

Quarterly Bike Program Steering Cmte Notes

June 22, 2022

Via Webex; Notes Released July 6, 2022

Participants

Ali Atallah E Alhawiti - Western Michigan Univ.
Courtney Anglin - Lincare
Clark Bennett - Kalamazoo Bicycle Club
Bobby Boyd - City of Portage
Nancy Buchanan - Mt. Zion Baptist Church
Lori Dey - State Rep. Julie Rogers
Sawyer Duncan - Vicksburg Community Schools
Isaac Green - Open Roads Bike Program
Hayden Guild - Bike Friendly Kalamazoo
Melissa Fish - Southwest Michigan First
Marcy Hamilton - SW Michigan Planning Commission
Kathleen Hoyle - City of Portage
Paul Rehkopf - Bike Friendly Kalamazoo
Paul Runnels - Chain Gang Bicycle Club
Paul Selden - Bike Friendly Kalamazoo
Ali Townsend - Kalamazoo Area Trans. Study

Welcome

Members, Diversity & Bicycling Leaders, BFK Committee Members, Guests

Roll Call

Meeting Goals

Orient new prospective members
Share updates re. relevant information
Consider additional programs

Next Quarterly Steering Committee Meeting Date: September 21, 2022; 4pm

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
Core Teams - Self-forming and self-directed; Act on priorities between quarterly meetings
BFK's Volunteer Committees (**Bike Art, Education, Diversity / DEI Cmte - forming**)
Volunteer Chairs Call Separately
Introduced **Courtney Anglin/Hayden Guild** as leading BFK's DEI Cmte forming effort
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. Special Topic: Infrastructure Funding

Major Trail Project Funding Program Model - **Marcy Hamilton**, Deputy Executive Director/Senior Planner at Southwest Michigan Planning Commission For more information please contact Marcy Hamilton at hamiltonm@swmpc.org

Presentation Highlights

- The Berrien County Trails Master Plan is a unified county-wide trails plan.
- The \$65,000 professional development fees for the Plan were funded by sponsoring organizations throughout the county, including major governmental units, corporations and foundations.
- A creative approach to funding the plan was developed by the non-profit Friends of Berrien County Trails.
- Whereas governmental units are typically prohibited from donating to a non-profit, they are not prohibited from paying for services delivered. The solution was to share the costs as a service purchased from the engineering firm that was hired to do the work.
- The agreement between the consulting firm and the Friends did not address fee splitting in a formula, it was a less formal but effective “pay what you want approach.” Municipalities paid between \$500 and \$5,000. Corporations/foundations each contributed \$10,000. There are no formal agreements between the Friends and municipalities, “but it’s worked.”
- See <https://www.berrientrails.org/bcmasterplan.asp> for more information.

2. Education

BFK’s Education Committee - **Sawyer Duncan**: Update

- Four and possibly five elementary schools out of the 45+ elementary schools in BFK’s service area will introduce the All Kids Bike Kindergarten PE Program in the coming year. The program is aimed at providing a proven standardized curriculum to children who are first learning to ride. Learning at home is fine but important safety lessons can be missed.
- Bike Friendly Kalamazoo is organizing fundraising for the programs and helping to inform school districts in Kalamazoo County, Lawton, Mattawan and Paw Paw.
- As President of the School Health and Physical Educators of Michigan Sawyer Duncan will be promoting the program to schools throughout Michigan.
- As Chair of BFK’s Education Committee, Sawyer will be organizing a curriculum that can be delivered by trained instructors, schools and local non-profits such as Open Roads Bike Program, the Kalamazoo Bicycle Club and municipal parks and rec departments.
- Email suggestions for schools you think might benefit from this program (with teacher/principal/superintendent contact information) to: education@bikefriendlykalamazoo.org

Worth noting

Paul Rehkopf - “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” - DRAFT finished and in the process of being polished prior to release. Email ideas to education@bikefriendlykalamazoo.org

City of Kalamazoo - LaTonya Turner: hosted a Bike Rodeo May 11; 5-7pm, Mayors Riverfront Park; hosted by Kalamazoo Parks and Recreation - went well! contact Shannon Keene at keenes@kalamazoo-city.org

Kalamazoo Bicycle Club - Paul Wells: Kalamazoo Bicycle Club hosted Bike Camp for in six sessions beginning May 5. Designed for adults and minors, Bike Camp provided opportunities for families and adults to learn safe and efficient road cycling. Contact Paul Wells at educationchair@kalamazoo-bicycle-club.org

Pending updates:

Village of Vicksburg - Bike Light Giveaway, tentatively scheduled for July 22, 2022?

