

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

September 24, 2025

Notes Prepared by Paul Selden, Chair October 2, 2025

Please report corrections to Chair.

### **Participants**

Lacey Fisher – Portage Department of Public Safety  
Dave Goldenberg – Bike Friendly Kalamazoo  
Kathleen Hoyle – City of Portage Parks & Recreation  
Valerian Kwigizile – Western Michigan University  
Quinn Passmore – Office of Highway Safety Planning, MI State Police  
Paul Selden – Bike Friendly Kalamazoo  
Michael L. Smith – City of Kalamazoo Communications  
Scott VanderEnde – Kalamazoo Department of Public Safety  
Emma Youngs – Bronson Children’s Hospital

### **Welcome & Roll Call**

Welcome! Please introduce your name and affiliation, and type your name into the comments to facilitate roll call.

### **Standard Meeting Goals**

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

**Next Quarterly Steering Committee Date:** Wed. December 3, 2025; 4-5pm

### **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  
Notes - summarize main points and are not formal minutes  
For more information, see **Reference** section below

### **Program Updates on Long-Term Initiatives**

The four topics below are listed based on previously agreed-upon steering committee interest. This committee’s main purpose is to share information and exchange 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
2. Safety Awareness-Building / Public Safety Messaging
3. Signage / Infrastructure
4. Crash Reduction Program

The topics are underlined, listing items participants mentioned beneath each topic. Input received from those mentioned; edited to fit reporting format.

#### **1. Education**

##### **Emma Youngs – Bronson Children’s Hospital**

Our Bike Rodeo on 9/21 in partnership with Vicksburg Middle School was a success with 16 kids participating along with their parents. Many thanks to Sawyer Duncan for hosting and creating the course, Open Roads for their

bike maintenance station, the Vicksburg Public Library for coming to show support, and some of our wonderful BFK friends volunteering their time as course guides. Even though we love doing this bike rodeo this time of year as part of the Fall Bike Celebration, Sawyer and I think it would be a more productive and responsible use of resources to move this event into the spring/early summer next year. The tentative date is June 20, 2026. Our hope is to catch families in the window between the end of the school year but before the start of most summer activities to prepare kids for safe bicycling all summer long!

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

### Mike Smith – City of Kalamazoo Communications

I am happy to talk about the City’s Streets for All initiative. My main focus was to point out our work over the past couple of years with Gud Marketing. We hired Gud Marketing to create a communication plan for Streets for All. As you may know, Streets for All is a campaign aimed at improving livability throughout the city, while also enhancing downtown safety and calming traffic, and making movement through Downtown easier to navigate for pedestrians, drivers, and bicyclists.

Gud Marketing’s project goal was – and is – to communicate with city residents, businesses and visitors who travel downtown to help inform them about construction projects related to the city’s planned conversion of one-way streets downtown into two-way streets – in particular Michigan Avenue and Kalamazoo Avenue. Gud Marketing tailored its communication plan to creating social media posts as well as posters and signs on messaging the benefits of having walkable and bikeable communities and making streets safe for everyone through all modes of transportation.

Examples of Gud Marketing Streets for All campaign materials that focused on social media sample posts and posters follow:

### Sample Social Posts



**Post #1:**

We're thrilled to share an exciting community update!

Keep your eyes peeled for construction headed to downtown Kalamazoo – perhaps on a street near you. Kalamazoo Streets For All will transform downtown Kalamazoo into a welcoming, inclusive and vibrant destination that offers safe travel for all modes of transportation!

These updates will enhance safety, calm traffic, encourage economic prosperity, promote a higher quality of life and improve livability for Kalamazoo residents and visitors!

Learn more at [KalamazooCity.org/Community/Projects/StreetsForAll](https://KalamazooCity.org/Community/Projects/StreetsForAll).

#StreetsForAll #KzooStreets4All



**Post #3:**

Kalamazoo Streets For All will positively impact our community for years to come!

The project will help our businesses continue to thrive by cultivating a lively, robust atmosphere that encourages people to visit downtown. Well-designed streets and easier access to local shops and restaurants help attract visitors, encourage foot traffic and boost economic activity!

Learn more at [KalamazooCity.org/Community/Projects/StreetsForAll](https://KalamazooCity.org/Community/Projects/StreetsForAll).

#StreetsForAll #KzooStreets4All

**Post #2:**

Roads have become more dangerous for pedestrians. From 2010 to 2019, there was a 45% increase in pedestrian deaths. Plus, 2 in 5 households are likely to use forms of transportation other than a personal vehicle, like walking, biking or public transportation.

Kalamazoo Streets For All will improve safety for pedestrians, drivers, bicyclists and more! How?

