

## **Bike Program Steering Committee Meeting Notes**

Bike Program Steering Smt & Diversity and Bicycling Leaders Team Meeting September 18, 2024

Via Webex; Notes Released September 30, 2024

*Please report updates/corrections to Paul Selden, Committee Chair*

### **Participants**

Lance Brooks - MI Office of Economic Development  
Michael Chapman - Oshtemo Township  
Tom Hohm - Bike Friendly Kalamazoo  
Quin Passmore - Office of Highway Safety Planning

Paul Rehkopf - Bike Friendly Kalamazoo  
Paul Selden - Bike Friendly Kalamazoo  
Tim Smerdon – MI Dept. of Transportation  
Mike Smith - MI Dept. of Transportation

### **Welcome & Roll Call**

### **Meeting Goals**

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

### **Next Quarterly Steering Committee Date: Wed. December 18, 2024; 4-5pm**

Likely to be hybrid format meeting; in person at MDOT SW Regional Office; 1501 Kilgore Rd. Kalamazoo, MI 49001 and online.

### **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 the roster and notify the 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 it. The community is encouraged to use this information and implement ideas as best seen. Please email additional thoughts to the Chair.

#### 1. Education

**Emma Youngs**, Safe Kids of Kalamazoo County, & Chair of BFK's Education Committee (as relayed by Paul Selden)

A Bike Rodeo will be held as part of the 2024 Fall Bike Celebration at Vicksburg Middle School on Saturday, September 21, from 10-noon.

The All Kids Bike (AKB) Kindergarten P.E. Program has been implemented at 12 different elementary schools and one pre-school in the Kalamazoo area. This program allows kids to learn how to ride a bicycle in a safe, controlled environment in gyms and school grounds as part of their regular school curriculum. An estimated 100 kids per year participate in this program at each school. This program is part of the elementary school PE curriculum, meaning that it will continue to teach close to 1,000 children annually.

UPDATE 9-30-24: Lincoln Elementary in KPS is likely to be the next to start the AKB program.

**Paul Selden**, Member, Kalamazoo Bicycle Club

The Kalamazoo Bicycle Club canceled its Bike Camp, an adult (18+) bicycle safety and riding skills orientation program this year, possibly due to low registration. This loss of education will hopefully be partially offset by the increase of bicycle education that is occurring due to the success of the All Kids Bike program. Discussions with providers of adult bicycling education will continue. A number of other cycling and mountain biking clinics have been offered in 2024.

## 2. Safety Awareness-Building / Public Safety Messaging

**Mike Smith**, Transportation Alternatives Program (TAP) Manager, Michigan Dept. of Transportation

TAP is a federal grant program in MDOT's Office of Economic Development which provides grant coordinators that help local agencies apply for TAP and other grant programs. The office regularly meet with active transportation supporting groups as they seek to fund active transportation projects including sidewalks, Safe Routes to School, trails, safety improvements, downtown streetscapes, etc.

Driving Change Grand Rapids –In 2013, MDOT funded a program in Grand Rapids called Driving Change, which utilized years of bicycling data to implement a public education campaign that aimed to significantly reduce bicycle-related crashes and fatalities. The \$400,000+ program ran for a number of years and was a huge success; the number of bicycling fatalities was reduced to zero after the program was implemented. More information about the Driving Change program in Grand Rapids: <https://grdrivingchange.org/>

**Tim Smerdon**, Transportation Engineer, Michigan Dept. of Transportation

Bike Friendly Kalamazoo ran a public safety messaging program in 2021 and 2023 using \$3,500 of ad spending on Facebook. Ads addressed the three most common types of bike-motorist crashes in Kalamazoo County based on analysis of five years of crash data, performed by Western Michigan University's Transportation Research Center for Livable Communities. Gud Marketing, the same firm that prepared the Driving Change Program in Grand Rapids, developed the ads. In each year the ads made approximately 250,000 "impressions." For ad performance metrics, see [Driving Change Campaign Report June 23, 2021](#) and [Driving Change Campaign Highlights December 6, 2023](#).