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.”

Michigan Senate - Bike Light Giveaway - need to check on this

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 Fans, 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 - Urban areas have the highest frequencies of serious bicycle crashes.

City of Kalamazoo - **Capt. Scott VanderEnde**: Report Outs (Unable to attend; will present later)

- KDPS 5-foot passing Educational Effort
- Bike With a Hero Community Rides (Note: next ride is June 30, 10am at the

Joys of Bicycling Public Mural Campaign - **Patrick Hershberger**: Chairs BFK Bike Art 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 Hershberger is chairing. Email ideas to bikeart@bikefriendlykalamazoo.org.

Public Safety Benefit - awareness-building “billboard can improve feeling that “bikes belong” encourages ridership, engages community support thus reducing feelings of “us vs. them” and possible road rage, increasing ridership correlated with improved public safety, complements infrastructure

Update from Office of Highway Safety Planning - Written report submitted by **Emily Shinevar / Nancy Feldbush**: We are in the middle of the Bicyclist Safety Education campaign, which runs May–September. We have creative running on these platforms:

- The Michigan Association of Broadcasters (a paid PSA program on TV stations throughout the state)
- YouTube
- Mobile gives us the ability to hyper target and provides opportunities for engagement and education within apps
- Audio Streaming
- Bus Panels (Samples attached)/Bus Shelters
- Gas station TV
- Social Media

4. Traffic Signs

WMU - **Ali Alhawiti** - Report Out on Wrong Way Bicycle Crash Analysis

- Bicyclists were involved in 308 crashes in Kalamazoo County from 2015 to 2019; about 91 of these crashes happened where bicyclists were riding facing traffic
- Most of the crashes occurred in Kalamazoo city’s downtown area
- Countermeasures include signage

(see <https://bikefriendlykalamazoo.org/wp-content/uploads/2022/06/Bicyclists-Facing-Traffic-Crashes-in-Kalamazoo-County-from-2015-to-2019-FINAL-220628.pdf>)

For more information please contact Dr. Valerian Kwigizile at valerian.kwigizile@wmich.edu or Ali Alhawiti aliatallabe.alhawiti@wmich.edu

Paul Selden volunteered to connect engineering staff from the City of Kalamazoo with WMU’s Transportation Research Center for Livable Communities for further discussion.

Worth noting

BFK - **Paul Selden** notes he is facilitating and participating in community discussions on signage for Southwest Michigan Bikeway via Kalamazoo Region Bike Route Committee; next meeting date is July 26; BFK has started related web and Facebook pages. For more information to paul@bikefriendlykalamazoo.org Other community leaders are working out routes and signage, as well.

Comments & Announcements

Fall Bike Celebration: September 16-18, 2022

Offers opportunities for an extra awareness-building spotlight similar to Kalamazoo Area Bike Week. A Bike Rodeo is planned for Saturday September 17.

Please contact fbc@bikefriendlykalamazoo.org for more information.

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

Useful Emails Email ideas regarding bike education and public bike-themed art to:

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

BFK is using MailChimp for some but not all of our emails. Will be used in to confirm memberships, poll the community and send important updates. Please help us keep your email addresses up to date.

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

Anna _____ - 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:

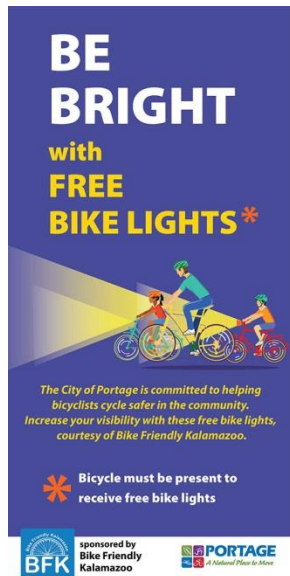
Average Comprehensive Cost by Injury Severity, 2018

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