

Bike Program Steering Committee Meeting Notes

Bike Program Steering Cmte & Diversity and Bicycling Leaders Team Meeting June. 26, 2024

Via Webex; Notes Released July 12, 2024

Please report updates/corrections to Paul Selden, Committee Chair

Participants

Dick Hewitt, Portage Bicycle Advisory Committee
Tom Hohm, Bike Friendly Kalamazoo
Kathleen Hoyle, City of Portage
Jun Oh, Transportation Research Center for Livable Communities, WMU
LaTonya Turner, Kalamazoo Dept. of Public Safety
Jeremy Zonts, Haverhill Elementary School, Portage
Tim Smerdon, MI Dept. of Transportation

Quinn Passmore, MI Office of Highway Safety Planning
Paul Selden, Bike Friendly Kalamazoo
Adrian Stroupe, MI Dept. of Transportation
Emma Youngs, Safe Kids of Kal. County
Paul Runnels, Open Roads
Matt Penniman, League of Michigan Bicyclists

Welcome & Roll Call

Meeting Goals

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

Next Quarterly Steering Committee Date: September 18, 2024; 4-5pm

Information Exchange & Introduction of new agenda items; Venue to be determined

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, Safe Kids of Kalamazoo County, Chair of BFK's Education Committee

- Bike Helmet distribution is ongoing.
- Last year organized a successful bike rodeo during the Fall Bike Celebration Weekend on Saturday, Sept. 16 from 10am to 12 pm hosted at the Vicksburg Middle School that was well attended.
- Date is set for another Bike Rodeo during the Fall Bicycle Celebration – September 21.

Dick Hewitt, Bike Advisory Committee Chair, City of Portage, reported on the Portage programs, covering these main points:

- Bike Rodeo is upcoming at Prince of Peace Church – date to be set soon. Will contact Emma Youngs re. bike helmets.
- Gratified that he observes majority of kids using helmets; wishes parents were using them more.
- Michigan Traffic Safety Network is scheduling a meeting for August.

Jeremy Zonts, Principal, Haverhill Elementary School, presented the following main points:

- All Kids Bike Learn to Ride Program - Specially designed program for elementary school kids. Program includes 25 Strider bikes, teacher bike, helmets, pedal conversion kits and lesson plans.
- PE teachers trained by All Kids Bike.
- Six primary lessons and two (optional) pedal lessons
- Portage has not yet introduced the pedal component as this step is not currently implemented due to limited PE staff.
- Portage elementary schools using the All Kids Bike Learn to Ride program: Haverhill, Woodland, Central and Amberly.
- Four remaining elementary schools planning to implement the program – sharing the equipment.

Kathleen Hoyle, Director, Parks & Recreation, City of Portage:

- City of Portage offers League Certified Instructor (LCI) Training – date to be Sept. 27-29.
- Kids Fix It Program is scheduled for September.
- Working on new trail Lovers Lane, Portage Road Connection, Austin Lake Trail (3 miles) with a connection to Vicksburg Trail.
- Portage offering bicycle rentals (may be affected by tornado damage), self-guided bike tours, Earn-A-Bike, adult cycling skills and League Cycling Instructor programs.

2. Public Safety Messaging & Education

Matt Penniman, Communications and Advocacy Director, League of Michigan Bicyclists:

- Legislative efforts are underway – Vulnerable Roadway Users (VRU) HB 4491 and others. Currently the State House and Senate are reconciling the bills; penalties need to be agreed on.
- E-Bike Incentive likely to be included in State Budget – high confidence. This will be a \$300 incentive for any buyer or \$600 incentive for income qualified buyers (of E-Bikes).
- Working on an asset management system for Bicycle Facilities. Will be similar to the highway asset management system. Currently not possible to determine number of miles of trails, bike lanes, etc.
- Working on a potential bill Slow as Stop for Bikes at intersection, as is allowed in other states.
- Working on open letter to MDNR Director supporting expenditure of Funds for Trails.
- Thanked Paul Runnels for testifying to the House and Senate on the VRU legislation.

Tim Smerdon, Michigan Department of Transportation, Public Safety/Awareness:

- Noted that the Michigan Fitness Foundation stresses the importance of staying active in maintaining and improving fitness; bicycling plays a role in healthy lifestyles.
- MDOT is actively working on Southeast Michigan pilot projects to reduce pedestrian crashes.
- Working on a playbook for strategy for action. Based on Grand Rapids/Kalamazoo Driving Change Campaigns. Reviewing crash data to assess Kalamazoo's Driving Change program.

Paul Selden thanked MDOT for providing help to evaluate BFK's low-cost Driving Change program (locally-tailored public service advertisement campaign). Impact analysis efforts are underway. A previous analysis by WMU's Transportation Research Center for Livable Communities showed urban areas in Kalamazoo County have the highest frequencies of serious bicycle crashes.

