



8.

CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

January 13, 2003

To The Honorable, The City Council:

In response to Awaiting Report Item No. 02-100, regarding a report on the "Share the Road" public education campaign, Assistant City Manager for Community Development Beth Rubenstein reports the following:

The City has ongoing programs to educate bicyclists and motorists about the rules and regulations established specifically for each group. Current (and recent) program elements are detailed below. In addition, we plan to use this year's GoGreen Month to put the spotlight on rules and regulations for bicyclists, motorists and pedestrians. Current plans include a "Share the Road" lawn sign at City Hall, new flyers for distribution at GoGreen events, and a bike safety rodeo. Because several GoGreen events are organized by commute mode of travel, we also have an opportunity to customize and distribute flyers for each group on how they can safely share the road with others.

CURRENT AND RECENT EFFORTS

Publications and Printed Materials

"HOW TO GET AROUND IN CAMBRIDGE" MAPS

Detailed text and graphics illustrate safe bicycling methods and rules as well as "Share the Road" information for motorists. Approximately 15,000 maps are distributed annually.

PARKING PERMIT INFORMATION PACKET

Every Cambridge resident who gets a parking permit and/or visitor parking permit receives an information packet concerning city rules and regulations related to parking, street cleaning, snow emergencies, etc. A section devoted to motorists, pedestrian, and bicyclist safety is included with this material.

"WATCH FOR BIKES" MIRROR DECALS

In 1998, small decals saying "Watch for Bikes" were printed and given to everyone receiving a resident permit parking sticker in Cambridge. The decals are meant to go on the side and/or rear view mirrors to remind motorists to look for cyclists as they are parking, turning, and opening car doors. Decals continue to be handed out at relevant forums and in various venues.

BUMPER STICKERS AND REFRIGERATOR MAGNETS

The Bicycle Committee designed bumper stickers for promotional and safety use ("Bicycle - Cars: Same Roads - Same Laws" and "Bike to the Future"). The "Bicycle-Cars: Same Roads-Same Laws" slogan was also used for refrigerator magnets that are given to the public at promotional and safety events.

"BE BRIGHT: USE A LIGHT"

Campaigns to promote using lights and reflectors at night have been carried out over the past several years. Free reflector lights have been distributed widely as part of this campaign.

EDUCATIONAL "TICKET" FOR DISTRIBUTION BY THE POLICE

The Police Department developed a warning ticket that has safety education information on it. They also ticket cyclists for failure to obey traffic rules.

PUBLIC DISPLAYS

Posters and other display materials with a focus on bicycle safety have been exhibited at various public venues.

Media Campaigns

"EXPRESS YOURSELF" CAMPAIGN

The campaign uses a celebrity endorsement concept, with well-known Cantabrigians promoting the transportation options that they use on a regular basis. Endorsements appeared on billboards, posters, the City's website, bus and taxi ads, and "Go-Card" advertising postcards. The positive value of other modes of transportation (walking, bicycling, riding the "T") promotes the notion of sharing the road.

BILLBOARDS

In May 2000, billboards were put up in Kendall Square and Central Square with the message "Traffic Relief Vehicle: Bikes takes less of our parking and road space. Please drive carefully."

Local Newspapers: Cambridge Chronicle, Cambridge TAB and Boston Globe
Articles on bicycle safety have appeared in these publications.

ADVERTISEMENTS

Ads focusing on safety, aimed towards motorists, cyclists and pedestrians have been shown in Cambridge movie theatres and poster ads have been displayed in the Cambridge MBTA stations.

HARVARD AND MIT

Student and faculty publications carry articles on safety education.

CABLE TELEVISION

Programs on bicycle safety have been shown on local cable television stations.

Events

GOGREEN MONTH

GoGreen Month is the City of Cambridge's annual May celebration to promote environmental awareness and action. The calendar is filled with events to highlight and encourage various alternative commute modes. Past celebrations have included bicycle safety rodeos, safety equipment sales offered by a local bike shop, and pedestrian commuter appreciation events.

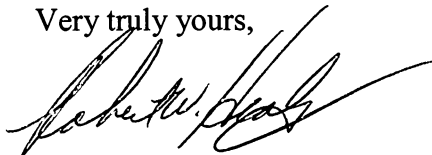
PUBLIC EVENTS

The Environmental and Transportation Planning Division participates in public events throughout the year, with information tables at the Cambridge River Festival, Danehy Park Family Day, Transportation Awareness Day, Earth Day, Police Department open houses, and other events. An interactive safety quiz is a key part of this participation.

Future Initiatives

The City also continues to look to experience from other cities to identify outreach and education campaigns that are effective in changing behavior and will implement new campaigns and promotional events where they will enhance our education efforts.

Very truly yours,

A handwritten signature in black ink, appearing to read "Robert W. Healy", written over a horizontal line.

Robert W. Healy
City Manager

RWH/mec

S-12

Consent Agenda #8

Awaiting Report Item
Number 02-100, regarding a
report on the "Share the Road"
public education campaign.

In City Council January 13, 2003

**REFERRED TO PUBLIC
SAFETY COMMITTEE ON
MOTION OF VICE MAYOR
DAVIS.**

Copy sent
1-15-03
mrc