Driving Change of Kalamazoo County – Tim presented data on the number of bicycle-related crashes that have occurred before and during the local Driving Change campaigns (for the presentation, see <https://bikefriendlykalamazoo.org/wp-content/uploads/2024/09/Kalamazoo-Driving-Change-Presentation-240918.pdf>). There were three fatalities in 2021 when the program was first implemented and zero fatalities in 2022 and 2023. Overall, the total number of bicycle related crashes decreased in 2022 but then increased in 2023. There were 44 crashes in 2021, 40 in 2022, and 52 in 2023. Data from 2024 (Jan.- Sept.) showed an increase in this trend, for a total of 52 crashes with three fatalities thus far in 2024. Without the ability to determine bike usage rates, which may or may not have also increased during this same period, it is not possible to fully assess whether or not increases in crashes per miles ridden have changed. Discussion raised the point that the lack of "miles ridden" data (and the lack of carefully determined control group comparators) makes it difficult to determine the effectiveness of crash countermeasures such as the local Driving Change ad campaign.

Future meetings of the Bike Program Steering Cmte will put methods that may help assess crash reduction programs without confusing correlation with cause and effect on the agenda.

## 3. Signage (no updates)

#### 4. Crash Reduction Program

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

- Quinn Passmore re-presented an overview of the document summarizing crash reduction measures at <https://www.nhtsa.gov/book/countermeasures/countermeasures-work>
- The presentation can be found at <https://bikefriendlykalamazoo.org/wp-content/uploads/2024/07/Countermeasure-That-Work-Presentation-240626.pdf>
- Highlights:
  - Some crash reduction measures have been evaluated and found to be effective means of promoting bicycle safety in the community. Examples include: **Promoting Bicycle Helmet Use with Education** has been found to lower the number of severe and fatal brain injuries at a medium level of cost and time. **Safe Routes to School** is a countermeasure program that encourages more students to walk and bike to school while teaching bike safety. It happens twice per school year: one day each in the Fall and Spring and has been found to be a relatively inexpensive way to increase bicycle safety awareness in a short amount of time. **Bicycle Safety Education for Children** (bike rodeos, bike fairs, cycling skills clinics, etc.) was found to be moderately successful in a short amount of time for a low cost.

A number of countermeasures currently being implemented still need evaluation, for example:

- **90 minutes of Driver's Education** class time dedicated to vulnerable roadway user safety. Classes will be observed in the near future to evaluate the extent of this education.
- A grantee with the League of Michigan Bicyclists is also pursuing **bicycle safety education for adults** via working with law enforcement and community events.

OHSP offers **Share the Road Awareness** materials; please contact Quinn Passmore for more information.

Future meetings of the Bike Program Steering Cmte will continue to review crash reduction programs (for example, speed reduction measures).

#### **New Business, Additional Comments & Announcements**

A **public mural** depicting the joys of cycling is coming to the Kalamazoo Area. BFK has secured a site at 16 E. Michigan in downtown Galesburg on a building owned by Catering by GMC. The vibrant, 1,000+ square feet mural will be painted by local artist Patrick Hershberger. The mural should be completed by early October.

**Election for the chair of the Bike Program Steering Cmte** will be held at the December 18 meeting. Paul Selden will volunteer to continue as chair in 2025. Anyone else interested in the position should contact Paul Selden.

*The Chair thanked everyone for their participation, and thanks Collin Banner for preparing 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 - Oshemo 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:

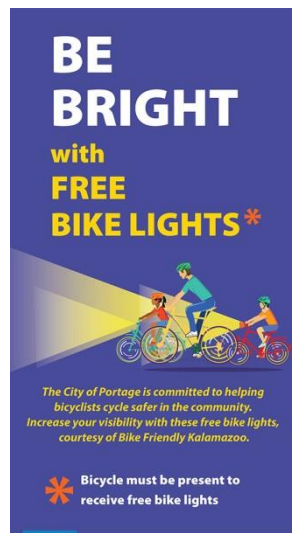
**Average Comprehensive Cost by Injury Severity, 2018**

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](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