

Bike Program Steering Committee Meeting Notes

Bike Program Steering Cmte & Diversity and Bicycling Leaders Team Meeting Dec. 6, 2023

Via Webex; Notes Released December 20, 2023

Please report updates/corrections to Paul Selden, Committee Chair

Participants

Clark Bennett – Kalamazoo Bicycle Club

Patrick Hershberger – Kalamazoo County Public Art
Commission

Dick Hewitt - Portage Bicycle Advisory Committee

Tom Hohm - Bike Friendly Kalamazoo

Valerian Kwizile - Transportation Research Center for
Liveable Communities

Paul Rehkopf - Bike Friendly Kalamazoo

Paul Selden - Bike Friendly Kalamazoo

LaTonya Turner – Kalamazoo Dept. of Public
Safety

Emma Youngs - Safe Kids of Kal. County

Welcome & Roll Call

Meeting Goals

Orient new perspective members

Share updates re. relevant information

Consider additional programs

Elect 2024 Chair

Next Quarterly Steering Committee Date: March 20, 2024; 4-5pm

Coincides With BFK's Annual Public Meeting; Meetings to be held via the web 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) Volunteer Chairs Call Meetings Separately

Notes - summarize main points and are not formal minutes

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

Program Updates on Long-Term Initiatives

Topics listed based on items of previously agreed-upon steering committee interest. This committee's main purpose is to share information and offer guidance to those implementing. The community is encouraged to use this information and implement ideas "at will." Please email additional thoughts to the Chair.

1. Education

Emma Youngs reports the following:

- A local All Kids Bike (AKB) Program Directory is a work in progress. Considering a google doc platform that can be accessed, shared, and updated easily.
- Pop Up Safety Town – Curriculum by Dr. Andy Hashikawa, Professor of Emergency Medicine & Pediatrics at University of Michigan Medical School. Objective is to bring injury prevention education to preschoolers and families typically through Head Start programs. We may have the opportunity to bring pop up safety town kits to our county that could be lent to classrooms, etc. These would include helmet safety, medication safety, dog bite prevention, and pedestrian safety.

Clark Bennett reported informally that it is possible that the Kalamazoo Bicycle Club may hold a one-day Bike Camp again in 2024; nothing more certain can be stated at this time.

Paul Selden reports that the All Kids Bike Kindergarten PE bicycles previously allocated to Trinity Lutheran Elementary School in Paw Paw are in the process of being transferred to another school, most likely in the Kalamazoo Public School system.

Dick Hewitt reports he will be presenting a program, “E Bikes 101” on Thursday, May 16, 2024, 6:00-7:30pm, at the Portage District Library. During Kalamazoo Area Bike Week he will be presenting a brief introduction on E Bikes: what they are, what they aren't and how to select the one that suits your needs. Details to be announced.

Updates We Still 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.)

Paul Selden reported results regarding a \$3,500 three-ad “Driving Change” social media campaign in June coordinated by Bike Friendly Kalamazoo. The ads focused on messages addressing top sources of bicycle-motorist crashes surfaced in a five-year pre-Covid crash analysis conducted by WMU’s Transportation Research Center for Livable Communities. Ad topics addressed cyclist visibility, intersection incidents and safe passing. Data from Facebook indicated that more than 83,000 unique viewers were reached approximately four time each, for each of three ads. Crash data may be analyzed at a later date; many other factors would have influenced the results in any case. Details regarding the reach of the campaign can be found at <https://bikefriendlykalamazoo.org/wp-content/uploads/2023/12/BFK-2023-Driving-Change-Campaign-Highlights-231206.pdf>

We plan to invite an update from the Office of Highway Safety Planning about their statewide Bicycle Education Campaign at the next Steering Cmte meeting in March, 2024. The OHSP effort is a public education campaign that assists drivers and cyclists regarding Michigan vehicle code sections that pertains to both motorists and cyclists.

2. Public Bike Art

BFK’s Public Art Committee – **Patrick Hershberger** reports that artists Chafe Hensley and Heidi Weiss have finished painting the mural on the east-facing wall of 1122 Portage St. in Kalamazoo. The mural faces 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. Goals include rider encouragement and public safety awareness building.

The Public Art Committee requests ideas for potential mural sites, artists sources of funding and active committee members: contact **Patrick Hershberger** at bikeart@bikefriendlykalamazoo.org.

3. Signage

Paul Selden reports that a representative from WMU has met with a representative from City of Kalamazoo regarding “wrong-way bicycling” signs. Given the amount of transportation network changes taking place in the City of Kalamazoo, locations for such signs will be considered but will take time to determine if/where appropriate.

4. Crash Reduction Discussion

Valerian Kwigizile reports that the definition of "wrong way" cycling crashes should be interpreted with the following definition in mind.

"Wrong way" cycling crashes identified from the analysis of bicycle crashes in Kalamazoo County we conducted using crash data from 2015-2019 are those that involve cyclists riding either on sidewalks or on in-roadway bicycle facilities such as bike lanes. Crash reports show some bicycle crashes involving cyclists riding on sidewalk opposite to motorized traffic (in some cases due to absence of sidewalk on the other side of the road). Turning motorized vehicles are the ones involved in these “wrong way” crashes.

Dennis Randolph reported on the City of Kalamazoo’s traffic engineering changes:

- We have been fine-tuning our bicycle signal timings along Michigan Avenue to accommodate all modes of travel better.
- Overall, crashes are down in the Michigan Ave corridor through downtown (about 11 percent), most significantly personal injury crashes have been greatly reduced.
- We continue to receive complaints about bicycle users who violate the Michigan Vehicle Code. Often the complaints are used as a justification for eliminating bicycle facilities altogether. An emphasis on training bicycle operators could help us all.

Note: Paul Selden will follow up with **Quinn Passmore** to see if she or another delegate from the Michigan Office of Highway Safety Planning can comment on the information found in a link the OHSP provided at a previous meeting at:

<https://www.nhtsa.gov/book/countermeasures/countermeasures-work>

New Business; Additional Comments & Announcements

Paul Selden was re-elected Chair for 2024. He invites anyone interested in this position to contact him. [Note: Vice Chair and Secretary positions may be helpful, as well.]

Kalamazoo Area Bike Week will take place from May 11-18, 2024. Paul Selden will hold an organizational meeting on Thursday January 25 at 4pm for prospective event organizers. Another will be held in March. Deadline for events to be considered for the Bike Week calendar is March 31.

Chair Selden thanked everyone for their participation, and gives special thanks to those presenting updates for assistance in preparing these Notes. Please report corrections to the Chair.

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 to be determined)

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:

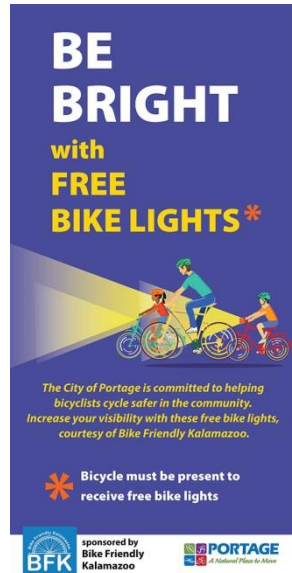
Average Comprehensive Cost by Injury Severity, 2018

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