

BFK Annual Meeting Notes

Combined Annual, Bike Program Steering Cmte & Diversity and Bicycling Leaders Team Meeting
March 23, 2022

Via Webex; Notes Released April 8, 2022

Please report updates/corrections to Paul Selden, Committee Chair

Participants

Bill Adams - Village of Vicksburg	Nicky Leigh - Stakeholder
Collin Banner - Stakeholder	Bri McCann - WMU
Clark Bennett - Kalamazoo Bicycle Club	Dexter Mitchell - Kalamazoo Twp
Sawyer Duncan - Vicksburg Comm. Schools	Steffan Phillippo - Consort Display Group
Greg Edwards - Stakeholder	Paul Rehkopf - Bike Friendly Kalamazoo
Isaac Green - Open Roads Bike Program	Ed Sackley - Gear Geezers
Emily Shinevar - MI Off. of Hwy Safety Planning	Paul Selden - Bike Friendly Kalamazoo
Melissa Fish - Gov. Gretchen Whitmer's Office	Bill Surna - Kalamazoo Bicycle Club
Rick Frens - Schoolcraft Community Schools	Ali Townsend - Kal. Area Transportation Study
Hayden Guild - Bike Friendly Kalamazoo	LaTonya Turner - City of Kalamazoo
Barb Hart - Kalamazoo Bicycle Club	Scott Vanderende - City of Kalamazoo
Patrick Hershberger - Kal. Co. Public Art Comm.	Dana Wagner - Discover Kalamazoo
Kathleen Hoyle - City of Portage	Paul Wells - Kalamazoo Bicycle Club
Jennifer L. Johnson - Bike Friendly Kalamazoo	Donna Whitcomb - Bike Friendly Kalamazoo
John Knowlton - Stones Church	

Welcome

Special Welcome: Advisory Council, Committee Members, 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: June 22, 2022; 4pm

Core Teams - Self-forming and self-directed; Act on priorities between quarterly meetings
Possible Diversity Cmte meeting that date, as well: call for committee leadership

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

BFK's Year in Review

Paul Selden summarized Bike Friendly Kalamazoo's year since its last Annual Meeting via a PowerPoint presentation. In spite of the many challenges posed by Covid, BFK:

- Organized 10th Annual Kalamazoo Bike Week in May 2021
- Awarded \$10,200 in Bike-Booster Mini-Grants to five recipients in 2021
- Implemented a \$13,000 public safety campaign that resulted in approx. ¼ million social media impressions; partnered with Kalamazoo Bicycle Club and local bike shops and organizations to distribute approx. 250 "safe passing" yard signs
- Granted \$700 in League Cycling Instructor scholarships
- Raised \$13,500 for local charities in multi-charity bicycling event
- Grew 3rd Annual Fall Bike Celebration Weekend and Bike Tour year over year
- Launched public bike mural project and drive to teach bicycling education in schools

BFK's Year in Review is in a PowerPoint presentation [HERE](#), and is posted on BFK's [Meetings](#) web page.

BFK's Strategic Direction

Continued support for greater community to become even more bicycle friendly

Preparing for transition to "post founder" leadership

Call for board members

Call for nominations/volunteers: potential BFK Diversity/DEI Committee: vote at later meeting; BFK Directors **Hayden Guild** and **Paul Rehkopf** invite everyone interested to meet May 14; 3-5pm; Shakespeare's Pub

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. Special Topic: Public Bike Art

Consort Display Group - **Steffan Phillippo**: now offering award-winning street pole mounted bicycle themed banners at <https://www.kalamazoobannerworks.com/public-bike-art-competition-banners>.

First \$2,000 of sales to be donated to Bike Friendly Kalamazoo, 10% of sales thereafter; San Diego is first US city to purchase them. Designs offered selected from BFK's Public Bike Art Competitions 2019-2021.

