

State of Wisconsin Governor's Bicycle Coordinating Council

Governor's Bicycle Coordinating Council

Wednesday September 18th, 2024

9:30 am to 12:00 pm

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

Council Members Present

Andrew Potts, Committee Chair
Jessica Wineberg, Public Member
Chris Squires, Dept. of Transportation

Michael Morgen, Dept. of Public Instruction
Lexi Davis, Dept. of Health Services
Sara Rigelman, Dept. of Natural Resources

Others in Attendance

David Dahms, Dept. of Transportation
Nathaniel Goodell, Dept. of Transportation
Stephanie Mertens, Dept. of Transportation
Sara Husen, Dept. of Transportation
Liat Bonneville, 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

Meeting was called to order by Andrew Potts at 9:35am.

March and June Minutes Approved

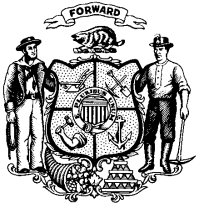
- Andrew Potts moved to approve both sets of minutes, and the motion was seconded by Chris Squires.

Legislative Initiatives

- Senator Larson's Office: Senator Larson Office Chief of Staff Justin Sargent
 - Legislators are working with agencies to draft legislation.
 - This is an opportune time for advocacy groups to contact their legislators, though legislative turnover is anticipated in the upcoming election.
- Representative Shelton's Office: Staffer Kate Thickers
 - No comments to add.
- State Budget
 - Andrew Potts: Agency budgets were due on Monday, September 16th. That is the start of the process for developing the next biennial state budget. Governor will introduce his budget in late January or early February. Parties interested in having items addressed in the budget should contact the Governor's Office.
 - Justin Sargent: The Governor will talk to legislators before introducing the budget, which provides a window for legislators to request budget items. This allows for a two-pronged approach for stakeholders to contact both legislators and the Governor's Office.

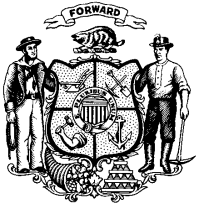
Update on WisDOT Initiatives

- Introduction of Colleen Hoesly, who is the new Planning Section Chief for the WISDOT Bureau of Planning and Economic Development.
- Active Transportation Plan (ATP): Sara Husen
 - Sara has taken over for Matt Schreiber as project lead.
 - Vision and policies were reviewed and finalized by WisDOT Division of Transportation Investment Management Administrator's Office, WisDOT Secretary's Office, and the ATP Technical Advisory and Steering committees.



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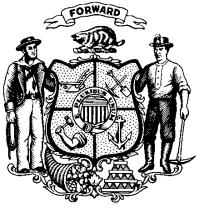
- Full Layout Draft currently under concurrent review by WisDOT and the Technical Advisory Committee.
- Final Steering Committee meeting will review the full layout draft after concurrent review is finalized.
- 30-day public comment period will follow, beginning in October.
- Plan will be introduced at Tribal Transportation Conference (October 20-22).
- Jake Newborn: Asked to confirm that this is a planning document and not legislation.
 - Sara: That is correct, this is a policy document that provides guidance for future implementation.
 - Jake: Asked whether the ATP includes performance measures.
 - Sara: As a policy plan the ATP does not include performance measures. It provides the foundation for future more specific and tailored guidance.
- Jessica Wineberg: Asked whether there are any policies in the ATP related to vehicle safety, vehicle weights, safe vehicles, or driver education.
 - Sara Husen: Improving safety is the first goal within the ATP. Around 5 policies are related to it. Examples include improving data collection and research-based approaches, utilizing vulnerable road user data and other policies.
- Multimodal Design Guidance Update: Chris Squires
 - Chris: Reminder that this project will combine and update the existing Wisconsin Bicycle Facilities Design Handbook, the Wisconsin Guide to Pedestrian Best Practices and relevant sections of the WisDOT Facilities Development Manual (FDM) into a new chapter of the FDM. Toole Design Group is the consultant for the project.
 - Still scheduled to be completed in late summer/early fall 2025.
 - The guidance isn't intended to be applied only to projects on state highways. The updated guidance will be utilized by local communities that receive funding administered by WisDOT. Additionally, communities that don't have their own design guidance often reference the FDM.
 - Guidance will be finalized in summer of 2025 with workshops in fall/winter 2025.
 - Toole may be able to attend a future Council meeting to provide a presentation on the updated guidance.
 - Andrew Potts: It would be nice to have Toole attend a future meeting. In the interim it would be nice to have a discussion covering Rectangular Rapid Flashing Beacons (RRFBs) and Pedestrian Hybrid Beacons (PHBs) as there is confusion about when they are an appropriate treatment.
 - Chris: There are two separate ongoing but related efforts within WisDOT that are on different timelines:
 - Updates to the FDM to incorporate guidance from the final Public Rights of Way Accessibility Guidelines (PROWAG).
 - WisDOT has already incorporated much of PROWAG, but this effort will incorporate new or additional guidance that isn't already included.
 - Updates to the FDM covering guidance for roundabouts.
 - This will incorporate PROWAG requirements related to crosswalk treatments at multi-lane roundabouts. Those treatments can include RRFBs or PHBs.
 - Chris will coordinate with the leaders of these efforts about potentially attending the December Council meeting.



