



**Education and Outreach BPAC Subcommittee Meeting
June 15 2017, 9:30 – 10:30am
Rutgers University
33 Livingston Avenue, New Brunswick, NJ**

Attendees:

Luis Delgado – Hudson TMA
Gary Poedubicky – NJDHTS
Linda Rapacki – Ridewise TMA
William Riviere – NJDOT
Trish Sanchez – VTC
Cyndi Steiner - NJBWC

Summary:

Cyndi Steiner opened the meeting by proposing a round of introductions from the table, as there were several new faces.

First, an update was given on the status of a bill(A-4165) in New Jersey introducing education on motorist’s responsibility towards cyclists and pedestrians in driver’s education courses.

Second, a discussion on the problems/push back complete street programs or legislation face. A number of issues are identified such as loss of parking, businesses claiming to have lost revenue, law suits, and lack of public involvement.

Third, the subcommittee was interested in creating materials to spread information about what complete street improvements can do for average members of communities. At the moment most information discusses the specifications of improvements or policy oriented and are directed at city officials. There was discussion about efforts being taken currently, such as Senior Mobility Workshops, and work done by Asbury Park Complete Streets Coalition.

Fourth, takes the points from the previous point further. Creating a flier or flash cards that provide key information about efforts. This work will be similar to what was done when attempting to spread information about sharrows.

Before the next BPAC meeting, members are going to work creating an example set of materials, on road diets, breaking it down into simpler terms for the average member of a community. Hope to have the first draft completed for the September meeting of BPAC.



Long Notes

Cyndi Steiner opened the meeting by proposing a round of introductions from the table, as there were several new faces.

Cyndi Steiner continued the meeting by discussing the status on several pieces of legislation that are currently being discussed in the New Jersey Senate.

1. A-4165 just passed the Transportation Subcommittee in the NJ Senate, with a 5-0 vote, and will be on the Senate floor by December 2017.
 - a. Cyndi was hopeful that not only would it pass it would also be signed into law by the governor.
 - b. Even though they are confident the bill will pass she stressed the need for continued outreach to Senators, showing support for the bill.
 - c. There was some discussion about Senator Nicholas J. Sacco who is the Chair of the Transportation committee and has been key in delaying/opposing Safe Passing legislation.

The meeting continued on to attempting to refine the ideas from the last meeting. The previous meeting's minutes were consulted.

1. William Riviere discussed the things NJDOT had been working on.
 - a. He identified the DOT's new online guide to Complete Streets. Available here: <http://www.state.nj.us/transportation/eng/completestreets/resources.shtm>
 - b. Then he identified efforts by the DOT to internally spread information about CS projects. Invited 35 higher level engineering people to the event, got 34 RSVPs and an additional 10 responses. Had a turnout of about 40 participants who were split into groups, learning and discussing issues with complete streets.
 - c. Also discussed Senior Mobility Workshops, where the DOT sent people out to a number of elderly care facilities to educate them about driving while getting older and also about pedestrian safety. Also carried out a road audit with a group of elderly participants over a number of hours, to understand the real world conditions of the roads.

Gary Poedubicky, Division of Highway Traffic Safety, enters the meeting and is introduced. Is asked about what his organization's responsibilities are in dealing with the public.

1. He outlined that DHTS goes into towns to provide education about pedestrian's laws and protocols.
2. They also issue bike safety grants, provide educational materials, but have not taken many steps towards partnering with other agencies.



The next topic discussed is issues that come up when people discuss complete streets. Generally, it revolves around a discussion of road design, which is not an exciting conversation for the average citizen.

1. Reasons that come up often are worries about parking spots, damage to businesses revenue, making the traffic worse/slower.
 - a. Others say that the streets don't need to be changed "just need to post a cop at this intersection"
 - i. Need to stress that we can't have cops at every potential issue spot, need to have the streets control traffic issues.

The subcommittee was looking to make recommendations to NJDOT about what groups are most important to focus on, how can they be reached, and what issues matter to them.

1. The question is asked; who would work on this project?
 - a. Consensus was reached that the DOT would likely get the project at first but might hand it to the VTC. Also TMAs would be involved, especially helping with the education component.
2. What are similar efforts that have been carried out?
 - a. "Click it or Ticket" signs. A concerted effort was made to bring awareness of the importance of seat belts, need something similar for Complete Street proposals.
 - b. Recently there have been electronic signs on 22, telling people to watch for cyclists on the road.
 - c. William stresses that it is important for internal buy in, the engineers need to be involved in the pushing of Complete Street initiatives
 - i. As older generation retires a shift could occur naturally.
3. The example of Asbury Park; Asbury Park Complete Street Coalition made a large effort to socialize the term road diet in Asbury Park. Today if you ask around that town most of the people have heard about the controversy.
 - a. APCSC took steps to talk to businesses on Main street and handed out fliers, need to Build a better Main Street. They asked what do you like about Main street? Often the owners could not think of anything they liked and realized they had an ugly main street and wanted to improve it. Asbury Park has since moved towards improvements.
 - b. Lesson is the need for grass root groups to be involved, but a state wide organization could also work.
4. Bill asks if they committee thinks the DOT should work to create a 1-page flier with CS details?
 - a. Should it detail road features? Or does it need to be more general, detailing why we need to implement CS projects?
 - i. Decided that it is important to talk about benefits.



website, important to have the important beneficial details on hand. There are also some issues with the complete street website.

It was decided that the committee would want on a one-page write-up, detailing the kind of handouts to be produced.

1. A set of materials that would break down the concepts talked about earlier into simpler terms.
 - a. Cyndi would work on this draft and hope to have it complete before the September meeting of BPAC. Bill would be happy for input and drafts, not interested in starting this project completely from scratch.
 - b. Street Smart campaigns are also good ideas, help spike awareness in communities even after they have ended.
 - i. Example, North Plainsfield some of the signage remains and citizens are still aware of the events. It is possible the size of the town is important.

At 10:27 am the meeting ended so members could attend the BPAC general meeting.

Next conference call: TBA