BFK's Public Bike Art Committee - **Patrick Hersberger**: Committee formed of representatives from Kalamazoo County Public Art Commission, Portage, Kalamazoo, Parchment, Galesburg and Vicksburg are seeking site suggestions and funding for one or more public murals expressing joys of bicycling. Patrick Hersberger is chairing. Email ideas to bikeart@bikefriendlykalamazoo.org.

Public Bike Art Benefits - improve feeling that "bikes belong," encourage bicycling, demonstrate community support, improve public safety, complement infrastructure

2. Education

City of Kalamazoo - LaTonya Turner: hosting a Bike Rodeo May 11; 5-7pm, Mayors Riverfront Park; hosted by Kalamazoo Parks and Recreation - no cost - for more info see

<https://www.kzooparks.org/home> or contact Shannon Keene at keenes@kalamazoocity.org

Kalamazoo Bicycle Club - Paul Wells: Kalamazoo Bicycle Club hosting Bike Camp for in six sessions beginning May 5. Designed for adults and minors, 12 and up (those under 18 must be accompanied by an adult), Bike Camp provides opportunities for families and adults to learn safe and efficient road cycling. More information available at <https://www.kalamazoobicycleclub.org/events/bike-camp/>

BFK's Education Committee - **Sawyer Duncan**: Vicksburg Community Schools now offers All Kids Bike Kindergarten PE program. Education Committee will be working to help remaining school districts and allied organizations to incorporate this and other programs. All Kids Bike is offered at zero cost to schools, thanks to generous donors. All Kids Bike equips schools with everything needed, including 25 bikes, lesson plans, teacher training and certification, pedal conversion kits, helmets and five years of support for a budget of \$5,000 per school. Fundraising page at: <https://support.allkidsbike.org/bike-friendly-kalamazoo-for-all-kids-bike> Email your suggestions for schools you think might benefit from this program (with teacher/principal/superintendent contact information) to: education@bikefriendlykalamazoo.org **Paul Rehkopf** - now BFK's point person for "one page" Bike Rodeo Summary of costs, community contacts & program outline aimed at making a Bike Rodeo as easy to organize as "ordering a pizza." Email ideas to doc@bikefriendlykalamazoo.org

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

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

~~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

3. Public Safety Messaging & Education (locally tailored “Driving Change” 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.

City of Kalamazoo - **Capt. Scott VanderEnde**: During the upcoming Kalamazoo (Area) Bike Week the Kalamazoo Department of Public Safety will be conducting a 5 foot safe passing ordinance enforcement effort. The project will involve a bicycle equipped with a sensor and cameras able to detect passing distances, and a police cruiser ready to stop and educate those violating the law. This effort is very similar to the successful program conducted in Grand Rapids following passage of its 5 foot safe passing ordinance. Dr. Ron VanHouten, a traffic safety expert from WMU who is experienced in the Grand Rapids’ Driving Change project, will be making the necessary sensors available and advising KDPS.

OHSP - **Emily Shinevar**: The State of Michigan will be conducting a \$300,000 “Lie or Law” public safety campaign involving multiple media between April and September 2022. Kalamazoo is one of the areas in which the public service campaign will be conducted.

KBC- **Paul Wells**: The Kalamazoo Bicycle Club (KBC) has purchased 250 “five foot safe passing” yard signs and is again 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.

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’s board is making its public service social media ads available to local municipalities and qualified 501c3 organizations. Email paul@bikefriendlykalamazoo.org for more information.

BFK Advisory Council member **Paul Runnels** and **Adam Rafels** (Steering Cmte Stakeholder At Large) updating 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.

4. Traffic Signs

WMU - **Dr. Valerian Kwizile**: written report received by Paul Selden stated Western Michigan University - Transportation Research Center for Livable Communities is closer to finding the resources needed 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.)

New Business: Community Bicycling Poll

Comment: All are welcome to make use of this information. BFK will report on how it is addressing these items at the next quarterly meeting of the Bike Program Steering Committee (that is, on June 22, 2022).

