

State of Wisconsin Governor's Bicycle Coordinating Council

Governor's Bicycle Coordinating Council

Wednesday December 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
Chris Squires, Dept. of Transportation
Scott Peterson, Public Member
Cassandra Mordini, Dept. of Tourism
Michael Schwendau, Dept. of Transportation

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

Others in Attendance

David Dahms, Dept. of Transportation
Nathaniel Goodell, Dept. of Transportation
Stephanie Mertens, Dept. of Transportation
Sara Husen, Dept. of Transportation
Kirsten Finn, Wisconsin Bike Fed

Jake Newborn, Wisconsin Bike Fed
Kate Thickers, Representative Shelton's Office
Justin Sargent, Senator Larson's Office
Matt Sudac, Dept. of Transportation
Susan Gaeddert, 1000 Friends of Wisconsin

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

September Minutes Approved

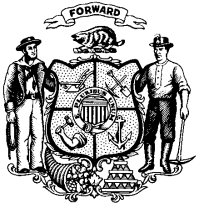
- David Spiegelberg moved to approve September minutes, and the motion was seconded by Sara Rigelman.

Legislative Initiatives

- Senator Larson's Office: Senator Larson Office Chief of Staff Justin Sargent
 - In the process of working with the Governor on the budget. Sen. Larson met with the Governor and talked about Complete Streets and some other items.
 - Most other proposals will be held off until the budget is introduced.
 - Significant turnover in legislative seats, so it's a good time to bring up educative opportunities to the new members.
- Representative Shelton's Office: Staffer Kate Thickers
 - With Represented Shelton retiring, the office has handed off the "Bike Bills" to others.

Update on WisDOT Initiatives

- Active Transportation Plan (ATP): Sara Husen
 - WisDOT will be going through an extended internal review process for the full layout draft. Upcoming things: A Technical Advisory Committee meeting is planned in the first quarter of 2025 to review the full layout draft after the internal review. A public comment period expected in 2025.
- Multimodal Design Guidance Update: Chris Squires
 - Work continues with the update. The Technical Advisory Committee is reviewing draft sections. Anticipating having that process finished in summer of 2025, and then it will be introduced in the Facilities Development Manual.
 - In the process of reviewing some of the performance measures on the WisDOT website.
 - The State Bike Map update is being delayed as WisDOT's works on the context classifications.



State of Wisconsin Governor's Bicycle Coordinating Council

Economic Impact of Bicycling in Wisconsin Report Update

- Chris Squires: There is one change and one proposed change.
 - Updated the figure “51 bicycle friendly business” with updated numbers, from 49 to 51.
 - It was proposed swapping the call-out on the first page with a larger number currently found within the report.
 - Chris Squires: If more significant changes are made the report would have to through another round of internal review with the WisDOT Division administrator.
- Cassandra Mordini: Shares that local bicycle-related economic impact reports could be incorporated into the report.
 - Chris Squires: We could look at supplementing the report, but substantial changes would push back the release date. If the council wants to share the updated draft to incorporate that information, we can work with Nate to try to incorporate that information, and work with Cassandra on press release times.
- Chairman Andrew Potts entertains a motion to recommend approval: David Spiegelberg moves to recommend approval of the final report pending the minor edits discussed. Michael Morgen seconded the motion.

New Council Website: Final Approval

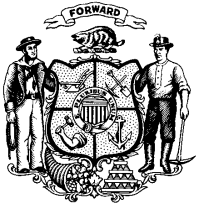
- Matt Sudac shares the final webpage with the council:
 - Shares the elements of the webpage: General information; helpful links to projects and reports that council has done; links to the annual reports, minutes, agendas.
- Chairman Andrew Potts asks if we need a motion to approve the publication of the website, and the Council agrees that no motion is needed. Chris Squires will email the council members when the website is released.

The Council Annual Report: Final Review and Approval

- Chris Squires shares his updates on the Annual Report:
 - Updated the Council member section.
 - Summarized the legislative updates.
 - Took the high points from each of the agency updates that were provided throughout the year.
 - Bicycle Event Toolkit update is on pause.
 - Requests changes or updates from the Council

Overview of Pedestrian Hybrid Beacons and Rectangular Rapid Flashing Beacons: Chris Squires

- Chris Squires: Shares his presentation on PHBs and RPFBs
 - We could always invite people from our Bureau of Traffic Operations to talk in more detail about certain aspects of the presentation.
 - There are questions about the cost of certain treatments and any thresholds for installation of treatments. Chris replies this there are generally engineering studies and evaluations that go into this process, but that we could get other people in to talk about this if the council would like that.



State of Wisconsin Governor's Bicycle Coordinating Council

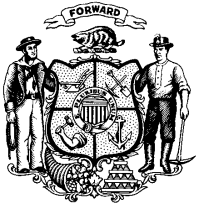
- There is a question from Jake Newborn about the effectiveness of camera-activated lights.
 - Chris Squires: It's something we could investigate.
- Michael Morgen: There is potential opportunity for the Council to educate local governments and communities about how they go about getting treatments installed in their communities.

