

GOVERNOR'S BICYCLE COORDINATING COUNCIL

Wednesday December 20th, 2023

9:30 am – 12:00 pm

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

Council Members Present:

Jeff Anderson, Dept. of Tourism

Brigit Brown, Dept. of Natural Resources

Craig Heywood, Citizen Member

Senator Chris Larson

Brenda Maxwell, Citizen Member

Michael Morgen, Dept. of Public Instruction

Scott Peterson, Citizen Member

Andrew Potts, Council Chair

David Spiegelberg, Dept. of Tourism

Chris Squires, Dept. of Transportation

Others in Attendance:

Paige Anderson, Rep. Shelton's Office; David Dahms, WisDOT; Kirsten Finn, Wisconsin Bike Fed; Susan Gaeddert, 1000 Friends of Wisconsin; Collin Mead, Wisconsin Bike Fed; Steph Mertens, WisDOT; Sara Rigelman, Dept. of Natural Resources; Justin Sargent, Senator Larson's Office; Matt Sudac, WisDOT

Meeting was called to order by Andrew Potts at 9:34am.

Madison B-Cycle Presentation: Helen Bradley, General Manager of B-Cycle

- B-Cycle is a bike share company owned and operated by Trek.
- The company consists of two arms:
 - Supplier of equipment and software that is sold to independent operators (ex. Bublr)
 - B-Cycle Owned and Operated Systems (Madison, WI +11 other systems)
- Full e-bike program as of 2019. Uses class 1 pedal assist bicycles, which are not powered without pedaling (important for safety)
- Users can check out e-bikes with mobile phone application, kiosks at docking stations are no longer in use.
 - Switching to newer 3.0 docking stations
- Users have a variety of options for passes and payment:
 - Variety of timelines: pay by minute, monthly, annual, etc.
 - Madison Public Library Community Pass Program (5000+ rides through this program)
 - Low income passes (looking to expand this)
- Significant increase in ridership since the introduction of e-bikes
 - People are riding both more often and farther (even in cold months)
 - Record ridership year over year
 - Trips are up 60% in Madison since 2022
 - Madison average trip duration is 22 min, National average is 6 min.
 - 4 trips per bike per day average (this is a great rate for a bike share model)
 - UW Madison on-campus ridership has increased 40%
- Ridership and trip duration is also increasing due to expansion of station network.
 - Over 93 stations in multiple cities (McFarland, Madison, Fitchburg, Monona)
 - More connectivity, more commute trips
 - City of Middleton, Verona, Sun Prairie, Cottage Grove all have some interest in B-Cycle

- Sources of Bike Share Funding:
 - Public-Private Partnerships (ex. University-sponsored stations)
 - Transportation Alternatives Program grants through WisDOT/USDOT
 - Working with developers to sponsor stations near new developments.
- Other initiatives from B-Cycle include a Youth Internship Program and an Art Bike Program

Madison B-Cycle Discussion:

- Jeff Anderson: What is the breakdown between resident use and visitor use?
 - Helen: Unsure of numbers offhand. Lots of student use around campus in Madison.
 - Jeff: Interested in knowing what trends bike share companies are seeing statewide in terms of resident vs. visitor usage.
- Jake Newborn: How are the new 3.0 docks charged?
 - Helen: Madison has a team of 12 technicians that switch out dock batteries, but each battery will last 3-6 months. Currently, bikes get charged outside of the docks by a team that travels to stations and swaps out batteries. B-Cycle is working on in-dock charging.
- David Spiegelberg: Are there communities that are too small to bring in B-Cycle? Would B-Cycle be interested in expanding to a community the size of Appleton?
 - Helen: We are open to working with any size of city. The major factors when considering placing bike share stations are safety and connectivity of bike amenities.
 - Andy: TAP grants have been helpful in expanding B-Cycle in Madison and Fitchburg in areas where there is ridership potential but not sponsors (an equity issue). Fitchburg also paid for B-Cycle using room tax dollars by demonstrating a connection to tourism.

September Minutes Approved:

Susan Gaeddert moved to approve the September 20th meeting minutes, and Brenda Maxwell seconded. All were in favor.

2023 Annual Report Review and Approval:

- Chris Squires: Agency representatives please verify that the section on your agency is correct.
- Susan Gaeddert: 2024 Goals seem very vague.
 - Andy Potts: They are vague but have been present on the report for many years. Four boiler plate goals are included each year and followed by more specific goals.
- Kirsten Finn: The most significant thing this group has done was updating the Economic Impact of Bicycling in Wisconsin report in 2019. Do we know when this will be next updated? Can this be part of or inform the Active Transportation Plan?
 - David Spiegelberg: Would be a good goal to have for 2024. The University did the study original study in 2011, WisDOT did an update in 2019.
 - Andy Potts: We've previously talked with LaFollette about using it as a capstone.
 - Consensus to add 2024 goals of updating the report and creating a working group.
- Council Website.
 - Chris Squires: I believe that it could be hosted on the DOT website, but we would have to get the proper authorizations. I'll look into that and provide information in advance of the March meeting.