By reducing the number of lanes, which means fewer conflict points for vehicles and a lower risk of crashes, and by creating safer pedestrian crossings and improved visibility at intersections.

Learn more at [KalamazooCity.org/Community/Projects/StreetsForAll](https://KalamazooCity.org/Community/Projects/StreetsForAll).

#StreetsForAll #KzooStreets4All

Sources: National Safety Council; Smart Growth America, "Dangerous by Design 2021"; Forbes Advisor





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**Pardon our dust.**

We're in the process of creating **Streets For All.**






**Slow down and take in the view!**

Newer, safer, more connected streets in the making!






**Streets for All =**

**Safer and friendlier streets for you!**






**Paul Selden – Bike Friendly Kalamazoo**

Driving Change Program Results / Example of ChatGPT Process With Analysis of Comments  
 Bike Friendly Kalamazoo ran a traffic safety public service announcement ad campaign on Facebook from July 15 through August 15, 2025.

BFK's Driving Change public service campaign used three separate ads. Each focused on changing driving behavior in the three situations that accounted for the most frequent bicycle-motor vehicle crashes in Kalamazoo County:

- Overtaking on stretches between intersections,
- Intersections, and
- Failure to see bicyclist.

In 2025 the \$3,500 ad spend was modified to include an A/B comparison test for whether an alternative version of each of the ads might affect the results. Three additional ads were created by Stoney Creek Social Media. The firm also set up the ads and test, which was run in the summer of 2025.

Per Stoney Creek's report, the campaign reached 70, 281 unique people an average of 4.29 times each, resulting in 99, 258 post engagements and a click-through rate of 2.86%. The detailed report is available at <https://bikefriendlykalamazoo.org/wp-content/uploads/2025/09/Bike-Friendly-Kalamazoo-Driving-Change-Report-2025-250908.pdf>. Further background on BFK's Driving Change program is available on its Education & Safety web page at <https://bikefriendlykalamazoo.org/education-safety/>.

The campaign also stimulated 100s of Comments. In the past BFK lacked the resources to make further use of the Comments, but with the advent of ChatGPT such analysis was feasible. Selden outlined BFK's method of such analysis while illustrating some brief examples of the analysis when performed on the "Safe Passing Distance" ad. The actual analysis resulted in many pages of output, which is out of the scope of these notes to present in their entirety. Selden offered to share more complete results with municipalities that might be interested in running their own public service announcements.

Note: Bike Friendly Kalamazoo allows others to use the ads as-is at no charge.

An extract of the analysis is below.

Analytic Method: Outline

1. The free version of ChatGPT that did not require logging in was first asked to summarize the content of the following into similar categories, then asked to replace Commenter names in a separate pass. (Note: Data was copied and pasted into the chat entries in one long entry, but the free version of ChatGPT would not accept such a long entry. However, it would accept the information as Parts 1 and 2, and then perform the analysis on the two parts as if it was a single document.)

#### Examples

##### Law, Safety & Enforcement Issues

- Confusion over biking laws: Many were unclear on rules for sidewalk use, passing distances, and riding two abreast. (CS, JP, SJ, HB, JS)
- Requests for consistent enforcement: Users wanted equal application of laws to both drivers and cyclists. (Unspecified users)
- Concerns about passing distance laws: There was debate about whether 3 feet or 5 feet was legally required depending on the city. (AR)
- Criticism of cyclist behavior in turning situations: Some complained about cyclists passing cars on the right during turns. (SA, CS)
- Complaints about visibility and defensive riding: Concerns were raised over cyclists riding at night without lights or reflectors and about unsafe bike habits. (RT, CO)
- Refusal to yield lane space: Some drivers expressed outright refusal to adjust for cyclists in their lane. (CT)

##### Driver Frustration with Bike Lanes / Infrastructure

- Complaints about traffic congestion: Bike lanes were said to reduce space for cars and worsen flow. (JC, JS, WZS, JM, others)

- Claims of underused bike lanes: Observers noted bike lanes were often empty or lightly used. (GC, KW)
  - Criticism of poor road design: Infrastructure changes were said to create dangerous or confusing situations for drivers. (Unspecified users, also DB)
  - Frustration with loss of parking or road space: City development was accused of prioritizing bikes over cars and harming downtown usability. (SA)
  - Skepticism about infrastructure value: Questions were raised about the practicality of bike lanes if cars still must give wide berth. (Unspecified commenters in legal debate section)
2. Next, ChatGPT was asked to “categorize the comments just summarized as to whether they are based on known facts or not, with citations; base your categorization on facts so as not to contain ‘hallucinations’”.

