



**Meeting Date:** February 1, 2023  
**Meeting Time:** 5:00 P.M.  
**Meeting Location:** City Hall  
118 Hillsboro Avenue

# BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE AGENDA

## Committee Members

Jo Gibson, Chair	Musonda Kapatamoyo
Susan Hume, Vice Chair	Emily Morrison
Mary Vandevord, Secretary	Stephanie Robbins
Danielle Adair	Jason Stacy
Paul Brazier	Steve Stuart
Greg Brumitt	

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- I. ROLL CALL
- II. PUBLIC COMMENT
- III. APPROVAL OF MINUTES
- IV. OLD BUSINESS
  - a. Bike and Hike Event Discussion
  - b. Bike Parking Ordinance Discussion
  - c. Bike Friendly Business Program
  - d. BPAC 2023 Strategies and Funding
  - e. Wheels and Walk Partnership with Campus to Community Committee
- V. NEW BUSINESS
  - a. School Bike/Walk Bus Update
- VI. ADJOURNMENT

*If prospective attendees require an interpreter or other access accommodation, please contact the Edwardsville City Clerk's office at 618-692-7500 no later than 48 hours prior to the commencement of the meeting to arrange the accommodations.*

# BICYCLE & PEDESTRIAN ADVISORY COMMITTEE

January 4, 2023

5:00 PM

## MINUTES

Approved: \_\_\_\_\_

Date: \_\_\_\_\_

The regularly scheduled meeting of the Edwardsville Bicycle and Pedestrian Advisory Committee was held at 5:00 p.m. at City Hall located at 118 Hillsboro Avenue in Edwardsville, Illinois.

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### I. ROLL CALL:

Present

Jo Gibson, Chair  
Susan Hume, Vice Chair  
Mary Vandevord, Secretary  
Paul Brazier  
Greg Brumitt  
Musonda Kapatamoyo  
Stephanie Robbins  
Jason Stacy

Absent

Danielle Adair  
Emily Morrison  
Steve Stuart

Steve Stricklan, Staff  
Cathy Hensley, Staff  
Claire Iott, Staff  
Eric Williams, Staff

The committee welcomed new member, Paul Brazier.

### II. PUBLIC COMMENT:

Nicholas is a cyclist that uses the new trail on IL-157 at Whispering Heights to Schwarz St. He noted that the top of the hill is a high altitude and the trail descends into a low area, which causes bicycles to speed up over 10 mph. The sidewalk narrows quickly and inexperienced cyclists have trouble in that area. He recommends a warning sign for cyclists about upcoming steep hill and bike speed.

### III. APPROVAL OF MINUTES:

Robbins made a motion to approve the minutes of December 7, 2022; second by Kapatamoyo. Motion passed unanimously.

### IV. OLD BUSINESS:

a) *Bike Parking Ordinance:* Steve Stricklan provided an update that the ordinance will be worked on concurrently with

the off-street parking ordinance to ensure the two efforts integrate. Staff conducted research and their opinion is the best approach is to do both efforts together. BPAC will continue to be consulted on the bicycle parking elements.

- b) *Bike and Hike Event*: Brumitt provided an update on the status of the event and a handout with more information. Brumitt met with public works staff and parks and recreation on December 30 to discuss logistics. It was concluded that this will be an official city event with sponsors in conjunction with the Goshen Market (pending their agreement).

Goshen Market informally okayed the event and still needs to do a formal approval. Permission to use the grassy lot still needs to be worked out with the landowner. Brumitt is also working on a potential marketing donation. Madison County Transit (MCT) is working on their end on how they want to be involved in the event.

Robbins asked about the event committee and the details associated with it. Brumitt said the committee consists of city staff, market representatives, BPAC members (limit 3), and potentially MCT. Robbins volunteered to be on the committee as a BPAC representative along with Brumitt and Gibson.

Kapatamoyo asked what the city's involvement will be. Eric Williams said the city can handle donations/sponsorships and isn't sure yet who the main point of contact will be on the staff.

- c) *BPAC 2023 Strategies and Funding*: Gibson provided a handout of possible priorities for BPAC in 2023 that she and Brumitt created for discussion. Gibson noted that as members of BPAC, everyone is expected to take a leadership role in something. Priorities from the handout included:

- Bike Friendly Business Program
- Bike and walking Bus/Safe Biking and Walking to School Initiative
- Bike & Hike to Breakfast at the Market Event
- Quarterly Drafts Meet-Ups
- Courteous Mass Neighborhood Rides escorted by Edwardsville Police
- Policy Development and Recommendations
- Overarching Bike and Ped Marketing and Promotional Campaign

Gibson would like a consensus on the tactical programs for BPAC in 2023, which will be a part of the budget request from city staff.

Stacy discussed the Bike Bus concept and is targeting September or October to start this pilot project with the Middle Schools.

Hume was interested in working on the Bike Friendly Business Program (discussed under new business).

Gibson emphasized wanting an update to the BPAC webpage, including a mission statement and logo for BPAC.

