

Vice Mayor Davis also suggested that the following rule be added:

- Bicycle riding on sidewalks.

Ms. Anders stated that five rules are not too much because people pay attention to rules that interest them. Lieutenant Sheehan asked if a brochure would be prepared. Vice Mayor Davis stated that September is a good time of the year to start this type of campaign. Councillor Murphy agreed that September is a good time because there is an influx of people coming to Cambridge. Lieutenant Sheehan stated that colleges needed to be incorporated into the campaign. The bicycle laws and the most commonly abused rules should be listed in a brochure. Councillor Maher asked how would this information be distributed. He further stated that this should be done at registration time. The University Relations Subcommittee of the City Council could talk to the universities to get the information out to the students. Ms. Anders suggested that the information should be e-mailed to the students because it is more effective. She suggested one short message for a period of five days. Councillor Murphy suggested that to get the students attention a promotion could be get the brochure, give the city your e-mail and have your name added to a raffle.

Ms. Seiderman informed the committee that the focus has been on a map “How to Get Around in Cambridge” and not on a brochure. Students, she said, receive a map from the universities. The city needs to think specifically about getting this message out to get peoples’ attention.

Vice Mayor Davis stated that Community Development is offering “do you know” quizzes. Ms. Seiderman suggested taking a quiz on line. Request the public to send their e-mail address then send a token prize for responding. Community Development also has information tables.

Mr. Halle stated that the focus needed is to get the attention of the population. He cited the example of car towing as something that got the attention of all the students at MIT. He felt that the process is better if it is geographically focused. Specific areas could be made to correspond to specific rules.

Vice Mayor Davis suggested coordinating publicity targeting the universities and coordinating outreach at the high school. Enforcement of red lights would have a zero tolerance policy. For the general enforcement of traffic laws she suggested dramatic and creative ideas such as “curious doings at crosswalks.” Mr. Walker suggested education to reach auto owners through excise tax bill and give a quiz and if the motorist participates in the quiz a discount could be offered. Ms. Anders suggested using the resident stickers information that is mailed in the fall. Vice Mayor Davis commented that these issues should be revisited after the kick-off of this campaign in September.

Vice Mayor Davis asked Mr. Walker when does the “Walk Your Child to School” occur. Mr. Walker responded this event occurs the first Tuesday in October. He suggested outlining the benefits of walking through education and to provide this information to all school children. The message could be animated. Sergeant Murphy stated that this should be done at the start of school in September. Mr. Walker stated that the education message would be: CAMBRIDGE WALKS. Sergeant Murphy stated that the school crossing guards would write down the infractions that they observe and could distribute the pamphlets to the parents. Ms. Anderberg commented that the information should be translated into languages other than English.

The committee heard from Ms. Kraus who stated that this program is both public and private. Volpe Transportation Center and the Superintendent of Schools should also participate in this education program. This program is a social marketing tool to change the culture. She hoped that the Chamber of Commerce would be a major participant in this program. The scope, she said, must be inclusive to change the culture.

Vice Mayor Davis stated that the focus should be around a few laws. Walk Your Child to School is an established event of the city and she felt that this campaign should be coordinated around this event. Ms. Kraus again stated that the business community and the schools should be involved in this campaign. Vice Mayor Davis cited the example of recycling; the program started small and grew. The city, she said, cannot do it all this year. Ms. Kraus stated that whatever is decided should be done full-blown. Mr. Simonsen informed the committee of a speech made on *Good Morning America* that there is grant money available for health issues, walking and the discussion of asthma. Cities that have successful programs in place would be reviewed to expand these programs.

Councillor Murphy asked does Cambridge have a “dooring” ordinance and what is the fine. Lieutenant Sheehan stated that there is a city ordinance; the fine is \$50.00. Sergeant Murphy stated that the education should be part of the drivers education program. People should be trained to open their car doors with their right hand to encourage turning around and looking before the door is opened. These habits need to be developed. Vice Mayor Davis stated that the Drivers Education Program could be changed at the high school.

Vice Mayor Davis asked how could the Police Department enforce the four or five laws that this campaign will highlight. Sergeant Murphy responded that police officers could conduct 86’s, a park and walk-around of assigned sites and could take an account of the offenses. Vice Mayor Davis asked if the Police Department would conduct more 86’s in September. Sergeant Murphy responded in the affirmative if requested by the City Council.

