

# State of Wisconsin Governor's Bicycle Coordinating Council

## Governor's Bicycle Coordinating Council

Wednesday, March 19th, 2025

9:30 am to 12:00 pm

Hybrid Meeting: In-Person at the Wisconsin Capitol and Online via Teams

### Council Members Present

Andrew Potts, Committee Chair  
Scott Peterson, Public Member  
David Spiegelberg, Dept. of Tourism  
Chris Squires, Dept. of Transportation  
Michael Schwendau, Dept. of Transportation

Christine Anderson, Dept. of Public Instruction  
Lexi Davis, Dept. of Health Services  
Sara Rigelman, Dept. of Natural Resources  
Rep. Lee Snodgrass, State Representative  
Senator Chris Larson, State Senator

### Others in Attendance

David Dahms, Dept. of Transportation  
Sara Husen, Dept. of Transportation  
Kate Sand, Dept. of Transportation  
Mike Ridgeman, Wisconsin Bike Fed  
Kirsten Finn, Wisconsin Bike Fed

Susan Gaeddert, 1000 Friends of Wisconsin  
Amber Yan, Wisconsin Dept. of Transportation  
Alena DeGrado, Dept. of Transportation

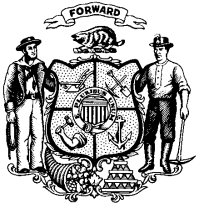
**Meeting was called to order by Andrew Potts at 9:35am.**

### **December Minutes Approved**

- Senator Larson moved to approve the December minutes, and the motion was seconded by Representative Snodgrass.

### **Legislative Initiatives**

- Representative Snodgrass:
  - The Governor's Biennial 2025-27 budget is the focus of the legislature currently. Rep. Snodgrass is stressing the items in the Governor's budget that enhance trails and use of multimodal transport.
  - Last session, former Rep. Shelton and Rep. Snodgrass introduced legislative bike safety bills. Rep. Snodgrass is coordinating with the office of the 90<sup>th</sup> Representative to see if they can take the bills under their purview. They will eventually introduce those bills again.
  - Additionally, the increased trail development comes with it increased safety issues, and Rep. Snodgrass is hoping the Council can have a robust discussion about adjusting some statutes with regards to trail safety, while balancing public reluctance for government legislating recreation.
  - Snodgrass is hoping to have an informational hearing with the Legislative Trails Council in the Spring about outdoor recreation and will keep the Council informed.
- Senator Larson:
  - The Finance Committee is holding public hearings on the Governor's Budget beginning on April 2<sup>nd</sup>. These hearings will kick off the budget process from the legislative standpoint.
    - The notice of hearings can be found [here](#).
  - Other bills that are related will be coming out. Little else has been happening outside of the budget.
- Andrew Potts:
  - The Council is still looking for Republican representatives to seat the Council.



## State of Wisconsin Governor's Bicycle Coordinating Council

- Representative Snodgrass: The Rep. will reach out to Republican colleagues who are interested in bicycling.

### **WisDOT Updates: Chris Squires and Sara Husen**

- Active Transportation Plan (ATP) updates: Sara Husen
  - Currently finishing up the internal review process. The internal review process is conducted by the WisDOT Bureau of Planning and Economic Development (BPED). Upcoming: the WisDOT Technical Advisory Committee (comprised of internal WisDOT staff) and Steering Committee (comprised of external stake holders and WisDOT staff) committees to review the full layout this coming Spring; WisDOT approval is expected in the summer; there would be a 30-day public comment period following the Steering Committee approval; there will be virtual engagement opportunities and those will be posted on the ATP webpage, linked [here](#).
- Multimodal Design Guidance Update progress: Chris Squires
  - Last year WisDOT kicked off a major update to the bicycle and pedestrian design guidance. This will combine and update: Wisconsin Bicycle Facility Design Handbook, Wisconsin Guide to Pedestrian Best Practices, and related sections of the Facilities Development Manual (FDM) into a new multimodal chapter in our FDM. The goal is for it to be ready for publication in November 2025. Later this year, after TAC finalize the content, it will be sent over to the FHWA – WI Division for approval before publication.

