

**BLOOMINGTON PLATINUM BIKING TASK FORCE
MEETING SUMMARY NOVEMBER 10, 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: Chad Roeder, Kerry Greer, and Jim Rosenbarger

Others in attendance: Scott Robinson (staff), Raymond Hess (staff), Jacqueline Bauer, Clair Murphy, Ron Brown, Eric Vance Martin, and Sandy Merritt

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

II. Task Force Reports and Announcements

None

III. Reports from Staff

Mr. Robinson reminded the Task Force members to review the draft list of ideas previously included to be sure everyone is okay with this material. Staff will post the working list of ideas on the website by the November 18th meeting. He also reminded that soon the Task Force will need to think about scheduling the first public workshop.

IV. Old Business

A. Task Force Discussion – Education

a. Assignments Bloomington's BFC application (Questions #36-46) – Mr. Robinson reviewed material submitted by Mrs. Saffell-Clemmer on her behalf. She reviewed Boulder, CO and found paid "GO ambassadors", partnerships with the YMCA and REI/Sports stores, college events, and school PE programs are good educational opportunities to implement in Bloomington. Mr. Robinson also mentioned Boulder's comprehensive pavement markings and signage at all intersections as well as the "Friecker" program are others to consider. He also said there are some good examples to explore from Champaign-Urbana, IL and the role their transit plays in promoting bicycling. Mr. Rosenbarger reviewed Ann Arbor, MI and found a nice umbrella organization "WBWC" that provided a great one stop shop. There is a regular ride every 2nd Friday, a college class for one credit hour and a Mayor's ride that Bloomington could do as well. He also liked the idea of web-based trips planner (was mentioned that Google Maps has this ability) that could factor in Bloomington's topography. Ms. Greer reviewed Portland and did not realize how much they did in education and the many impacts it had on her life when she lived there. Now living in Bloomington she realizes the importance of education and the big difference it can make. She listed many examples of partnerships, public service announcements, free classes, competitions, signage, and other media efforts to educate, but stressed how comprehensive and inclusive for all ages and abilities their efforts are. Bloomington efforts are infrequent and more general in nature (not inclusive) and could be improved. Mr. Roeder reviewed Davis, CA and found biking is at the very core of Davis (City logo is a bike) and has led to its success. He mentioned the month long bike celebrations, many rides through out the year, the ban

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on school bussing, and two full-time staff as keys to their education efforts. The Bloomington Bike Project and Bloomington Entertainment and Arts District are two great resources that have potential.

V. New Business
None

VI. Public Comment

Ms. Bauer asked if anyone knew of any longitudinal research on the results of bike education for the young and their willingness/participation levels as adults. Mr. Brown mentioned the benefits of reducing a 5.2 mile trip for Arlington Elementary School students to 1.4 miles, or about 10 minutes by bike, if a bridge over SR 37 near Basswood Drive existed. Davis, CA has a 910 feet bridge where at this location the bridge would be approximately 300 feet in comparison. He said that Google Maps has a bike route tool and Google is very open to integrate local suggestions. Ms. Greer suggested that Google be contacted to gauge interest in a pilot study that maps bike routes with consideration given to elevation changes and other ride characteristics.

VII Next Meeting - November 18, 2010 (Council Chambers)

Adjournment (~12:55 PM)