

Quarterly Bike Program Steering Cmte Notes

September 21, 2022

Via Webex; Notes Released September 30, 2022

Participants

Nolan Bergstrom - City of Kalamazoo
Jeremiah Boerman - American Village Builders*
Keshia Dickason - Girls on the Run
Scott VanderEnde - Kalamazoo Department of Public Safety
LaTanya Turner - Kalamazoo Department of Public Safety
Paul Selden - Bike Friendly Kalamazoo
Paul Wells - Kalamazoo Bicycle Club

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: December 7, 2022; 4pm

Election of Chair; 2023 Schedule; Quarterly Program Updates

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
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

Sawyer Duncan's Report (in writing via email)

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Bike Rodeo - successful first event. We were able to help 20 kids with their bicycling skills, provide tune-ups and properly make sure their helmets are fitting. This was a great start to possibly lead other rodeos in the future. We had great volunteers and support from Open Roads, WMU Office of Sustainability, and Safe Kids Michigan. With the generous grant from BFK, I was able to purchase cones, containers, signs, line-chalker, and name tags for future events. I still have some money to purchase other supplies in the coming weeks.

All Kids Bike: Further supporting other schools as they show interest in starting the program. We have several schools in the area that are looking to start their program. As we find others willing to start, we will share resources and help as needed. Schoolcraft, Climax, some KPs schools and a private school in the Paw Paw area are all working towards using this program in their schools. Feel free to share this program with elementary schools you may have contact with and you can share my contact information with them for more details.

Education Committee: As we are gaining momentum on Elementary programs and starting to look at Middle School and High School programming/curriculum, we would like to create an emphasis on lifelong learning/training with bicycling. One goal of the education committee is to have programming for the lifespan. Any ideas about young adult to adult programming please feel free to share with me as well as we look at different ideas.

Email suggestions for schools you think might benefit from this program (with teacher/principal/superintendent contact information) to: education@bikefriendlykalamazoo.org

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Kalamazoo Bicycle Club - Paul Wells: Kalamazoo Bicycle Club is planning Bike Camp for adults and families. Designed for adults and minors, Bike Camp provides opportunities for families and adults to learn safe and efficient road cycling. Contact Paul Wells at educationchair@kalamazoo-bicycleclub.org

Village of Vicksburg - Bike Light Giveaway, held in July-Aug 2022; per email received from Bill Adams, approximately 600 front/tail light sets were given away during a series of events in Vicksburg

Pending Education Updates We Hope to Receive:

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

Pretty Lake Camp - Bike skills training

2. Public Safety Messaging & Education (locally tailored multi-faceted "Driving Change" campaign - Urban areas have the highest frequencies of serious bicycle crashes.)

City of Kalamazoo - Capt. Scott VanderEnde: Report Outs on 5 Foot Passing and Community Rides

- KDPS 5-foot passing Educational Effort
 - Bike With a Hero Community Rides: Thought up by community policing division; select urban neighborhoods in Kalamazoo; creating relationship between neighborhoods and police monthly 4 rides; would like to do it again next year;

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

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Update for the 2022 Bike Friendly Kalamazoo Mural Program from Patrick Hershberger, Chair of BFK Art Committee.

The BFK Mural Exhibit went off splendidly on September 17 at the Prairie Ronde Artist Gallery in Vicksburg, Michigan. Many thanks to the Gallery for facilitating the artist and BFK!

The BFK mural by Ellen Vandermyde is in progress at the building owned by Clark Logic. President Jamie Clark graciously loaned Vandermyde an all terrain scissor lift which has helped with maneuverability at the location.

She is working with an assistant, their name is Yve Holtzclaw. Ellen had some paint shipping delays, but most of the colors have arrived and fresh paint is being applied in around her outlines.

View her progress in her Instagram stories, and her recent Instagram Reel has received over 17 thousand views!

Instagram link: <https://instagram.com/voyagewithellen?igshid=YmMyMTA2M2Y=> @voyagewithellen

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

We'd like to thank those that have graciously assisted with the BFK Mural Program: Michigan Arts and Culture Council, The Arts Council of Greater Kalamazoo, and Bike Friendly Kalamazoo. Without their support this would not have been possible.

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Update from Office of Highway Safety Planning - Will report at December's meeting

3. Traffic Signs

Paul Selden will continue to try connect engineering staff from the City of Kalamazoo with WMU's Transportation Research Center for Livable Communities for further discussion about implications of WMU's analysis of crashes involving wrong-way bicycle riding - 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 on the analysis please contact Dr. Valerian Kwigizile at valerian.kwigizile@wmich.edu or Ali Alhawiti aliatallahe.alhawiti@wmich.edu

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 October 18; 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

Kalamazoo Bike Week: May 13-20, 2023

Offers opportunities for an extra awareness-building spotlight to your bike programs. The City of Kalamazoo's Parks Dept. may want to conduct another Bike Rodeo on Wednesday May 17. Please contact paul@bikefriendlykalamazoo.org for more information.

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

Annie Prior - 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 (has taken new position; membership needs to be confirmed)

Mike Seals - At Large

Paul Selden* - Bike Friendly Kalamazoo - Cmte Chair

Emily Shinevar - Michigan Office of Highway Safety Planning (Recently promoted; Replacement TBA)

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:

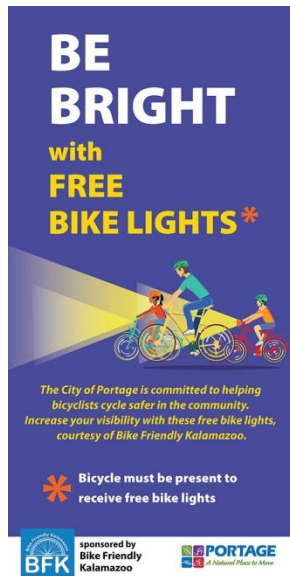
Average Comprehensive Cost by Injury Severity, 2018

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