### **Southeast Wisconsin Non-Motorized Count Program: Chris Squires, Amber Yan, and Alena DeGrado (WisDOT)**

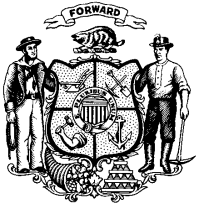
- Chris Squires: WisDOT collects a limited amount of non-motorized counts, and the majority takes place in the Southeast Region. Amber Yan and Alena DeGrado from the Southeast Region provided an overview of the bicycle and pedestrian count efforts that take place there. Count data collected by WisDOT and other regional agencies are collected and shared by the Southeast Wisconsin Regional Planning Commission (SEWRPC) on their [Non-Motorized Count Program website](#).

### **Bicycle Event Toolkit: Chris Squires**

- A toolkit was created by the Council around 2018. It was put on hold due to staff turnover. If anyone is interested in providing content and updating the toolkit, we can get that project back on track. We can use the previous files as a starting point, and we will work on a draft for the next meeting.
- David Spiegelberg, Sarah Rigelman elect themselves to take on the project.

### **Council Business Items**

- The Council webpage is live, and linked [here](#). You can find a list of members, agendas and minutes on the webpage. We are in the process of updating the minutes and agendas and that will happen shortly. You can find other items as well:
  - You can find the recently published [Economic Impact of Bicycling in Wisconsin](#) report.
  - The Toolkit document still lives on the council website, linked [here](#).
- Council Members Share Key Highlights and Activities
  - None
- Other Initiatives
  - National Bike to Work Day. This event is in late May, and we want to bring it up to the Council knowing that the Council meets quarterly, which will be after the event.



## State of Wisconsin Governor's Bicycle Coordinating Council

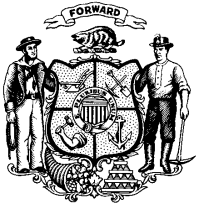
- Rep. Snodgrass: Will work with local businesses to promote it. Will also do a legislative proclamation with Senator Chris Larson.
- Sarah Rigelman: Wellness month is in May, and DNR will be doing promotion around that, so DNR will include Bike to Work Day in some of those communications.
- Chairman Potts: Will also look at doing a proclamation with the governor.

### **Building Connections and Education: DPI**

- The previous DPI Council Member Michael Morgen had expressed interest in connecting groups to provide after school and after-hours programming. For now, this isn't a specific action item, but the Council will leave this as a standing item and as a discussion point for the Council.
- Christine Anderson: DPI can bring information back to the 21<sup>st</sup> Century CCLC workgroup and gather some information from them but needs to know who to connect with and what information the Council would need.

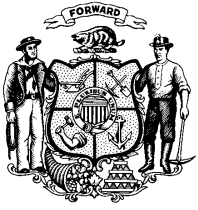
### **Agency and partner reports and updates**

- Dept. of Natural Resources: Sarah Rigelman
  - Visitation numbers from 2024: Estimate is about 19,858,150 visitors in 2024, and sold approximately 43,390 state trail passes, which is up from in previous years.
  - Some Governor's budget highlights:
    - There was a 10-year reauthorization at the \$100 million for the Knowles-Nelson Stewardship Program.
      - Increase in stewardship grants, for which the Friends groups are eligible.
    - Capital budget included several enumerated projects:
      - Statewide bridge replacement enumeration package proposed for \$30 million, which includes bridges on several state trails.
      - \$6.5 million enumeration for badger state trail for trail repairs and improvements.
      - Other money for smaller projects as well.
  - 125<sup>th</sup> Anniversary for the State Park system: Lots of events and programs throughout the year highlighting this anniversary. The big event is planned in September at Interstate Park.
  - Highlights of Bike Trail Projects across the DNR system:
    - Badger State Trail repair project continues to progress, construction will start in 2026.
    - Glacial Drumlin State Trail repairs: Repairs for the historic depot in Lake Mills, West segment resurfacing project, London Trail Head repairs to be completed this spring.
    - Military Ridge State Trail: 1.25 mile section that's closed from Epic Lane to Wildcat Way in Verona, opening back up by Memorial Day.
    - Mississippi River Trail (MRT): DOT is getting close to obtaining the necessary resolutions of support to apply for designation of the MRT as a US Bike Route. WisDOT plans to submit an application to the American Association of State Highway and Transportation Officials (AASHTO) later this year. It will be a joint process with DOT and DNR.
    - Stewardship grants (Friends grants) were recently awarded.
  - Master Planning:
    - Statewide Comprehensive Outdoor Recreation Plan approved in December and adopted by the National Park Service in January. The final plan is linked [here](#).
    - Regional Master Plans: Central Sand Hills, North Central Forest, and Western Coulees and Ridges Regional Master Plan. Find them online and linked [here](#).



