

# **Bike&Walk Montclair Meeting**

## **July 15, 2010**

### Minutes

#### **In Attendance:**

Gary Johnson, Jerry Fried, Tom Conlon, Jim Nicholson, Tiffany Robinson, Laura Torchio, Bill Solomon, Lindsey C. Holmes

#### **1. Welcome/Introductions**

- Welcome New Members!

#### **2. Council Liaison statement (Lewis, Fried)**

- Related Township action
  - Montclair Master Plan LU Element (Jerry Fried)  
\$200,000 revision to MTC Land Use Element to its master plan  
\$100,000 loan for Montclair's Business Improvement District  
Montclair will have a new planner in a few weeks and will be on board to discuss changes such as transit oriented development, and a municipal Bike Parking Ordinance.

Mayor Fried had meeting with Brian Stoler, a developer and avid cyclist, new plan for DCH properties involves zipcars, electric charging stations for electric cars, bikeshare and shuttle bus connecting Bay Street Station with DCH.

MTC got transit village designation Bay Street Station 100 -3000 per year for wayfinding, technical assistance

\$1,000,000 job - Church Street to South park street developing as a pedestrian friendly zone – got bid out but MTC will be looking to fund that directly 2011. LT was talking with Kim Craft about thinking of more creative designs such as temporary uses like in NYC.

Mtc did send a letter to the county regarding bloomfield avenue that they wanted them to be as pedestrian friendly as possible when repaving. JF talked with county engineer and the county engineer is in talks with Kim regarding making Bloomfield Avenue more walk friendly.

- SAFE Streets Network / Street Murals

Laura met with Nick Lewis, Kim Craft & Matt Silverman today to discuss the SAFE Streets Network i.e. our bike network. The traffic and advisory committee is putting together a task force for people interested in the Safe Streets network anyone interested in mobility to get broader public support and help define the policy goals. This will show broader public support when we come up with plan. We also have our cs policy so any improvement 5% of project cost can just go to the council. Put together a plan and funding sources so it can be presented as something that wond't cost the twon anything.

Kim Craft did volume and speed runs before and after striping on grove street. The results – average speed down 10-15 percent overall; volume was the same, peak speeds

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happen midday when volume is the lowest. NB speeds consistently decreased over time; sb speeds fluctuate

State dot cs policy passed by prior administration but the current administration is running with it

### **3. Special Guests**

- Gary Johnson, BCBC

Discussed organizing a ride to red bull arena on sept 11 4pm. Saturday also trying to do outreach to soma, university. Trying to get interest

Starting at so train station through downtown Newark. But what about starting in Montclair. Could find out details about taking the bikes on the train.

Would montclairians be interested in doing this ride?

GJ trying to work things out with the team to get discounted tix for riders. There are bike racks at the Arena.

The team is interested in getting fans that they wouldn't normally get to come to their games. The cyclist community is normally not accounted for.

Needs ideas on logistics – should there be a cost involved? Registration? Should mtc people bike to south orange or would they want to have a start point in Montclair.

It makes sense that we start to have more of these regional rides.

Tom brought up the point that all these rides have various levels of difficulty, time commitment, but there's no place to go to find that out.

BWM focuses on advocacy not riding but it would be great to have a central place to go to find rides.

Jerry Fried noted that there is an opportunity in essex county to have a ride to connect up the parks.

- Lindsey C. Holmes, LCH Business SM & Tech
  - Lindsey reviewed the Bikes Belong grant opportunity and how organization might assist with a social outreach campaign

Edu-campaign; bikes belong advocacy or building. Construction of bike path or advocacy; marketing visibility. Showed an example of a current campaign. Social media marketing

\$10,000 grant

Still waiting to hear if they'll give to numerous organizations.

Talked to assemblywoman spencer regarding tour de Newark. How can we get the message out? Stop driving, bike.

General bike advocacy campaign, learn to ride and while you're doing so here are other things that it could lead to.

LT – look campaign, safe streets initiative in Montclair we need more education, mtc needs public awareness and education campaign. We as an organization need to figure

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out message and focus it. Opportune time to have this conversation. We need a statewide bicycling and walking campaign. Tim Blumenthal was at the bike summit – jim Nicholson will coordinate with Lindsey and get

She will handle all aspects of applying for the grant, the money will go to BWM and then we pay her for her services. Mobile apps are their speciality. Do everything viral. Are doing a tour in the high schools. If we want to remind people to ride right, we put together a message, and there are various ways to communicate this...does this firm do physicals – posters, billboards, etc.