Vandevord asked that community outreach and partnering could be added to the list, and there was general agreement to add it. Hume added the bike rack incentive program for a priority in 2024, with development beginning in 2023. Vandevord suggested that the Quarterly Drafts Meet-Ups and Neighborhood Rides pieces could be a 2024 priority so as not to take on too much.

The committee asked Brumitt and Gibson to update the priority list with estimated budget amounts with the following as priorities:

- Bike Friendly Business Program
- Bike & Hike to Breakfast Event
- Bike Bus

- Policy Development and Recommendations
- Marketing and Promotion
- Outreach and Partnerships
- Beginning development of Bike Rack Incentive Program

**V. NEW BUSINESS:**

a) *BPAC and Businesses:* Hume conducted research on the League of American Bicyclists (LAB) Bicycle-Friendly Business Program and noted it is trademarked. Per her research, she recommended using their program instead of developing our own. The LAB’s program is a four-year designation for a business. After four years they must reapply. It is a \$50 application fee for 1-49 employees or nonprofits (and up). Deadlines occur quarterly. The program is geared toward employees of the business more than customers. Hume recommends working with an undergraduate student to poll businesses about their interest in participating in the LAB’s program.

Stacy suggested starting with Goshen Coffee as a test case. Gibson suggested Global Brew. Robbins recommended the Madison County Government Administration Building and American Kolache.

Brumitt thought the student would be able to help identify prospects. He noted that its likely there will be hesitation since this is an all-new effort in the city.

Gibson said that budget items need to be provided to the city in the next two weeks to Eric if we want to include it in the budget.

Hume suggested covering the application costs fee (\$50) for 5-10 businesses. The committee had general agreement on this.

Brazier thought BPAC could assist businesses by bringing the application along to the interviews.

b) *Wheels and Walk Partnership with Campus to Community Committee:* Gibson met with the committee representative. The event is April 15, 2023. BPAC will help promote the event and possibly provide volunteers.

**VI. ADJOURNMENT:**

With no further business to discuss, Brumitt made a motion to adjourn the meeting; second by Stacy. Motion carried unanimously.

# 2023 Bike and Pedestrian Advisory Committee Strategy Proposal

## **Overview:**

The 2023 BPAC strategy will be to launch an integrated public campaign strategy that will engage, educate and move the culture of Edwardsville, and the surrounding region, towards acceptance and participation in an active lifestyle culture made up of biking and walking as core pursuits. These efforts are designed to encourage support of the City of Edwardsville's efforts to implement their recently adopted Master Plan and towards being more bike and pedestrian friendly in general.

The following are tactical programs that will seek to reach out into the Edwardsville community. These tactics will be linked together with a public marketing and promotions campaign primarily delivered on social media and the web. In-person events, rides, etc. will be used to further the campaign and promote coming events leading to a progression of actions that will create a growth and momentum in active biking and walking locally.

## **Strategic Elements**

### **1) Overarching Bike and Ped Marketing and Promotional campaign**

A unified marketing and promotional campaign is how we create cohesion in our efforts and bring the community along with us. It will entail branded efforts that link our events, education and engagement content together into a visible initiative in which the community can follow and become involved. It entails:

Overarching branded campaign, such as:

- Did You Know/Slow Down Edwardsville Campaigns
- Drive Less Live More
- Etc.

Social media/webpage development

Printed Collateral

SWAG/Merch.

### **Policy Development and Recommendation:**

Coordinated by Breana and other City staff working with the Committee, this is one of BPAC's key roles in recommending changes and additions to City policy and ordinances that encourage a more bike and pedestrian friendly environment.

## **2023 Tactical Programs Proposals:**

### **2) Bike Friendly Business Program:**

The Bicycle Friendly Business Program is a part of the League of American Bicyclists Bicycle Friendly America Program. The Program seeks to recognize

deserving businesses at Bronze, Silver, Gold and Platinum Bike Friendly levels. The program assists business applicants in receiving valuable feedback and assistance in becoming more welcoming to bicycling through their application and assessment process that is similar to the Bike Friendly Community process. Awarded businesses are recognized in a local press release, through the League's social media and on our interactive awards map. The local BPAC program will initially survey local businesses to seek their interest in becoming more welcoming to bicyclists by encouraging and assisting them in applying to the program to see how bicycling can help their business.

The 2023 effort will seek to identify 5-10 businesses interested in joining the program. The 2023 goal is to assist five (5) local businesses in working toward a bicycle friendly designation by applying for the award. As part of the program, BPAC recommends a bike rack installation 50/50 grant program for local businesses that agree to participate in the program. Businesses selected will follow a process developed by City staff.

### **3) Bike and Hike To Breakfast at the Market Event:**

*Overview from event abstract:*

Bike and Hike for the Health of it! The Edwardsville Bike and Hike to Breakfast event celebrates our active community and hopes to encourage area residents to drive less and live more by getting out on our local trails to bike and hike. It's always more fun to try new things with others. This event is meant to demonstrate how we all can walk and ride when doing quick trips around town. This event will be a part of The City's Bike and Pedestrian Advisory Committee's effort to promote and build the culture and awareness of biking and walking locally. Event will be held in partnership with Goshen Market on Saturday morning May 20, 2023.

