



Education and Outreach Subcommittee Meeting

September 22, 2016

Rutgers University

33 Livingston Avenue

New Brunswick, NJ

Attendees:

State:

Bill Riviere - NJDOT

Gary Poedubicky - NJDHTS

MPO:

Keith Hamas - NJTPA

County and Municipal:

Liza Betts - Union County

Linda Rapacki - RideWise TMA

Private:

Peter Kramer - Parsons Brinckerhoff

Cyndi Steiner - NJ Bike Walk Coalition

Summary:

Review all available bicycle and pedestrian education materials that were previously gathered by subcommittee members. Categorize education materials into six mission areas already defined by the subcommittee. Identify gaps in education materials based on categorization distribution. Discuss potential recommendations to make to NJDOT to address education materials gaps.

Meeting Minutes:

To begin exercise, the subcommittee broke into individual units to review literature and assign materials to any of the six mission areas they relate to. Following individual review of materials, the subcommittee discussed the distribution and gaps in educational materials.

See breakdown of education materials by mission area at end of minutes.

Discussion of Educational Materials:

1. Most educational materials are aimed at cyclists, not motorists or pedestrians

- a. There is a need to educate drivers about bicyclist and pedestrian safety
 - i. Drivers education curriculum lack bicycle and pedestrian safety components
 - 1. General agreement: No bicycle/pedestrian materials during drivers education
 - ii. Is there potential to influence drivers education program through NJAHPERD or NJDOT? Can the committee pursue this?
 - 1. Drivers education curriculum and standards to be discussed soon
 - 2. There is an effort to develop a statewide drivers education curriculum
 - 3. Opportunity to educate new drivers, but difficulty educating older ones
 - a. Registration renewal process: is this an opportunity to educate the driving public?
- b. There is a need to educate the public about bicyclist road rights
 - i. “Cyclists May Use Full Lane” sign
 - 1. Useful and clear message; cyclists can just point to it when riding
 - ii. “Share the Road” sign
 - 1. Helpful when nothing else can be done because it raises awareness
 - 2. Different understanding of what sign means depending on if someone is a motorist or cyclist
 - a. It’s just to promote awareness and alert motorists to the fact that cyclists could be there
 - iii. Sharrows
 - 1. Most of the public doesn’t know what they mean
- c. There is a need to educate pedestrians about safe walking behavior
 - i. Education gap: Need to teach pedestrians that cars will not always stop if they just walk into a crosswalk
 - 1. Create understanding of light managed crosswalks
 - 2. Employ Street Smart campaign: promote statewide message of shared responsibility
 - a. Heads up, Phones down → the next “click it or ticket”
 - b. Potential benefit to focus message through one channel

2. Lack of materials educating the public about engineering and infrastructure investments

- a. Glaring issue: not many educational materials on engineering and the value of complete streets and infrastructure
 - i. There is a huge education hole in helping people understand what the utility and value road infrastructure is
- b. NJDOT made complete streets and sharrows brochures
 - i. How to distribute it? Use it?
- c. Conversations about infrastructure are met with blank faces and stares
 - i. In general the public are unaware of complete streets and their impact

1. "What does complete streets mean for me?"
2. How can you demonstrate the impact of complete streets with educational materials?
 - ii. Apart from the public, the audience for infrastructure education materials could be local advocates and elected officials interested in infrastructure changes
 - iii. It's about starting to get message out there that engineering is just as important as education and awareness campaigns
 1. "Complete streets for dummies"
 - d. The public is concerned about complete streets impacting traffic
 - i. "Traffic's bad enough and you wanna take my pavement away."
 - ii. The safety benefits are obvious, but educating about other benefits is less straightforward
 1. Potential to advocate from a mobility standpoint?

3. Lack of non-English materials

- a. Spanish language under-represented
 - i. It can be difficult to reach spanish speaking communities
- b. Street Smart: depends on individual community for languages on materials / in campaign
- c. Spanish-speaking communities: outreach through churches. Staying aware that government interaction with certain communities may be met with hesitancy

The meeting ended at 10:30 so the subcommittee members could attend the general BPAC Meeting.
Next subcommittee meeting: TBA

Six Mission Areas:

1. Traffic skills for riders

- a. Safe Bicycle Riding (DHTS)
- b. Bike Safety Tips (AAA)
- c. Spanish Bicycle Trifold Brochure (njsaferoads.com)
- d. Guide to Safe Bike Ride (AAA)
- e. Helmet Habit (NJ DOT)
- f. Bicycling: A Smart Move (KMM)
- g. Middlesex County Bicycling Guide from A to Z by Bike (KMM)
- h. Hang Tag (njsaferoads.com)
- i. Bike Safety Guide for Parents (CCC)
- j. How to Gear up for Biking and Walking (CCC)
- k. Bike Smart for Kids (KMM)
- l. Bicycling - A Smart Move (KMM)
- m. Safe Bicycle Riding (DHTS, njsaferoads.com)

2. Education for communities, including complete streets

- a. Yellow bike hang tag (saferoads.com)

- b. Safe Walking Bookmark (NJ Safe Routes to School)
 - c. Walkable American Checklist (Paratransit Walkable America)
 - d. Walk Smart (KMM)
 - e. Walk Safely (NJ)
 - f. NJ SRTS Services (CCC)
 - g. SRTS Program Services (CCC)
 - h. Getting your Children to School (CCC)
 - i. SRTS (KMM)
 - j. Bike Smart (KMM)
 - k. NJsaferoads.com - DHTS (KMM)
 - l. Middlesex County Bicycling Guide (KMM)
 - m. Walk Smart (KMM)
 - n. Streetwise Safe Walking for Kids
- 3. Drivers education training**
- a. Ped Palm Card (DHTS)
- 4. Seniors issues**
- a. Walk Guide/Record Keeper (RideWise)
 - b. Walking Trips Active Adults (RideWise)
 - c. Walking Tips for Active Adults (KMM)
- 5. Advocacy training, getting things done in your community**
- a. Healthy Community Design (NJACCHO)
 - b. Walkable America Checklist (Partnership Walkable America)
- 6. Awareness campaigns for drivers, pedestrians, and riders**
- a. Safety Rules When Near Tracks (NJ Transit)
 - b. What Goes Around Comes Around (NJ Transit)
 - c. Look Both Ways Before Crossing Tracks (NJ Transit)
 - d. Keep Your Feet off the Track (NJ Transit)
 - e. Trains Can't Stop on a Dime (NJ Transit)
 - f. Bike Route Locator App (CCC)
 - g. Ped Palm Card (DHTS)
 - h. Safe Bicycle Riding (DHTS)
 - i. Check Your Vital Signs
 - j. Bring your Bike on Board (CCC)
 - k. Yellow Bike Hang Tag (saferroads.com)
 - l. Bike and Pedestrian Services (CCC)
 - m. Bike Safety Guide for Parents (CCC)
 - n. Bike Map for Voorhees, Evesham (CCC)
 - o. Bus Safety Tips (NJ Transit)
 - p. Make the Safe Choice Respect the Train (NJ Transit)
 - q. Street Smart NJ
 - r. Brain Injury - Brain Injury Alliance