

# MONADNOCK ALLIANCE FOR SUSTAINABLE TRANSPORTATION

## *BICYCLE FRIENDLY COMMUNITY SUBCOMMITTEE*

### MEETING SUMMARY

March 5, 2018

4:30 p.m.

City Hall (2<sup>nd</sup> Floor Conference Room)  
3 Washington Street, Keene, NH 03431

Bicycle Friendly Community Subcommittee members present: Drew Bryenton, *Chair*; Chris Brehme, *Keene State College*; James Holcomb, *Antioch University New England*; Jen Risley, *Monadnock Buy Local*; Susy Thielen, *Keene Resident*; Will Schoefmann, *City of Keene*; David Souther, *Keene Bicycle and Pedestrian Pathways Advisory Committee Alternate*; Travis Rowe, *Keene Resident*.

SWRPC staff member present was Henry Underwood, *GIS Specialist/Planner*.

#### **I. Welcome and Roll Call**

Drew Bryenton started the meeting at 5:33 p.m. Introductions were made and the meeting agenda was briefly reviewed.

#### **II. November 21, 2017 Meeting Summary**

Drew Bryenton provided a brief recap of the meeting summary. Henry Underwood noted that formal approval of the meeting summary by the group was not needed.

#### **III. Status of 2017 Bicycle Friendly Community Work**

As background, Drew Bryenton described the League of American Bicyclists (LAB) [Bicycle Friendly Community](#) program. He pointed out that the “Bronze-level” status was awarded to the City of Keene following its Spring 2015 application. He said that renewals are required on an approximately 4-year cycle. Two handouts produced by LAB in response to the 2015 application from the City of Keene were shared. They summarized the City’s status as of the most recent application, and described ways the City could raise its status (Silver, Gold, and Platinum are the other designations) in five categories: engineering, education, encouragement, enforcement, and evaluation & planning. He noted the purpose of the first MAST Subcommittee, formed in 2017, was in part to establish and/or implement these strategies. Some strategies, he said, have been addressed since the 2015 application. He mentioned the recent designation of Keene State College as a Bicycle Friendly University as one example. He also pointed to positives called out in the LAB handout which acknowledged the City’s active bicycle advisory committee (the Bicycle and Pedestrian Pathways Advisory Committee). Attendees briefly reviewed a list of “Key Steps to Silver” designation on one of the handouts. Drew Bryenton said that he would make the files available electronically and asked that everyone review them prior to the next meeting.

Drew Breynton led a brief discussion and summary of LAB feedback to the City of Keene in the five strategy categories. Highlights from the discussion are as follows:

1. **Engineering:** The Subcommittee felt most tasks were appropriately implemented by City staff, as opposed to members of the Subcommittee. Henry Underwood provided a brief update on the Rack It Up! bike rack initiative, which is currently unfunded. Drew Breynton noted the recent report by Keene State College Geography Department students as a potential resource for improving signage.
2. **Education:** Attendees recognized that the City of Keene has a good track record implementing education strategies including safe routes to school programming, “share the road” messaging, and the introduction of bicycle skills training opportunities.
3. **Encouragement:** It was noted that many of the recommended encouragement recommendations (celebrating National Bike Month, LAB Bicycle Friendly-Businesses program) overlapped with or were related to the work of Tiffany Mannion, Bicycle Mayor of Keene.
4. **Enforcement:** The Subcommittee felt that working with the Keene Police Department on bicyclist behavior and safety is as a key priority.
5. **Evaluation & Planning:** Drew Bryenton noted that the City of Keene is in the process of updating the Bicycle and Pedestrian Master Plan. Will Schoefmann said that the City’s goal is to complete the project by the fall.

Attendees transitioned to a more focused discussion on 2017 activities of the Subcommittee as well as opportunities for 2018 and beyond. Drew Bryenton provided a recap of the most recent memo (January 11, 2018) from the Subcommittee to the MAST Steering Committee which listed a number of opportunities to pursue in 2018 as follows: creating a pool of cycling instructors, promoting the availability of appropriate bicycle-related signage, encouraging participation in LAB programs, coordination with the Bicycle Mayor of Keene, and connecting with the Police Department. The Subcommittee discussed the status and future of the following items:

#### Pool of cycling instructors

Tiffany Mannion, Bicycle Mayor of Keene recently announced that a [“Traffic Skills 101”](#) class will be held in Keene on April 21<sup>st</sup>. Travis Rowe commented that he was also a LAB certified instructor. It was pointed out that the Monadnock Cycling Club has an interest in having their group recreation ride leaders take the course.

