

# State of Wisconsin Governor's Bicycle Coordinating Council

## Governor's Bicycle Coordinating Council

Wednesday June 18th, 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  
Chris Jennings, Dept. of Tourism  
Chris Squires, Dept. of Transportation  
David Dahms, 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  
Jessica Wineberg, City of Milwaukee

### Others in Attendance

Kate Sand, Dept. of Transportation  
Mike Ridgeman, Wisconsin Bike Fed  
Jake Newborn, Wisconsin Bike Fed

Susan Gaeddert, 1000 Friends of Wisconsin  
Cassandra Mordini, Office of Outdoor Recreation

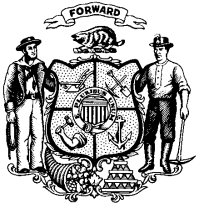
**Meeting was called to order by Andrew Potts at 9:44am.**

### **March Minutes Approved**

- Representative Snodgrass moved to approve the minutes, and the motion was seconded by Sarah Rigelman.

### **Legislative Initiatives**

- Representative Snodgrass:
  - Recently introduced bike/ped-friendly bills with Senator Larson:
    - 1<sup>st</sup>: Would require vehicles to stop completely for pedestrians at certain intersections to allow pedestrians to pass. Just finished the circulation for co-sponsorship, and no GOP colleagues signed onto it.
    - 2<sup>nd</sup>: Creates a refundable tax credit for purchasing bikes for dependents, including electric bikes. Limited to \$200 per dependent. It was in Rep. Shelton's bill last session.
    - 3<sup>rd</sup>: Complete Streets bill, requiring bike/ped facilities for highway projects.
  - Funding for Knowles- Nelson Stewardship: Proposed funding is less than what was asked for and is locked in for four years.
  - Met with Bike Fed to gain insight for future bills.
    - Reminder: Rep. Snodgrass is open to suggestions on bike legislation from the committee.
  - State Budget
    - Andrew: Joint Finance Committee still working through the budget process. Process is somewhat slower than normal.



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## WisDOT Updates: Chris Squires and Colleen Hoesly

- Active Transportation Plan (ATP) updates (Chris Squires)
  - Going through internal reviews following internal comments. It will go to TAC shortly, and then to public comment (30 days). The ATP is still expected to go out this year.
    - Reminder: The ATP has a webpage on the WisDOT website, linked [here](#).
- Multimodal Design Guidance Update. (Chris Squires)
  - This will become part of the Facilities Development Manual (FDM). Continuing to work on drafts with the consultant. It will hopefully be submitted in March 2026. Training and outreach will follow.

## TAP update: Steph Mertens

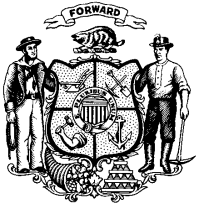
- The Launch of the 2026-30 TAP solicitation program cycle is this week.
  - Application deadline October 31, 2025 by 5pm.

## Bicycle Event Toolkit Discussion: Chris Squires

- A recap: A toolkit was created by the Council around 2018, and work paused due to WisDOT staff and Council member turnover.
  - Council members can provide comments and the Committee will discuss it in September.

## Discussion of Potential Future Agenda Topics

- Guest Speaker Robert (Bob) Schneider (Chairman Potts): Bob is from UW-Milwaukee, his bio is linked [here](#).
- Discussion of committee communication to public (Rep. Snodgrass): When we're doing good things, we need to show the public and communicate these things.
  - Bike Fed: Members, remember, we have a large following and will be able to promote things the council is doing if called upon.
  - Chris: Social media can be arranged with Office of Public Affairs.
- Race Day Events (Chairman Potts): They could come talk to the Council. Anyone can hire them to do events for you. Their website is linked [here](#).
- Statewide Bike/Ped Counts (Chris Squires): Discussion and guest speaker regarding developing a protocol for statewide bike/ped counts. Robert (Bob) Schneider from UW-Milwaukee could also talk to the group about this.
- Membership (Rep. Snodgrass):
  - Rep. Snodgrass: RPCs could be invited to the meeting.
    - Chairman Potts: Jason Valerius of CARPC.
  - Chairman Potts: Bike industry representation is lacking, both small and large business. We used to have Chris Fortune, who is the CEO of Saris Cycling, as the Chair of the GBCC.
- E-Bike Legislation Exploration (Rep. Snodgrass): Other states are putting together legislation regarding E-bikes. Maybe we can put together a LRB report to see what other states have done.
- Update on Great Lake Waterfront Trail (Chris Squires): Modelled after a Canadian program that developed a trail along the Great Lakes lakeshore; in the data gathering stage now, working with DNR, and gathering momentum with Great Lakes States' DOTs. Chris Morgan could come and talk to the group about this.



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

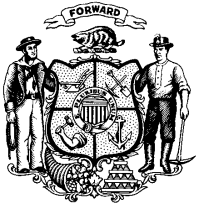
- Update: After School and After-hours programming
  - Chris: We can hold this off for when Christine can join us.

## **Council Business Items**

- Council Webpage: The agendas and minutes have been reorganized, and linked [here](#).
  - Let us know if members have ideas or comments for the page.
- Council Members Share Key Highlights and Activities
  - Nothing to share.
- Council Membership Update:
  - Action: Take this item off the agenda.