Results of Bike Friendly Kalamazoo's Annual Community Poll

Questions & Answers Summarized March 23, 2022

Education Offerings. We are especially interested in introducing the All Kids Bike Kindergarten Physical Education program to area elementary schools. This is a nationally test curriculum that is already proving successful in Kalamazoo County. Please suggest the name of a local school district and/or elementary school that you are personally familiar with that could benefit from this module. If you know a good contact name/title please suggest that as well.

- Schoolcraft
- Winchell Elementary
- I don't know contacts, but Portage Schools seems willing based on programs they have.
- Kzoo inner city schools: Tree of Life, King-Westwood, etc.
- Climax Scotts/Schoolcraft
- Portage, Moorsbridge Elementary
- Galesburg-Augusta Primary School
- KPS/El Sol Elementary/Dr. Natalie Wilson - Principal

Other Educational Venues. Are you interested in **HOSTING** a program at your organization? Check all that apply

- Bike Rodeo for Children - Village of Vicksburg, Bike Friendly Kalamazoo, Consort Displays, Vicksburg Community Schools, KVCC, Interested Party, Kalamazoo Parks & Recreation, City of Galesburg*
- Bike Handling Skills (Youth or Adult) - Bike Friendly Kalamazoo, Kalamazoo Bicycle Club, KVCC, Interested Party, City of Kalamazoo, City of Galesburg*

*Maybe one or both of these at Greater Galesburg Day 6/18? - Sarah Joshi

Bronson currently does bike helmet programs - per a Bike Commuter

Public Safety Messaging. BFK's board is authorizing use of public safety messaging social media and web educational content we developed and ran in 2021. If you represent a nonprofit or municipality whose purpose is clearly aligned with educating the public about bicycle-motorist traffic safety, please let us know.

- Village of Vicksburg, City of Galesburg

Messaging via Yard Signs. Safe passing yard signs have been generously donated for individual use at many local bike shops, businesses and neighborhoods associations. You can help us get them to the groups your organization serves. Would you like to help distribute 5 Foot Safe Passing yard signs at your organization or event?

- Village of Vicksburg, Bike Friendly Kalamazoo, Vicksburg Community Schools, City of Galesburg, The Mill Project, Kalamazoo Parks and Recreation

Safe Passing Enforcement. Please let us know if your municipality would benefit from learning more about how other communities have successfully increased safe passing distances, by listing the name of the township, village or city, here:

- Village of Vicksburg, City of Kalamazoo, Brady/Schoolcraft Township

Traffic Signs. Please let us know the type and specific location of traffic signs you think would help reduce serious bicycle crashes with motor vehicles, pedestrians or other bicycles.

- Village of Vicksburg
- Bikes may use full lane
- The intersection of Lovers Lane and Kilgore; all directions need bike signage.
- Working on same with the village manager/ lane markings

- a traffic light responsive to bicyclists on corner of Q and 10th st.
- Oakland Dr. at I-94 bridge, Vine St from Davis Street to Westnedge

Bike Security. Please suggest one or more locations for bike racks, being as specific as you can.

- Apple markers Vicksburg
- Bronson Park
- Meijer on Shaver Road
- It's best to ask local officials/public works versus individuals
- Outdoor bike parking in/near the new Haymarket Plaza. More on Kalamazoo Mall.
- Almost all strip malls could use more bike racks.
- Galesburg City park, Ike Payne Park
- Parks that have bike trails. I would need to do some research on parks that do not have bike racks and that if the location can benefit from.

Public Murals. We'd like to encourage more bicycling via public art and trail enhancements, starting with public murals. In 2022 our Bike Art Committee would like your ideas for specific site locations that be great places for murals that express the joys of bicycling. Any suggestions? We need to be able to locate an address from your description.

- Ideal places would be where there are bike lanes on busier streets (Oakland, Burdick, Portage). However, I can't think of good spots on those
- downtown Kzoo, near KRVT
- Murals and artwork should be located near bike trails or on them
- Burdick and Cedar - where there used to be the mural of the baby in the garden.
- 1 E. Battle Creek Street, Galesburg
- buildings in historical districts might not be able to participate in this if they're receiving tax benefits
- Bronson Park, Davis Park (skate park?), Upjohn Park, Oakland Dr. Waterstreet Coffee

The following items will be shared directly with Bike Friendly Kalamazoo's board of directors.

