

GOVERNOR'S BICYCLE COORDINATING COUNCIL

Wednesday, December 21st, 2022

9:30 am - 12:00 pm

Microsoft Teams Conference Call

Council Members Present:

Chris Squires, Dept. of Transportation

David Spiegelberg, Dept. of Tourism

Mike Schwendau, Dept. of Transportation

Stephanie Bradley Wilson, Citizen Member

Brenda Maxwell, Citizen Member

Craig Heywood, Citizen Member

James Miller, Citizen Member

Scott Peterson, Citizen Member

Rep. Kristina Shelton

John Bowser, Dept. of Health Services

Others in Attendance: Amelia Neptune, League of American Bicyclists; Sara Rigelman, Dept. of Natural Resources; Paige Anderson, from Rep. Shelton's Office; Jake Newborn, WI Bike Fed; Collin Mead, WI Bike Fed; Kirsten Finn, WI Bike Fed; Dave Dahms, Dept. of Transportation; Kristie Goforth, FreeBikes4Kidz; Alex Gramovot, Dept. of Transportation; Susan Gaeddert, 1000 Friends of Wisconsin; Colleen Hayes; Matt Sudac, Dept. of Transportation

Meeting called to order by Chris Squires at 9:33 am.

Minutes Approved:

David Spiegelberg moved to approve the minutes and Craig Heywood seconded the approval of the September 21st minutes. All were in favor.

Notes and initiatives on 2022 Annual Report:

- Chris: This is my first attempt at one of these annual reports, modeled after previous year's reports. A lot of similar language, some notes on membership changes. Andy has reviewed the report. Any suggestions or other ideas from the council?
- Rep. Shelton: In 2021 there was a bill for a tax credit for bike purchases by families of a certain income. Could consider this in the next legislative session if there is interest in this bill. Other suggestions on potential legislation are welcome.
- Chris: I will add that to the 2023 future goals and initiatives. I will confirm with Andy whether the final draft of the report is something that we want to send out by email for everyone to approve or to be approved at the March meeting.
- Chris: We then summarized a number of state agency initiatives. For successful initiatives by the council, a line was included about providing feedback regarding the Stewart Tunnel closure and repair on the Badger State Trail.
- No state agencies had anything to add to the report, and all agreed their respective summaries looked good.
- Chris: For future goals and initiatives, we added a line about exploring equity in cycling and barriers to access. Then there were a few other things carried over from last year.

- Rep. Shelton: One thing that the council could do as an initiative is work with our school partners on Bike to School Day. We could also provide support for walk and bike to school plans.
- Stephanie: Strongly support the equity exploration and tying it in with funding for bike infrastructure and programming. For organizations that could come in and talk about bicycling and people of color, Black Girls Do Bike and Outdoor Afro could be brought in as speakers. I think it would be a big benefit to hear from organizations such as these from different cultures around Wisconsin.
- Dave Spiegelberg: For numbers on bike use, I recall a statistic that Hispanic men are some of the largest numbers that use bicycles for day-to-day transport. That would be worth exploring, as well as how different populations use biking in their daily transportation, in addition to recreation and tourism.
- Mike: BOTS is conducting a bike/ped safety assessment for behavioral programs that could be a future presentation.
- Jim: We have an active bike-to-school program in Hayward. Most biking up north is recreational though. Regarding the continued increased use of e-bikes, I was wondering if there were any legislative updates related to access with those.
- Chris: State laws were recently updated in the last few years regarding e-bikes.
- Rep. Shelton: Our office could take a look and pull any information the council would find useful.
- Jake: Maybe someone could be brought in to explain the downgrading of the National Ave construction project in a very Hispanic neighborhood. Severely limits having safe bike and ped accommodations.
- Chris: Perhaps someone from WisDOT could explain that issue in more detail, possibly for the March meeting. Thanks for the comments and feedback. We will update the report and work with Andy to finalize it.