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

- Chris Squires: Report was last updated in 2019. Earlier this year the Council requested that the Report be updated. WisDOT staff have been developing an updated draft, which was shared with the Council prior to this meeting.
- Nate Goodell: Nate updated the section titled "Economic contributions of bicycle-related industries in Wisconsin".
 - The 2019 report focused on the consumer side of spending in Wisconsin. This relied heavily on survey data from the Outdoor Industry Association (OIA). WisDOT no longer has access to OIA data.
 - Needed to develop a new approach that focused on the producer side of the bicycling industry in Wisconsin. Utilized US Census data to estimate how many people in Wisconsin work in bicycle related industry. This approach leads to "bigger numbers" as it captures factors that were not captured by the 2019 study.
 - Estimated output from Bicycle-related industries in Wisconsin of \$5.36 billion.
 - WisDOT cannot pull information from private businesses to check against these estimates.
- Chris Squires:
 - Health and other benefits section incorporates content provided by the Wisconsin Department of Health Services. Wisconsin Bike Fed contributed information for the Event Spotlight on the Ride Across Wisconsin.
 - If there are requests for additions that are beyond the scope of this Report they maybe be considered for a following update or separate report.
- Andrew Potts: The League of American Cyclists recently announced new bicycle friendly businesses. Can the bicycle friendly totals on page 4 be updated?
 - Chris Squires: Yes, we will check the most recent totals before finalizing the report.
- Michael Morgen – DPI: Asked what happens to the Report after it is finished?
 - Chris Squires: WisDOT is currently in the process of updating their Bicycle and Pedestrian pages on the WisDOT website. A webpage is also being developed for the Council. The Report could be published to those pages. Council members and agencies may also share the report with their members and stakeholders.
- Sara Rigelman: Was there any discussion with the Department of Tourism around obtaining consumer spending information?
 - Chris Squires: We can take another look to see if there was any information shared that was missed. Consumer side spending could potentially be looked at in a follow-up report.
 - Nate Goodell: Most consumer spending data would need to come from a survey at an event where #'s of tickets sold and other spending could be estimated. This is difficult without access to personal data. The producer side data represents people who work in Wisconsin in industries that exist thanks to interest in bicycling. If WisDOT could re-establish a relationship with the OIA that could also be a source of consumer spending data.
- Nate Goodell: There may be opportunities in the future to evaluate the economic impact of the installation of new bicycle facilities. UW-Oshkosh did this sort of survey several years ago.



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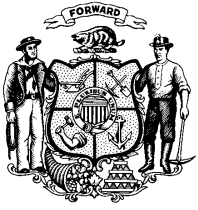
- Andrew Potts: Asked if WisDOT staff could be available in the future to present the findings of the Report to outside groups.
 - Chris Squires: Yes, that should be feasible.

Rustic Roads Bicycling Recognition Update (Liat Bonneville – WisDOT Rustic Roads Coordinator)

- Rustic Roads Program was created by the State Legislature in 1973.
- The Rustic Roads Program offers awards known as “mementos” for various achievements:
 - Motorcycle Tour Program
 - 10 roads traveled by car, bike or foot
 - Traveling all Rustic Roads
 - Rustic Roads Bicycle Club
- Wisconsin Rustic Roads Bicycle Club (started June 2022)
 - Travelers who visit all Rustic Roads submit a log to WisDOT and receive a certification of appreciation, lapel pin or keychain, and the recipient's name listed in the online database.
 - Program is dedicated to honoring Kelly McDermott's accomplishment in traveling all Rustic Roads by bicycle.
 - Complementary to the existing Rustic Roads Mementos Program.
 - Specific details for the Bicycle Club program were suggested in 2021 by the Council.
 - This program emulates the Ice Ace Trail Thousand-Miler-Recognition Program as previously suggested by the Council.
- Contact Info:
 - WIRusticRoads@dot.wi.gov
 - 608-267-3614

