

# MONADNOCK ALLIANCE FOR SUSTAINABLE TRANSPORTATION

## *BICYCLE FRIENDLY COMMUNITY SUBCOMMITTEE*

### MEETING SUMMARY

September 19, 2017

4:00 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, *Timken*; Peter Hansel, *Filtrine*; Will Schoefmann, *City of Keene*.

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

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

Will Schoefmann opened the meeting at 4:10 p.m.

#### **II. Bicycle Friendly Business and Bicycle Friendly University Applications**

Will Schoefmann provided a brief overview of the Bicycle Friendly University designation through the League of American Bicyclists (LAB). He said that there are a lot of similarities between the requirements for a municipality and for a university. Some universities have their own substantial transportation infrastructure to maintain. Will Schoefmann pointed out that Keene State College has a major asset to moving objectives of the designation forward: students looking to get practical experience and provide community service.

Attendees discussed targets for outreach (including Antioch University in Keene, Keene State College, Franklin Pierce University in Rindge, and River Valley Community College in Keene), points of contact, as well as initial questions/methods of introduction. Attendees discussed the benefit of the City of Keene being involved as they were the first to obtain Bicycle Friendly status. Drew Bryenton commented that it would be important for applicants to answer questions truthfully when filling out the application. Attendees described the best role of the Subcommittee as a group to contact entities with a “sales pitch” as well as provide support in completing the application by e-mail, phone, or in-person. Drew Bryenton said he had already reached out to Signworks and New Day Massage, two Monadnock Buy Local participants in a survey aimed at understanding how businesses thought about bikes.

Attendees discussed businesses to approach as well as potential contacts. Cheshire Medical Center, Monadnock Food Co-op, Prime Roast, and Keene Family YMCA were all mentioned. Will Schoefmann offered to draft a letter from the Subcommittee for the next meeting. Peter Hansel said it would be important to highlight the connection between a potential “Bicycle Friendly Business” and Keene’s designation as a Bicycle Friendly Community as well as other relevant highlights and accomplishments.

#### **III. Support for Application Fees**

Attendees discussed the LAB Bicycle Friendly Business application, concerns about the cost, the renewal process (every 4 years), and potential concerns about losing status. Will Schoefmann said that a renewal

on behalf of the City of Keene for the Bicycle Friendly Community status would occur next in 2020 or 2021 as 2016 was the date of the last renewal.

Drew Breynton offered to touch base with Marcus McCarroll at Keene State College regarding a Bicycle Friendly University application. He said from speaking with Mr. McCarroll that the application may already be substantially completed. Attendees identified the current Keene State College president as a potential contact for a letter, but were unsure of contacts for River Valley Community College or Antioch University.

Henry Underwood provided a brief update on New Hampshire community, university and business participation in LAB programs. He said the only university participant was Dartmouth College and that there were only two listed businesses in New Hampshire. The deadline for the next LAB applications would occur in February of 2018. Will Schoefmann suggested making links to the LAB programs available on the MAST Bicycle Friendly Community Subcommittee webpage.

#### **Meeting with Greater Keene Chamber of Commerce**

The Subcommittee discussed arranging a meeting with Phil Suter from the Greater Keene Chamber of Commerce to discuss the LAB program for businesses. Part of the meeting should include a discussion about taking advantage of the Chamber's electronic newsletter and "e-mail blast" capabilities .

#### **IV. Other Matters**

A brief update was provided on the bicycle mayor initiative. Drew Breynton recapped a number of ideas shared in past Subcommittee meetings and commented that the direction of the initiative was positive, but they were limited on resources to accomplish some of their ideas.

#### **V. Next Meeting**

Will Schoefmann advised attendees he would reach out regarding the next meeting of the Subcommittee.

#### **VI. Adjourn**

The meeting was adjourned at 5:01 p.m.

Respectfully submitted,

Henry Underwood  
GIS Specialist/Planner