



CITY OF COLUMBIA
BIKE AND PEDESTRIAN ADVISORY COMMITTEE (BPAC)
April 12, 2021
4:30 PM

Virtual meeting using conferencing technology
Columbia, SC

WILLIAM BAKER • PAMELA BYNOE-REED • ZACH CAVANAUGH • DEREK DAVIS • CHRISTINA GALARDI
ANNA GILBERT • DOUGLAS GIOVANETTI • GEORGE KOKOLIS • CARMEN LATIMER • JENNIFER LEAPHART
BETSY NEWMAN • RACHEL THOMASON JOHN • CYNTHIA WATSON • MARY SCOTT-CHANCEY WILLIAMS

Staff conducted a new member training work session at 3:30 pm, using the same meeting login and agenda. The agenda included welcome and introductions; an administrative overview of meetings, bylaws, and the boards and commissions handbook; a review of the strategic plan; activities and events; a review of Walk Bike Columbia; and a review of Walk Friendly and Bike Friendly Community Designations. Members present were: Zach Cavanaugh, Derek Davis, Anna Gilbert, Carmen Latimer, Jennifer Leaphart, and Mary Williams.

In attendance: William Baker, Pamela Bynoe-Reed, Zach Cavanaugh, Derek Davis, Christina Galardi, Anna Gilbert, Carmen Latimer, Jennifer Leaphart, Betsy Newman, and Mary Scott-Chancey Williams

Absent: Douglas Giovanetti, George Kokolis, Rachel Thomason John, and Cynthia Watson

Staff: Leigh DeForth, Shane Shaughnessy, Lucinda Statler

I. CALL TO ORDER- Co-chairs Watson and Baker

Co-Chair Baker called the meeting to order at 4:34pm.

Pamela Bynoe-Reed entered the meeting at 4:35pm.

II. REGULAR AGENDA

- a. Welcome new BPAC members!

BPAC members introduced themselves to one another, with existing members welcoming the new members to the committee.

Betsy Newman joined the meeting at 4:39pm.

- b. Approve March 8, 2021 minutes

Co-chair Baker made a motion to approve the minutes, and Mr. Cavanaugh seconded the motion. The motion to approve was carried by unanimous vote (10-0).

c. Strategic Planning 2021

- Brief summary of goals/projects

Ms. Statler reviewed the 2020 strategic planning discussion for the committee members, noting that planning generally occurred at the beginning of the calendar year, but this year had occurred in March. She discussed the survey process leading up to strategic planning, touched on the Walk Bike Ambassador Program, Bike/Ped Tours and Partnerships, and Marketing. Co-Chair Baker asked for an update on the City's shift from virtual to in-person events and meetings, and Ms. Statler indicated that nothing has changed at this time.

d. Committee reports

- Ambassador program- Christina Galardi
 - Walk Bike Ambassador Work Sessions
 - Walk Bike Ambassador Program Implementation

Ms. Galardi reviewed the proposal for the Walk Bike Ambassador program design, noting that the subcommittee had held two different work sessions to discuss the plan for the program. Ms. Galardi indicated that this program had been a recommendation of the Walk Bike Columbia Master Plan, and that given the pause on in-person events, BPAC also felt this was an opportunity to work to develop such a program. Discussions began in the fall of 2020 regarding program development, and work sessions had been held recently, with supporting documentation provided in the linked agenda.

Ms. Galardi reviewed the proposed session topics, noting that the design of the program was intended to have three different sessions focused on different topics:

1. Laying a baseline for the "why" for walking and biking from a safety and health perspective, potentially with a speaker from Eat Smart Move More SC.
2. How to plan and implement programs/projects around walking and biking in Columbia, with a speaker from the City to talk about the master plan, various projects, and the public input process regarding implementation.
3. Being more active and an advocate for walking and biking within the city, with opportunities for low-budget initiatives, grant funding, etc. The guest speaker would potentially be someone from SC Livable Communities Alliance.

She noted that the subcommittee hoped to hold the sessions sometime in September, with a plan to hold these sessions virtually for the time being. Ms. Galardi hoped to offer an optional group experience between the sessions for those who were willing and able to attend, such as a bike ride potentially using the Blue Bike system, and/or a group walk around the City. She noted that the objective was to extend the network of BPAC to a broader base around the City, engaging with additional stakeholders and potential partners to build encouragement and education efforts.

Ms. Galardi indicated that the timeline would be May & June to finalize the draft curriculum, July to finalize promotional materials, August to receive applications, and September to hold the sessions. The desire was to have a strong, active, and small group for this first set of sessions, to help build momentum for future Ambassador classes.

There was some discussion of in-person events – Ms. Statler confirmed that as the program could be held virtually, there was no reason to hold off on planning for the program. Ms. Galardi noted that it would be

most helpful to have the Marketing & Outreach committee focus on this effort over the next few months so that the groundwork was laid for the program. Ms. Galardi made a motion to approve the proposal and refer it to the marketing and outreach subcommittee for final implementation. Ms. Newman seconded the motion, and the motion was carried by unanimous vote.

- Bike/ped tours/partnerships- Betsy Newman

Ms. Newman indicated that she and Ms. Thomason John had met to discuss the proposal, and reviewed One Columbia's public art map as an example of how BPAC could partner to build art walks (essentially a monthly feature of a geographic cluster of art work) throughout the community. Additional partners include the ColumbiaSC63 walking tour. She indicated that the goal was to create a monthly calendar and to get the information out to the public, essentially promoting what was already going on to build agency and engagement around walking and biking in the community, while nurturing partnerships in the community.

Ms. Bynoe-Reed left the meeting at 5:18pm.

Ms. Latimer left the meeting at 5:25pm, rejoining at 5:28pm.

- Marketing - Cynthia Watson

Co-Chair Baker indicated that the Marketing subcommittee had spoken with Councilwoman Devine on March 29th regarding infrastructure funds that were anticipated to increase in the future.

Ms. Statler offered to email BPAC members with subcommittee descriptions and membership so that new members could review and select which subcommittee(s) they were interested in serving on.

e. City Planning Update – staff

Ms. Statler noted that the planning update was an ongoing list that staff prepared monthly in advance of each meeting, and instead of reviewing the list in its entirety each meeting, generally this provided an opportunity to discuss any questions. Ms. Statler summarized the Richland County Penny Tax for Transportation Intergovernmental Agreement (IGA) that was underway, which prioritized bikeways that would help provide a network of connectivity on low-volume streets.

- Spring events/ Bike Month
- Bike/ped counts

Ms. Galardi emphasized the need to receive a strategy from the Marketing and Outreach subcommittee so that BPAC could better help support the subcommittee's work as a whole, and to ensure that the subcommittee was able to move forward with the plan to repost the City's bike month posts to social media per the post calendar for May 2021 which had been shared with the subcommittee.

There was some discussion of BPAC's social media presence and how that might work within BPAC's advisory role and any expansion to additional platforms, as well as further discussion regarding the creation of a BPAC gmail account to improve access to direct communication between BPAC and the public. Ms. Statler indicated that staff would reach out to the City's Public Relations, Media, and Marketing Department for guidance.

III. OTHER BUSINESS

Ms. Williams left the meeting at 5:58pm.

IV. PUBLIC COMMENT

V. ADJOURN

Co-chair Baker made a motion to adjourn, and Mr. Cavanaugh seconded the motion. The meeting was adjourned at 6:01pm.

**Respectfully Submitted,
City of Columbia Planning & Development Services Department**