

Bike Program Steering Committee Meeting Notes

Bike Program Steering Cmte & Diversity and Bicycling Leaders Team Meeting December 18, 2024

Via Webex; Notes Released January 2, 2024

Please report updates/corrections to Paul Selden, Committee Chair

Participants

Clark Bennett - Kalamazoo Bicycle Club
Dustin Black - MI Dept of Transportation
Lance Brooks - MI Office of Economic Dev.
Sam Ghaleb - MI Dept of Transportation
Josh Grab - MI Dept of Transportation
Tom Hohm - Bike Friendly Kalamazoo
Sarah Joshi - Metro Transit
Jun Oh - Western Michigan University

Quinn Passmore - MI Off. of Hwy Safety Planning
Ed Sackley - Gear Geezers
Luke Siefken - Calhoun County Parks
Paul Selden - Bike Friendly Kalamazoo
Dick Skalski - City of Kalamazoo (retd)
Mike Smith - MI Dept. of Transportation
Adrian Stroupe - MI Dept of Transportation
Paul Wells - Kalamazoo Bicycle Club

Welcome & Roll Call

Meeting Goals

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

Next Quarterly Steering Committee Date: Wed. March 19, 2025; 4-5pm

Will coincide with Bike Friendly Kalamazoo's Annual Public Meeting; Format TBD (online vs. hybrid)

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

Sarah Joshi, Deputy Director of On-Demand Services and Planning, Kalamazoo Metro

Bicyclists are encouraged to try the Metro Link service to commute when conditions aren't favorable for biking. Download the free Metro Link Kalamazoo app, follow the prompts to create an account, and arrange a safe, convenient ride similar to Uber or Lyft. Metro Link operates in three zones (map is in the app) and will take you to a destination within a zone or to a bus stop enabling you to extend your trip. The hours and fares are the same as the bus. More information about this pilot program is available at kmetro.com. Please reach out to Sarah Joshi (joshis@kmetro.com) or Emily Lower (lowere@kmetro.com) to arrange a presentation to your bike group, workplace, or other audience.

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 1,000+ children annually.

UPDATE 12-23-24: Lincoln Elementary and Woodward Elementary schools in the Kalamazoo Public Schools have now been funded to receive the AKB program. Provided by **Tom Hohm**.

2. Safety Awareness-Building / Public Safety Messaging

Paul Selden, Representative At Large, Bike Friendly Kalamazoo

Bike Friendly Kalamazoo repeated its social media Driving Change program in Kalamazoo County from September 24 to October 24, 2024. The campaign reached 78,580 unique individuals and elicited 6,763 link clicks to obtain more information about how to bicycle and drive more safely. The 2024 Campaign Report is available online at <https://bikefriendlykalamazoo.org/wp-content/uploads/2024/12/Bike-Friendly-Kalamazoo-Driving-Change-2024-Meta-Ad-Report-241216.pdf>

3. Signage / Infrastructure

Adrian Stroupe, Transportation Planner, Michigan Department of Transportation SW Region

MDOT supports goals of continuing to develop multi-use paths and trails, and connecting communities throughout Michigan, and is actively encouraging and facilitating their development. Mr. Stroupe referred to the [Southwest Region Road and Trail Cycling Guide](#) to illustrate a point of departure to build on for additional signed routes and trails.

Two non-motorized crossings of Amtrak were approved by Amtrak, MDOT and the Road Commission of Kalamazoo County. The first on M-96 just east of Galesburg and the second on M-96 just east of Augusta. The Road Commission will be overseeing the construction of the approaches in the spring/summer of 2025. When completed, the rail crossings will make possible the connection of the Kalamazoo River Valley Trail to the non-motorized systems in Battle Creek/Calhoun County and Jackson County.