Council Business Items

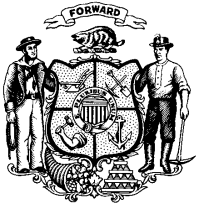
- Council Membership Update
 - Andrew Potts: No updates
- Underrepresented Groups
 - Andrew Potts: Have not received a response from the Governor's Office. Will continue to periodically submit inquiries.
- Council Members Share Key Highlights and Activities
 - Council Website:
 - Chris Squires: Pictures have been added to the draft website. Website is undergoing internal WisDOT review and approval process. Intent is to share final version and estimated publication date at December meeting. Photos of local bicycling examples for the website can be forwarded to Chris.
- Bicycle Event Toolkit
 - Work has paused due to WisDOT staff vacancies.



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Agency and Partner Updates

- Dept. of Health Services: Lexi Davis
 - Wrapping up the first year of Physical Activity and Nutrition Program. This is a 5-year cooperative agreement with the Centers for Disease Control (CDC). DHS will be working with and funding the same community partners in the second year of the grant cycle.
 - Activities include: walk audits, bike audits, updating local plans.
 - In Year 2 they will focus on ensuring that recipients are better connected with their local transportation partners.
 - DHS can help to disseminate updates regarding projects like the Active Transportation Plan, Economic Impact of Bicycling in Wisconsin Report and others through webinars and other communication channels.
- Dept. of Natural Resources: Sara Rigelman
 - Nearly 20.3 million people visited the parks system in 2023. That is a 1.6% increase from 2022. This represents a 15% increase over pre-Covid numbers.
 - 2023 trail user estimate of 1.3 million.
 - January through June 2024 estimated parks visitation is 8.1 million.
 - Communications will roll out in December regarding a shift to 12-month parks admission stickers. For example, a parks sticker purchased in March will be valid through March of the following year.
 - Trail passes will remain a calendar year pass.
 - 2025-2027 Biennial budget papers are being developed. There will be an informational item on the Natural Resources Board agenda at the meeting next week related to the DNR and parks budget request. More information should be available at the next Council meeting.
 - DNR Secretary position remains vacant.
 - Nearly \$10 million in bridge projects for trails has been funded and is currently in design.
 - DNR secured an additional \$17.1 million in federal redistribution funds for linear trails.
 - Specific Project Highlights:
 - Working with Dane and Sauk counties on construction access agreements necessary for the Wisconsin River bridge project that will connect to the Great Sauk State Trail and Walking Iron Trail.
 - Friends of Peninsula State Park will start construction this fall on 8 miles of new mountain bike trails.
 - There is a bridge in Luck on the Gandy Dancer Trail that continues to be hit by vehicles. DNR is discussion solutions with the community.
 - July storm damage on the Elroy Spart Trail has been fixed.
 - 2025 will be the park system's 125th anniversary.
 - One activity under consideration is developing a 125-mile bike ride on state trails that bicyclists can complete on their own time.
 - DNR will be reaching out to partners.
 - Andrew Potts asked about the status of the Stewart Tunnel
 - Sara Rigelman: Project is moving forward at the Department of Administration to begin design.
 - Andrew Potts asked about the renewal of the Stewardship Program in the upcoming Biennial Budget. The program expires in 2026. DNR has requested a 10-year, \$100 million renewal of the Program.



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- Dept. of Transportation: Stephanie Mertens
 - Press release for Transportation Alternatives Program (TAP) should be going out next week from the Governor's Office
 - Working on a strategic planning process and will be seeking feedback.
- Wisconsin Bike Fed: Jake Newborn and Collin Mead
 - Collin Mead:
 - Bike Fed is teaming with America Walks to promote the Week Without Driving in Wisconsin.
 - Participants in the challenge will be surveyed on transportation barriers.
 - Bike Fed is seeking information about the status of the Glacial Drumlin Trail/Capitol City Trail connection.
 - Bike Fed heard that property owners are no longer interested in selling.
 - Jake Newborn:
 - Santa Cycle Rampage on December 7th in Milwaukee, December 14th in Madison
- Upcoming agenda items:
 - RRFB and PHB discussion
 - Office of Commissioner of Railroads decision on Fish Hatchery Road regarding a RRFB. Ordered the City of Madison to remove a RRFB due to traffic back-ups across an adjacent rail line. What is the appropriate treatment in various circumstances?
 - Andrew Potts is trying to organize a presentation from a speaker who organizes bike events.

Motion to Adjourn: Meeting adjourned at approximately 10:40 am.