Mr. Halle commented that it is important to include motorists, bicyclists and pedestrians in this campaign. He stated that pedestrians are hit in crosswalks. People get upset if they are ticketed. The approach by the city should be that the city is making every effort to get all students to school safely.

Councillor Maher agreed on the five laws targeted. He urged coordination with the Public Works Department for signage. Councillor Murphy suggested hanging signs at each school listing the five laws targeted.

Ms. Kraus stated that the education outreach is a huge piece of this program. Mentorship and education must be done by the Police Department. Vice Mayor Davis stated education tickets need to be done with the 86's. Lieutenant Sheehan suggested that in September warning tickets and the education pamphlet be distributed. There is a bicycle law pamphlet. Vice Mayor Davis suggested laminating the information containing the five rules on the reverse side of the warning ticket. Lieutenant Sheehan stated that enforcement is tough at first; education needs to accompany the enforcement.

Councillor Murphy asked if there is a need to increase the fines. Sergeant Murphy commented that fines could lead to insurance surcharges. Ms. Seiderman stated that if a violation occurs then surcharges should be received. People who run red lights kill; it should not be taken lightly.

Vice Mayor Davis stated that the two major rules are:

- Running red lights and
- Not stopping for pedestrians in crosswalks.

There should be no tolerance for these; warnings could be given for the other three.

Ms. Anders informed the committee of instances where people are stopped for a violation. Only warnings are given because the person is polite. Enforcement must be serious about egregious behavior. Vice Mayor Davis stated that the running red lights law is the most serious. Councillor Murphy suggested that motorist be delayed and required to read the education pamphlet.

Vice Mayor Davis stated that more discussion is needed around the issues of fines and warnings.

Councillor Murphy asked if there is a surcharge for "dooring." Lieutenant Sheehan responded in the negative.

Vice Mayor Davis submitted an e-mail she received from Carolyn Thompson, Disability Project Coordinator, Disability Commission, into the record **(ATTACHMENT A)**.

At this time Vice Mayor Davis made the following motion:

ORDERED: That the Public Safety Committee supports the efforts and the coordinated plan for a public safety event that would highlight the need for an education and enforcement campaign around the following five laws:

- Motorists and bicyclists running red lights;
- Pedestrians crossing with traffic lights;
- Traffic yielding to pedestrians;
- Motorists looking before they open their car door, known as “dooring;” and
- Bicycle riding on sidewalks.

The motion –

Carried.

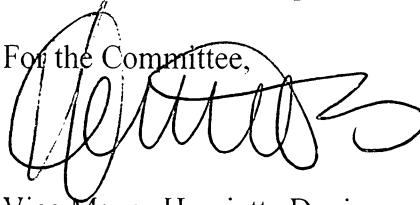
The committee heard from Mary Margaret Seagraves who stated that the school nurses should be included in the campaign.

Mr. Walker stated that the education information should include information about shared crosswalks. Mr. Halle stated that there should be signage that states that pedestrians have the right of way on green. The five rules have a commonality; they are life threatening.

Vice Mayor Davis thanked all those present for their attendance.

The meeting adjourned at six o'clock and fifty-five minutes p. m.

For the Committee,

A handwritten signature in black ink, appearing to read 'Henrietta Davis', written over a circular stamp or seal.

Vice Mayor Henrietta Davis,
Chair

Subj: public meeting on Mar. 13 regarding pedestrian safety
Date: 3/12/2003 4:25:23 PM Eastern Standard Time
From: "Thompson, Carolyn" <cthompson@Spike.CI.Cambridge.MA.US>
To: "Davis, Henrietta" <hdavis@Spike.CI.Cambridge.MA.US>
Cc: "Muehe, Michael" <mmuehe@Spike.CI.Cambridge.MA.US>
Sent from the Internet ([Details](#))

Dear Vice Mayor Davis:

I would be interested in attending this public meeting but it is at the same time as our regular monthly Commission meeting. But here are some issues I would like to see addressed.

One of the major complaints our office hears from pedestrians is about the insensitive behavior of some bicyclist who do not stop for traffic signals and/or who also ride on the sidewalks. Cyclists rarely make much noise to announce their approach yet they expect pedestrians to notice them and get out of the way. People who are blind learn how to negotiate many obstacles in their path of travel but not how to dodge moving objects. Some people with disabilities may not be quick and agile enough to jump out of the way. In trying to move quickly they may stumble and fall. The bicycles just should not be on the sidewalks and curb ramps.

