



BPAC Education and Outreach Subcommittee Meeting
March 16, 2017
Rutgers University
33 Livingston Avenue, New Brunswick, NJ

Attendees: Cyndi Steiner (chair), Trish Sanchez, William Riviere, Linda Rapacki, Charles Brown, Andras Holzmann, Gary Poedubicky

Summary:

1. Introductions
 - a. Review of September exercise:
 - i. Triage of all available materials
 - ii. Discovered gaping hole in educational material available
 1. Complete streets for the layperson (for dummies)
2. Today's Agenda:
 - a. Identify what materials on Complete Streets (CS) should exist for the average person
 - i. What it contains
 - ii. Who it's for
 - iii. Where it can be released
 - b. Start by defining the audience for these potential materials
 - i. Who should the audience be? Specific or general groups of people?
 - ii. Consensus reached that there are two types of people material needs to cater to:
 1. People with information on CS who don't take it in
 2. People who are unaware of information on CS

Exercise:

1. **Audience – Complete Streets Materials**
 - a. Group One: Elected and Appointed
 - i. Elected officials
 1. e.g. Council
 - ii. Township administration
 - iii. Advisory committees
 - b. Group Two: 'Everyday people'
 - i. Schools
 1. Especially parents of school age children
 - ii. Residents
 1. e.g. Seniors aging in place (active citizens)
 - iii. Advocates
2. **Points to Communicate – Messaging (pros and cons)**
 - a. Group One: Elected and Appointed
 - i. Economic aspects of CS/ROI



1. Cost
 - ii. Safety
 - iii. Popularity → trends, direction
 - iv. Health benefits
 - v. Equity/EJ
 - vi. Crime
 - vii. Parking...
 - viii. Gentrification
 - ix. Perception of CS as anti-automobile and pro-bike
 - x. Environmental (varies by location)
 - b. Group Two: 'Everyday people'
 - i. Safety
 - ii. Mobility, Transportation options, Accessibility
 - iii. Quality of Life
 - iv. Crime
 - v. Congestion mitigation
 - vi. Parking...
 - vii. Gentrification
 - viii. Perception of CS as anti-automobile and pro-bike
- 3. How to reach the groups – Changing the public mindset – What can agencies do – How to market and explain CS**
- a. Group One: Elected and Appointed
 - i. Complete Streets 101 Guide
 1. Accessible online
 2. Modular
 3. Captures stages of CS adoption/implementation
 - ii. Pamphlets and leaflets
 - iii. CS Summit
 - iv. Webinars
 - v. Targeted brochure
 - vi. Tactical urbanism pop up interventions → not rogue.
 - vii. Bumper stickers
 - viii. Education/awareness model similar to Street Smart
 1. Media & Branding
 - b. Group Two: 'Everyday people'
 - i. Complete Streets 101 Guide
 - ii. Through schools
 - iii. Targeted brochure
 - iv. 'piggybacking' on community events
 - v. Ambassador program (VTC)
 - vi. Leave-behinds
 - vii. One-liners at transit stations, on transit vehicles (PSA messaging)
 1. e.g. 'Complete streets save lives'
 2. Social media



- viii. Tactical urbanism pop up interventions
 - 1. If you like this, contact us @...
- ix. Bumper stickers

4. Next steps

- a. How to put this together for DOT
 - i. Define specific tasks that VTC could add to its work program
 - 1. i.e. Complete Streets 101 Guide for the layperson
 - ii. Identify desired final products
 - iii. Prioritize programming and materials
- b. Next meeting → Refine above ideas
 - i. Inventory of CS resources
 - 1. Indicate clearly where the gap in educational materials is
 - ii. Identify common objections to CS
 - 1. Debunking the myths of CS (vol. 1)