



**BPAC Education Subcommittee Meeting  
December 15, 2016  
Rutgers University  
33 Livingston Avenue, New Brunswick, NJ**

**Attendees:** Cyndi Steiner, Lisa Cintron, Trish Sanchez, Gary Poedubicky, Luiza Betz, Linda Rapacki, John Boyle, Andras Holzmann, Luis Delgado, Travers Martin.

**First Order: Stakeholder meeting led by Ranjit Walia and Susan Blickstein**

**Meeting Introduction:** Ranjit and Susan are working on a bicycle safety enforcement education project. Among other things, they are developing:

- Protocols for police to enforce bicycle laws.
- Education components - police and bicyclists need to understand those laws.
- Effective ways to work with communities (education).
- Ways to make protocols into an opportunity to educate people who are stopped by police officers.

They are seeking stakeholders' perspective on educating bicyclists and motorists about laws, perceptions and enforcement. This will be used to develop a framework for education, advocacy, enforcement, and operations (and how to pair outreach and enforcement).

**Education: Is there enough of an effort to educate bicyclists about how to use the road with motorists?**

- The LCI (League Cycling Instructor) education program.
  - It's used sporadically. It's done by coaxing clubs to hold a class. Club cyclists see it as unnecessary. They see it as a bicycle safety class rather than a traffic safety class. They don't believe they need training.
  - There is a 'massive' population not attracted to the curriculum (club cyclists; around 5,000-6,000 members in these organizations). They are the most visible bicyclists in the state and ride in groups, but rules of the road only accommodate individual riders.
    - Cyndi: We're missing a group ride curriculum, but there is a new group ride project in North New Jersey (around 5 shops).
- **How do we reach individual riders with education?**
  - LCI classes are not sufficient.
  - No spanish speaking LCI instructors
  - Pronounced difficulty reaching underserved individual riders
    - May ride in low light hours with no lights, helmets or reflectors. They are buying bicycles outside of stores



- We need to think about how to reach these populations. Where are they?
        - Churches, supermarkets...?
- New York Cycle Club
  - Runs a 10-Saturday program for their members and hold around 400 every spring. They offer a *specific* group-riding curriculum (but it does include teaching traffic skills).
- **Would you say bicycle education in a voluntary thing? Is there no systematic program to address this?**
  - Safe Routes to School events (through TMAs):
    - Intentionally education children, but there is no one educating adults. That's what is missing. Group rides are an elite group and it becomes a barrier to educating many adult bicyclists.
- **How should cyclists be educated?**
  - Get it into the school curriculum (currently done in two municipalities, Freehold and Rutherford). Educating children as they grow up is easier than trying to reach adults.
    - Critique: these programs may not reach the most vulnerable populations, it is necessary to figure out how to reach urban youth more deliberately.
      - Title I funds may exist to reach underserved youth. The key of this funding is getting the parents into the schools...Worth exploring?
  - In bicycle shops: When people purchase a bicycle, the storekeeper will ask if they want bicycle education.
  - YMCAs / senior education programs
    - Offer bicycle education classes.
    - But it is not consistent, there should be one particular place where education comes from. BPRC could play that role, but they just need to think about how it would work.
  - Bike New York Education Model
    - They have education centers around the city. It would be great to bring that out into NJ.
  - Churches
    - They could offer education spaces if they're interested.
    - But there is a message problem. We need to be careful about the language we use in education programs (cyclist v. bikers).
      - We don't want to present it like "we're teaching you to be cyclist." It's "we're teaching you to ride a bike."
  - Transportation Training at Social Services offices (Somerset County example):
    - Educating individuals who receive benefits is a 'niche of opportunity'.
    - They are taught to ride buses and trains and how to use transportation to their advantage.



- Bicycle donations, repair, and distribution to participants is now happening. Education also a part of the bicycle giveaway (LCI adjacent). 12 people are currently on the list for a bicycle.
- Perhaps a model like this could be a good resource.

