



In Attendance

Robert Leslie, Joe Pasquini, Scott Lewendon, Ann Mullaly, Fred Powers, Henry Peyrebrune, Maureen Cunningham, Oliver Holmes, Jill Adams, Cory Engel, Jennifer Spore

Welcome New Members: Rob introduced new members Cory Engel and Jennifer Spore to the Committee.

April/May Bicycle Events

YMCA Healthy Kids Day (April 27, 2013) – Ann M. is preparing for this event at the YMCA. She has obtained pamphlets with bicycle education content from AAA and will be approaching Steiners Sports in Glenmont for a bicycle helmet donation.

Bicycle Skills Course – Local Cub Scout Troop (April 28, 2013) – Scott L. has sent an email to Jeremy Johannesen, the Cub Scout Troop contact, outlining the event. He also informed the troop that he will train any adults that are affiliated with the troop who would like to conduct the event in the future. Scott has not had a reply to his email and will follow up.

Hamagrael Elementary School Bike to School Day (May 15, 2013) – Maureen C. reported that she is assisting with the organization of the “Ride to School” event at Hamagrael. She is working with Principal Ksanznak.

- Det. Michael Whitely, Bethlehem P.D. bicycle Cop, will assist with the event. It is envisioned that Principal Ksanznak and Det. Whitely will lead a bicycle ride with students to school in the morning.
- Maureen will organize the fruit and will need assistance with the tabling event at the end of the ride.
- Scott L. suggested handing out the letter to parents that has been used in the past at the Bicycle Expo.
- Rob will investigate borrowing the variable message board (VMB) from the County.

Henry P. investigated the Willie the Whistle mascot costume that was used previously in the Town. Bill Alstyn of the Albany County Traffic Safety Board inherited the Willie the Whistle costume from Schenectady County counterpart who retired. If anyone is interested in borrowing the costume we can contact Bill at the Albany County Department of Public Works.

Roll Model Program

Jill A. and Maureen C. have put together a draft of the pledge brochure for review by the committee. A discussion of the distribution, signing and recording of the pledge ensued.

Scott L. suggested that the pledge should not be distributed indiscriminately. He said that the original intent of the pledge was to have it signed after the participant had received some type of educational message about promoting safe walking and bicycling. He suggested that the pledge should be signed and then kept by the participant, and that a roster of the signers should be kept by the person distributing and managing the educational component. As an example, the pledge could be signed after participants completed the

bike expo, or schools safety program, or simply after receiving some safety pamphlets and instruction on the use of bicycle helmets at the Farmer's Market.

Henry P. suggested that the brochure include some quotes from the Town Supervisor and Superintendent of Schools.

There was a brief discussion about the role of NHTSA and AAA and whether they should be cited with the logo. There doesn't seem to be much knowledge about the "Roll Model" program at these two organizations.

Fred P. informed the Committee that the 8th graders have completed a survey on bicycle helmets and seat belt use in the Town as part of their course work. The survey was conducted in conjunction with the Center for Disease Control and could possibly serve as a baseline for measuring the success of the Roll Model program.

A few changes to the pledge were suggested:

- Add a message about not using a mobile device (bicyclists, pedestrian and drivers)
- Add a message about encouraging bicycling and walking
- Add a message about stopping before entering the roadway and at intersections and look both ways (Driveway rideouts are a major cause of accidents for young children)
- Delete "travel no more than two abreast"
- Add "driving" to the introductory statement in the pledge beginning with "By signing this"
- Add two signature lines to accommodate pledges by children and their parents or caregivers

Fred P. distributed some sketches of the logo that have shoes on the "L"s to appear as legs. It was agreed to have Fred follow up with adding the legs to the logo.

Joe P. mentioned that the Town includes three school districts. It was agreed to concentrate the program in the BCSD and conduct the program as a pilot. The program could be expanded in the future to the other school districts.

Henry P. distributed a draft of a letter he prepared to be signed by the Town Supervisor and introduced at the Town Board meeting. A similar letter could be prepared for the School Superintendent. Rob will set up a meeting with the Town Supervisor and then the Superintendent of Schools to brief them on the Roll Model Program.

The Roll Program will be presented at the next Town Board meeting on April 24th and all changes needed to be made by the 18th to be included on the agenda. The following is a summary of the actions that will need to be completed for the Roll Model Program:

1. Revise Roll Model brochure - Maureen/Jill with assistance from Joe
2. Revise Roll Model logo to include legs/shoes on the 2 LL's - Fred to speak with graphics department
Create a Roll Model enrollment form with signature lines to be used at tabling events - Rob to prepare
3. Rob will send out to printers for a quote for 2000 pledge brochures
4. Set up meeting with Town Supervisor/BCSD Superintendent to discuss Roll Model program and employee participation/commitment - Rob to schedule meeting with Town Supervisor and Fred to schedule meeting with BCSD Superintendent. Scott and Henry to attend meetings.

5. Prepare brochure quote from Town Supervisor and BCSD Superintendent (Rob - Town and Fred - BCSD)
6. Look into cost of magnets to be placed on Town Vehicles with Roll Model logo – Maureen
7. Contact Bill Van Alstyne to confirm attendance at Hamagrael Elementary School Bike to School Day on May 15
8. Prepare memo by April 18 to Town Board to introduce Roll Model program to Town Board at April 24 Town Board meeting - Rob to prepare memo and Oliver to present at Town Board meeting
9. Consider a press release fashioned after the Town Supervisors letter after the Town Board meeting
10. Scott and Henry may assist Maureen with the Hamagrael Bike to School event.

Announcements

Henry announced that there was \$4,300 remaining in the account that was managed by the now-defunct Bethlehem Citizens for Pedestrian Safety Committee.

Ann M. shared her Facebook page that she prepared for the Bicycle and Pedestrian Committee.

Henry P. shared a letter to the editor that he sent the Spotlight in response to a letter about the pedestrian crossing on Delaware Avenue near the Elsmere Elementary School.

Meeting Adjourned at 8:30 pm.

Next meeting April 24, 2013, at 6:30 pm.