

Bike Program Steering Committee Meeting Notes

Bike Program Steering Cmte & Diversity and Bicycling Leaders Team Meeting June 21, 2023

Via Webex; Notes Released July 11, 2023

Please report updates/corrections to Paul Selden, Committee Chair

Participants

Katie Bower - MI Office of Highway Safety Planning
Josh Grab - MI Department of Transportation
Tom Hohm - Bike Friendly Kalamazoo
Kathleen Hoyle - City of Portage
Jun Oh - Western Michigan University
Quinn Passmore - Off. of Hwy Safety Planning
Paul Rehkopf - Bike Friendly Kalamazoo
Paul Selden - Bike Friendly Kalamazoo
Emily Shinevar - MI Office of Hwy Safety Planning

Dick Skalski - City of Kalamazoo (ret.)
Tim Smerdon - MI Dept. of Transportation
Madelaine Thorburn - MI Dept. of Transportation
LaTonya Turner - City of Kalamazoo
Emma Youngs - Safe Kids of Kal. County
Jeremy Zonts - Portage Public Schools

Welcome & Roll Call

Meeting Goals

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

Next Quarterly Steering Committee Date: September 20, 2023

Also December 6. Meetings to be held via WebEx for foreseeable future.

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.**

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

BFK's Volunteer Committees (Bike Art, Education, Diversity/DEI Cmte is forming) Volunteer Chairs Call Meetings Separately

Notes - summarize main points and are not formal minutes

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

Special Topic

Katie Bower, Office of Highway Safety Planning Director for the Michigan State Police, started the main portion of the meeting by asking the group's participation in OHSP's Public Participation Survey. In a note following the meeting that accompanied the results of our participation (see below), **Quinn Passmore**, OHSP's Vulnerable Roadway User Coordinator, explained that the survey provides a way for the OHSP to address specific areas of concern for community members so that OHSP can come up with solutions or provide more training, instruction, media, etc., in those specific areas. Since each area of the state has its own problems, this assists OHSP to target solutions. **Emily Shinevar**, OHSP Planning and Administration Section Manager, facilitated the discussion by asking the group four questions.

The questions and the group's answers (courtesy of Katie Bowers) continue on the next page.

Q1. What is the biggest traffic safety issue on the road ways?

- Cell phones and distracted driving
- Speeding
- Distracted Driving
- Running Red Lights
- Running red lights
- Autonomous vehicles being confused
- Narrow shoulders

Q2. What would work in your community?

- More bicycle lanes
- Lack of suitable facilities and distracted driving
- Broadening availability of bicycle training
- Raise awareness on bicycle traffic
- Emphasis on equality of road users
- Education to drivers about sharing the road with bicyclists
- Enforcement/penalties for mis-use - eager to see how this new distracted law effects driver
- Public safety awareness campaigns

Q 3. What resources are needed?

- Leadership
- Bicycle subsidy for lower income owners
- Teaching children and youth
- Education!
- Bike accessibility of low socioeconomic status, encouraging to bike to school
- Data on what bike crash countermeasures work best

Q4. Can you connect OHSP with any persons/organizations who may have something to share?

- Bike clubs - listed on websites
- Trauma Injury prevention committees
- Pedestrian and bicycle fatalities are in a similar category
- Universities and colleges, for bicyclist and pedestrians. Many pedestrian injuries we see in k-zoo are people walking home from parties, bars, etc.

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 encouraged to use this information and implement ideas "at will." Please email additional thoughts to the Chair.

1. Education

Emma Youngs reports that the Village of Vicksburg hosted a bike rodeo during Kalamazoo Area Bike Week on Saturday, May 13th from 9am to 12 pm that was well attended.

Emma stated that, as Chair of BFK's Education Committee, she will be calling a meeting of local bike educators soon to brainstorm ways the area could offer a season-long bike training series similar in concept to "Run Camp," but for cyclists. The idea could be that it would help cyclists prepare to reach their personal goals and take advantage of the area's many local bicycling events. There are many local bike-related organizations who could participate. Emma notes: "We are looking forward to reinvigorating the BFK Education Committee at our July meeting and subsequent quarterly meetings. We will discuss committee goals and direction for the remainder of 2023 and the '23-'24 school year including the All Kids Bike Kindergarten PE program and a possible bike camp experience. I will compile a list of ongoing bike safety events, classes, and initiatives that are shared at the meeting so we can continue to promote those in the community."

City of Kalamazoo - **LaTonya Turner** reports that Kalamazoo's Bike Rodeo was held at Mayor's Riverfront Park in the parking lot on Wednesday, May 17 from 5pm to 7pm that went well. A variety of organizations set up table-top displays. At the event, Kalamazoo County Prosecutor **Jeff Getting** and Silent Observer representative **Norm Seilers** received a donation from Bike Friendly Kalamazoo (BFK). News crews covered these gentlemen's remarks about the \$3,000+ reward fund raised by BFK for reporting tips about serious crimes against bicyclists, such as hit-and-runs.

Kalamazoo Bicycle Club - **Paul Selden** (filling in for Paul Wells): KBC's award-winning Bike Camp was compressed from its prior multi-day format into a single morning session on May 20. They held a class session in the morning followed by a ride later in the afternoon. For subsequent Mondays, they are integrating bike camp lessons into their regular Monday evening rides. For more information, please contact **Paul Wells**.

