

Providence Bicycle and Pedestrian Advisory Commission

MINUTES

December 17, 2012, 4:00 PM

Members Present: Eric Weis, Jef Nickerson, Matthew Moritz, Jenn Steinfeld, Jenna Yu

Staff: David Everett, Sheila Dormody

Guests: Bill DeSantis, VHB (Bike Providence consultant)

David Everett followed up on the workshop for the Bike Providence Master Plan and encouraged input via the website set up for that purpose. Bill DeSantis spoke about Phase 2 (proposed) bicycle routes, an app being developed to track riders' routes, the process of prioritizing routes through input and usage, and the deadline for input via the Commission – the January BPAC meeting. Discussion followed about how to best influence and stay on top of RIDOT projects (no conclusive answer).

Bill also discussed public rider education opportunities. One training session is provided for in the Bike Providence contract and Bill said he would volunteer an additional session. Sessions are also available for City officials and Bill is available for “Lunch and Learn” sessions. The commission brainstormed appropriate groups to target for these sessions: the City Council and the Healthy Communities Commission (chaired by Sabina Matos). Bill also cited webinars offered by the Society of Pedestrian and Bicycle Professionals.

Providence resident and PVD Pudding Pops bicycle vendor Val Khislavsky addressed the commission regarding public education ideas relating to road safety and rules of the road. She identified three target groups: cyclists, drivers and lawmakers. Among the key elements cited as critical to such a campaign are: making it fun, ensuring that it is ongoing and takes advantage of events, involving the media, and being highly visual and using “hooks.” Such a campaign, according to Ms. Khislavsky, must be cyclist-driven, use social media, and not be run by the City. She said she would coordinate proposed efforts with staff, Matt Moritz (BPAC, RI Bicycle Coalition) and consultant Bill DeSantis of VHB as needed.

BPAC communications was discussed next. Sheila Dormody suggested use of the Sustainability department webpage and said she would consult with the Mayor’s communication staff on this.

BPAC meetings were scheduled for the third Monday of each month at a new time, from 4:30 to 6:00 pm at 444 Westminster Street, except for January and February, 2013, which were scheduled for Wednesday, January 23 and Wednesday, February 20 at the same location. David Everett will check availability and confirm.

The meeting adjourned at 5:30 pm.

Meeting minutes submitted by David Everett

Approved 2/20/13