Presentation from the League of American Bicyclists: Bicycle Friendly Community/Business/University programs – Amelia Neptune: Director of the Bicycle Friendly America Program

- Amelia's presentation today is about the Bicycle Friendly America Programs. To give background, the League of American Bicyclists was founded as a non-profit organization in 1880 as the League of American Wheelmen. Our mission has evolved over the years. Originally it was advocating for the first paved roads in the country. Now it's to create a Bicycle Friendly America for everyone.
- A number of programs support this goal, including smart cycling leagues, cycling instructor training, etc. This is a robust program for youth and adults. There is also a lot of research, reports and data that are put out on our site. We host the National Bike Summit each year to influence federal funding for bike infrastructure among other things. We put out resources for National Bike Month and marketing tools for various groups to promote biking in their communities.
- My program, the Bicycle Friendly America program, evaluates all 50 states every few years. Communities, businesses and universities are opt-in for evaluation and need to apply.
- Currently, 501 communities awarded in the Bicycle Friendly Community (BFC) program, 1500 businesses awarded in the Bicycle Friendly Business (BFB) program, 221 colleges/universities awarded in the Bicycle Friendly University (BFU) program. On the list of Bicycle Friendly State (BFS) rankings, Wisconsin is #29. The state report cards are available on our website. If there is any interest in learning more about how states are ranked, Ken McLeod, our policy director who

oversees the state program, would be great to reach out to. The Complete Streets policy in Wisconsin was repealed several years ago and affected the BFS ranking for the state.

- Wisconsin has 24 BFCs currently: 1 platinum, 0 gold, 6 silver, 17 bronze. A special shoutout goes to the Madison area for regional cooperation between communities, the county, university and the Bike Fed on their application.
- **The BFC program** is a tool for Community recognition, for feedback and finding ways to improve. 60% of first-time applicants don't get a reward. Below the reward tiers, there is an honorable mention category and a no-reward no-recognition tier below that. All communities get feedback regardless of level, and this information can be found on the website.
 - The application is online and filled out by the actual entity. Occasionally an advocate may take on that work. For communities, universities, and larger businesses, the best way to submit a strong application is by committee. The submitted application is then reviewed by a committee, public input via survey to local cyclists and advocates. After that, rewards are determined and given out as well as feedback. The public input survey goes out to league members and organizations like the Bike Fed to ask members to fill it out. It is also important for us to reach those that don't bike regularly to get their input. Equity and demographic questions are also included. A Spanish language version is available on request.
 - The application starts with a community profile section, which includes a lot of census-based socioeconomic data for context. Variables such as households with no vehicle access, non-English speaking, age, disability status are all considered here. The application criteria includes the 5 E's:
 - Engineering - Focuses on the physical infrastructure of communities. We seek low-stress connected bike networks, end of trip facilities, bike parking, etc.
 - Encouragement - Examples of this include coffee carts on trails for Bike-to-Work Day, bike shops with maintenance nights, Open Streets events and such.
 - Education - There is the Smart Cycling program to train instructors on bike safety. The site contains free videos and learning modules. Also, a Quick Guide in 7 languages is available. State DOT's often purchase the Quick Guides in bulk for distribution.
 - Evaluation and Planning – Looks at funding, engagement, staffing. Also budgeting, planning, data collection. Ensure improvements are happening. Ensuring institutional systemic process for improvements. How data is collected about various aspects of cycling.
 - Equity, equality, accessibility – Everyone has their own challenges that may keep biking out of reach or more challenging for them. Different solutions needed and no one size fits all. The accessibility section has been expanded. Equity questions are also in the other "E" sections as well. One example in this section is a set of questions on a bike education curriculum for elementary schools and whether adaptive bikes are available for students with disabilities.
 - Both the online application and Word version should be viewed, as each contains various unique features.
- **The BFB program** has over 1500 Bicycle Friendly Businesses in the country. 49 of those are in Wisconsin. Madison has 18, so they are close to the top list. Fitchburg is ramping up their program.
 - "Business" is defined pretty loosely. Churches, schools, zoos, aquariums, police departments are all eligible examples. We have Fortune 500 companies as well as small businesses. Retail and restaurants have been a particular focus for communities.

