

State of Wisconsin Governor's Bicycle Coordinating Council

Governor's Bicycle Coordinating Council

Wednesday June 26th, 2024

9:30 am to 12:00 pm

Hybrid Meeting: In-Person at the Wisconsin Capitol and Online via Zoom

Council Members Present

Andrew Potts, Committee Chair
Craig Heywood, Public Member
Scott Peterson, Public Member
Brenda Maxwell, Public Member

Chris Squires, Dept. of Transportation
Michael Morgen, Dept. of Public Instruction
Lexi Davis, Dept. of Health Services
Senator Chris Larson

Others in Attendance

Sara Rigelman, Dept. of Natural Resources
David Dahms, Dept. of Transportation
Collin Mead, Wisconsin Bike Fed
Jake Newborn, Wisconsin Bike Fed
Kate Thickers, Representative Shelton's Office

Justin Sargent, Senator Larson's Office
Cassie Mordini, Dept. of Tourism
Matt Sudac, Dept. of Transportation
Alexandria Coffman, Dept. of Transportation

Meeting was called to order by Andrew Potts at 9:45am.

Approval of March Meeting Minutes was Postponed

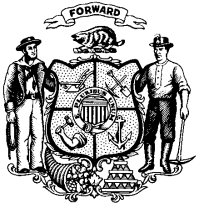
- Postponed until the September Council meeting due to meeting minutes not being sent out with June meeting agenda.

Legislative Initiatives

- Senator Larson's Office: Senator Larson and Chief of Staff Justin Sargent
 - Senate is currently out of session, no new updates.
 - This is a good time of year to talk to the Governor's Office and "odd numbered" senators about initiatives.
- Representative Shelton's Office: Staffer Kate Thickers
 - The Shelton office is a retiring office. Currently the office is working to find new sponsors for the bills they introduced.
 - Andy Potts: We will be looking for a replacement for Representative Shelton on the Council.

Update on WisDOT Initiatives

- Active Transportation Plan: Matt Schreiber
 - Draft policies are currently under review.
 - Anticipate a steering committee meeting in mid-July
 - Draft chapters are being submitted by consultant and reviewed.
 - Goal is for the plan to be easy for the public to understand.
 - Visions, goals, and objectives for the plan have been approved.
 - Once a draft plan is available, there will be a 30-day comment period.
 - Plan will be available on the website, and multiple methods of outreach will be used to advertise that the draft plan is open for comment.
 - Three virtual open houses will be offered as an opportunity for questions and comments.

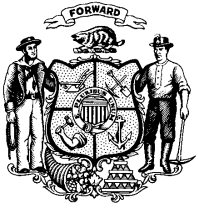


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- Multimodal Design Guidance Update: Chris Squires
 - Joint Stakeholder/Technical Advisory Committee workshops are complete.
 - First sections of the guide have been generated by consultant and sent to TAC to review. Reviews will continue throughout the summer and the fall.
 - Guidance will be finalized in summer of 2025 with workshops in fall/winter 2025.
 - The WisDOT guide pulls from existing guidance. Not all guidance will apply to state highways, but the guide will be used for local program projects and communities across Wisconsin.
 - Discussion:
 - Jake Newborn: With all of the projects in the pipeline, how are people able to implement these tactics before the guidance is published?
 - Chris Squires: Treatments are reviewed on a case-by-case basis.
 - Jake Newborn: I believe that WisDOT is forcing local agencies to pay for treatments not covered by current guidance.
 - Chris Squires: I cannot speak to project-specific concerns at this time, but if you reach out to me after the meeting I can look into any concerns.
- League of American Bicyclists Scorecard Survey: Chris Squires
 - WisDOT recently received the League of American Bicyclists Scorecard survey and is working to complete it.
 - Andy Potts: I know that one thing that the scorecard calls out is that Wisconsin is the only state to implement complete streets legislation and subsequently repeal it.
 - Chris Squires: On the last survey we pointed out that the statute is still in place, just modified.
 - Chris Squires: The two questions that I would like help on are "Please list and describe up to three aspects that must be improved in order to improve your state for people who bike" and "Please list and describe up to three currently existing State DOT efforts that you believe should be supported by state and local bicycling and walking advocates over the next year." Please let me know any thoughts that you have about those questions.
 - Lexi Davis: Who is the intended audience for this survey?
 - Chris Squires: The general public and those interested in bicycling.
 - Chris Squires: I'm gathering additional information from other WisDOT business areas, but wanted to give Council members the opportunity to comment.

Economic Impact of Bicycling in Wisconsin Report Update (Chris Squires)

- WisDOT economist Nate Goodell has been gathering and analyzing data for the report.
- The timeline has been shortened due to the WisDOT approvals needed. Now anticipating a draft in August and presentation of the report at the September Council meeting.
- Nate may be reaching out to DHS and Tourism for more information.
- If anyone has examples of the economic impact of bicycling, particularly events, please let Nate know.
- Senator Larson: There are a bunch of different events. We just had bike races in Shorewood and Wauwatosa this past weekend.
- Discussion:
 - Jake Newborn: Our bike week theme this year was "bikes mean business." I struggled to find local examples of the economic impact of the addition of bicycle and pedestrian infrastructure. I'm happy to talk to Nate about this. I'd like to see more information than Tourism revenue.
 - Chris Squires: I can send you Nate's information.
 - Cassie Mordini: I would second what Jake said. I think that a lot of the studies are on trail systems or linear trails, but not urban bike infrastructure.