Susan Gaeddert moved to approve the 2023 annual report following discussed revisions. Brenda Maxwell seconded the motion. All were in favor.

Legislative Update:

- Justin Sargent, Chief of Staff for Senator Larson:
 - SB 793: Complete Streets
 - Requires bicycle and pedestrian facilities to be fully considered in highway projects.
 - The bill has been introduced but is currently in a hostile environment.
 - Susan Gaeddert: Would this bill just replace the language that was previously removed regarding complete streets?
 - Justin: Yes
 - Senate democratic leadership just changed but indicates that they're in supportive of alternative transportation.
- Paige Anderson, Chief of Staff for Rep. Shelton
 - Two main assembly bills that relate to bicycles and pedestrians:
 - Stop State Bill: Would require cars to fully stop for pedestrians in cross walks.
 - Local Condemnation Authority Bill: Applies to freestanding and connecting pedestrian walkways.

Andy Potts: Moves to advance DNR rule update on agenda by unanimous consent. No members were opposed.

DNR Proposed Rule Update: Brigit Brown

- In Wisconsin there are two levels of legislation- state statute and state administrative code
 - This is a proposed change to administrative code.
- This is one of the largest rule packages that WDNR has ever done and covers many topics.
- There has been a large uptick in e-bike usage on DNR lands in recent years, but current laws are conflicting and convoluted. Part of this rule package addresses e-bike use on DNR land.
 - Proposed rule allows for e-bike usage under the following conditions:
 - Speed limit of 15 mph
 - Usage only allowed on linear trails (DNR may allow e-bikes on other lands determined by a master planning process).
 - Class 1 and class 3 e-bikes are allowed, class 2 e-bikes are allowed for those with a mobility-related disability.
- Proposed rule package will be presented to the Natural Resources Board in January. If approved it will go to the Governor, and then to the legislature for approval.
 - If all parties approve, the rules will likely be enacted by late summer 2024.

WisDOT Active Transportation Plan Update: Chris Squires on behalf of Matt Schreiber

- The Active Transportation Plan is a new document that contains updates to outdated bicycle and pedestrian plans.
- There has been lots of public engagement over the past several months including focus groups, pop ups at community events, TAC and steering committee meetings, and an online survey.
- Key themes identified so far:
 - Safety first

- People want to walk, bike, and roll more.
- Top four reasons for not using active transportation: Lack of infrastructure, motor vehicle speeds and volumes, distance, and weather.
- In Wisconsin, active transportation is mainly used for recreational purposes.
- Active transportation is avoided on state highways.
- Separation from traffic is important.
- Facilities need to be accessible and maintained year-round.
- WisDOT should be a leader in facility guidance.
- Draft vision statement and goals have been established.
- Up next:
 - More engagement
 - Summary of input will be available soon.
 - Engagement activities around the draft plan.
- For more updates, check the project website: <https://www.wisdotplans.gov/plan/atp2050>.

Active Transportation Plan Update Discussion:

- Kirsten Finn: One of the weaknesses in the methods for gathering ATP input is that all pop ups were at recreational events. It may skew the data towards recreation over transportation uses.
 - Is there an opportunity to gather input on commuter trails or at businesses that are known to have lots of employees who bike to work? The League of American Bicyclists has a list of bike friendly businesses that could be a good starting point.
- Susan Gaeddert: Only using active transportation for recreation can become self-perpetuating if investments are only in recreational facilities. If we want people to increase ridership, infrastructure needs to improve for both recreational and commuter facilities. There are also ways to address weather concerns with policies related to snow clearance and maintenance.

WisDOT Multimodal Design Guide Update: Chris Squires

- WisDOT is working with Toole Design to create Multimodal Design Guide which will serve as a handbook and guidebook for best practices.
 - First phase wrapped up in Sept. 2023
 - Next phase will be kicked off in early 2024 and will take ~2 years.
 - Chris could invite Toole to a Council meeting to discuss the process.
 - Any WisDOT projects or projects administered by WisDOT, or using funding administered by WisDOT, will have to follow this guidance.

Multimodal Design Guide Discussion:

- Susan Gaeddert: Are there any communities that are holding off on projects in anticipation of new guidance?
 - Chris Squires: Not that I know of. If a community is following current guidance from a reputable organization, WisDOT can work with them to evaluate options, even if facility types or practices are not included in current WisDOT guidance.

