

**BLOOMINGTON PLATINUM BIKING TASK FORCE  
MEETING SUMMARY DECEMBER 9, 2010**

*Meeting summaries are transcribed in an abridged manner. Audio recordings of the meeting are available in the Planning Department for reference.*

***Attendance:***

Task Force Members: Michael Wallis Jr., Chris Tietz, Jim Rosenbarger, Kerry Greer, and Wendy Saffell-Clemmer.

Others in attendance: Scott Robinson (staff), Raymond Hess (staff), Clair Murphy, Ron Brown, Mike Briggs, Greg Jacobs, and Jacqui Bauer (Economic and Sustainable Development).

**I. Call to order (~12:00 PM)**

**II. Task Force Reports and Announcements**

Mr. Wallis said the construction of the B-line Trail is going well and is excited to see the progress being made.

**III. Old Business**

**A. Task Force Discussion – Encouragement**

**a. Assignments BFC application Questions #47- 63)** – Mrs. Saffell-Clemmer provided highlights of Boulder, CO. Boulder has fifty events, raised \$70,000, and casts a “wide net” to capture all ages and different modes – not just bikers or bike commuters. Similar opportunities exist for Bloomington such as local hotels to provide bikes to their patrons, target BMX users, and expand the Y Corporate Challenge to also include biking. Their Frieker (frequent bike rider) program for schools is very innovative and is a great program to get kids to ride to school. She also thinks Bloomington should include Brown County in our BFC application because of its close proximity and many mountain biking resources.

Mr. Rosenbarger reviewed Ann Arbor, MI and said their efforts also go beyond a week of events. There are many events during bike month and frequent coordinated rides every Friday all year, winter rides, and sustainable commute events. He said Ann Arbor had up to 1000 kids participate in Tour de Kids and their local bike shops play a big role in these events.

Ms. Greer said Portland, OR has several organizations (“Shift” and BikePortland) that go beyond what the City does and said the City really takes big strides to support biking (20-minute neighborhoods concept, smart trips, May and September Bike Months, Providence Bridge Pedal). There are groups of volunteers that will move households by bike, use very visible free breakfast stations for promotions (bridges), target low income groups, and use blogs effectively. May and September are bikes months, they conduct regular surveys on businesses and their support towards biking (data on vouchers, showers, bike parking, etc.), and a 2005 economic study indicates biking has a \$63 million economic impact.

Mr. Tietz mentioned that BikePortland’s blog is very good and the Bloomington Bicycle Club (BBC) has struggled to make theirs successful. He suggests local groups and the City work together more often and stop operating less in silos.

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Mr. Wallis reviewed Davis CA, and said they support many rides including the starting stage for a state ride – rain or shine. Davis has two fulltime bike coordinators staff, valet bike parking for events (opportunity for our Farmers’ Market), and very good bike maps that also link to surrounding communities, not just Davis. The same could be done for Brown County – a Mecca for mountain biking. He also thinks a BMX only time is a good idea to consider for our skate park. He mentioned the campus lock down to vehicular traffic at UC Davis.

Ms. Greer mentioned conflicting reports from both the City and IU about who has control over streets around the IU campus. Mrs. Saffell-Clemmer mentioned the effectiveness of Boulder’s \$700,000 Safe Routes to School (SRTS) funding. Mr. Hess provided a summary of local SRTS funding for context. On behalf of Mr. Roeder, Mr. Robinson conveyed suggestions he sent to staff. These include developing a trail construction (Madison to Patterson connection as a good example) or maintenance day and frequent local public service announcements that are not too preachy or authoritarian. The announcements should include interviews with volunteers. The IU office of Service Learning is a good resource to consider for marketing and other solutions. Finally, he suggested that the Task Force could get the word out (WFHB) and make an appeal to the public about what changes they want to see.

#### **IV. New Business**

None

#### **V. Reports from Staff (moved to end)**

Mr. Robinson outlined the next steps – “a look ahead”. He asked task force members to keep their ideas coming and said there is time to change the next steps if necessary. He also reminded the task force on their draft letter on Section V of I69 and to provide direction on Ms. Greer’s research offer. Robinson said Mia Burke, a bicycle boulevard expert from Alta Planning and Design, will be in Bloomington on March 1<sup>st</sup> and hopes Task Force members will have an opportunity to interact with her. The City plans to apply for BBC grant to fund Bikes Week activities, bike lights campaign, and is considering other options. He also said the Parks Department was approached by New Belgium Brewery to discuss a bicycle related fundraiser on June 3<sup>rd</sup> for their Clips of Faith event. Mr. Tietz mentioned that IU will soon roll out a bike share program funded through student government. They could use any local support to aid in logistics. Mr. Briggs said the Bloomington Bike Project is a good resource to consider. Mr. Hess passed around a press release announcing openings for Bloomington Boards and Commissions. He also mentioned he is working with the League of American Bicyclists on a visit by them to Bloomington in April.

#### **VI. Public Comment**

Mr. Brown said Google Maps corrected the Jackson Creek Trial per his request, BTOP worked with INDOT to ensure the storm grates are bike safe grates along the Bypass, and both the Hilly Hundred and Race Across America are events that use SR 45/46 and East 3<sup>rd</sup> Street.

#### **VII Next Meeting – January 13th, 2011**

**Adjournment (~12:45 PM)**