BLOOMINGTON PLATINUM BIKING TASK FORCE
MEETING SUMMARY JULY 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, Kerry Greer, Chad Roeder

Others in attendance: Scott Robinson (staff), Vince Caristo (staff), Jacqui Bauer (Economic and Sustainable Development), and Ron Brown, Claire Murphy, Chris

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

II.   Task Force Reports and Announcements
Mrs. Greer reported seeing lots of people on the B-Line Trail. She wants to invite the IU Bike Task Force to come to PBTF meetings.

III.   Reports from Staff
Robinson announced several upcoming bicycling events – Tour de Upland and the Bicycle Dreams film. He and Rollo described the upcoming City Council budget process and discussion ensued. Robinson described a Bikes Belong grant application underway with the Parks Department to make improvements at Wapehani Mountain Bike Park, including a request to the Redevelopment Commission. He will seek official support from the Task Force at their next meeting. Caristo announced two bicycling events the upcoming weekend – the BBC's RAIN ride and the Downtown Criterium race. Robinson described how other communities have signature bicycle events that attract riders and spectators. Roeder said he liked the idea of having multiple events closely spaced to attract visitors for multiple days, for example during Bikes Week and combining with Ciclovia.

IV.   Old Business
A. Pre-draft review
Robinson asked for feedback on the intended audience for the report, which could change the direction of certain sections. Mr. Roeder said that we should acknowledge cycling is on the rise and not spend too much time convincing that it's important. Mrs. Greer offered to do the timelines for the report. Mr. Robinson said staff would like to have timelines for Gold and Silver, and the report will recommend a yearly bike summit to evaluate progress. Roeder said the yearly bike summit could be rolled into a week of events. Mrs. Greer offered to check charts and tables which are important. Mr. Robinson said it would be useful to point out good examples and images, like from the Redefining Prosperity report. Mr. Roeder said peak oil is one of the reasons we ride bicycles. Mr. Rollo said that's why we need to promote bicycles and transit, and recommended framing the report in terms of these needs. Mr. Roeder said we should do an economic impact study of bicycling in Bloomington. Mr. Rollo said cars are a huge expense for low-income people. Mr. Caristo asked if there were existing studies would they suffice. Mr. Roeder said we should study local issues like the B-Line, one-way streets, or the Hillside extension. Mr. Robinson said group consensus was that local studies are needed. Mrs. Greer said she suggested the hospital encourage employees to ride their bikes from the parking lot near Cook, instead

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of building a new parking garage. Mrs. Greer said we should work with top employers to improve policies for biking and demonstrate savings to companies. Mr. Caristo said the idea is like a program called TravelSmart.   Roeder suggested a fleet of loaner bikes for the hospital. Mr. Rollo proposed that bike related businesses be a part of the IU 12 acres property. Mr. Roeder said this could attract creative people to Bloomington who also ride bikes. He also said seniors should be a target audience. Mr. Robinson confirmed the main audience for the report is the 'interested but concerned' group. Mr.s Greer said this group will look at the charts and tables more than the words. Mr. Roeder suggested looking at the groups or entities that pay the most taxes.   Mr. Robinson said anyone should be able to glean something from the report, but it speaks best to the interested but concerned. He said the report could be presented to city council and asked Mr. Rollo about his experience. Mr. Rollo said council likes specific proposals and brevity, so they know exactly what they are targeting. Mr. Robinson said that is the goal. Mr. Rollo said it is important to convey why money is being spent on a proposal. Mr. Roeder asked if in the future the engineering proposals will be passed by City Council during the budget. Mr. Robinson said it can be difficult to find specific projects in the city budget.

V.   **New Business**
        A. Five E's Draft Action Items (Homework)
        Mr. Robinson asked for feedback on the action items sent out over email. He described the structure of targets, or broad goals, under the action items. Previously we've described the framework of measuring success by setting targets to measure our progress. Specific benchmarks aren't tied to every action item. For example with bike parking, we don't know what a good occupancy rate to achieve would be, but the target is to create more bike parking. As we go through the review process each year we can look at some of these benchmarks and indicators.   Robinson asked for feedback on the action items which will be important to policy makers.

VI.   **Public Comment**
        Mr. Brown said more businesses should allow employees to bring bicycles into the office. Mr. Robinson said one of our action items is to get 2 bicycle friendly businesses per year. Mr. Robinson said this wouldn't cost anything to implement the policy.   Rollo said it's against policy at many of the buildings at IU.
        Mrs. Bauer announced the B-Line opening is September 8th. Volunteers are needed at stations along the trail.
        Chris said his grandfather learned to ride a bike when he was 60 and bicycled until he was 90. He said the Bloomington Bike Project is entirely funded by bicycle sales. He said bikes can have immediate and long-term economic benefits. He said several county buildings downtown don't have bicycle racks, like the Justice Building and the County Health building, as well as state offices like the DMV.   Caristo said the county is looking at bike parking as part of the bicycle friendly community application.

VII.   **Next Meeting - July 28, 2011**

Adjournment (~1:00 PM)