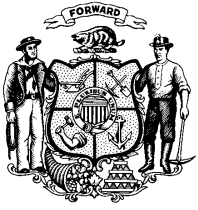
## **Agency and Partner Updates**

- Dept. of Tourism: Cassie Mordini and Chris Jennings
  - Welcome, Chris Jennings! Background is in outdoor sports, began cycling in 2014 to help improve bow hunting potential.
  - Economic numbers just came out:
    - Record breaking visitation: 14.4 million visits, surpassing our previous 2019 record.
      - If members are interested in County-by-County numbers, contact Chris Jennings.
  - Chris Jennings will take over the trail report.
    - They need county trail reporters; the goal is to have a reporter in every county. They have 50-ish out of 72. Members can reach out to Chris Jennings if they wish to refer reporters.
  - There are Points of Interest (POI) Event Listings for cycling events. The website platform will be updated in August, so we ask that people get their POIs submitted by Aug. 1. Additionally, on the POI site there are webinars coming out to assist with event planning. So, check those out.
  - Office of Outdoor Recreation (Cassie)
    - Budgeting process, the budget is on Thursday. Part of the budget is making the three positions in the Office permanent.
    - The DIY Economic Impact Program (Pilot) was rolled out. Five groups did that program, and a couple of them focused on cycling events, and those can be found on the website and members are encouraged to explore those reports. The program will be continued this year, and that process has already begun.
    - Outdoor Industry Awards was launched this year. Nominations were selected in the spring, announcements of winners will be in July, and there will be an event celebrating the winners.
- Dept. of Health Services: Lexi Davis
  - Following the Federal FY 26 budget process. Currently they are anticipating cuts to CDC funding, as most of their programs are CDC funded, including the Chronic Disease prevent programming. Programming could be significantly impacted, and this issue will be followed closely. Most Community Physical Activity programs will be impacted.
  - Bright spots: We've had some exciting partnerships, such as with RPCs, and Dept. of Public Works, for things like bike audits and traffic calming.



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- Dept. of DNR: Sarah Rigelman
  - Trail passes purchases have gone up, using QRs codes is helping to drive this.
  - Budget Update: Still moving through the process.
  - 2025 is the 125<sup>th</sup> anniversary of the State Park System: Largest celebration at Interstate State Park on September 20. A lot of exciting things happening for this, including a line of merchandise, the launch of the Adventure Journal, and promotions at the State Fair.
  - Bike Trail projects:
    - A bridge on the Great River State Trail caught fire and is a total loss, so they are working through getting funding and eventual replacement.
    - Application for the designation of the Mississippi River Trail as a US Bike Route is moving forward. Applications are due in Fall 2025.
  - Updates on trails in the northern part of the state:
    - Replaced trussell on Bearskin State Trail.
    - Red Mountain: Design underway to reroute those trails and a shared use trail and creating a wider crushed gravel perimeter path.
    - Badger State Trail: continues to progress and on schedule for construction to start in 2026.
    - Military Ridge State Trail: Working with Verona for upgrades. They are starting design work.
    - Trail resurfacing on the Glacial Drumlin trail near the Lake Mills areas to repair damage, starting in the fall through 2026.
    - Great Sauk State Trail: Construction is in process. The bridge is connecting Sauk and Dane portions of the two trails.
  - Master Plan Updates:
    - Reminder, those are all online, linked [here](#). Several active regional master plans being worked on currently:
      - North Central Forest Regional Master Plan
      - Western Coulees and Ridges Regional Master Plan
      - Southern Regional Coastal Regional Master Plan, Public Comment June 11- July 16.
  - Happy Bike Week!
    - Celebrating Bike Week! All kinds of celebrations as part of Bike Week. Additionally, a new event on September 6 is Universal Recreation Day.
- Partner Updates
  - Bike Fed: Mike Ridgeman
    - Bike Fed wrote Op-ed and submitted it to several outlets in support to ask for restoration of the CDC.
    - Bike Week was very successful.
    - Trek 100: Collected 106 from Reps to support Knowles-Nelson.
    - Will be in Madison next week to support the bike bills.
    - RAW is coming up and Andy Potts will be participating.
    - State Fair is coming up: Bike Fed will be trying to keep Hank Aaron trail open during the State Fair.



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- Bike Fed: Jake Newborn
  - Latest project is with the Bureau of Transportation Safety to produce PSAs and booklets about safe cycling, linked [here](#). If you want printed copies, please reach out to Bike Fed.
- Chris Squires:
  - Revisions to the methodology behind the State Bike Map are under consideration. A new version of the Map would normally be due this year. Due to the internal review and approvals process the update will likely shift to 2026.
- Inclusion and Equity Initiatives
  - No updates
- Other Items:
  - Chairman Potts: America Walks has a webinar coming up on July 19<sup>th</sup> for finding funding for walkability.
  - Next Meeting: Wednesday, September 17.

**Motion to Adjourn:** Representative Snodgrass moves to adjourn, and Sarah Rigelman seconded. Meeting adjourned at approximately 11:07 am.