### Examples

#### Law, Safety & Enforcement Issues

Fact-based:

- Laws about riding on sidewalks, passing distances, and riding two abreast vary widely.

Citation: Legal codes differ by state and municipality. (Michigan.gov)

- Consistent enforcement is often lacking, contributing to confusion.

Citation: Enforcement inconsistency is a documented issue in traffic law compliance. (NHTSA)

- Unsafe cyclist behaviors such as passing on the right during turns increase risk.

Citation: Studies indicate this maneuver is hazardous. (Bicycle Safety Institute)

Partially fact-based / misunderstood:

- Some driver refusal to yield lane space is legal if lane is narrow, but creates safety challenges.

Citation: Drivers are required to give space when possible; refusal can increase risk. (Michigan Vehicle Code)

#### Driver Frustration with Bike Lanes / Infrastructure

Fact-based:

- Bike lanes reduce space for cars, which can cause congestion.

Citation: Studies show bike lanes may reduce vehicle lanes and parking, affecting traffic flow. (FHWA Bikeway Selection Guide)

- Some bike lanes are underused in certain areas.

Citation: Usage depends on location and time; some lanes see low volume. (USDOT Bicycle Data)

- Poorly designed infrastructure can cause safety and flow issues.

Citation: Urban planners stress that poor design may increase risk. (NACTO)

Partially fact-based / misunderstood:

- Frustration with bike lane value is subjective; some may underestimate benefits.

Studies support bike lanes for safety and urban mobility, but driver inconvenience perception varies.

- Complaints about lost parking and downtown usability are often local and political, not universally factual.

3. The last request in the process was, “Draft a summary report that rebuts the comments that contain misconceptions factual errors, with citations backing up the rebuttals.”

### Examples

Summary Report: Rebutting Common Misconceptions About Cycling Laws and Safety in Michigan

This report addresses frequent misconceptions and factual inaccuracies related to cycling rights, safety, and regulations in Michigan, based on an analysis of recent discussions. The aim is to clarify legal facts with citations from authoritative sources and promote accurate understanding. (*Editor’s Note: two of the seven rebuttals provided by ChatGPT follow.*)

#### 2. Misconception: Cyclists Must Always Use Bike Lanes When Available

Rebuttal:

Cyclists are not required to use bike lanes if it is unsafe or impractical to do so. They may legally use the

main travel lanes.

- MCL 257.658 states:

“A person operating a bicycle shall ride as close as practicable to the right-hand curb or edge of the roadway except when preparing for a left turn, avoiding hazards, or when the lane is too narrow for a bicycle and a vehicle to safely travel side by side.”

- Many bike lanes are not wide enough to safely accommodate bicycles alongside cars; thus, riding in the lane is lawful and sometimes safer.

Sources:

- Michigan Vehicle Code, MCL 257.658: Michigan Legislature

#### 7. Misconception: Cyclists Frequently Break Traffic Laws

Rebuttal:

While some cyclists may break laws, evidence shows most cyclists comply with traffic regulations, and many motorists also violate traffic laws regarding cyclists.

- Studies show that cyclist noncompliance is often overstated, and safety improves with mutual respect and education.
- Education campaigns for both motorists and cyclists reduce conflicts and accidents.

Sources:

- League of American Bicyclists: Bicycle Laws
- National Highway Traffic Safety Administration (NHTSA): Bicycle Safety

*Editor's Note: It is possible that Meta/Facebook can be programmed to reply to Comments using its own version of artificial intelligence in a "chatbot" like dialog.*

#### **Scott VanderEnde – Kalamazoo Department of Public Safety**

Related to awareness-building but more connected to reducing bicycle theft, the Chair asked for an overview of KDPS innovative program. Key elements of this program presented at the meeting include:

