



BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE

City of Billings & Yellowstone County
MEETING MINUTES

Tuesday, May 25, 2021 MEETING TIME: 11:30 am

1st Floor Conference Room of 2825 3rd Ave. N

Live Coverage was available here: <https://www.facebook.com/Billings-Planning-Community-Services-Department-1738982159659260/> Recording is also available on same Facebook page link.

DRAFT

Call to order: Scott Barber, BPAC Chair, called the meeting to order at 11:33 am

Members present: Anna O’Donnell, City; Ed Gulick, Planning Board; Kristi Drake, City; Rose Cook, County; Dorothy Dupree, County; Liana Susott, County.

Others present: Elyse Monat, Active Transportation Planner; Councilmember Denise Joy; Morgan Miller as a member of the public.

Public Comment Period:

- a. **Comments on items not on the agenda and request to add items to future agendas –**
None
- b. **Online comments and comments received by the Active Transportation Planner –**
None

Motion. Approval of the meeting minutes of May 25, 2021: Ed Gulick, BPAC member, moved to approve the May minutes. Anna O’Donnell, BPAC Vice-Chair seconded. The motion passed unanimously.

New Business:

Bicycle Boulevard Branding

Councilmember Joy led a discussion of branding for the bicycle boulevard as part of her Champions’ Institute project. The Champions’ Institute is run through the Centers for Disease Control and Prevention and Smart Growth America.

The name bicycle boulevard is not well understood by residents, so Councilmember Joy would like to find another name for the route. She brought the first bike plan from Billings which was completed in the 1970’s to show that active transportation plans have been around for a while. She also brought magazines for BPAC members to use for compiling collages to help generate ideas.

BPAC members suggested using bright primary colors for the branding including orange and yellow. They also suggested reminding the public that the route can still be used for cars and parking.

The top naming ideas that came out of the discussion were:

- Neighborhood Bikeways
- Bike Connectors

Other ideas for the name included:

- Neighborhood Connectors
- Neighborhood Greenways

BPAC members suggested getting more input from the public. Elyse Monat, Active Transportation Planner, suggested sending out a Survey Monkey survey to get more input.

During public comment, Morgan Miller, said that as part of the Commuter Challenge planning committee, it was noted that the culture of Billings is not designed to have safety for active commuters everywhere. Community Health Improvement at RiverStone Health and Healthy By Design decided to partner with MSUB to have a Communications class focus on active transportation and how you can rehumanize it. This could include reminders like “that’s your sister out there” and could focus on connecting neighbors. The class will run through August and then there will be some draft messaging. Professor Sarah Keller is teaching the class.

Old Business

Review Presentation to Governing Bodies

Scott Barber, BPAC Chair, said that there were still some things to figure out with the presentation, but that his goal was to emphasize branding and community involvement. He wants to make sure the Council understands that the reason BPAC exists is to make the community stronger. Active transportation is not just about people wearing spandex; it is about advocating for people with special needs, families, seniors, etc.

BPAC suggested adding lots of photos humanizing the presence of active transportation. They also suggested a focus on physical health, education, safety and mental health especially after the last year. They wanted to emphasize socio-economic aspects, meaning that everyone should be able to use City facilities and that safe routes should be accessible to every child.

Scott will send out an email to the whole group and will figure out a time to meet and get organized before the presentations.

During public comment, Councilmember Denise Joy noted that the ideas so far for the presentation are very good. City Council gets a lot of data and data does not necessarily humanize the subject. Humanizing it will help chip away at the mindset.

Data Needs

Postponed until next time

New Business:

None

Other Business:

None

Future agenda items:

Data Needs

Adjournment

Ed moved to adjourn, Kristi Drake, BPAC member, seconded. All voted in favor.