

a little more information – facts about the number of accidents that have resulted from failure to observe these safety rules. He also suggested adding a little bit of information for bicyclists about how to cycle defensively.

Commissioner Watson also reviewed the Police Department's enforcement efforts with regard to safety in these areas and the plan for utilizing enforcement as an education tool in the safety campaign. The Police Department has compiled a list of the top 25 sites for accidents from January 1, 1999 through July 11, 2003. **Attachment B.** He noted that 19 of these sites are signal locations. Commissioner Watson requested that the committee review the list and make suggestions for any additional sites that they have perceived as particularly dangerous. Enforcement efforts will focus on the locations on the list. Vice Mayor Davis requested inclusion of the intersection of Massachusetts Avenue and Inman Street.

Mr. Field asked what kinds of accidents the list comprises. Commissioner Watson said that all types of accidents – vehicular, pedestrian and bicycle are included and are not broken down by category. He will check on whether the information could be sorted into separate categories. Mr. Field noted that the list shows the greatest number of accidents occur at the intersection of Garden Street and Massachusetts Avenue, and asked why this is so. Mr. Rossi and Commissioner Watson responded that there is a great quantity of traffic coming together at that site – vehicular, pedestrian and bicycle, and all want to go many different ways.

Commissioner Watson also reported on ongoing red light violation enforcement. Between January 1, 2003 and July 7, 2003, police officers issued 1040 warnings and 718 civil infraction tickets. They also made 31 applications for criminal complaints and 6 arrests, for a total of 1,796 enforcement actions. As part of the upcoming safety campaign, the police will target the sites on the list of the most dangerous intersections with well-publicized enforcement actions. The enforcement efforts will focus on educating motorists, bicyclists and pedestrians about their responsibilities with regard to traffic signals. With regard to pedestrians, police will emphasize walking with the light and within the crosswalk.

Mr. Halle noted the dangers of pedestrians who emerge suddenly from between parked cars to cross streets mid-block. Vice Mayor Davis reminded him of the group's decision to focus on safe crossing at crosswalks because of the ambiguity of the jaywalking laws and the need for a narrowly focused safety message in this initial campaign.

Vice Mayor Davis then moved the discussion to how best to publicize the campaign and its underlying safety messages. She emphasized the importance of wide distribution of the brochure. Ms. Anders reported that M.I.T. has agreed to distribute the 'safety campaign brochure and any other campaign material to incoming students. Ms. Anders added that the universities buy copies of the City-produced map "How To Get Around in Cambridge" for distribution to their students. These maps include

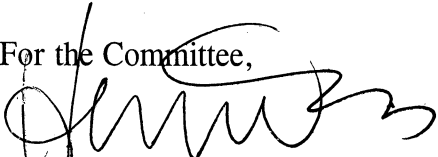
sections on safe cycling that describe all of the regulations pertaining to bicycling. Perhaps a sticker with the briefer "Points 4 Safety" message could be attached to each map during the safety campaign. Brochure distribution points will include bike shops, intersections targeted for police enforcement actions, and the information packets on resident parking stickers distributed by the Traffic, Parking and Transportation Department. Mr. Halle volunteered to help with graphics involved in producing the brochure or other campaign material.

Commissioner Watson said that a target date for having completed brochures ready for distribution is essential. Mr. Rossi said that incoming freshmen at local colleges and universities should receive the brochures as part of their orientation information. Vice Mayor Davis said that the publicity campaign plans need to be finalized in the next two to three weeks. The group agreed on August 15 as a target date for having the brochure ready.

In addition to broad distribution of the brochure, other efforts to publicize "Points 4 Safety" were discussed. Ms. Anderberg has two lawn signs reserved for the week of September 22nd. The sign on the lawn of City Hall, which is best seen by walkers, will emphasize the safety message to pedestrians. The other sign location, on the grassy area at the western end of the tunnel just outside of Harvard Square, will carry the message to motorists to watch for and yield to pedestrians. If more sign reservations are needed, Mr. Rossi and Vice Mayor Davis will work to obtain them.

Ms. Anderberg also described her work on a website as part of the campaign. Mr. Field mentioned the idea of a safety quiz on the website, with small prizes, like ice cream certificates, for completing the quiz. Mr. Field also said that he is working with Steve Miller on an audio public service announcement for the campaign. There was some preliminary discussion of the possibility of using the Municipal Cable Channel for additional public education about Points 4 Safety. Vice Mayor Davis said that she likes the idea of a bumper sticker. Sergeant Murphy suggested public service ads on the sides of the MBTA buses that run along Massachusetts Avenue.

