



In Attendance

Committee Members: Jill Adams, Maureen Cunningham, Oliver Holmes, Scott Lewendon, Joe Pasquini, Dan Lewis, Ann Mulally, Anne Benware
Town of Bethlehem Staff: Rob Leslie
Bethlehem CSD Staff: None
Guests: None

Comments on September Meeting Summary

Rob updated the group on the Initial Identification of Locations for the “Walk Left/Ride Right” Signs noting that he coordinated with the BCSD so that signs will be placed along school bus routes. There being no further comments, the summary was accepted by the Committee.

Walk to School Day – October 3, 2012

Lessons Learned from Slingerlands and Hamagrael Elementary School events

Maureen helped coordinate this event and reported that improvement suggestions include having more signage on Delaware Avenue and along the routes to Hamagrael and Slingerlands. They had a “Walk Left/Ride Right” sign at the event and it would be a good idea in the future to have a person at the table with the sign and pamphlets/information which would add a valuable educational component. People liked the activity books provided by CDTC and the materials from NYSDOT. The Hamagrael Principal estimated 200 walkers participated, Maureen summed up saying all in all it was a good fun event. Maureen was able to get in touch with the town police and a police car circulated the school walking routes; their presence was helpful. She followed up with a phone call to the police department thanking them for their support of the event. In the future more coordination with the police would be beneficial, including an officer at the school. Scott noted that Detective Whitely was coordinated with on the Slingerlands Elementary event and that there were about 200 walkers participating there as well. Scott handed out a letter to parents that came to the event. It included information on what to teach your children regarding safe walking and parents appreciated it. He also informed parent of the bike expo.

It was noted that Albany County put up the VMS (variable message signs) after just a one day request. Feedback was that people saw and responded to these signs. Rob asked if people expressed interest in having the walk to school day events next year and the answer was a resounding YES.

In terms of Bike to School Day events, Hamagrael does this event and last year included an assembly as part of it. Maureen noted a ride was also part of that event.

Scott asked if there were funds available to print more of the Walk Left/Ride Right stickers as these have been well received; Rob indicated there is some money remaining from the prior committee Henry was on so more could be printed. There was mention made of other materials that were available i.e. from shoe lace tags from NYSDOT, bags Scott had and it was noted that we should be prepared during the summer to gather items/have additional needed items made so we’re ready for October in advance.

Committee Member Vacancy

Alan Via resigned from the Committee explaining that he's too busy at this time. Caleb Wistar also previously resigned, leaving two vacancies on the Committee. Terms for current members were reviewed: terms expiring in 2013 include Oliver, Ann M., Jill and Joe. Rob asked if each member was interested in continuing on the Committee and all answered YES. With respect to the two vacancies, Rob asked people to reach out to potential interested town residents. A solicitation will go out in January; Rob will send a memo to the Town Board recommending re-assignment of existing Committee members as noted above and with respect to the vacancies. Terms for Scott, Henry, and Anne B. expire in 2014 after which these terms will transition to 2 year term cycle. There is no limit set for the number of terms served.

Committee Work Plan - Education

Over the summer the Committee had discussed tackling the 5 "E's" (Enforcement, Education, Engineering, Encouragement and Evaluation) and started to develop a listing of detailed tasks. After discussion the group decided to scale back and identify tasks as we go through subject focused meetings. As a result tonight's meeting is to focus on Education.

Henry was unable to attend the meeting and sent ideas for discussion, noting there are at least two groups to educate: school children and adults. The committee can only do a limited set of activities, with the key to success getting other groups to do what is in their jurisdiction. He suggests we work with the school district to do the school children education and have our Committee work with Town government on general public education, such as the "yield to pedestrians in the crosswalk" state law.

Scott also put several items together and reviewed the NHTSA (National Highway Traffic Safety Administration) campaign titled "Roll Model" done in partnership with AAA. The concept is to educate people and convince them to be role models. This combines what the committee already does with some new approaches, aimed at people 15+ years of age. Scott explained this reflects advice from the Town's consultant Bill of VHB to focus on this group as older teens/adults provide continuing reinforcement to children (primary audience is adults; children are the secondary audience). In addition, echoing Henry's suggestion, Scott identified a list of "Providers" as other groups, that the Committee would support, assist and coordinate with on these educational tasks. For example the Committee could help the PTO and Boy Scouts with skill trainings. In the past we've talked about a bicycle parade; this should be added to the list. The "Roll Model" program uses prizes, etc. Scott asked for assistance from the Committee in identifying more sponsors and for feedback. Scott added that Detective Whitely has expressed interest in this approach.