Last campaign was Status is Everything in Newark – bus wraps, radio, newspaper and billboards.

# of drivers, duration of time for exposure of the message what would be the cost overtime to educate the driver? Comparable to MADD.

Lindsey was thinking advocacy in terms of health but we focus on that campaign on why people bike and walk. You'll want to focus on one thing at once.

LT & TRR will talk with Lindsey separately about moving forward with this. Figure out a direction and then sit down with Lindsey. Due August 27.

Are there any other grants for the 3ft passing law.

JN will get in touch with Tim Blumenthal.

- Jim Nicholson, NJ B&W Coalition
  - 3 feet passing law campaign.

Wrote letter about the need to get moving on the law. 2 people k  
For vulnerable users ...stuck in the senate committee. Session ended before There are too many questions about how it will work

If you're overtaking bicyclist you must wait until you have enough room to safely pass. Gives police the right to have a leg to stand on when someone passes over the yellow line.

Passed by assembly last year – but may have to go through assembly again “Stuck in Transportation” committee in senate

Guest made a point about staying out of the door zone or taking the lane? In a city road, if you have the lane you take it.

Two versions in the senate  
Give 3ft if you don't you're cited

Currently written cyclists want to add vulnerable users such as pedestrians, motorcyclists  
Want to change from \$100 to 200  
And 2 pt for hitting cyclists

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Mtc has good representation in the house and on resolutions committee for the LOM – can propose with the League to say mayors support 3ft law...could be news item and get notoriety

There is presently no education initiative in place for if law is passed.

This is their campaign for this year.

BTC Ramapo rally class on wheels – leis do abc quick chck, take 25 people out to ride route, answer questions – perhaps we can do this at the tour next year. BCNJ would like to collaborate with us on this for next year. Are there incentives to get people to do this? They raffled off bicycle pumps. – did abc quick then your name entered in raffle.

#### **4. Committee Status Reports**

- Advocacy (Laura,)
  - Alliance Winning Campaigns Workshop
  - Campaign Focus – Active Living
- Education (Paul, Dickson)
  - Savvy Update (June)

Paul took savvy cvylist test passed, he'll working towards being an LCI.

- Dickson set up New Class Partnership with Diamond for bicycle education if not this summer then September
- Website Committee (Laura)
  - More participation by group: posts, events, etc
  - Listserv
  - LT noted that we still need help with website; there should be a tab for rides
  - Anyone with access please poke around; if you don't go to website, look around, and make suggestions.
- Outreach/PR (Tiffany)
  - LT revised Brochure and we need sponsors. LT will put pdf on the web for reproduction. We need people to go around and sponsor brochures. Studio 042 will give us 20% off which breaks down to:  
300 brochures - \$345.00  
500 brochures - \$460.00  
1000 brochures - \$575.00
  - Speaking Engagements
  - Need people to help at Tabling events; really need people to do more; these events are part of our outreach and membership drive.
- Tour de Montclair (Ted, Rika, Stephane)
  - Tiffany will type up our notes from Halcyon and send out to all members
  - Registration database
  - Membership

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### **5. Administration (Laura)**

- Committees – New committees? Who’s on ‘em? Who chairs ‘em? Needs?
- BWM Needs:
  - Volunteer Coordinator
  - Membership Coordinator
  - Contact list
  - Administrator
  - Newsletter
  - Annual Meeting – September 17. we will vote on trustees. At august meeting we’ll need to have nominations. We’ll also vote on tangible goals. Our goals should be bicycle education and then administration goals of what our goals should be.
- Basic Admin (Trustees/Officers): Website posts, gmail/google docs/etc, answering email.

### **6. Looking Ahead**

- Summer Meetings: business planning, set priorities, trustee & officer nominations (Outreach Campaign, Alliance Grant, Healthy Living Package, Bike Ed, Staycation)
  - August 19 (nominate trustees)
- Annual Meeting - September 17 - Vote on Trustees, Vote on Priorities, nominate officers
- October 21 Vote on Officers

### **Misc.**

Bill will be racing in the Battle Against Hunger Ride to benefit Toni’s Kitchen  
Laura gave a general thanks to everyone who signed up as a BWM member whether it was this week, this month or this year.