Council Business Items:

- Proposed Council website: Covered during discussion of 2024 goals.
- Underrepresented groups (ex. tribal representation) and potential industry representation

- Andy Potts: I had a conversation with the Governor's office, still awaiting a response. An executive order revision would be required to change Council membership.
- Bicycle Event Toolkit
 - Original toolkit was created in 2018 and included best practices for hosting bike events.
 - Scott Peterson was instrumental in the creation of this. David Spiegelberg was also part of the team.
 - Office of Outdoor Recreation and Bike Fed separately created a Trail Building Toolkit.
 - Council has interest in updating the toolkit and wants to revisit it at a future meeting.
 - Andy Potts: Race Day Events may present at a meeting, could help with the update.
 - Scott Peterson: I want to share it with Sean Ryan who organizes bike events and see what information he thinks is the most useful.

Agency updates:

- Dept. of Tourism: David Spiegelberg and Jeff Anderson
 - Jeff will be taking over David's position on the Council.
 - Jeff shared tourism resources which are linked [here](#)
 - Fall campaign was very successful, 1.2 million people viewed the fall color report, and 600,000 people used fall color tool.
 - Winter campaign just launched. Wisconsin Snow Report now includes nonmotorized trail experiences (including fat tire bikes) and efforts are underway to expand it.
 - In 2023 the trail report grew to 500,000 users.
 - Working on the Travel Green Wisconsin program: Focusing more on connecting businesses to consumers through a pledge program rather than certifications.
 - In 2022, there was a contribution of \$9.8 billion to Wisconsin's GDP from outdoor recreation including \$152 million dollars from bicycling.
- Dept. of Natural Resources: Sara Rigelman
 - 2023 visitation numbers are coming in: Over 19 million visitors January-November.
 - Roughly 1.2 million users on state linear trails
 - New "Check out Wisconsin State Parks" at your library program will continue.
 - Growing program of loaner adaptive equipment available at state parks.
 - OutWIGO Snow: January 20th at Willow River State Park.
 - Anticipated that in-progress draft master plans will come out in summer 2024.
 - Central and Southern Lake Michigan Coastal Areas are starting planning efforts.
 - Trail project updates:
 - Dane County: Waucheeta Trail at Capital Springs State Recreation Area, and Lower Yahara River Trail at Lake Kegonsa State Park - summer 2024 completion
 - Glacial Drumlin Trail Bridge: Construction has started, portion of trail will be closed for 6 weeks for duration of construction.
 - Planning for the Great Sauk State Trail Connection with Sauk County
 - USBR proposed route along Mississippi River: Mississippi River Trail
 - Goal is to obtain remaining resolutions over next couple of years.
 - Partnership with Mississippi River Parkway Commission
 - Stewart Tunnel is funded in state budget, currently headed to DOA for design.

- Dept. of Public Instruction: Michael Morgan
 - Anything we can do to educate young people about bicycling is great. DPI is happy to partner with anyone who has ideas about bicycle and bike safety education (ex. Efforts for Bike to School Days)
 - Adult School Crossing Guard Week is February 19th -23rd, 2024.
- WisDOT: Stephanie Mertens, Statewide TAP/CMAQ Coordinator
 - 2024 Transportation Alternatives Program (TAP) solicitation closed in October.
 - TAP decision timelines are unknown. Likely meeting with statewide committee in Feb or March. Currently in a holding pattern until funding is determined.
- BOTS (WisDOT): Dave Dahms
 - 2023 crash data will be finalized in 2024. Both ped and bike fatal crashes are down slightly as of preliminary numbers.
 - Working with external partners to increase bike and pedestrian safety. Looking to expand safety and education partnerships.
 - Working with law enforcement to increase funding for bike/ped enforcement.

Partner Updates:

- Andy Potts: Michelle from Bike Fed presented in Fitchburg about Cycling Without Age.
 - Program gets disabled people connected to those who can help them try an e-bike.
 - Council consensus: This would be an interesting March meeting presentation.
 - David Spiegelberg: State Veterans Homes could be a great Cycling Without Age partner.
- Bike Fed: Collin Mead and Kirsten Finn
 - Office of Outdoor Recreation and BikeFed to offer conference on Monday April 29th with panel discussions and working sessions.
 - 5 of BikeFed's 2023 priority projects were funded (there are 14 2024 priority projects)
 - Safe routes to schools got funding through TAP to expand to high schools.
- No updates on equity initiatives

Meeting Wrap Up:

- Andy: I'm talking with a cycling event business and an attorney who deals with bike accidents about speaking at a meeting. If you have additional ideas for topics, let me know.

Motion to Adjourn: Susan Gaeddert, seconded by David Spiegelberg. Meeting adjourned at 11:45.

Next meeting: March 20, 2024