



Education and Outreach BPAC Subcommittee Meeting
March 14, 9:30am to 10:30am
Rutgers University
33 Livingston Avenue, New Brunswick, NJ

Attendees:

State

Lisa Cintron – VTC
Trish Sanchez – VTC
Gerry Poedubicky – NJDHTS

County/Municipal

Linda Rapacki – Ridewise TMA
Andras Holzmann – Somerset County Planning Board

Private

Cyndi Steiner – (NJ Bike & Walk Coalition)
Kerri Martin – Second Life Bikes

Note taker: Vishal Ream-Rao (VTC)

First Order:

Roundtable discussion to add 'whereas' clauses and other wording to the Complete Streets Resolution. There is a gap in existing materials related to Complete Streets and infrastructure oriented towards the lay public. Complete Streets policy design and implementation guide is comprehensive, but it is currently geared towards professionals and practitioners rather than homeowners. The Complete Streets Resolution will recommend materials and ways in which DOT can provide material to educate the public at municipal/local levels.

Second Order:

How will NJDOT promote the new law? (S2894/A4165). Requires driver education to include bike and pedestrian safety. Roundtable discussion session centered around ways to educate 'at risk' demographics like new citizen drivers, new drivers, and young drivers on bicycle/pedestrian safety.

Next Meeting: TBA

Long Notes

Item 1

1. Background and recap from work completed on resolution from last subcommittee session
 - a. Cyndi Steiner started out by giving the group background on the progress of the Complete streets material the subcommittee plans to recommend to DOT to provide to the lay public.



- i. An assessment was done on all materials that target the lay public on topics including bike/pedestrian safety, driver rules of the road, and a broad range of topics. Gathered and sorted samples of various published materials and discovered a gap in anything related to Complete Streets and infrastructure oriented towards the lay public.
- b. Complete Streets policy design and implementation guide is comprehensive, but it is geared towards the audience of public officials, township engineers, planners, not for lay public.
- c. One major challenge to promoting infrastructure improvements is a lack of public understanding reasons for it.
 - i. Example: Milburn, sidewalk widening and road narrowing was met with confusion.
 - ii. Vehicle centric 'speed mentality' is still the prevailing narrative and lack of understanding of the value of safety measures Complete Streets buildout measures can bring.
2. This committee wants to recommend to DOT through the executive council BPAC, production of materials to educate the public on the benefits of Complete Streets (brochures, PSAs, leaflets).
 - I. Linda: The idea is to get DOT to do more of a comprehensive, statewide campaign.
 - II. Cyndi: As well as a regular offering of educational materials.

Resolution Wording:

(The below wording was emailed to all subcommittee members in attendance at the end of the 3/14/18 subcommittee meeting):

Title: Complete Streets Information Materials for General Use By The Public

Foregoing Resolution is recommended by the Education and Outreach BPAC Subcommittee

Whereas, many Complete Streets projects are curtailed by uninformed members of the public such that considerable resources are allocated and expended yet projects do not move forward,

Whereas, Complete Streets add substantial economic, safety, health, environmental, equity and quality of life benefits to communities;

Whereas, the state has adopted and implemented a Complete Streets policy that applies to all state roads in New Jersey,

Whereas, 140+ municipalities and 8 counties have adopted Complete Streets policies,

Whereas existing Complete Streets materials produced by NJDOT are targeted to specific professional audiences;

Therefore, the BPAC is recommending that the NJDOT create and distribute materials, including but not limited to: brochures, social media, website and other digital platforms directed at the general public that are easily accessible and easy to understand across all demographics, to assist in comprehending



and promoting Complete Streets and their benefits; so that communities are better educated and can make informed decisions towards planning and implementing Complete Streets projects.

Item 2:

How will NJDOT promote the new law? (S2894/A4165)

Requires driver education to include bike and pedestrian safety in: (driver's manual/driving courses/written license exam).

Roundtable discussion on populations/venues in need of pedestrian/bicyclist roadway safety promotion:

- Using TMAs as conduit/safe routes to school program
- Incorporation in to curriculum, bike clubs, sustainability clubs, 'green teams', NICA
- Social media, afterschool programs, NJ DOE, NJ School Administrators Association, BOE, health admins at schools, APHERD, private driver's education schools (who licenses private instructors?)
- Walkability assessment training for instructors
- Parent outreach
- Delayed millennials and new citizens
- Long term lapsed licensees

At 10:32am meeting ended so attendees could attend the general BPAC meeting.

Next meeting: TBA