### **4) Fall Bike and Walking Bus/Safe Biking and Walking to School Initiative:**

Using a pilot school as a prototype program. BPAC reps and community volunteers will work with City, D7 and School staff to establish biking and walking bus programs in Edwardsville with hopes to expand the program in the out years.

### **5) Quarterly Community Public Meet-Up Events (DRAFTS):**

NOTE Drafts are a branded People for Bikes program...we could easily do this under our own name without PFB alignment.

"DRAFT" Meetups are fun, fast-paced events where entrepreneurs, bicycle industry experts, bicycle enthusiasts, community leaders and residents can get together, share ideas, and generally geek out about bike culture over a craft beer (or any beer for that matter) . Our Edwardsville DRAFT Meetup could be the perfect opportunity for residents

to meet new friends and get involved in local biking culture. It would be a great way to solidify our efforts bring people along and grow the movement  
<https://www.facebook.com/DraftMeetup/videos/draft-meetups-tapping-into-people-who-love-bikes-biz-beer/1740021676305321/>

**6) Courteous Mass Neighborhood Rides escorted by Edwardsville police:**  
Edwardsville Courteous Mass rides will be a bike-riding education event. The idea is to tour a different part of the community and help people of all ages and backgrounds get comfortable with on-street riding while educating local drivers by showing them a “mass” of riders on-street. The more the local community sees bikes on the street, the more normal it becomes, eventually changing culture. It also points to needed improvements in on-street infrastructure and is a great way to bring new riders into the community. It is recommended that the ride be escorted by Edwardsville Bike Police.

Item	Qty	Ext Qty	Each	Cost	Vendor	Total	NOTES
Pancake Breakfast	300		4.99	\$1,500	Chris Cakes	\$1,500	Vendor has various level of cost per person. \$4.99 is non-profit level; 6.99 is normal biz cost for one time thru line per person; 10.99 is all you can eat. Breakfast is made up of 4-5 cakes per, sausage, Tang drink. Suggest we bring in coffee and fruit ( banana's from in kind sponsors)
Coffee	300		0	0	Various	400	In-Kind Goshen, 222?
Fruit (Banana's)	200		0	0	Various	50	In-Kind Market Basket Schnucks Market vendor?
Yoga	50-100		?	?	Various	\$500	Work with Market provider Studio Gaia; Y, City Parks?
Bike Blenders	50-100		?	?	Donation	\$200	Working on a donation of bikes for the day...will need Smoothie makings...Source Juicery?
Music	2 acts				?	\$500	Share with Market? 1 for Yoga 1 for breakfast
PA	1				?		Ent. provided or rented or donated?
Stage	1				?	\$200.00	
Bike Racks	15		\$10	\$150	Big Shark	\$150	
40x80 Canopy/Tent	1				Grand	\$2,500	
Other rental	various see notes				Grand	250	Elec, Stage skirts, etc
Tables and Chairs	various see notes				City	250	10 10 person rnd, with 100 chairs, 10 Bistros, etc.
Marketing and Promo	Various			In Kind?	In-kind?	1000	logo, promo, FB ads??
Media Sponsorship	Various				Terrain Magazine	0	Terrian ads, their Social media, Presence on site
Photography					donated?		For Social Media and following year event marketing
					TOTAL	\$7,500	Estimated total \$6000-8000
Sell sponorships of major content components: Presenting, Breakfast, Yoga, etc.							



	Line Item	Sub-Item		Sub-Total	Cost
<b>1</b>	<b>Bicycle and Ped Initiative Brand, Marketing, and Promo</b>				<b>\$5,500</b>
		BPAC Logo Dev		\$1,000	
		Collateral		\$1,500	
		Digital/SM		\$750	
		Campaign Dev		\$750	
		SWAG Dev		\$1,000	
		Outreach and Engagemment		\$500	
<b>2</b>	<b>Bicycle Frenldy Business Program (2023 5 business goal)</b>				<b>\$1,000</b>
		Program Materials Dev		\$250	
		Promotion		\$500	
		Award Materials		\$250	
<b>3</b>	<b>2023 Bike/Hike to Breakfast Event*</b>				<b>\$7,500</b>
	*See note and separate worksheet below				
<b>4</b>	<b>Fall 2023 Bike and PED "School Bus" Safe Biking and Walking to School Initiative</b>				<b>\$700</b>
		Volunteers Safety Apparel and Items		\$250	
		Promotional Materials		\$300	
		Bus Route Signage, etc		\$150	
<b>5</b>	<b>Three (3) Quarterly Commmunity Public Meet-Up Events (DRAFTS)</b>				<b>\$1,500</b>
		Promotional and Content Materials Dev		\$250/event	
		SWAG		\$250/event	
<b>6</b>	<b>Three (3) Community Rides ( May require City Police budget for Bike Police escorts )</b>				<b>\$300</b>
		Promotional and Content Materials Dev		\$150	
		SWAG		\$150	
			<b>2023 BPAC Budget Total</b>		<b>\$16,500</b>
NOTE: Budget range on this event is potential lower ( \$6000), as it will be impacted by partner financial support and potential sponsorships					