



**Governor's Traffic Safety Advisory Commission  
Pedestrian and Bicycle Safety Action Team**  
Michigan State Police/Office Highway Safety Headquarters  
333 South Grand Avenue, Lansing, MI 48933  
1970 Conference Room, 1<sup>st</sup> Floor  
January 14, 2014  
9:00 am

<b>Attendance</b>	
<b>Name</b>	<b>Agency</b>
Alfonso, Deb	MDOT
Allyn, David	TIA
Cox, Norm	The Greenway Collaborative
DeBruyn, Josh	MDOT
Helmholdt, Nick	Clean Energy Coalition
Holton, Randy	MSU Police
Kanitz, Dean	MDOT
Lindenmayer, John	LMB
Mulder, Kevin	Clean Energy Coalition
Pawlik, Brian	SEMCOG
Peterson, Brad	MDOT
Rowen, Laura	MDCH
Seyfarth, Heather	Clean Energy Coalition
Shitgen, Michelle	MFF
Teachout, Chad	OHSP
Teachout, Mary	MDOE
Thompson, Deidre	MDOT

<b>Agenda Item:</b> Action Plan Updates
<b>Discussion:</b> New plan is online; need for specific assignments for specific agencies/members
<b>Action:</b> Be prepared to talk about potential assignments at future meeting

<b>Agenda Item:</b> Communications Strategies
<b>Discussion:</b> Share my roads campaign and website is being formed. This strategy will specifically target drivers, bicyclists, and law enforcement officials and include information such as a safety pledge card; news, and social media. MDOT is rolling out new video on biking to be used a part of bigger press release near day lights savings time Many institutions are doing their own communication strategies and need new methods of reaching targeted audience.
<b>Action:</b> Idea for a matrix showing which agencies are doing what activities, so PBSAT members can coordinate. Idea to pursue non-traditional communication strategies such as films in movie theaters, TVs at gas stations (on pumps), local community TV channels, etc.

<b>Agenda Item:</b> Education Strategies (Educational Kit Development)
<b>Discussion:</b> Drivers Education Curriculum in SW Michigan will be included in supplemental time period. MSP ordered a roll call video from NTSA but it is on back order. There is a need to develop TIP cards on safe driving practices. Idea for a PSA about sidewalk riding by bicycles. LMB law enforcement training and bike rodeo planned for April and May.
<b>Action:</b> OSHP will continue to look for material for developing a roll call program and tip cards for law enforcement officials. PBSAT will continue to look for ways to address safety issues of sidewalk riding by bicyclists.

<b>Agenda Item:</b> Pedestrian Safety
<b>Discussion:</b> City of Ann Arbor Pedestrian Safety Action Plan will have a citizen committee. Preliminary 2013 crash data is available.
<b>Action:</b> PBSAT will continue to monitor Ann Arbor situation. MDOT will continue to develop guidelines on where to place HAWKs and other newer nonmotorized infrastructure.

**Agenda Item:** March Meeting Agenda Items

**Discussion:** Matrix of agency education campaigns  
Non-traditional communication strategies  
Agency Updates  
SEMCOG Walking Biking Plan

**Action:** Co-chairs will include these topics as potential agenda items

**Future Meeting Dates**

March 11  
May 13  
July 8  
September 11  
November 13

The Michigan Traffic Safety Summit is March 25–27, 2014 at the Kellogg Center in East Lansing