

2012 Annual Report
TCBA Advocacy Committee
Submitted by Mike Unsworth
Jan. 8, 2013

At the March 6, 2012, the TCBA Board of Directors voted to establish an Advocacy Committee with Mike Unsworth as its chair. The Committee's mission statement is:

- 1 Develop a safer bicycling environment
- 2 Promote public awareness of bicycle safety issues and concerns
- 3 Promote bicycle commuting and touring
- 4 Educate governments, organizations and companies on strategies to encourage safe bicycle travel
- 5 Work with other organizations to carry out this mission and activities relating to non-motorized transportation

The Advocacy Committee continues the work of the Mid-Michigan Active Transportation Coalition (MMATC), a free-standing group. MMATC has its own web and Facebook pages, discussion list and blog. In addition to its monthly meetings, much work is done on the discussion list. A major 2013 goal is re-branding these pages to TCBA Advocacy.

The Committee's monthly meetings are attended by five to ten people (see below). Over 60 people are on the discussion list with 135 on the Facebook page.

Since January 2012, the Committee has been busy with the following:

- **Integration into TCBA.** While taking longer than we would have liked, we are transferring information from the MMATC web sites to <http://www.biketcba.org>. The chair also contributes periodic advocacy updates to the *Chainwheel Chatter*.
- **Valet Bike Parking (VPB).** After a thorough review of our mission and the time demands of this useful and popular service, we transferred the responsibility and running of VPB to the Mid-Michigan Environmental Action Coalition (Mid-Meac). I would like to thank Pat Harrington for his outstanding service in running VBP for the past decade or more. Committee members continue to volunteer for VBP at the region's warm-weather activities where bicycling to the event can be encouraged.
- **Smart Commute 2012.** Committee members participated in the planning and conducted commuter bicycling classes.
- **2012 Mid-Michigan Ride of Silence.** 107 bicyclists participated on the May 16 ride. This year's "give away" (funded by TCBA) were high quality tail lights;

all were distributed. We also gave away around 50 T-shirts left over from past years. Meridian Township's HOM TV & MSU's *State News* gave us good coverage.

- **Bicycle Parking.** We spent a great deal of time on this activity. A major accomplishment was the City of Lansing's adoption of its bicycle parking ordinance. A number of Committee members worked on this, especially a noteworthy lobbying effort with the City's Planning Commission.
 - This summer we launched "Operation Soft Serve, a Facebook initiative that encouraged ice cream shops and other area businesses to provide bike racks and outdoor tables for their customers. Other area businesses which do have bike parking were thanked in person and via a new Facebook photo gallery of good bike parking examples.
 - An example of advocacy persistence was Lenny Provencher's convincing the new Studio C movie theater to install bike racks.
 - We also began crafting guidelines for TCBA-funded bike racks for businesses and non-profits.
 - Finally, we started investigating a mapping system that uses smartphones to collection data about area bike parking facilities.
- **Complete Streets/Non-Motorized Plans.** Committee members were highly involved in Meridian Township's adoption of its Complete Streets ordinance. Several served on a special committee that drafted the ordinance, participated in a workshop on the topic, and interacted with Township staff and board members on the benefits of such a plan.
- **Regional Active Transportation Meetings.** The Committee organizes and runs quarterly meetings with stakeholders in active transport activities. The June meeting was devoted to statewide Complete Streets developments and brainstorming on possible future activities. The October meeting dealt with non-motorized transportation issues in the Greater Frandor area.
- **Major Infrastructure Projects.** We participated in the following:
 - Saginaw Street Bike Lanes—members helped MDOT, the City of Lansing, and the West Side Commercial Association in planning a well-attended celebration which included a bike parade.
 - Moores River/Mt. Hope Shoreline & Pathway—members went to public meetings and workshops on this proposed project
 - Capital Area Multi-modal Gateway Project in East Lansing (AKA as the "new Amtrak station"):
 - When the project was announced, TCBA sent letters of support to the project's major partners: CATA, the City of East Lansing, and MSU.

- Representatives from the project’s partners attended our August meeting. We had a good interchange of ideas about active-transportation infrastructure and facilities
- Lodges of East Lansing—the developers of this controversial student housing project met with committee members seeking our input for proper and safe infrastructure for bicyclists and pedestrians.
- 2013 Michigan Avenue/M-43 reconstruction project—Committee members participated in an MDOT-sponsored open house. Our comments on Non-Motorized Transportation-aspects generated a discussion with a sizeable MDOT contingent at our October meeting. We communicated our concerns about incorporating bike-friendly features in the planning. In late November we learned that MDOT agreed to modify their designs along Michigan Ave. to include bike and/or shared transit lanes to better accommodate bicyclists.
- Greater Frandor Area developments—the US127 reconstruction in the summer and the development of the Red Cedar Golf Course generated much activity:
 - At an August meeting of the East Side Neighborhood Organization, Nancy Krupiarz and Mike Unsworth discussed how the Advocacy Committee’s goals and how we can work with the neighborhoods on securing meaningful bicycle and pedestrian access to Frandor from Lansing’s East Side
 - Red Cedar Community Conversation—several members participated in an October 13 forum that discussed and participated in collaborative mapping exercises that developed design parameters for the area. Several important Non-Motorized Transportation features appeared in the final report.

2012 Committee Members

Rick Brown

Tim Potter

Steve Leiby

Lenny Provencher

Bob Lovell

Art Slabosky

Nancy Krupiarz

Mike Unsworth

Lynne Martinez

Phil Wells