I realize that the civic minded, concerned cyclists who attend these public safety meetings are probably not the ones causing the problems, but there needs to be better enforcement of the traffic rules that apply to cyclists as well as motorists. What is being done to educate young riders about bicycle etiquette and responsibility to those who share the public right of way with them?

Thanks,
Carolyn

Carolyn Thompson
Disability Project Coordinator
Commission for Persons with Disabilities
51 Inman Street, 2nd floor
Cambridge, MA 02139
617-349-4692 voice
617-349-4766 fax
617-492-0235 TTY
www.ci.cambridge.ma.us/~ccpd



City of Cambridge

O-12.
Amended Order

IN CITY COUNCIL

March 31, 2003

VICE MAYOR DAVIS
COUNCILLOR DECKER
COUNCILLOR GALLUCCIO
COUNCILLOR MAHER
COUNCILLOR MURPHY
COUNCILLOR REEVES
COUNCILLOR SIMMONS
MAYOR SULLIVAN
COUNCILLOR TOOMEY

ORDERED: That the Public Safety Committee supports the efforts and the coordinated plan for a public safety event that would highlight the need for an education and enforcement campaign around the following five laws:

- Motorists and bicyclists running red lights;
- Pedestrians crossing with traffic lights;
- Traffic yielding to pedestrians;
- Motorists looking before they open their car door, known as "dooring;" and
- Bicycle riding on sidewalks; and be it further

ORDERED: That the City Manager to coordinate this effort with city departments.

In City Council March 31, 2003.

Adopted as amended by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

A handwritten signature in cursive script, reading "D. Margaret Drury".

ATTEST:-

D. Margaret Drury
City Clerk

City of Cambridge

PUBLIC SAFETY

In City Council March 31, 2003

COMMITTEE MEMBERS*Vice Mayor Henrietta Davis, Chair**Councillor David P. Maher**Councillor Timothy J. Toomey*

The Public Safety Committee held a public meeting on Thursday, March 13, 2003 at five o'clock and fifty minutes P.M. in the Sullivan Chamber.

The purpose of the meeting was to discuss the City's education campaign regarding bicycle and pedestrian safety.

Present at the meeting were Vice Mayor Davis, Chair of the Committee, Councillor David P. Maher, Councillor Brian Murphy, Cara Seiderman, Bike and Mobility Program, Community Development Department, Rosalie Anders, Environmental Division, Community Development Department, Stephanie Anderberg, Community Development Department, Lieutenant John Sheehan, Police Department, Sergeant Kathleen Murphy, Police Department, Jeff Walker, Public Health Alliance, Michael Halle, Bicycle Committee member and Deputy City Clerk Donna P. Lopez. Also present at the meeting were Rosann Kraus and Garrett Simonsen.

Vice Mayor Davis opened the meeting and explained the purpose. She stated that Councillor Toomey was unable to attend this meeting due to the fact that he is at a hearing at the State House.

Vice Mayor Davis stated that Rosann Kraus initiated an education program over a year ago. Ms. Kraus stated that she has been involved with safety issues surrounding traffic. There is a climate of entitlement by motorists. Education, she said, should be provided that would lead to enforcement.

Vice Mayor Davis stated that a meeting was held where Ms. Kraus presented the education program idea. The program will hone in to pick four or five laws in an effort to focus attention on these laws. There is a September emphasis on laws that are problems, such as stopping at a red light.

Ms. Seiderman stated that most campaigns have clear messages. She suggested the following four laws:

- Motorists and bicyclist running red lights;
- Pedestrians crossing at crosswalks or with traffic lights;
- Traffic yielding to pedestrians; and
- Motorists looking before they open their car door, known as "dooring".

S-121

Committee Report #3

Committee Report from Vice Mayor Henrietta Davis, Chair of the Public Safety Committee, for a meeting held on March 13, 2003 to discuss the City's education campaign regarding bicycle and pedestrian safety.

In City Council March 31, 2003

**REPORT ACCEPTED.
PLACED ON FILE. ORDER
ADOPTED AS AMENDED. SEE
ORDER #12**