

**BLOOMINGTON PLATINUM BIKING TASK FORCE
MEETING SUMMARY APRIL 14, 2011**

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: Dave Rollo, Chris Tietz, Wendy Saffell-Clemmer, Jim Rosenbarger, Chad Roeder, and Michael Wallis Jr.

Others in attendance: Scott Robinson (staff), Vince Caristo (staff), Ray Hess (staff), Jacqui Bauer (Economic and Sustainable Development), Bill Nesper (League of American Bicyclists), Clair Murphy, Ron Brown, and Jacob Schumacher.

I. Call to order (~12:06 PM)

II. Task Force Reports and Announcements

None

III. Reports from Staff

Mr. Hess reminded everyone about the bicycle friendly award ceremony immediately after this meeting on the B-line trail. Bill Nesper, from the League of American Bicyclists will give bicycle friendly awards to Bloomingfoods, Bloomington Bicycle Club, City of Bloomington, and Indiana University. He will also give a presentation at City Hall tonight about the Bicycle Friendly America program. Mr. Robinson confirmed the Platinum Bike Summit will be held on April 28 at the Bloomington Convention Center. A reception, through generous support from several sponsors, will kick-off the evening. Robinson suggested that the April 28 Task Force meeting be canceled, and Task Force members agreed so everyone can focus their attention at the Summit. He also talked about recent editorials in the newspaper and suggested this would be a good venue for Task Force members to consider. Mr. Caristo announced the current efforts for the annual spring bike count and asked for volunteers.

IV. Old Business

A. Preliminary Recommendations on the Five E's (continued)

Mr. Robinson gave an overview of the priorities identified for each E that was included in the packet. These priorities will be used to help facilitate the Summit and wanted to be sure everyone was comfortable with this list. Mr. Rosenbarger suggested the Planning Department be the lead department to facilitate the implementation of projects and to consider the concept of Bloomington as a collection of villages and not just one village center. This concept can capitalize on many short trips for many destinations. Ms. Bauer agreed with the concept. Mr. Rollo said the Redefining Prosperity report has good examples of maps with multiple activity nodes around the City. These help demonstrate the potential of short trips and minimize the distance people must travel. Mr. Roeder provided an example of a bike map that folds up nicely and is a good example for Bloomington to consider. Mr. Wallis said a Ciclovía would work very well with the Farmers' Market. Mr. Roeder said 7th street should be closed during the Market because of all the activity and Mrs. Saffell-Clemmer agreed. She also said safe routes to school is a very important way to get kids and parents to bike and walk to school.

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V. New Business

A. Bill Nesper – League of American Bicyclists, Director, Bicycle Friendly America

Mr. Nesper provided an overview of the Bicycle Friendly America program and commended our efforts to attain Platinum. He said very few communities have this as their goal. He handed out The Blueprint to everyone and said it is good resource of best practices to consider. He gave an overview on the feedback from the City's recent Silver application and stressed that even Platinum communities have room for improvement. Bike counting and the Task Force are notable efforts Bloomington is currently doing. Journey to work data is the best measurement to compare communities, apples to apples, on biking, but is not an overall great measurement. He said Bloomington is under-performing for a college town and a Silver community. Typically it should be around five percent and Bloomington is over two percent. Journey to work is a good indicator of how well a community is doing. There are several areas where Indiana University's and the City's efforts could be combined (LCI instructors, classes, bike sharing) for the most impact. He also said there is a lot of room for improvement on marketing and media – Bloomington does not do much. Mr. Nesper concluded with several keys to success to consider: more on-street facilities like bike lanes (make connections); public education and classes campaign (increased types and frequency); commuter challenges (challenge other businesses); cyclovia; the forthcoming Task Force report to augment the bike plan; analysis of crash data (targeted improvements); and improved enforcement. He said Enforcement is typically the weakest link in all communities, but there are easy examples to draw from (roll call trainings, positive ticketing, NHTSC video).

Mr. Robinson said the Task Force came to the same conclusion about enforcement and asked to clarify positive ticketing. Mr. Nesper said there are several models, but generally police provide a warning first or reduced fines for first offender, or give handout information with a bike map and good rules. Mr. Caristo mentioned passing laws and Mr. Nesper said the best cover many modes (motorcycles, bicycles, walking). Mr. Rosenbarger questioned the value journey to work data. Mr. Nesper agrees it does not capture all trips, but he looks forward to the national documentation project. On average, thirty percent of Bloomington workers drive less than ten minutes and eighty percent drive less than twenty minutes – Mr. Rollo thinks both are very bikeable. Mr. Nesper agrees and said nationally, forty percent of all trips are less than two miles, but eighty nine percent of these trips are taken by car. Bloomington should focus on the short trips and neighborhoods. Mr. Rollo questioned the roll of staff training and Mr. Nesper said it is important. Austin Texas is a great example. He also suggested sending staff to other communities, use bike to work competitions, and mayor led rides as easy, but good activities. Mr. Rollo said sustainability is consistent with bicycle friendly activities.

B. Editorial and Guest Columns (under Reports from Staff)

VI. Public Comment

Mr. Brown is very supportive of the trail underpass at Tapp Road, but more is needed to safely cross State Road 37. Mrs. Bauer expressed interest to plan a Ciclovia this summer.

VII. Next Meeting – April 10, 2011

Adjournment (~1:00 PM)