State of Wisconsin

Governor's Bicycle Coordinating Council

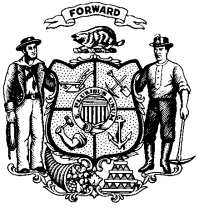
- Cassie Mordini: Tourism is working with several communities on economic reports regarding outdoor recreation, including one bicycling group.
- Andy Potts: It would be good to try to quantify the economic impact of bike share systems.
- Senator Larson: Milwaukee's Bubblr system has statistics about trips on their system.
- Andy Potts: I know that TAP funds have been used to expand the B-Cycle system in areas that do not have business sponsors, such as workforce development centers.

Council Business Items

- Summer Rides for Joe: Andy Potts
 - Partnership with the City of Fitchburg Senior Center, City of Fitchburg Bicycle and Pedestrian Commission, and Bike Fitchburg.
 - Project started after a bicycle scorecard noted that Fitchburg did a good job accommodating riders ages 16-60, but not other age groups.
 - Idea is to provide rides specifically for seniors, get people out in the community, and get like-minded residents together.
 - Rides are typically staffed by four volunteers.
 - Speeds are dependent on riders present.
 - 20-30 minute breaks at the halfway point in the rides allow for socialization.
 - Participants have started to form their own rides with those they meet through this program.
 - Organizers have also been reaching out to local businesses to develop relationships, let them know that the ride will be stopping there, and communicate that bicycling is good for business.
 - Discussion:
 - Justin Sargent: Do participants provide their own bikes?
 - Andy Potts: There's a B-Cycle station at the senior center where we meet, but most participants bring their own bikes. Approximately 90% of the bikes are e-bikes.
- Proposed Council Website: Alexandria Coffman and Matt Sudac
 - Council website draft is complete. The draft includes a short description of the Council, list of Council members, Council projects, and access to previous meeting minutes and agendas.
 - Discussion:
 - Senator Larson: Will people be able to find it on an internet browser?
 - Alexandria Coffman: Yes once it is published.
 - Senator Larson: Photos would help to make the page more appealing. We could also try to make a form where people can submit comments about bicycling in Wisconsin.
- Potential Expansion of the Council to Include Underrepresented Groups: Andy Potts
 - Another email was sent to the Governor's Office with no response
- Bicycle Event Toolkit Update: Alexandria Coffman
 - The Department of Tourism made some edits and updates to the toolkit.
 - Sara Rigelman and Andy Potts both volunteered to look at the toolkit and make edits before the formatting is updated and new version created.

Agency and Partner Updates

- Dept. of Health Services: Lexi Davis
 - DHS has new CEC funding for community design that supports physical activity.



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- In May, DHS hosted a funding seminar about Safe Streets for All funding with the Safe Routes Partnership. Planning and demonstration grant applications are due at the end of August. The Safe Routes Partnership can provide technical assistance to interested communities.
- A webinar on walk/move audits in partnership with AARP and 1000 Friends of Wisconsin is planned for July 23rd.
- DHS is currently planning for the next year of the grant cycle and happy to plan collaborations with other organizations.
- Dept. of Natural Resources: Sara Rigelman
 - Annual and daily state trail passes are available for online purchase. DNR hopes that this will increase revenue for trail passes. Work is underway to change related trailhead signage.
 - DNR is working on 2025-27 budget papers.
 - The DNR secretary position is still vacant.
 - Multiple master plans are ongoing. More information is available online. Drafts will be available for public input later this year.
 - Nearly \$10 million of bridge work on state trails is currently in design and engineering.
 - DNR is working with FHWA to secure additional funding for linear state trails.
 - Discussions about the Flyway Trail connection to the Great River State Trail continue.
 - Construction on a connection between Military Ridge State Trail and a local park starts this year.
 - New Glarus Woods 1-mile mountain bike trail loop is complete.
 - Construction has begun on a bridge and culvert on the Gandy Dancer State Trail.
 - Ahnapee State Trail Friends Group added gazebo, picnic table and bike station to the trail.
 - DNR participated in Bike Week and continues to work with Wisconsin Bike Fed on the Ride Across Wisconsin.
- Dept. of Transportation: Chris Squires
 - Award announcements have gone out for the Transportation Alternatives Program
 - Andy Potts: The Council previously talked to Liat Bonneville about creating a badge for bicycling all of Wisconsin's Rustic Roads. It would be nice to hear an update at a future meeting.
- Dept. of Public Instruction
 - Get kids outside this summer!
- Dept. of Tourism
 - Any trails, bike events, etc. can be listed on the Travel Wisconsin website for free.
 - A widget can be embedded on white pages to advertise bicycle events.
 - GEM grant was awarded to Designation Madison for an Explore Madison by Bike program.
 - Office of Outdoor Recreation is working with communities to quantify the local economic impacts of outdoor recreation.
 - Office of Outdoor Recreation is working on a strategic planning process and will be seeking feedback.
- Wisconsin Bike Fed
 - A check on priority projects is underway so that additional assistance can be offered.
 - Staff are doing various bicycle programs.
 - Bike Fed just finished a video on traffic calming which will be marketed in September.
 - Public service announcements on the 3-foot rule were run in May.
 - Bike Fed is always open to new ideas about messaging bicycle safety to all road users.

Motion to Adjourn: Motion by Senator Larson and seconded by Brenda Maxwell. The meeting was adjourned at 11am.