- The application is similar to the BFC program. Recognition and feedback similar too. The same 5 E's are applied here as well.
 - Engineering - Location, access and advocacy matter. Secure bike parking is important too as well as end-of-trip facilities.
 - Encouragement - Incentives and benefits, bike-to-work, employee bike clubs are all critical.
 - Education - This would be bike maps, resources, classes and workshops. Facebook HQ is an example of a Platinum level BFB with LCI's on staff and regular classes and on-campus bike shop.
 - Evaluation - Collection of metrics and goals. Staffing, policies and plans.
 - Equity and inclusion - Questions here are for what the businesses are doing to be inclusive with their cycling efforts.
- **The BFU program** has 221 Bicycle Friendly Universities across the country. There are 6 in Wisconsin.
 - Any school or higher education institution welcome to apply, whether they are community colleges, small liberal arts colleges, or big state schools. However, elementary schools, and other K-12, should apply to the BFB program instead, as the BFU program is reserved for colleges/universities.
 - The same 5 "E" criteria apply here. Same type of feedback and award levels.
 - Engineering - Depends on rural/urban context of campus. Bike network and coordination with the city is important. Schools are good places for really cool innovations. (Example: Artistic sharrows at Boise State designed from students in the art program.)
 - Encouragement - Bike parking and end-of-trip facilities are a bit different due to class turnover, for example. Bike commuter shower passes, maintenance stations and bike repair vending machines are all innovative ideas.
 - Education/Evaluation/Equity – Examples of this include P2P education models with LCI's or bike ambassadors, integrating bikes into the academic curriculum, or even something like a Cycling Studies Minor that exists at Lees McRae College in North Carolina. Also bike research opportunities at schools.
- Some upcoming deadlines for the programs: BFC is 2/15/23, BFB is 3/1/23, and BFU is 8/10/23. BFB and BFU have application fees, but there are discounts as well.
- The Connect Locally Map on the site will show you all the BFCs, BFBs, and BFU's in your area, as well as other bike-supporting places, shops, co-ops and events.
- The National Bike Summit will be happening in March 2023 in Washington, DC. It will be in a hybrid format.
- The League can continue to be a resource for the Council. Follow us on social media, there are webinars and reports to check out. Looking forward to staying connected in the future.
- **Q&A/Discussion:**
 - Stephanie: Enjoyed the presentation. Liked the graphics for the street crossings and diversity in the slides.
 - Kirsten: Wisconsin has fallen from #2 to #29 in 10 years. I encourage everyone to look at our state report card. We are #49 of 50 in bike/ped spending. Most states use a variety of funding, but we only have TAP. Maximizing TAP funding has to be a priority in the

next budget. Aside from the Complete Streets issue, we have a really old bike plan. Encourage a strong bike focus in the Active Transportation Plan.

- Chris: With the last rankings having come out last year, when would we expect to see the next request for information?
 - Amelia: Will probably hear from us about a year from now. No firm timeline yet but ranking and report cards should be updated in 2024.
- Chris: Any thoughts on what the Active Transportation Plan should cover?
 - Amelia: Recommend that an ATP have a dedicated bike chapter with specific, measurable goals and dedicated funding. Make sure it has some teeth, not just that it's a plan that sits on a bookshelf. I can also look to see what other states have for best practices.
 - Alex: On the ATP, we are still early on in the process. Expect that there would be a bike chapter. Working with consultant on scoping discussions for the plan. Any examples that anyone thinks would be helpful, I'd be happy to take a look. This is the link to the current ATP webpage:
<https://wisconsin.gov/Pages/projects/multimodal/atp.aspx> A nicer webpage will be coming soon. There are links to a comment form and you can sign up for e-mail updates. There will be a survey and outreach happening in spring of 2023.
- Rep. Shelton: Would love to do a deeper analysis of what happened with going from the top of the rankings to where we are now. Look at other states that outperform us and see what can be done whether it's investment through the budget process, legislation, grants, community partnerships. Help to align priorities, what legislation to look at, and see what goals to look at for the future.
- Amelia: Wisconsin did have a Complete Streets policy but that got discontinued, which had a large effect on the ranking. The states are always moving and changing with their ranking, so it's challenging. Washington and Massachusetts are in the top spots. Oregon and MA did a lot of improvements. All report cards for states are publicly available on the website.
- Chris: In 2015, Wisconsin modified Complete Streets. There is still a Complete Streets statute in the books. It originally stated that bike/ped improvements would be made as a part of a project, with only 5 exception cases. This changed to only "due consideration" for bike/ped accommodations.
- Rep. Shelton: Is it possible for the governor to put in the budget a return to the full Complete Streets statute? Or does that have to come through the legislature?
 - Chris: I think the governor did put that in a previous budget but it was taken out.
 - Kirsten: Yes, the governor did put Complete Streets and Eminent Domain in the last budget and the Joint Finance Committee removed it. We did request putting it in the next budget as a matter of historical record but don't think anything has changed with the Finance Committee.
- Jake: What does "Due consideration" mean? What are the points that would get the bike/ped aspect of a project considered?
 - Alex: Phrase means the presumption of installing bike accommodations on a project. We go into a project presuming we will put a bike/ped facility versus not. If there was no due consideration, then there would be no bike/ped facility unless need is demonstrated.
 - Chris: The facilities manual still contains the 5 exceptions for no bike/ped improvements on a project. Not described as criteria that must be met, but

instead as criteria that can be used for giving due consideration on projects. There have been more projects of lower scope scheduled which affects that as well.

