bike education to report progress to BFK's board.

Society of Health And Physical Educators MI / Vicksburg Community Schools/- Sawyer Duncan aiming to expand the eight lesson kindergarten physical education [All Kids Bike](#) program from Vicksburg into all area elementary schools; \$4,000 for base level of 22 bikes.

Pending updates include:

Discover Kalamazoo - Light Giveaway, Once our visitor center is able to re-open this could be a good way for us to be involved.”

Michigan Senate - Bike Light Giveaway

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) Note: **Hayden Guild** reports that possible sponsorship from his new accounting firm, Hungerford Nichols

Pretty Lake Camp - Bike skills training

2. Public Safety Messaging (locally tailored “Driving Change” media campaign - realistically, next window of opportunity is May 2022 - Bike Safety Month and Kalamazoo Bike Week - May 7-14). Urban areas have the highest frequencies of serious bicycle crashes.

BFK: Paul Selden - In the spring of 2021 Bike Friendly Kalamazoo funded Gud Marketing’s \$9,500 multi-media proposal that was presented at March’s meeting + \$3,500 to pilot a locally tailored social media Driving Change campaign. **Action Item: Institutions larger than BFK are needed to fund campaign in future; please contact Chair.**

BFK board member **Paul (Doc) Rehkopf** will follow up with **Adam Rafels** (Steering Cmte Stakeholder At Large) to update BFK’s document: [Answers to Common Bicyclist-Motorist Myths, Misunderstandings and Misconceptions](#) based on Mr. Rafel’s summary of common misconceptions as revealed in Facebook comments about the Driving Change campaign.

OHSP: Nancy Feldbush reported on the following enforcement efforts out of the Michigan Office of Highway Safety Planning (Michigan State Police). [Bicyclist Safety Enforcement Week](#) (August 5-11, 2021) results for Kalamazoo: 16 Motorist Warnings; 42 Motorist Citations; 11 Bicyclist Warnings; 0 Bicyclist Citations. Results from the [Pedestrian Safety Enforcement Week](#) (October 24-30) focus on reducing pedestrian injuries and fatalities will be released later. See previous Steering Committee notes for extensive list of helpful safety materials and further details.

KBC: Paul Wells reported that the Kalamazoo Bicycle Club (KBC) has purchased 250 “five foot safe passing” yard signs and is making them available to the public at no charge (donations gladly accepted). Organizations wishing to distribute the signs may go to this [Google Form](#) to volunteer. BFK updates the organizations serving as public distribution points for the signs on BFK’s [Education & Safety](#) web page; KBC may eventually do so on its web site, as well.

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

- 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 to bicycle safety 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.
- Additional municipal Steering Committee membership would increase opportunities / platforms / venues for low cost messaging.

3. Law Enforcement

Kalamazoo Department of Public Safety is forming a Core Team to explore **safe passing enforcement and research** priorities. **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. **Ron Van Houten**, who has experience studying Grand Rapid's five foot safe passing ordinance, agrees to meet with KDPS in this regard, together with **Emily Shinevar** (OHSP) and **Chelsea Maupin** (Gud Marketing). **Dr. Van Houten** previously commented:

“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.”

4. Traffic Signs

Dr. Valerian Kwizile - Western Michigan University - Transportation Research Center for Livable Communities volunteers to determine high frequency bicycle crash locations where wrong-way riding is implicated as the cause. Over time, a core team may address this using appropriate traffic signage.

Election of 2022 Bike Program Steering Committee Chair

Per our agreed-upon Elements (see References/Resources, below), the Bike Program Steering Committee Chair is elected annually. Upon motions to open nominations and vote for the 2022 Bike Program Steering Committee Chair, Paul Selden was duly nominated and unanimously elected, running unopposed. Selden thanked the Steering Committee for their vote of confidence. He suggested that over the coming year or two, the Bike Program Steering Committee will be asked to consider the process for electing its chair.

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://kalamazoobikeweek.org/organizer-info>.

Chair Selden concluded the meeting by asking everyone present for their comments and thanking everyone present for their work on the Bike Program Steering Committee and Core Teams in 2021.

Addenda

- 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.
- **Paul Selden** has relayed a source for used donated bicycles to the leadership of the following charities in our area who can use them: Michigan Blind Athletic Association, Ministry With Community, Open Roads Bike Program and Pretty Lake Camp.

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 the Steering Committee Chair know their contact info as you get it to make sure people are emailed meeting notices
- b) The Chair 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. The Chair 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. The Chair 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 - Girls on the Run

Sawyer Duncan - School Health and Physical Educators of Michigan

John Dunlop - BFK Advisory Council

Paul Guthrie - Bronson Hospital

Jeff Heppler - Village of Augusta

Kathleen Hoyle - City of Portage

Jennifer Johnson* - Chain Gang (Bicycle Club)

Brooke Gieber - Gud Marketing

John Knowlton - Stones Church

Keneth Kwayu - Stakeholder At Large

Valerian Kwizile - Western Michigan University - Transportation Research Center for Livable Communities

Lauren Lott - City of Portage Parks Dept.

Chelsea Maupin - Gud Marketing

Dexter Mitchell - Kalamazoo Township

Jun Oh - Western Michigan University - Transportation Research Center for Livable Communities

Chris Praedel - City of Kalamazoo

Adam Rafels - Stakeholder at Large

Paul Rehkopf* - Bike Friendly Kalamazoo

Jim Righter - Portage West Middle School

Rachel Roon - Comstock Township

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
Education Director - League of Michigan Bicyclists (pending confirmation)
Community Policing Officer - City of Portage (to be determined)
Larry Stehouwer - Stakeholder at Large
Scott Vanderende - City of Kalamazoo
Ron VanHouten - Western Michigan University - Dept. of Psychology
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:

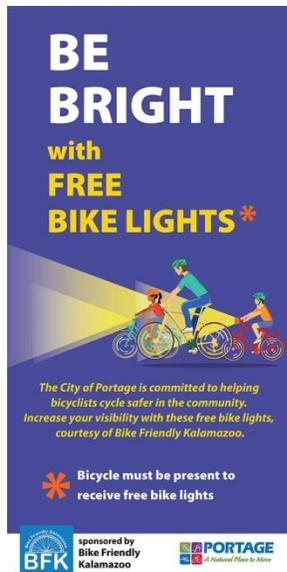
Average Comprehensive Cost by Injury Severity, 2018

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

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

- 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