- **BFK's Civic Leadership Award nominations**
- **Interest in: BFK board service, sponsorship, Bike Program Steering Committee Membership, Membership in Friends of BFK, Diversity & Bicycling Leadership**

Additional Comments. Please share any additional comments or ideas for making greater community even more bicycle friendly and/or share any other parting comments.

- More car-less drivers not more driverless cars
- Anything we can do to educate the public on the benefits of things like "road diets" to make travel safer for everyone.
- We need more bike friendly infrastructure like designated bike travel lanes through downtown which are clearly separated by barriers with colored lanes, i.e. green lanes
- I know this is nothing new, but it would be great to see more bicycle routes throughout town with dedicated lanes and abundant signage. It would also be amazing to have the city consider bicycle blvds when planning updates to our infrastructure. I'm not sure if there is any consideration for winter maintenance of bike routes, but the current lack of attention creates a dangerous scenario for bike commuters.

Thank you for your input!

Bill Adams - Village of Vicksburg
 Doc Rehkopf - Bike Friendly Kalamazoo
 Sawyer Duncan - Vicksburg Community Schools
 Sarah Joshi - City of Galesburg - Sarah Joshi
 Greg Edwards - Stakeholder
 Kya Mitchell - Kalamazoo Parks and Recreation
 John Kern - The Mill Project

Bill Surna - Kalamazoo Bicycle Club
 Steffan Phillipppo - Consort Display Group
 Rachel Bair - KVCC
 Clark Bennett - Kalamazoo Bicycle Club
 Jennifer Johnson - Bike Friendly Kalamazoo
 Paul Guthrie - Bronson Bike Commuter
 Donna Whitcomb - Bike Friendly Kalamazoo

Comments & Announcements

BFK Education Committee “Huddle” - Immediately Followed Annual Meeting

Sawyer Duncan, Chair

Present: Bill Adams, Clark Bennett, Rick Frens, Isaac Green, Jen Johnson, John Knowlton, Paul Selden, Bill Surna, Paul Wells

Will be working to advance bicycling education programs across the community

Programs: All Kids Bike Kindergarten PE Program, Bike Rodeos, Smart Cycling

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>.

Bike Friendly Kalamazoo is in the process of setting up Google Forms to capture additional ideas for public mural site locations and contacts for schools and other organizations interested in the All Kids Bike Kindergarten PE Program, Bike Rodeos and Smart Cycling programs. In the meantime please email ideas regarding bike education and public bike-themed art to:

- education@bikefriendlykalamazoo.org
- bikeart@bikefriendlykalamazoo.org

Chair Selden concluded BFK’s Annual Public meeting by asking everyone present for their ongoing comments and thanking everyone present for their work to improve the quality of life and build community through bicycling.

Addenda

- BFK is much closer to using MailChimp 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 sources for used donated bicycles to a representative from a local church that is sponsoring Ukrainian refugees, whose children can use them. Please let him know if you have any to donate.
- Since the Annual meeting he has received notices that two elementary schools will receive funding for their All Kids Bike Kindergarten Programs, that funding will be available for at least one public mural, and he has received written communication regarding another potential school that may be receptive to the All Kids Bike Kindergarten PE Program.

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:

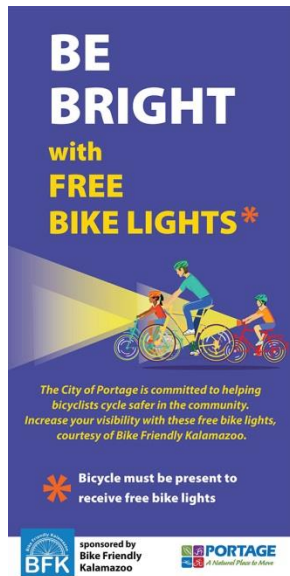
Average Comprehensive Cost by Injury Severity, 2018

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

- 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