#### Wayfinding signage

It was suggested the recent Keene State College report [“From Signs to Minds: Wayfinding in Keene”](#) could be reviewed as a first step.

#### LAB Bicycle Friendly Business program

Jen Risley advised attendees that during National Bike Month held in May of 2017, Monadnock Buy Local collected survey data from businesses through an announcement sent by the Greater Keene Chamber of Commerce. She said that the ten questions in the survey originated from LAB. Drew Breynton commented that in 2017, members of the Subcommittee reached out to a couple businesses based on that survey. They identified the need for assistance with the application process as a barrier to participation. The fee of \$100 was also noted as a barrier. Jen Risley suggested that Monadnock Buy Local could potentially support match funds for a member employer. Drew Bryenton suggested creating a letter aimed at employers as well as information about facilitating the application process. Jen Risley said that the Greater Keene Chamber of Commerce newsletter could be a good venue for this message, but pointed out many recipients of the newsletter are not business owners. She offered to create an announcement for an upcoming newsletter.

It was noted that Tiffany Mannion had begun work to promote the Bicycle Friendly Business program with help from a number of Antioch students. However, no update on the work was available. James Holcomb said he was the only student involved at this time.

David Souther asked if larger businesses could be invited. Will Schoefmann recommended identifying the “ask” of the Subcommittee firm prior to soliciting participation from larger businesses. Drew Bryenton suggested Healthy Monadnock and the Monadnock Food Co-op as potential early adopters that could be used to refine the Subcommittee’s message. Will Schoefmann suggested using National Bike Month as context and reinforcement for undertaking the project.

#### LAB Bicycle Friendly University program

It was noted that the region could build on the success of Keene State College by encouraging Antioch and potentially Franklin Pierce University to pursue the designation.

#### Coordination with Keene Police Department

Travis Rowe said he was a former police officer and would be willing to help the Subcommittee develop strategies related to this recommendation. Will Schoefmann suggested coordinating with Tiffany Mannion and the Mayor of Keene on this topic. David Souther commented that there was a recent grant to the Police Department for downtown policing that might be relevant to a conversation. It was pointed out that LAB offers a variety of videos related to enforcement.

#### National Bike Month

Travis Rowe advised the group that Tiffany Mannion was in the process of coordinating National Bike Month activities with interested volunteers.

### **IV. Review of Bicycle Mayor of Keene’s Priorities**

Drew Bryenton provided a brief overview of priorities listed on the website including: bike sharing, a bike kitchen (offering bike maintenance and use of tools), education classes, community rides, promotion of LAB programs, and the celebration of National Bike Month.

### **V. Discussion of 2018 Goals**

All attendees participated in a discussion about previously-discussed strategies and volunteered or suggested individuals to work on various topics:

1. “Traffic Safety 101” (Educational Materials, Pamphlet, List of Resources)
  - a. Drew Bryenton
  - b. Tiffany Mannion (not in attendance)
  - c. Travis Rowe
  - d. Susy Thielen

Will Schoefmann suggested the Bicycle Mayor of Keene and MAST websites as opportunities to share this content. He also suggested the assignment of reviewing existing materials as a first step.

2. Wayfinding
  - a. Chris Brehme
  - b. Susy Thielen

Chris Brehme suggested the initiative could benefit from a mapping component and noted an effort by the Town of Swanzey to provide a wayfinding map for people biking and walking. Susy Thielen suggested other topics to explore including the effectiveness of bicycle-related pavement markings and signage.

3. Bicycle Friendly Business program/Bicycle Friendly University program
  - a. David Souther
  - a. James Holcomb
  - b. Jen Risley
  - c. Marcus McCarroll (not in attendance)
  - d. Peter Hansel (not in attendance)
  
4. Keene Police Department
  - a. Tiffany Mannion (not in attendance)
  - b. Travis Rowe
  - c. Will Schoefmann
  
5. Bike Month
  - a. Chris Brehme
  - b. James Holcomb
  - c. Jen Risley

Drew Breynton thanked the Subcommittee and suggested that the subgroups explore the area of interest prior to the next meeting.

#### **VI. Other Matters**

No other matters were discussed.

#### **VII. Next Meeting**

The next meeting was scheduled for Tuesday, April 3, 2018 at 4:30 p.m. at the Keene Recreation Center (312 Washington Street in Keene). It was noted that the venue will need to change in the summer when the Center's hours change.

#### **VIII. Adjourn**

The meeting was adjourned at 5:35 p.m.

Respectfully submitted,

Henry Underwood  
GIS Specialist/Planner