Discussion centered on the administration and management piece; Scott had tentatively (with question marks) identified as managed by the Town Planning Department. Rob indicated the Planning Department can assist but is unable to take on all administration and management of the whole education program. If a Town department was to take this on funding will be needed. Scott noted that this would be perfect for 402 Highway Safety Program funding through GTSC (Governor's Traffic Safety Committee) as that funds personnel and materials. Oliver remarked this would fit well with recommendations from the Town's Bike Friendly Community application. Rob noted that no one Town Department is perfect for a Town Bike/Ped Coordinator. Scott suggested the Police Department. If a coordinator isn't possible at this time, Oliver suggested we write up what we had over the summer where we focused on drivers, etc. and find partners as suggested (i.e. partner with AAA, etc) and maybe go back to the subcommittee idea. Education is important but enforcement is important too. Rob noted that the Committee could promote the Parks and Recreation Traffic Skills course that will be offered again in the spring. It was suggested a skills seminar could be run on public access TV.

Dan asked if we have an inventory of what's going on around Town regarding bike/ped education? Such a list would allow us to see gaps to be addressed. The group then brainstormed on other "providers" to add to Scott's initial list and the types of activities each might be currently undertaking or could be supported in doing, including: the Highway Department could be involved as the eyes and ears out on the Town roadways in terms of identifying problem areas and issues; Delmar Place – Senior walking?

Bethlehem Children's School; YMCA; Mohawk Hudson Land Conservancy; Volunteer firemen? School crossing guards? BCSD Drivers Ed?

The Committee was asked to keep thinking of groups (churches, seniors groups, health care providers, attorneys, etc.) and potential activities the Committee could support and pass this information along to Rob before our next meeting. We need to inventory what's going on/available, then empower and support groups/activities as appropriate with materials, with the Committee acting as a clearing group of sorts. Events the Committee could tag onto were mentioned such as the Turkey Trot and Delmar Dash. In addition, including information/articles in Our Towne, the Spotlight and the Bethlehem Blog would be beneficial. Ideas for materials were listed such as "Watch for Peds/Bicycles" lawn type signs (similar to "Watch for Motorcycles bumper stickers/signs).

It was suggested "hot spots" around Town be identified where efforts might have most impact, including identifying painted crosswalks where the "Yield to Pedestrians" bollards could be placed.

It was noted the Town Planning Board is requiring pedestrian/bicycle accommodation elements in development reviews. For example, recently a sidewalk was required as part of a development on 9W.

The discussion ended with identification of two tasks for the Committee prior to our January 22nd meeting. 1) Develop a list of potential groups. Scott volunteered to send an email and asked people to respond with their ideas prior to the meeting. 2) Identify painted crosswalks for installing yield to pedestrians in Crosswalk bollards/signs. Rob was asked to find out how the Highway and/or Police Departments decide where to install crosswalks. Scott noted that he posted a few items on the discussion board: 1) FHWA Best Practices for Safety Education and a study by the Consumer Products Safety Commission. Anne volunteered to research what the DMV includes in Driver's Education.

New Business

The idea of having a Committee co-chair or assistant chair to help Rob with meeting notes, agendas, was raised. Anyone interested should contact Rob. Oliver suggested Gregg Sagendorph be invited to a meeting to report on recent sidewalk and bicycle route work. Dan suggested we set a yearly meeting agenda in January to plan ahead and have appropriate Town and/or school district staff at meetings. Scott suggested we set up a meeting date deadline to draft work plans. For Education this could include 1) provider reach out that includes a contact list, a letter to use when contacting or face to face meeting points, identifying the kind of support they could use from the Committee/town, etc.

Next meeting date is January 22nd 2013 at 6:30 PM.

Public Comment - None

Meeting Adjournment

Meeting adjourned at 8:30 PM

Attach to the meeting notes:

From: [Jason Gallo](#)

Sent: Tuesday, November 27, 2012 4:23 PM

To: jslewendon@verizon.net

Subject: Re: Tonights meeting

Hi Scott -

The number of participants on the clicker was 125, but most other people felt it was closer to 200.

The VMS was great to have prior to the event (on corner of cherry & kenwood) and having more of these around town could only help.

Also, in conversations w/the MS principle he thought maybe some sort of recognition of the crossing guards that day could be another component. I believe they crossing guards are only at the MS, but if our goal is to make this event district wide it would be worth consideration.

-Thanks

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