



**BPAC General Meeting  
October 3, 2018  
Rutgers University  
33 Livingston Avenue, New Brunswick, NJ**

**Executive Council:**

Elise Bremer-Nei  
Gary Poedubicky  
Emily Armstrong  
Brandee Chapman  
Caroline Trueman  
Keith Hamas  
Doug Gilbert

Cassidy Boulan  
Valeria Galarza  
Jennifer Buison, Chair, Safety Subcommittee  
Betsy Mastaglio, Chair, Design & Infrastructure  
Cyndi Steiner, Chair, Education & Outreach  
Janna Chernetz, Chair, Legislation & Policy

**Welcome**

**Vote and welcome New MVC Executive Council Member**

This action item did not take place.

**New Jersey DOT Transportation Updates**

The Office of Bicycle and Pedestrian Programs is merging with the Office of Safety and a manager is being hired to head both divisions. September was the deadline for SRTS grants and winners of the grant will be awarded in spring 2019. There was a question regarding potential drawbacks to the merger of bike/ped with safety and the understanding is that the execution of the programs depends on the goals of the assigned manager. There was a question regarding a lapse in funding from TAP money, the response is that DOT is awaiting a formal letter from the assistant commissioner which would explain how much money is being awarded. Tentative idea is around 20 million dollars.

**Updates from NV5, Michael Baker International and WSP**

NV5 – DOT Local Technical Assistance Program: Maplewood using plans and Route 130 in Burlington re-paving and re-stripping plans in the works. Master Plan Updates: Northern Valley Greenway plan and Morris County Greenway Plan complete.

WSP - Working on bike/ped master plans in Highland Park and Asbury Park as well as trail plans in Mercer and Somerset Counties.

Michael Baker International – Working on a Vision Zero plan in Jersey City on Columbus Drive crowdsourcing map expected to be completed in March 2019. Worked with VTC and Jersey City to hold walkability audits in



Jersey City and a pop-up session at a back to school night event. Worked on 7 walkable plans for schools. Public outreach and existing conditions analysis complete on Ocean County linkage trail plan.

### **Subcommittee Reports**

Design and Infrastructure Subcommittee -

Education and Outreach Subcommittee – NJ Bike and Walk Coalition has created a bicyclist friendly driver curriculum and plans to implement into driver’s education courses. They are developing the curriculum and will be receiving feedback.

Safety Subcommittee – Discussed creating documents aimed at schools, counties, and towns to educate them on grant funding opportunities called the NJ Grants calendar. DOT is seeking trail crossing information needed to build an inventory of trails across the state and their conditions. There is a need for someone to champion the creation of pedestrian scale lighting standards.

Legislative Subcommittee -

### **Announcements & Public Comments**

- NJBWC announced the tenth annual 2019 New Jersey Bike & Walk Summit to be held for on February 23, 2019 which is open for registration and session submission.
- International Walk to School Day is on October 10, 2018. NJDOT Commissioner will attend event held at Lawrence Township school.
- DVRPC is closing applications for Safe Routes to Transit Program on October 5, 2018. Program focus on designing and funding pedestrian and bicycle improvements around rail stations.

### **Presentation by Erin Scheffels, Phd & Julie Bond, MPA, CUTR: Media Framing of Fatal Bicyclist Crashes in Hillsborough County: A Critical Discourse Analysis**

Researchers at University of South Florida’s Center for Urban Transportation Research analyzed news reports and articles that discussed bicyclist injuries and deaths to understand how the media’s language frames these events. They find that “accident” was used to represent fatalities 62 times in 48 articles, “incident” was used 13 times in 12 articles, “crash” was used 168 times in 91 articles and “collision” was used 26 times in 22 articles. They analyzed expressive vs. explanatory words as well as active vs. passive voice. The study looked at all news reports and articles as well as police reports in Hillsborough County from 2009-2018. They found that fatalities have more newsworthiness than injuries as injuries are less reported in the media. Additionally, that even some fatalities are not newsworthy enough suggesting that these events are happening so regularly that they are no longer “news”. The researchers also find a relationship exists between unsafe bicycling behaviors and lower-class identify markers while an inverse relationship exists between safe bicycling behaviors and higher-class identify markers. The media is using expressive and explanatory words such as the geographic location or type of clothes the rider was wearing to paint a picture of a lower-class rider that was not following a traffic law but the same



language is not used for a higher-class rider. Their language recommendations – use active voice, appropriate vocabulary, and thematic frames (social capital, safety education, bicyclist advocacy).

**Presentation by Marco Gorini, Transportation Planner, DVRPC: Just Streets: The Intersection of Crashes, Equity and Health**

DVRPC conducted a statistical analysis of the relationship between crashes and equity in the MPOs jurisdiction (Philadelphia, Camden, Trenton area). The indicators of disadvantage included: youth, older adults, females, racial minorities, ethnic minorities, carless households, foreign born population, persons with limited English proficiency, persons with disabilities and persons with low-incomes. DVRPC used communities of concern and federally protected classes as the study geographies in which to examine crashes. The independent variable in the study are the IPD areas (indicators of potential disadvantage areas) and the dependent variables were the number of bicyclist crashes. The study excluded limited access highways. They find the following correlation: a low correlation between racial minorities, ethnic minorities, disabled, and carless households and crashes and a moderate relationship between low-income areas and crashes. They make the following recommendations: consider safety measures to slow traffic in communities of concern and prioritize investments that benefit communities of concern.

**BPAC General Meeting Adjournment**