



**Education and Outreach BPAC Subcommittee Meeting
December 17, 2015 9:30am – 10:30am
Rutgers University
Room 261
33 Livingston Avenue
New Brunswick, NJ**

Attendees: Betsy Harvey, Leigh Ann Von Hagen, Bill Feeney, Keith Hamas, Linda Rapacki, Catherine Bull, Charles Brown, Robert Milne, Frank Neary, Cyndi Steiner, Gary Poedibecky, William Revere, Charles Carmalt

1. Questions have been submitted to the Motor Vehicle Commission. A response has not been received yet from MVC.
2. Discussed the subcommittee's next focus item, from the list the subcommittee came up with at the beginning of the year:
 - a. Traffic skills training for bicyclists
 - b. Education for communities, including Complete Streets concepts
 - c. Traffic education training
 - d. Seniors as pedestrians
 - e. What resources that are available now
 - f. Awareness campaigns for all road users
3. Cyndi proposed we start with (e) to help give the group a better idea of where we should be headed. Different organizations who produce bicycle and pedestrian resources were discussed, as well as different types of communication:
 - a. State agencies
 - i. Voorhees Transportation Center
 - ii. MPOs (Delaware Valley Regional Planning Commission, North Jersey Transportation Planning Authority, South Jersey Transportation Planning Organization)
 - iii. New Jersey Transit
 - iv. New Jersey Department of Highway Traffic Safety
 - v. New Jersey Department of Transportation
 - b. Non-profits
 - i. AAA



- ii. Transportation Management Associations
 - iii. New Jersey Bike Walk Coalition
 - iv. Tri-State Transportation Campaign
 - v. Bike Jersey City
 - vi. Bike Walk Montclair
 - vii. West Windsor Bicycle and Pedestrian Alliance
- c. Communication strategies
- i. Paper
 - ii. Online/webinars
 - iii. Workshops
 - iv. Presentations
 - v. Training/technical assistance
 - vi. Mapping
4. Cyndi suggested that one person explores each organization to present at the next meeting to the group. The goal is discover any gaps in information, and to educate the group.
 5. Leigh Ann mentioned that in 2009, VTC published a “Who’s who guide to bicycle and pedestrian” resource guide. This could be used as a starting point.
 6. Charles brought up the issue of making sure we address the needs and reach underserved populations, possibly using non-traditional communication strategies. The subcommittee needs to bring those people to the table in meetings. More diversity is needed in the subcommittee; members should reach out to someone to invite them to the committee to try to increase diversity.
 7. Keith mentioned that the North Jersey Transportation Planning Authority has successfully partnered with community organizations to produce materials as a way to get a more representative group of participants in bicycle/pedestrian programs (i.e., Street Smart campaign).
 8. Several participants mentioned the need to encourage people to bicycle to build a critical mass, using positive campaigns.
 9. The next topics to cover was then discussed:
 - a. Explain sharrows through awareness campaigns for all road users (f, from list on first page). Bill R. has materials to share.
 - b. How to provide instruction to recent immigrants.



- c. Talked about if pedestrians/runners should be able to use a bike lane when there is no sidewalk available.

10. **Next steps:** send resource roundup to Cyndi prior to next BPAC meeting. Criteria: Is it provided in Spanish? How is it distributed? Type of communication? Who is the target audience? When was it published? Who is producing it? The following members agreed to research the resources from these organizations:

a. Agencies

- i. Voorhees Transportation Center - Leigh Ann Von Hagen
- ii. Metropolitan Planning Organizations (all 3) - Bill Feeny
- iii. New Jersey Transit - Gary Poedibecky
- iv. Division of Highway Traffic Safety
- v. New Jersey Department of Transportation

b. Non-profits

- i. AAA - Frank Neary
- ii. Transportation Management Associations - Linda Rapacki
- iii. New Jersey Bike Walk Coalition - Cyndi Steiner
- iv. Tri-State Transportation Campaign – Cyndi Steiner
- v. Bike Jersey City - Cyndi Steiner
- vi. Bike Walk Montclair - Cyndi Steiner
- vii. West Windsor Bicycle and Pedestrian Alliance - Cyndi Steiner