Bike Light Giveaway - In an update after this session was held, Paul Selden notes that the League of Michigan Bicyclists granted the Open Roads Bike Program, Dignity in Motion and Bike Friendly Kalamazoo sets of "Spok" bicycle head and tail lights. Thanks to LMB for these generous grants!

City of Portage - **Kathleen Hoyle**: Portage's Earn-A-Bike program (in association with **Open Roads Bike Program**) classes have been full and feedback has been positive. From prior updates we learned that the City of Portage is running a summer series of "Bike Expeditions" consisting of four separate rides that will highlight historical facts, stops, food, etc. For kids, there will be a "Kids-Fix-It" program to educate children about bike repair. For adults, "Smart Cycling" course was held at the end of June, which is a prerequisite for the League Cycling Instructor (LCI) training that Portage will be holding in early August. Note: both the Kalamazoo Bicycle Club and Bike Friendly Kalamazoo have LCI scholarship programs.

All Kids Bike Kindergarten PE Update - Note added after this session was held: **Paul Selden** reports that, thanks in part to grants received from the Dorothy U. Dalton Foundation and the Irving S. Gilmore Foundation and a donation from Bell's Brewery, **Bike Friendly Kalamazoo** has funded Milwood Elementary School to receive the program. El Sol Elementary School in the Kalamazoo Public Schools may be the next to apply for the program.

Updates We Hope to Provide:

- 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 - still need to check on this with Sen. McCann's office
- 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 - did it occur?

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

Kalamazoo Department of Public Safety - **LaTanya Turner** reports in an update submitted following this session, that due to the need to address other priorities, KDPS was not able to conduct its hoped-for motorist-bicyclist traffic safety education program in May. However, KDPS did post “Give Them 5 - Keep Them Alive” yard signs at its stations throughout Kalamazoo and at its headquarters at Burdick and Crosstown Parkway.

Office of Highway Safety Planning - **Quinn Passmore**: At our last meeting we learned that OHSP’s statewide Bicycle Education Campaign is a public education campaign that assists drivers and cyclists regarding Michigan vehicle code sections that pertains to both motorists and cyclists. We hope to receive an update at our next meeting.

Post-Session Note: Bike Friendly Kalamazoo ran an extensive “Driving Change” social media campaign in June and will report results at our next session.

2. Public Bike Art

BFK’s Public Art Committee - **Patrick Hershberger**: Notes relayed by Paul Selden after this session. “BFK has received grants from the Jim Gilmore, Jr. Foundation and the Edison Neighborhood Association to create a mural on the east-facing wall of 1122 Portage St. in Kalamazoo. The mural will face the new Creamery development at the intersection of Lake and Portage, painted on the building occupied by the Dream Center, which overlooks both traffic and bike lanes in downtown Kalamazoo. A request for proposals has been sent to the artists recommended by the Art Committee.”

If anyone has any suggestions for bike mural sites, contact either **Paul Selden, Patrick Hershberger**, or use the Contact Form on BFK’s website. If possible, please provide the contact details for the property manager if submitting a suggestion.

3. Signage

Bike Friendly Kalamazoo – **Paul Selden**: We have no information about whether or not WMU has been able to connect with the City of Kalamazoo about putting up “wrong-way bicycling” signs. We hope to receive an update in the future.

New Business

The topic of exploring ways to reduce bike-motorist crashes from a fact-based point of view was discussed at some length. It was decided to put this topic on our agenda for the time being. It may be of use in deciding how to prioritize programs. In the meantime, Katie Bower offered this link to information that reviews crash countermeasures that work: <https://www.nhtsa.gov/book/countermeasures/countermeasures-work>

Additional Comments & Announcements

Fall Bike Celebration: September 15-17, 2023

Offers opportunities for an extra awareness-building spotlight on your bike programs.

Please contact paul@bikefriendlykalamazoo.org for more information.

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?)

Thom Brennan - Kalamazoo Bicycle Club (may be stepping down from his membership)

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 Kwigizile - 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; replacement is Madelaine
"Maddee" Thorburn)
Mike Seals - At Large
Paul Selden* - Bike Friendly Kalamazoo - Cmte Chair
Emily Shinevar - Michigan Office of Highway Safety Planning (Recently promoted; Replacement is
Quinn Passmore)
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 Department of Public Safety
Ron VanHouten - Western Michigan University - Dept. of Psychology
Paul Wells - Kalamazoo Bicycle Club
Eric Wimbley - Pretty Lake Camp (may need to send a different delegate)
Donna Whitcomb - AMBUCS*
Guests / Awaiting Confirmation
Nancy Buchanan - Mt. Zion Baptist Church
Anna Horner - Oshtemo Township (possibly Karen High's replacement in Parks?)
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:

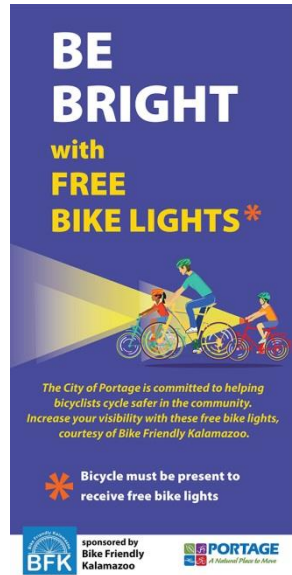
Average Comprehensive Cost by Injury Severity, 2018

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