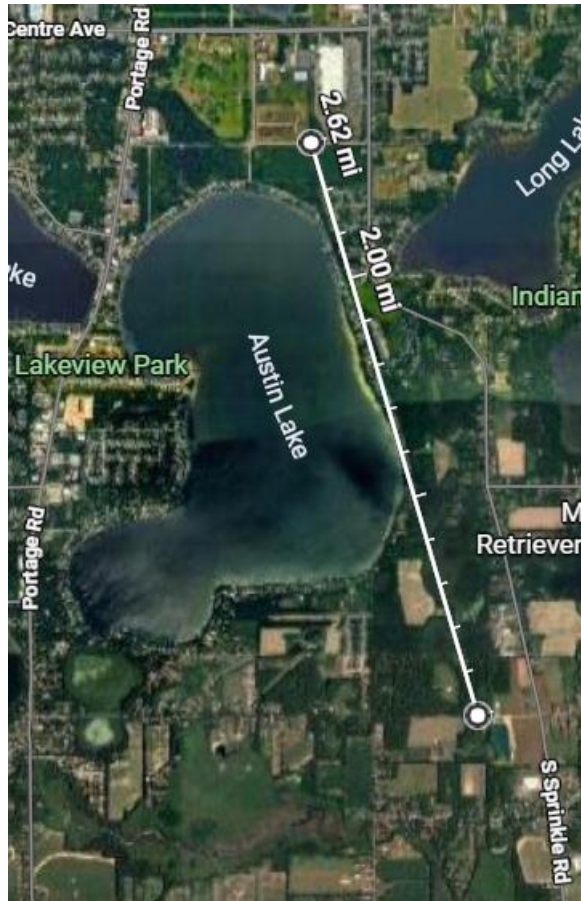
- KDPS conducts covert 'bait bike' operations, in an effort to identify those that steal bikes and to prevent additional bike thefts. A number of thieves have been identified and over 10 arrests made.
- Advice to the Public: Don't leave bikes unattended. This includes on bike racks while going into stores, restaurants, gas stations. Thieves are looking for opportunities.
- KDPS has expanded the number of officers in our BRU (Bike Response Unit) to increase presence at public events in downtown area. Approximately 25 officers are now trained.

#### 4. Signage / Infrastructure

#### **Kathleen Hoyle – City of Portage Parks & Recreation**

The City of Portage recently complete a one mile-long East Central multi-use trail that extends from a previous Portage Bikeway termination on Garden Lane at the intersection of Lovers Lane, to a point due east on Portage Road. It runs parallel to Romence Road and Centre Avenue.

The City has also acquired property and rights of way that will allow it to create an additional stretch of off-road multi-use trail. It will extend from the southern most municipal boundary starting at the northern end of the Vicksburg Recreational Trail, along the old railway line on the east side of Austin Lake, and north to Zylman Road. Construction will begin in 2026.



Unofficial illustration drawn on Google Maps.

## 5. Crash Reduction Program

### Valerian Kwizile – Western Michigan University

Highlights of WMU’s analysis of “2015-2024 Trends of Bicycle Crashes in Michigan Counties” included:

- **Overall Crashes:** While Michigan statewide had a slight rise in total crashes in 2024 (+0.3%), Kalamazoo County stood out with a **17% decline in total crashes** compared to 2023.
- **Bicycle Crashes:** Bicycle crashes in Kalamazoo County **rose sharply by 46% in 2024**, much higher than the 20% statewide increase. The county hit a **record high in bicycle crashes post-COVID**.
- **Trend Pattern:** Before COVID, Kalamazoo’s bicycle crashes were declining, but **post-COVID trends reversed with steep increases**, placing the county among the few where post-COVID crashes exceed pre-COVID levels.
- **Potential Next Steps:** To develop a framework for **reliably measuring bicycle exposure** and investigating crash factors, location types, temporal patterns, bicyclist demographics, and injury severity relative to infrastructure.

For more information, see a PDF of the presentation at: <https://bikefriendlykalamazoo.org/wp-content/uploads/2025/10/Bicycle-Crashes-in-Michigan-from-2015-to-2024.pdf>

*Editor’s Note: Following the meeting, Jessica Lanave, Outreach Coordinator for the League of Michigan Bicyclists, described the potential for a joint effort the Bike Program Steering Committee to help shape a state-wide crash-reduction public service announcement campaign.*

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

Combining meetings with MDOT's former Bike & Ped Cmte, possibly twice/year, opened to MDOT's SW Region, are pending. Doing so would increase the potential input for interventions connected with the goal of reducing crashes.

Other?

*Editor's Note: New business items will be dropped after two consecutive meetings with no action.*

*The Chair thanked everyone for their participation.*

## 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 (needs updating)

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 (awaiting replacement)

Keshia Dickason - Girls on the Run

Sawyer Duncan - School Heath 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 - Oshtemo 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:

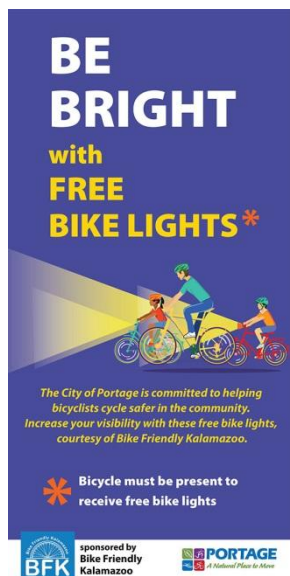
**Average Comprehensive Cost by Injury Severity, 2018**

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