4. Crash Reduction Program

Dennis Randolph, Traffic Engineer, City of Kalamazoo

Mr. Randolph reviewed [Transportation Safety in the City of Kalamazoo](#), a PowerPoint presentation he made to a Committee of the Whole meeting in the City of Kalamazoo on November 18, 2024. Highlights include:

- In the past 10½ years: there were 31,600 report crashes (per the Michigan State Police crash system), including 44 fatal crashes, about 3,070 crashes a year on an annual basis. Of these crashes, there were 348 bicycle-related crashes, including 4 fatal crashes; 471 Pedestrian related crashes including 11 fatal crashes.
- Crash data shows the major factor in crashes is speed
- Examples of ways communities are working to create safer streets include: road diets and traffic calming; lowering speed limits, protected bike lanes, pedestrian infrastructure improvements, restricting right turns on red, elimination of auxiliary lanes and community engagement
- Regarding the total number of bike and pedestrian crashes, using the years 2014-2019 as a baseline as the “pre-treatment” vs. the period following Covid (2022-2024) as the “post-treatment” periods:

crashes in the State of Michigan has seen dropped 11.6% while the City of Kalamazoo's bike/ped crashes dropped 17.5%.

The group discussed the goal of "Toward Zero Deaths (TZD)." Points raised, included:

- TZD is an aspirational goal that recognizes any death on Michigan roads as "too many."
- MDOT will be making decisions to implement measures to reduce bike/ped fatalities, in addition to reducing the cost of motor vehicle crashes.
- From a cost point of view, at least one insurance institute places the value of a human life taken in a traffic crash to be well in excess of \$10,000,000 per fatality. This "cost to society" is part of a more complete cost/benefit consideration when balancing factors such as the cost of improvements that include factors such as speed, convenience and traffic throughput, all while recognizing that a human life is invaluable,
- Future meetings of the Bike Program Steering Cmte will continue to review crash reduction programs (for example, speed reduction measures). In the meantime, the chair asked those present [and asks those reading these Notes] to submit ideas for factors / interventions that may be connected with bicycle crash reduction to him. These may form agenda topics at future meetings. Ideas received to date include: setting speed limits, speed, helmet use, riding with vs against traffic, riding on sidewalks vs. in the road; infrastructure, use of "warrants*" justifying the addition of crash reduction measures.

*Warrant: In transportation, a warrant is a set of minimum criteria that must be met before a traffic control device, such as a signal, sign, or pavement marking, can be installed. There are benefits and drawbacks for using traffic control devices and various types of infrastructure. For more information, see for example <https://static.tti.tamu.edu/tti.tamu.edu/documents/3991-2.pdf>

Elections

Paul Selden was elected to continue as chair in 2025. Anyone interested in the position of Co- or Vice Chair in 2025 should contact Paul Selden. [Consult sources such as may be found on the internet for the definition of duties for such positions.]

New Business, Additional Comments & Announcements

Discussion of combined MDOT Bike/Ped and BPSC / Diversity Leaders meetings: those present favored this possibility. Combined meetings, possibly twice/year, would be opened to MDOT's SW Region. This would increase the potential input for interventions connected with the goal of reducing crashes.

A **public mural** depicting the joys of cycling is now at a site at 16 E. Michigan in downtown Galesburg on a building owned by Catering by GMC. The vibrant, 1,000+ square feet mural was designed and painted by local artist Patrick Hershberger in October.

The Chair thanked everyone for their participation, thanked MDOT SW Region for hosting the in-person portion of the meeting and wished everyone happy holidays.

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

Tom Hohm* - Bike Friendly Kalamazoo

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:

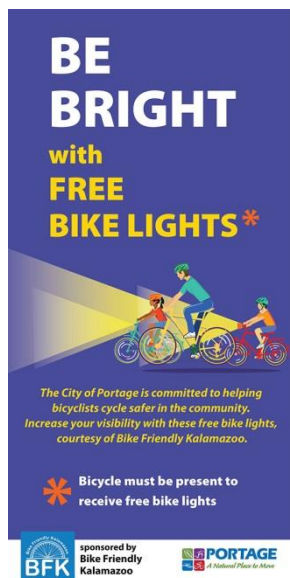
Average Comprehensive Cost by Injury Severity, 2018

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