

MONADNOCK ALLIANCE FOR SUSTAINABLE TRANSPORTATION

BICYCLE FRIENDLY COMMUNITY SUBCOMMITTEE

MEETING SUMMARY

April 3, 2018

4:30 p.m.

Keene Parks and Recreation Center (Room 12)
312 Washington Street, Keene, NH 03431

Bicycle Friendly Community Subcommittee members present: Drew Bryenton, *Chair*; Peter Hansel, *Filtrine Manufacturing*; Travis Rowe, *Keene Resident*; Will Schoefmann, *City of Keene*; David Souther, *Keene Bicycle and Pedestrian Pathways Advisory Committee Alternate*; Susy Thielen, *Keene Resident*.

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

I. Welcome and Roll Call

Drew Bryenton started the meeting at 4:44 p.m. with a round of introductions. He provided a brief summary of the last meeting which was held on March 5, 2018.

II. Review of Bicycle Mayor of Keene's Priorities

Drew Bryenton noted that although Tiffany Mannion, Keene Bicycle Mayor, was not able to attend today's meeting, he did speak with her since the last meeting to review her goals and the Subcommittee's goals. He noted that in cases where their goals overlapped, they discussed which party would take the lead on a given effort and which party would provide support.

III. Discussion of 2018 Goals

Drew Bryenton listed and briefly described the five goals of the subcommittee in 2018:

1. Identify and improve existing educational materials and opportunities related to bicycling
2. Improve wayfinding signage for people riding their bikes
3. Encourage participation in the League of American Bicyclists Bicycle Friendly Business and Bicycle Friendly University programs
4. Coordinate with the Keene Police Department about education and enforcement related to bicycling
5. Participate in National Bike Month activities

He noted that Tiffany Mannion is interested in taking the lead on activities related to goals 1., 3., and 5. She offered to provide support to the subcommittee with respect to working with the Keene Police Department.

Drew Bryenton pointed out that the Monadnock Alliance for Sustainable Transportation (MAST) would be deviating from their more recent form of participation in National Bike Month (May) by not hosting an in-person event during Bike to Work Week. He noted that Tiffany Mannion is currently working with individual businesses to acknowledge employees who bike to work by providing a breakfast gift basket. He also said that Tiffany Mannion hopes to leverage the contacts she makes promoting Bike to Work Week

to encourage business participation in the League of American Bicyclists (LAB) Bicycle Friendly Business Program. Drew Bryenton said the Subcommittee could share ideas on businesses who might like to participate, help collect and deliver Bike to Work Week rewards (gift certificates), and provide assistance to businesses interested in completing the LAB Bicycle Friendly Business Program application. The 2017 Monadnock Buy Local business survey and results were noted as one way to identify participants.

Drew Bryenton noted that James Holcomb could not make the meeting and said he was working on a LAB Bicycle Friendly University Program application on behalf of Antioch University. Henry Underwood noted that James Holcomb would be replacing Rebecca Harris as the head of Transport NH.

David Souther pointed out that wayfinding improvements will require City and possibly State approval.

It was noted that Tiffany Mannion had reached out to the Keene Police Department about the upcoming Traffic Skills 101 class but there was no interest in participating.

Drew Bryenton suggested brainstorming businesses for Tiffany Mannion to target for participation in activities during National Bike Month. Susy Thielen suggested that any planned events need to be conspicuous. She suggested getting a school class to participate. Drew Bryenton suggested adding content about Tiffany Mannion's Bike to Work Week reward to Jen Risley's current draft newsletter entry for the Greater Keene Chamber of Commerce which was shared in the meeting packet. David Souther suggested approaching businesses directly, in addition to the newsletter article. Peter Hansel suggested targeting major employers like C&S Wholesale Grocers, Cheshire Medical Center, and Makem Imaje. Hannaford Supermarket, Brewbakers, and The Works Café were noted as past supporters of MAST and possible sources of donations for the Bike to Work Week rewards. Peter Hansel offered his role as [Impact Monadnock](#) Business Ambassador as an avenue to share the idea with other local business leaders. Drew Bryenton assisted attendees in brainstorming a list of other potential businesses to contact and said he would share it with Tiffany Mannion: Monadnock Food Co-op, Cheshire Medical Center, C&S Wholesale Grocers, Timken, Markem Imaje, Filtrine, Keene Family YMCA, Community Kitchen, area gyms, 365 Cycles, Monadnock Family Services, Southwest Region Planning Commission, Healthy Monadnock Organizational Champions.

Peter Hansel asked about how the Bike to Work Week reward would be provided and how Tiffany Mannion would recruit businesses to participate. Drew Bryenton said Tiffany Mannion would be best able to answer this question but said that the initial "pitch" to each employer would note lower insurance costs for employees who commute by bike.

David Souther asked about other activities going on during National Bike Month. Henry Underwood mentioned [Commute Smart NH](#) and the [LAB National Bike Challenge](#).

Drew Bryenton said he would update Travis Rowe, Chris Brehme, Tiffany Mannion, and Jen Risley about the Subcommittee's discussion. Henry Underwood committed to sending a list of former Rack It Up! participants.

David Souther asked who the target audience was for education and outreach and if there were any existing resources such as pamphlets or brochures. He suggested utilizing the Parks and Recreation Center as one of many locations to provide printed materials. Peter Hansel noted there was a specific recommendation provided in LAB's feedback to the City of Keene related to education and outreach materials.

Henry Underwood said that Jen Risley requested feedback from the Subcommittee on a draft Greater Keene Chamber of Commerce newsletter article. The committee agreed that no changes were needed.

IV. Other Matters

No other matters were discussed.

V. Next Meeting

The next meeting was scheduled for Tuesday, May 1, 2018 at a location to be determined.

VI. Adjourn

The meeting adjourned at 5:31 p.m.

Respectfully submitted,

Henry Underwood
GIS Specialist/Planner