Vice Mayor Davis thanked the group for its work and progress on this issue. She set August 6, 2003 at 11:00 A.M. as the next meeting date on the safety campaign. The meeting was adjourned at 6:30 P.M.

For the Committee,

Vice Mayor Henrietta Davis, Chair

POINTS 4 SAFETY

7/7/03

Drivers and cyclists

Stop for pedestrians in crosswalks where there's no traffic light. Where there is a traffic light, wait for pedestrians to cross before turning right or left.

Pedestrians

Use the crosswalks. Obey traffic signals. Start crossing when the white "walk" signal is on. Blinking "don't walk" is to give you time to finish crossing before the light changes.

Drivers and cyclists

NEVER run a red light. Slow down at intersections and be ready to stop. People who run red lights cause crashes.

Drivers and passengers

Look for cyclists before opening your car door.

PERIOD BEGINNING 1/1/99		ENDING 7/11/03
TOP 25	ACCIDENTS BY LOCATION	ACCIDENT COUNT
1	Garden Street & Massachusetts Ave	94
2	Prospect Street & Broadway	89
3	Prospect Street & Hampshire Street	68
4	Massachusetts Ave & Peabody Street	59
5	Massachusetts Ave & Norfolk Street	58
6	Cambridge Street & Quincy Street	57
7	Binney Street & Third Street	52
8	Massachusetts Ave & Vassar Street	51
9	Cambridge Street & Prospect Street	48
10	Main Street & Windsor Street	46
11	Bishop Allen Drive & Norfolk Street	43
12	Putnam Ave & Western Ave	42
13	Bishop Allen Drive & Columbia Street	42
14	Cambridge Street & Third Street	38
15	Binney Street & Broadway	37
16	Prospect Street & Harvard Street	36
17	Massachusetts Ave & Amherst Street	36
18	Massachusetts Ave & Beech Street	36
19	Massachusetts Ave & Chauncy Street	35
20	Spring Street & Third Street	34
21	Massachusetts Ave & Walden Street	33
22	Massachusetts Ave & Albany Street	33
23	Broadway & Columbia Street	33
24	Massachusetts Ave & Rindge Ave	32
25	77 Massachusetts Ave	32

Inman + Mass Ave

City of Cambridge

PUBLIC SAFETY

In City Council August 4, 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 July 17, 2003, beginning at 5:35 P.M. in the Sullivan Chamber. The meeting was held for the purpose of discussing the ongoing plans for a safety campaign for pedestrians, bicyclists and motorists.

Present at the meeting were Vice Mayor Davis, Chair of the Committee, City Clerk Margaret Drury, Deputy City Manager Richard Rossi, Police Commissioner Ronnie Watson, Police Sergeant Kathleen Murphy, Bicycle Patrol, Rosalie Anders, Project Coordinator for the Environmental and Transportation Division of the Community Development Department (CDD), Stephanie Anderberg, Environmental and Transportation Planner, CDD, Michael Halle, 2 Westacott Court, Vice Chair of the Bike Committee, Ken Field, 108 Pleasant Street, Bike Committee, John Burckardt, 1429 Cambridge Street, Chair of the Bike Committee, Robert Woolfer, Inman Square, Matt DeBergalis, 120 Auburn Street.

Vice Mayor Davis convened the hearing and explained the purpose. For the past few months, the City has been working on a safety campaign for pedestrians, bicyclists and motorists. She requested that Commissioner Watson provide an update on the plans for this safety campaign, "POINTS 4 SAFETY." Commissioner Watson reported on plans for preparation of the public information materials for the safety campaign, the identity of the top accident sites in Cambridge and ongoing red light violation enforcement efforts.

Commissioner Watson said that Police Department and Community Development Department staff met to plan and prepare the public information brochure needed for the safety campaign. He and Sergeant Murphy displayed a draft design for the brochure, which is expected to be the central public education piece. The design was well received by the committee. Vice Mayor Davis requested that there be a final consultation with a CDD graphic designer.

The committee also looked at a draft of the proposed wording. **Attachment A.** Ms. Anders said that the messages and their wording have been kept to the bare essentials because people will not read and/or retain the information if too much is presented in a brochure. There are four main safety points, and there are very short summaries of those points in the brochure. Mr. Halle suggested thinking about adding

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Committee Report #7

A communication was received from D. Margaret Drury, City Clerk, transmitting a report from Vice Mayor Henrietta Davis, Chair of the Public Safety Committee, for a meeting held on July 17, 2003 for the purpose of discussing the ongoing plans for a safety campaign for pedestrians, bicyclists and motorists.

In City Council August 4, 2003

**REPORT ACCEPTED
PLACED ON FILE**