- Jake: Has WisDOT submitted their 2021 HSIP Crash Report to FHWA?
 - Alex: Yes, was submitted on time in October. No word on when it will be posted.

Council Business Items

- Public Safety Campaign Update
 - Chris: Will talk to Andy about that for a future meeting.
- Formalizing on-boarding procedures
 - Chris: This is something we can continue working on in the next year.
 - Stephanie: Feels it's very much needed. Been on the council for almost a year and know very little about how the council operates and what the parameters are. Want to contribute and think there should be a formal process.
 - Chris: Can go through materials and see what has been done in the past. See what we can come up with and discuss at a future meeting.

Agency Reports and Partner Updates:

- **Department of Transportation (Chris Squires, Dave Dahms):**
 - Dave (BOTS): As Mike Schwendau said earlier, we are in the early stages of ped/bike program safety assessment. The last one was done in 2016, so starting to reach out to subject matter experts. That will be kicking off next spring, just doing some background work on that right now.
 - Chris (BPED):
 - Currently finalizing some details with the consultant on the Active Transportation Plan. Advisory committees are being assembled. Should be kicked off early next year.
 - (Update from Travis): The TAP STARS webinar is posted on the BIL Solicitation page. Finalizing list of projects for the latest TAP awards and intend to distribute list ASAP. CMAQ program awards being re-routed to FHWA for concurrence before final Secretary's Office approval.
 - Jake suggested that any clarity on remaining funds for other communities (larger than 5,000) and MPO's would be greatly appreciated.
- **Department of Health Services (John Bowser)**
 - John: In January, the CDC will release multiple grant opportunities that DHS will be applying for. One of these is the CDC State Physical Activity and Nutrition Grant. This is a highly competitive grant with 16 states anticipated to be rewarded. Limited detail on grant strategies but it is pretty wide-ranging. Emphasis on improving nutrition, physical activity, health equity, etc. We will work on applying for the grant and also conferring with those on the call here for help on that.
- **Department of Natural Resources (Sara Rigelman)**
 - Bike Trail Project Updates*
 - **Blue Mounds State Park** – Contract with Rock Solid Trail for a \$100,000 mountain bike renovation and trail additions at the park. Improvements include

re-routing, erosion maintenance work as well as a new track created for a beginner's loop which was lacking. Was finished this fall.

- **Badger State Trail** – The trail bridge over Round Grove Rd was struck by a utility truck this past summer. This caused structural damage, followed by an arson incident later in the fall. The bridge has been removed, road has re-opened, and now an at-grade crossing has been completed so that the trail can be open for winter use. A new bridge will eventually be constructed.
- **Stewart Tunnel** – A repair alternative has been selected and DNR has put in a budget request to move forward with that. Waiting to hear on the 2023 biennium state budget.
- **Glacial Drumlin Trail** – A short 1000 ft section just east of the Cottage Grove parking lot was paved this fall. This helped improve some erosion issues in that area.
- **Other upcoming projects**
 - The Badger State Trail is due to have some resurfacing work done and we are figuring out timing for that.
 - There will be some engineering work on a culvert on the Tuscobia State Trail.
 - On the Great River State Trail, some riprap work will be happening.
 - The Red Cedar Trail will be having some bridge repair work done.

Master Plan Updates

- **Rib Mountain State Park** – In the fall, DNR released the draft master plan for public review and the Natural Resources Board approved the master plan last week. However, there was an amendment to increase the acreage of downhill skiing in the west area. Bike-related objectives included the development of a multi-purpose trail around the base, as well as for an extensive mountain bike trail network.
 - **Western Coulee & Ridges Region** – Property analysis and property profiles are posted on the plan website. The public is invited to share any thoughts on future use and management in our scoping public input period through Dec 23rd.
 - **North Central Forest Region** – Draft plan to be released for public review in Summer 2023. Summary of public input is available on the website.
 - **Central Sand Plains/Central Sand Hills Regions** – All are encouraged to check out the websites for these other two active master plans. For the Central Sand Plains, the public comment period from last summer has closed and a summary of that is now on the plan website.
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- One of our big events, as part of OutWIGo Green, will be held Saturday, May 13th at Kettle Moraine State Forest, Southern Unit. The purpose of the event is to introduce new visitors to new activities and to have all recreation types and organizations represented. We are looking for volunteers to help out with the event. There will also be a bike skills clinic. Still looking to have a repair/maintenance clinic as well.

