

WBWC Board Meeting Minutes

February 2020

February 20, 2020, 7pm

Ecology Center, 339 E. Liberty, Ste. 300, Ann Arbor, MI

Board Members Present

Valerie Shinabarger

Matt Catanzarite

Larry Deck

Seth Peterson

Bradley Parsons

Board Members Absent

Robert Gordon

Jaime Magiera

Guests Present

Susan Grasso

William Van Geest

Erica Briggs

Matt Hannigan

Cathy Hearn

Adopted Agenda:

Added new business: SEMCOG Draft Bike/Walk Mobility Plan, Strava Heat Maps

Election of Officers:

Bradley Parsons stepped down as Vice Chair.

Vice-Chair: Seth Peterson elected.

Adopted Secretary's Report

Treasurer's Report: December, January, and February reports tabled until March

Public Comment

Susan and William suggested we share our Agenda publicly before the meeting with our membership to raise awareness of the topics that we are discussing and to recruit more involvement in our meetings. This is inline with our 2020 goals to expand outreach and engagement.

Another suggestion and action item to be developed by next meeting is to restructure our volunteer solicitation form to better connect volunteers with the issues they are most

interested in helping with. - An email chain will be sent out to start brainstorming how this could look.

An additional suggestion is to create a 1-page description of what we do to have available at events and as a landing page for people who discover us through various mediums. Things that maybe include are a brief history, past engagement efforts and our primary focus areas.

William and Susan will start this. Valerie will reach out to Bob Krzewinski for history.

Also during public comment time we learned what brought some of our newer guests to the meeting and how they learned of WBWC. Issues of pedestrian safety, particularly the lack of crosswalks around Washtenaw and Stadium near bus stops, and problems at night with cars turning on red and not seeing pedestrians downtown.

2020 Work Plan

Begin compiling examples of the infrastructure that we advocate for to reinforce a positive vision campaign (eg. DDA people friendly streets campaign, Ypsilanti road reconfigurations, Bike friendly scores).

Gather quotes from our membership to provide perspective on things we're helping with in their communities.

Consider the value of adding paid volunteers staffing to help with tasks outside of our scope. Brad will look into this, as Common Cycle is considering the same thing.

2020 Volunteer Needs

Social Media Communications lead

Events coordination (Bike Month, fundraisers, County wide sustainability campaigns)

Start planning now for events in the April/May timeframe, including partnering with other bike/walk groups

Priority Map

The idea is to have this be a tool for advocacy among our membership as well as explore where there are gaps in the network of facilities throughout Washtenaw county. Larry and Matt are continuing to refine the map and update the website pages as needed.

Meeting Updates

Bike Summit - planning for next year, always second sunday in February

Include a volunteer meetup with various organizations being represented. Also increase awareness of other regional summits, Lucinda Means Bicycle Advocacy Day, and HUBFEST(6/6)

Transportation Commission:

Currently requesting specifics on how the formation of a new Mobility Commission (5 city council member, publicly meeting) will impact the Transportation Commission (4 year old commission) efforts.

The Idaho stop (Stop signs as yield signs and red lights as stop signs) for cyclists is being pushed at the state level by the League of American Cyclists. WBWC is in support of the Idaho Stop.

A2Zero - Roll out around Earthday, highlight article from mlive stating city's efforts to ["having 40% of trips not involve driving a car."](#)

WBWC is looking into how to extract information/ segments of council meetings to share our advocacy efforts and the way that our message is received, the outcomes of our efforts both good and bad.

New Business

- Our Streets App - designed to track issues in the road and includes options to upload photos and also works with local organizations to provide data that is submitted
- Infrastructure Survey explore options for the look of the survey, consider ways to incorporate a map-based response from survey takers, Start an email chain with Cathy to tap into her survey expertise.
- SEMCOG Draft Bike/Walk Mobility Plan - Solicit comments and suggestions from our membership for the Regional plan
- Strava Heat Maps - how can this be utilized alongside the forthcoming transportation plan update to better identify low stress routes, seems like a better, more accurate option than the current "Bike Map"

Next meeting March 19th

Adjourn