**Education: Is there enough of an effort to educate motorists about how to safely use roads with cyclists?**

- We recently got five pages added to MVC education manual. It will be in the next version and is a huge step. But there's no coordinated effort around the state.
- No other initiatives. The subcommittee's exercise from September showed most traffic safety education materials in New Jersey are for bicyclists and pedestrians.
- **Should motorists be educated?**
  - YES
  - Opportunity for materials in registration renewal envelope?
    - Challenge -- that's all moving to an electronic system
    - Difficulty incorporating into drivers education programs as well.
  - New Jersey Business and Industry Association: Gary will be working with businesses to push out all kinds of safety messages.
    - Motorist education would be a good topic to include. This is an area that is missing coverage over the past 5 to 10 years.
- **What techniques actually work? Is it a lecture? Experiential? Visual? What are the techniques that we think actually work?**
  - Getting them out of the road.
    - Critique: Motorists assume it is too dangerous to ride bikes. Getting them on the road is very difficult.
  - Value in 1:1 educational opportunities.
    - Travel training example.
  - Hands on educational experience → they force people to learn.
    - The experiential method: Classroom → parking lot → road.
    - Small physical classroom exercises (e.g. using matchbooks for cars and mimicking intersections).
- **When you want to learn something what works for you? Conference sessions? YouTube? What length? What is impactful?**
  - The first problem with reaching the populations we need to reach: capital.
    - We need a campaign on the level of 'buckle up'. We've been at this for decades and the message is just not getting through. We are still struggling to validate bicyclists' right to the road.
- **What are effective education programs people can name?**
  - MADD, Distracted Driving, Stay Off the Tracks → they use shock.
    - Critique: With shock campaigns, you run the risk of scaring people out of using bicycles.



- Program in Orlando: They took LCI training to a whole new level. Multimedia and experiential (video, outside activities).

**Law: Is the law clear enough regarding bicyclists' rights**

- NO
- Many police departments don't know the rules on their own municipality's streets.
  - That's because too many rules are up to interpretation! What does 'you must ride as far to the right as practical' mean? Interpretation is too subjective.
    - The New Jersey bicycling manual (2012) is a great reference.
- **What needs to be addressed then?**
  - Throwing out Title 39. It's a piling on of 'whens'. It's kind of like uniform vehicle code 1960 and has not been modernized.
  - Establishing the bicyclist's right to the road is our biggest struggle
  - Municipal ordinances make a big difference.
    - Do we need a model ordinance? Which local ordinances are worth emulating?
      - Morristown: They bundled a safe passing law with an anti sidewalk riding law
      - It could be useful for VTC to compile them
      - Princeton: People want to get rid of the sidewalk riding restrictions.
        - This points to need for different infrastructure.
- **What statewide efforts are underway?**
  - There is a statewide safe passing law effort
  - What about the BPAC law (creation of statewide council)
    - Currently stalled by its sponsor
- **How important is a safe passing law?**
  - This type of law is about validating bicyclists' right to the road. It is rarely enforced and has not increased safety in other states. It's about validation.
- **What's the dynamic between bicyclists and law enforcement in NJ?**
  - There is a natural bias in the population, but varies between municipalities. It is not statewide.
    - Bias: A general perception among motorists that cyclists don't belong on the road, pedestrians need to yield to everything.
- **Where bias exists, how does this affect law enforcement?**
  - Law enforcement wants to accommodate the desires and attitudes of their community. They are not necessarily hostile towards bicyclists.
  - Asbury Park example:
    - Police use bicycles for an excuse to pull people over and talk to them. Because of the ambiguities of the law, police can use any excuse to talk



to them (sidewalks, lights, etc.). It cuts down on the number of kids that actually want to take their bikes from school to home.

- **Is there an equal obligation to obey traffic laws between bicyclists and motorists?**
  - YES
  - But if a motorist does not obey the law the consequences are far more extreme.
    - Campaigns can be victim blaming.
    - Police officers say it's crazy to ride bikes.

**Rapid Fire:**

- **Law enforcement programs that work on enforcing bicycle laws?**
  - New York City's diversion program.
- **Where should enforcement be concentrated?**
  - It should be concentrated on both bicyclists and motorists. We want to see consistency.
- **Is anyone aware of any noteworthy bike patrol programs?**
  - Hoboken
  - Long Branch
  - Irvington
- **Do you think there's a relationship between physical conditions for bikes in communities and the law?**
  - Yes. We've seen that in Philadelphia.