4. Crash Reduction

Quinn Passmore, Vulnerable Roadway User Safety Program Coordinator, Michigan State Police Office of Highway Safety Planning:

- Crash data and analysis for 2023 is almost available – announcements are coming soon. Will present at next Bike Program Steering Committee Meeting.
- Crash reduction program effectiveness review will be undertaken surrounding OHSP's efforts in 2023. Emphasis on Infrastructure, Helmets, Training.
- Quinn Passmore then presented an overview of the document summarizing crash reduction measures at <https://www.nhtsa.gov/book/countermeasures/countermeasures-work>
- Technical difficulties in presenting her slide presentation should be resolved by our next meeting, and Quinn will re-visit it then. In the meantime, the presentation can be found at <https://bikefriendlykalamazoo.org/wp-content/uploads/2024/07/Countermeasure-That-Work-Presentation-240626.pdf>
- That said, an example of a program that is “likely to be effective,” is promoting bike helmet use through education.
- Other measures are more difficult to measure from a cause-effect point of view, such laws aimed at increasing rider conspicuity, share the road drivers training, and bicycle safety classes for adults. Some programs are difficult or expensive to measure in terms of showing a direct cause and effect, which may explain why they are sometimes regarded as “unproven” even though they are logically aimed and changing behavior, and should work when properly implemented.
- Discussion followed the need to understand the important difference between “unproven” and “proven to be ineffective.” Being “unproven” may mean that a study that would demonstrate effectiveness not have yet been undertaken, due to the cost involved and that such studies are very challenging to set up and as yet not undertaken. This is often the case for many educational programs. Also, readers of *Countermeasures That Work* should be aware that it is primarily aimed at evaluating services provided by state highway safety offices (SHSO) and those that fall within their scope, such as providing well thought-out bike safety literature. The introduction to the Guide states:
“Since the guide is intended as a tool for SHSO use, it does not include countermeasures for which SHSOs have little or no authority or responsibility. For example, the guide does not include vehicle- or roadway-based solutions. Also, it does not include countermeasures that are nearly universal in every State, such as .08 grams per deciliter

blood alcohol concentration laws.” (- from the “About This Guide” section at <https://www.nhtsa.gov/book/countermeasures-that-work/about-guide>)

Jun Oh, Director, Western Michigan University’s Transportation Research Center for Livable Communities:

- Countermeasures effectiveness– depends on the locations where they are implemented.
- Some measures show high confidence for effectiveness.
- Other measures will require additional evaluation.
- In South Korea – speed limits city wide are now 50 KM/H (about 30mph) and 30 KM/H (about 15mph) in school areas.
- This is an effort in South Korea to lower Ped/ Bicycle crashes.

Matt Penniman indicated that lower speeds are shown to reduce the number and severity of crashes with a high degree of confidence. He added that Michigan recently reformed the way that speed limits are set to make it easier for local jurisdictions to have input.

Paul Selden noted that a recent change in Michigan State Law also recognizes that the number of Vehicle Access Points (such as intersections and driveways – “curb cuts”) in a given stretch of roadway can now be used as a method of reducing speed limits. He noted that the City of Walker uses this process to achieve lower speed limits in areas with more potential points of conflict. Note that the term conflict point applies to any point in a roadway where the pathway of two vehicles or a vehicle and a bicycle would intersect. After the meeting, Paul provided the following links for those interested in more information about this method:

[City of Walker – Speed Limit Setting](#) Describes the Vehicle Access Point (VAP) method of setting speed limits. For example, the new law permits speed limits to be set at “35 miles per hour on a highway segment with not less than 45 vehicular access points but no more than 49 vehicular access points within 1/2 mile.”

See [Michigan Vehicle Code Section 257.627 Speed limits](#) for even more information.

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 our last meeting at:

New Business, Additional Comments & Announcements

None at this time.

Chair Selden thanked everyone for their participation, and thanks Tom Hohm for volunteering to prepare a draft of these notes.

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?)

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)

John Knowlton - Stones Church

Valerian Kwigizile - Western Michigan University - Transportation Research Center for Livable Communities

Annie Prior - City of Portage Parks Dept.

Chelsea Maupin - Gud Marketing

Jun Oh* - Western Michigan University - Transportation Research Center for Livable Communities

Quinn Passmore - Michigan Office of Highway Safety Planning

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

Mike Seals - At Large

Paul Selden* - Bike Friendly Kalamazoo - Cmte Chair

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
Adrian Stroupe - MDOT
Scott Vanderende - City of Kalamazoo Department of Public Safety
Ron VanHouten - Western Michigan University - Dept. of Psychology
Paul Wells - Kalamazoo Bicycle Club
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:

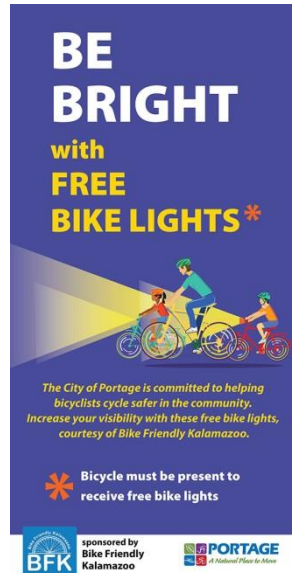
Average Comprehensive Cost by Injury Severity, 2018

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