## State of Wisconsin Governor's Bicycle Coordinating Council

- Events:
  - DNR will have a booth at the Wheel and Sprocket Bike Expo in April.
  - International Trail Summit: In Madison in April, DNR working to plan different workshops.
  - Free Fun Weekend: June 7-8.
- Department of Transportation: Chris Squires
  - No updates from the Bureaus.
- Department of Tourism: David Spiegelberg and Jessica James:
  - [Travelwisconsin.com](http://Travelwisconsin.com) saw an increase in traffic of 22.21%.
  - Encourages members to go to the site and let David know if you would like to add any events to the calendar on the website. Likewise, if there are any trails that you would like to add to the site, please let David know.
  - Trail Report: Collection of hiking and biking trails statewide, and their conditions. You can find the Trail Report on their site, linked [here](#).
  - New 2026 Travel Guide is in production. The guides are on the website, linked [here](#).
  - Upcoming webinar highlighting the 2025 spring and summer campaigns, March 26 9:00 am to 9:45 am. An invitation to this webinar will be forthcoming. Seasonal campaigns are on the industry website, linked [here](#).
  - Reminder about grants:
    - WI Economic Development Corporation has an \$5 million Opportunities Attraction Fund to assist with attracted national level events to Wisconsin. It can pay for hosting fees, marketing fees.
    - Dept. of Tourism grants:
      - GEM grant: This signature \$1.13 million grant helps to promote new, existing or one-of-a-kind events.
      - Ready, Set, Go Sports Marketing grant is to help with hosting major sporting events in Wisconsin. Helps pay for hosting fees, bid fees, and marketing fees.
  - Updates from Jessica James from the Office of Outdoor Recreation:
    - International Trail Summit: It's coming to Madison, and there is a 20% discount to Wisconsin residents since the Office is a sponsor.
    - The Office is launching the second round of the DIY Economic Impact Program. There will be two free workshops, and following those there is a competitive practicum. Information is linked [here](#).
- Department of Health Services: Lexi Davis
  - CDC State Physical Activity and Nutrition (SPAN) Grant. Supporting local public health partners in various counties working on projects under the Community Design for Physical Activity strategy.
    - Working on grant funding opportunities to find new partnerships to fund related to the Community Design for Physical Activity strategy. The timeline has been delayed so there are no updates.
    - Working on updating the webpage on the Chronic Disease Prevention Program webpage related to the Community Design for Physical Activity strategy. DHS is hoping to have more relevant and updated resources and encourages suggestions from members.
- Department of Public Instruction: Christine Anderson
  - No current updates.
- Department of Transportation: Chris Squires
  - Responding to a question in the chat requesting an update on the Bike Map:
    -



## State of Wisconsin Governor's Bicycle Coordinating Council

- Recently completed a study with a consultant looking at performance measures. Currently in the process of evaluating those results and how it might be applied across the state. Working on getting approvals and will be reaching out to Bike Fed in the not-too-distant future.
- Bike Fed: Kirsten Finn
  - Bike Fed won the National Advocacy of the Year award this month. While in Washington D.C. receiving the award, they met with US Representatives to discuss transportation-related policy developments.
  - The Bike Fed Ride Guide will be going on April 1st.
  - Bike Fed is working with the Bureau of Transportation Safety on the Bike Fed Road Show, which is conducting adult safety education classes to the top ten counties with the highest crash rates for vulnerable road users.
  - Ride Across Wisconsin has moved to Eau Claire this year and is trying a loop route.
- Bike Fed: Mike Ridgeman
  - Bike Week is June 2-8. The theme is *Educate, Engage, and Encourage*. Encourages members to let Bike Fed know about any events – they will help promote them.
  - Bike Fed will have a table at the Bike Expo on the weekend of April 11.
  - March 5 was Advocacy Day for the Bike Fed, and they had the highest turnout ever.
- 1000 Friends: Susan Gaeddert
  - 1000 Friends are following the federal policy developments and is encouraging engagement from affected groups.
  - About to start the fifth Community Transportation Academy. Encourages members to spread the word. This year it's in West Allis and begins in April. It will be Green Bay in the fall. Information is linked [here](#).

### **Inclusion and Equity Initiatives**

- No updates

### **Meeting Wrap-Up and Adjourn**

- Working on presenters for future meetings
- Next Meeting: Wednesday, June 18<sup>th</sup>, 2025

**Motion to Adjourn:** David Spiegelberg moves to adjourn. Sarah Rigelman seconds. Meeting adjourned at approximately 11:54 am.