- **Department of Tourism (David Spiegelberg)**

- David, Regional Tourism Specialist with Travel Wisconsin, shared some key initiatives on tourism in Wisconsin. Represents southeastern Wisconsin and works primarily with 18 counties in eastern Wisconsin. Also assigned to work with the bike tourism industry.

Any questions or news to report regarding bike tourism and recreation, reach out to David.

- The Travel Wisconsin winter 2022-23 ad campaign kicked off and will run through 2/26/23. Our signature consumer website, TravelWisconsin.com, is now all about winter recreation. While the ad campaign will focus on snowmobiling, skiing, ice fishing, etc. the site will also have a vast amount of information on winter fat biking. A very robust list of bike events are on the site. The #1 reason people visit the site is for event information.
- For the 2022/23 ad campaign, the industry.travelwisconsin.com “Promotions” tab shows the full winter ad campaigns.
- Our Travel Green Wisconsin program, which began in 2006, now has over 450 businesses/organizations as members to highlight and promote their sustainability efforts. Businesses that display the Travel Green WI logo give travelers confidence that these places are committed to sustainable practices. An updated program was unveiled on November 7th. We are encouraging interested parties to re-apply for the logo and classification by 1/20/23. We have now changed to a pledge-based application as opposed to an actual certification. New electronic application is on the website. The fee has been eliminated, the logo has been updated and resources are available for sustainability improvements.
- Our signature Joint Effort Marketing (JEM) grants program in FY 22 funded 49 projects, awarding over \$1.13 million in marketing funds. Next grant application cycle is coming up with a deadline of 2/1/23. Interested parties can also submit applications April 1st, August 1st, and November 1st. A congratulations goes to the WI Bike Fed for their Year 2 grant for Ride Across Wisconsin. The JEM grant awards can also be for smaller amounts of a few thousand or even a few hundred dollars for smaller projects and encourage those to apply as well.
- Please save the date for the 2023 Wisconsin Governor’s Conference on Tourism which will be March 12-14th in Green Bay. It is an annual educational and motivational event for the tourism industry to learn from experts, see what’s ahead, network. Also good for the bike tourism industry to network with Visitor’s Bureaus, Chambers of Commerce, and other state agencies.
- All are encouraged to subscribe to our newsletters through the industry website. The Secretary of Tourism releases multiple newsletters each week with Wisconsin tourism news.

Partner & Council Member Highlights

- WI Bike Fed
 - Kirsten
 - David indicated we received a 2nd year JEM grant for Ride Across Wisconsin (RAW). This year’s event is happening August 19th & 20th. RAW goes from La Crosse to Milwaukee. Following Travel Wisconsin’s goals for marketing this year, we are looking to add a family-friendly component to RAW. There will be kids’ events and activities such as Car Bingo. We are looking at having 5 state trails as part of the ride. Last year, RAW brought in \$17,000 in trail pass sales for DNR. Mirror Lake will be the midway stop for this year’s ride.
 - The Bike Fed has hired a new Government Affairs Manager, Collin Mead. If you have any government-related needs for the Bike Fed, reach out to him. His e-mail address is collin@bikefed.org.

- Jake
 - The Bike Fed has partnered with Safe Routes to School TAP grant/school districts to purchase adaptive bikes to add to the bike fleet.
 - We are wrapping up our Child-Friendly Cities report. This was for infrastructure improvements around schools, budgeting, etc. and making sure projects come to fruition.
 - Milwaukee Walks and Teaching Safe Bicycling (TSB) are both in full swing. Focus on pedestrian safety issues related to snow and snow removal. Also partnered with City of Milwaukee to get a dangerous slip lane closed for winter.
 - There will be a January launch of bike-related classes by the Bike Fed, including classes for women, people of color, and people over 65.
 - We had another successful Santa Cycle Rampage this year, the world's largest holiday-themed costume bike ride for charity. There were over 1300 participants. The next one will be 12/2/2023.

Meeting Wrap-up and Adjourn

- Meetings will continue to be held quarterly on the 3rd Wednesday of the month. The next meeting will be March 15th, 2023.
- Motion to adjourn was made by James Miller. Craig Heywood seconded. Meeting adjourned at 11:49 am.