



In Attendance

Committee Members: Anne Benware, Dan Lewis, Henry Peyrebrune, Scott Lewendon, Ann Mulally, Oliver Holmes, Maureen Cunningham
Town of Bethlehem Staff: Rob Leslie
Bethlehem Central School District Staff: Fred Powers
Guests: Dave Kahlbaugh

Safe Routes to School Program Grant

Rob reported that \$500,000 was awarded to the Town of Bethlehem from the NYSDOTs Safe Routes to School Program Grant. The petitions obtained by the B/P Committee played an important part in having a successful grant application. The next step in the process is that DOT coordinators will contact Rob to begin work on the schedule and complete the necessary paperwork. The year 2013 will mainly focus on the engineering design stage, including getting signatures from residents for any temporary easements that will be needed to complete the construction of the sidewalk. DOT will provide the design services, as was indicated in the Town's application. The press release communicating the award appeared in The Spotlight. Within the Capital Region, eight out of 17 municipalities were awarded grants for a total of \$2.39 million.

Committee Work Plan – Education: Roll Model Campaign

In the last meeting, the B/P Committee decided to focus first on the Education component of their work plan that was discussed over the summer. In particular, the Committee will focus on the notes Scott prepared on a "Roll Model" campaign modeled after the program by the National Highway Traffic Safety Administration (NHTSA) in partnership with AAA.

Scott presented his brainstorming document (submitted by email to B/P Committee members prior to the meeting) on what a "Roll Model" campaign would look like in the Town of Bethlehem. He emphasized that while the campaign is modeled after the NHTSA program, the B/P Committee needs to come up with the resources for implementation. Although there is no one person to lead the effort among Town Staff, Town personnel at all levels would be asked to be involved. Scott gave the example of the police potentially pulling over bicyclists who commit offenses and asking them to review and sign the Roll Model Pledge. Scott emphasized that there are opportunities for schools and others to get involved and to take the existing programs we have and expand them and make them available to organizations throughout the Town.

The focus of the Roll Model campaign is education and the measure of success is the number of Pledges signed. As Scott indicated, the Pledges go hand-in-hand with the educational programs we provide. Henry suggested that the Pledges need to be backed with the reasons why these things are so important. Henry also stressed that the success of the campaign can be measured by how many residents sign the Pledge, starting with the Town Supervisor. Since there are limited resources, the Committee needs to keep the campaign as simple as possible. Rob suggested we identify events throughout the year and tailor our presentation for each particular audience based on a stock presentation that we prepare. Oliver also suggested we keep things simple, and encourage the Town Board and the School Board to sign the Pledge first (to publicize it) and then filter down to other groups and organizations. Maureen suggested making it a campaign, with a slogan, logo and maybe eventually a mascot to attend events. Fred suggested that we need a letter from the BCSD School Superintendent and the Town Supervisor (perhaps jointly) that will be a

selling point for parents and their kids to sign the Pledge together. Although the materials need to be designed, Fred also suggested using stickers for bike helmets and magnetic bumper stickers for cars. The Committee also discussed getting Stewarts involved. In using "Roll Model" for the campaign name (which the Committee likes), Dan wants us to be sure that we do not overlook pedestrian safety. The Committee agreed that although "Roll Model" is good for the campaign name, the use of the Sustainable Bethlehem logo is also useful and important in the context of the prior work the Committee has done.

The B/P Committee agreed that the campaign should be started with a public announcement of some sort in April, with the kickoff during National Bike Month in May. The formal announcement could be made at the Town Board meeting in April and/or a press conference. Other events that we can put on the B/P Committee calendar related to this campaign: Delmar Duathlon on May 5th, Bike-to-School Day events on May 8th, Healthy Steps in local schools, Soccerplex and McGee Park in the month of May (where Bethlehem parents will be), Memorial Day Parade, Boy and Girl Scouts meetings, Delmar Farmer's Market, Rail Trail's Solstice event on June 20th. At our March meeting, the Committee agreed that there should be a training program for B/P Committee members with talking points so that all members are trained to give this presentation if needed.

Next steps:

- Find out what resources NHTSA and AAA provide, if any, and whether we have the right to use the "Roll Model" campaign name and logo. Refine the Roll Model program document. (Scott)
- Find out whether finances are available from the Bethlehem Citizens for Pedestrian Safety Committee account to use on the "Roll Model" campaign (Henry)
- Find contacts for local Girl Scouts groups (Anne Benware and Maureen)
- Work on presentation, including background safety data and Sustainable Bethlehem recommendations, prior to the February meeting (Anne Benware)
- Work on tweaking the Pledge to B/P Committee needs (Oliver)
- Research online prices for stickers, bumper stickers, etc. (Maureen)
- Find out about Bike-to-School Day events at Hamagrael (Maureen)
- Find out about Healthy Kids Expo and Delmar Duathlon to decide what approach we will take (Ann Mulally)
- Talk to BCSD and talk to Dave Ksanznak at Hamagrael about bike assembly (Fred)
- Identify upcoming events that the Committee may be able to participate in (All)
- Talk to Supervisor informally to give a heads up about Roll Model program (Rob)
- Set up formal meeting with Supervisor and Superintendent, separately, after February meeting (Rob)

New Business

- 1) Maureen mentioned the sale of the 90 Adams Place building as something the B/P Committee should stay in touch with, since the majority of concerns by neighbors in that intersection and surrounding streets relate to traffic, congestion and pedestrian safety.
- 2) Rob mentioned that the Town has received a letter of concern from Elsmere Elementary PTA regarding pedestrian, student and even crossing guard safety at the crosswalk on Delaware Ave. The Town Supervisor, the Town's Planning Department and the DOT have been invited to meet with the Elsmere PTA in the next week to discuss ways to improve safety at that crossing. Rob and Henry will both be there.
- 3) Rob has received four letters of interest for the two open positions for the B/P Committee.

Next meeting date is Tuesday, February 26, 2013 at 6:30 pm.

Public Comment: None

Meeting Adjournment: Meeting adjourned at 8:00 pm.