Council Business Items

- Council Membership Update
 - Andrew Potts: The update is primarily of legislative members; discussed previously.
- Underrepresented Groups
 - Justin Sargent: The Governor's Office is looking at things but have not made any definitive promises on anything.
- Council Members Share Key Highlights and Activities
 - Bicycle Event Toolkit
 - Chris Squires: This effort is paused. No further updates.

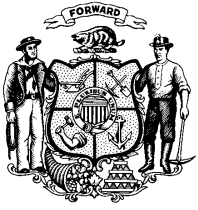
Agency and Partner Updates

- Department of Tourism: Dave Spiegelberg
 - The Dept. is promoting winter activities. Hosted a webinar about winter recreation and tourism. The winter campaign can be found at <https://www.industry.travelwisconsin.com>, the full marketing campaign for the season is there.
 - If anyone knows of any new trails, experiences, events, etc., please let them know.
 - 2025 USA Cycling Nationals will take place in Wisconsin in 2025.
 - Bring to the Council's attention of the Wisconsin Economic Development Corporation's Opportunity and Attraction fund: There is \$ 5m available to bring big national events to Wisconsin.
 - The Governor's Conference on Tourism is the second largest tourism conference in the country, taking place on March 9-11 in La Crosse.
 - There is the new Office of Group Travel, headed by the newly hired Executive Director Sarah Brish.
 - Wheel and Sprocket is relaunching their Bike Expo Sale in 2025.
- Department of Natural Resources: Sarah Rigelman
 - Updates for the State Parks State Trails program
 - 12-Month Vehicle Admission Pass was rolled out on December 2nd, and it will be good for the entire year from when it's issued rather than expiring in the calendar year as in the past.
 - The 125th anniversary of the State Park System is in 2025, and there will be a lot of celebrations led by staff and our partners.
 - Budget Updates: the program submitted the 2025-27 Biennial Budget papers for both Capital Development and Operating budget to DOA.
 - Other funding updates:
 - DNR just received over \$13m in federal funds for several projects on state trails.
 - The department also received nearly \$10m in bridge work for DNR state trails currently in design.



State of Wisconsin Governor's Bicycle Coordinating Council

- Badger State Trail update:
 - Moving forward on repairing the tunnel there. The design team has been selected. The timeline:
 - Tentative completion of design in 2025, construction starting in 2026 and completion in 2027.
- Dane County/Sauk County Bridge over the Wisconsin River
 - Starting construction in 2025.
- The draft statewide Comprehensive Outdoor Recreation Plan is currently taking public comments.
- Department of Transportation: Chris Squires
 - WisDOT has provided updates earlier in the meeting and has nothing else to add.
- Department of Public Instruction: Michael Morgen
 - Would like to see more connections between the Council and our partners, such as schools, districts, etc., to provide more after-hours programming or after school programming.
 - Michael Morgen is retiring in January 2025, and this is his last meeting. Congratulations Michael!
- Dept. of Health Services: Lexi Davis
 - On Sept. 30, DHS started the second year of our five-year cooperative agreement with the Centers for Disease Control for the State Physical Activity and Nutrition (SPAN) program.
 - In early 2025, DHS will release a grant funding opportunity for community partnerships to work on the priority strategy of Community Design for Physical Activity.
 - This will happen before the next meeting, but Lexi will share materials to council members before then.
- Wisconsin Bike Fed: Kirsten Finn and Jake Newborn
 - Bike Fed just had their annual meeting and released some of the dates for 2025:
 - Lobby Day in Madison on the March 5, 2025, doing education with freshman legislators on active transportation issues.
 - Bike Week will be the first week of June 1-8.
 - Ride Across Wisconsin will be in Eau Claire and following a loop for the first time instead of a coast-to-coast ride.
 - The goal being that more cities will get the economic benefit of hosting.
 - We got a grant from Visit Eau Claire to help promote it.
 - Moved the event to July 12 to get more daylight.
 - Santa Cycle Rampages in December: Milwaukee on December 6, and Madison on December 13.
 - Additions from Jake Newborn:
 - [Built for Safety](#) video series is on their YouTube channel.
 - Encourages members to share this resource to help educate community members.
- 1000 Friends of Wisconsin: Susan Gaeddert
 - Continue to focus on community education related to active transportation.
 - Working with DHS on the physical activity component of that grant.
 - Doing work in Milwaukee organizing walk and bike educational activities.
 - Community Transportation Academy: a 10-week course offered around the State looking at Transportation Planning.
 - Had this course 4-5 times this year and will do it again next year.
- Upcoming agenda items:
 - Next Meeting is March 19, 2025



State of Wisconsin
Governor's Bicycle Coordinating Council

Motion to Adjourn: David Spiegelberg moves to adjourn. Motion seconded by Michael Morgen. Meeting adjourned at approximately 11:26 am.