

Bicycle and Pedestrian Safety Outreach Initiative



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Bicycle and Pedestrian Safety Outreach Initiative

Syracuse Metropolitan Transportation Council



Final Report

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Executive Summary

As part of the 2014-2015 Unified Planning Work Program (UPWP), the Syracuse Metropolitan Transportation Council (SMTC) agreed to complete the *Bicycle & Pedestrian Safety Outreach* initiative.

With attention focused more on bicycle/pedestrian travel than ever before, there is an increased need to educate drivers, bicycle riders, and walkers about how to properly use and share the roadways.

Purpose, Goal & Objectives

Purpose Statement: To develop and broadcast a televised educational campaign to educate drivers, bicycle riders, and walkers about the proper use of roadways when pedestrian and bicycle facilities do and do not exist.

Goal Statement: To reduce bicycle and pedestrian accidents with motor vehicles in the Syracuse Metropolitan Planning Area.

Target Group

This safety campaign will target drivers, pedestrians, and bicycle riders to ensure mutual safety of all roadway users.

Stakeholder Involvement

In addition to forming a Study Advisory Committee, the SMTC also engaged with representatives from the Onondaga County Traffic Safety Advisory Board (OCTSAB), a local cable provider, and local law enforcement officers to participate in SAC meetings. The stakeholders provided valuable insight into identifying, prioritizing,

and developing suggestions about how to address local safety issues. The SMTC also administered a questionnaire to local walking and bicycling groups to help identify and prioritize issues.

Planning Process Tasks

Task 1 - Issue Identification, Corresponding Laws & Prioritization

- Collaborate with local law enforcement and the OCTSAB to identify behavior-related safety issues
- summarize laws that address the issues
- prioritize behavior-related safety issues.

Task 2 – Existing Educational Campaigns

- review 18 educational campaigns that exist nationwide and develop a case study for each
- determine which campaigns address local priority issues and if they can be broadcast locally.

Task 3 – Develop and Broadcast a Televised Campaign during ‘Bike Month’, May 2017

- co-brand an existing campaign if possible
- implement a marketing strategy to broadcast the videos on television in the Syracuse region.

Questionnaire Results

To identify the highest priority issues, the SMTC administered a brief questionnaire (via SurveyMonkey) to BikeCNY members and members of SMTC’s Bicycle and Pedestrian Community Interest Group (B/PCIG). The feedback helped prioritize the following top three bicyclist behavior-related safety issues:

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1. Don't travel in the proper directions on roadways,
2. Don't follow the 'rules of the road', and
3. Don't follow proper turning procedures.

Comments received suggest that drivers and bicyclists are misinformed about how to share the roadway. Concerns were raised about sidewalk use, riding with traffic, 'taking the lane,' and general 'rules of the road.' Some respondents also said that they have had motorists throw trash at them and yell for them to get out of the road when riding their bikes.

Existing Educational Campaigns

Developing a new campaign takes time and a lot of resources, whereas using an existing campaign requires fewer resources, takes less time to implement, and is much more cost effective than developing a script and hiring a film crew and actors.

As such, the SMTC reviewed eighteen existing campaigns (nationwide) to determine if any address our priority issues and if they could be used locally. The SMTC shared the case studies with the SAC and suggested using the *Smart Cycling* campaign produced by the League of American Bicyclists (League). The SAC agreed to co-brand with the *Smart Cycling* campaign.

The SMTC contacted the League and confirmed the ability to co-brand their campaign. The League suggested we use a video that they produced with AAA entitled "Share the Road". This video humanizes bicycle riders as people, not obstacles in the road. AAA's national office granted

approval to broadcast their video in the Syracuse region.

Recommendations

Recommendation #1 – Pedestrian Safety

Share the findings from our local pedestrian safety assessment with the New York State Department of Health (NYSDOH) and encourage them to address our priority issues as part of their five-year statewide *See! Be Seen!* pedestrian safety campaign.

Recommendation #2 – Bicycle Safety

Collaborate with the American League of Bicyclists and AAA to co-brand the *Smart Cycling* campaign.

The SMTC reviewed 19 existing 90-second 'Smart Cycling' videos, identified specific video clip segments to use, and arranged the segments into four new 30-second videos. (The fifth video from AAA was already 30-seconds and could be used as developed.) The SMTC authored a new narrative for the four videos and hired Spectrum (the local cable provider) to edit the videos with a new voiceover and background music.

Next, Spectrum broadcasted the five videos (a new video each week - several times a day during primetime) on Spectrum News, CNN, Fox News, and MSNBC. This included a total of 350 commercials during a five-week period from May 9, 2017 to June 10, 2017. Spectrum estimated that 201,605 household 'impressions' during five-week campaign and a 4.0 estimated frequency (i.e., average # of times that a viewer sees message).

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1.0 Introduction

1.1 Overview

As part of the 2014-2015 Unified Planning Work Program (UPWP), the Syracuse Metropolitan Transportation Council (SMTC) agreed to complete the *Bicycle & Pedestrian Safety Outreach* initiative.

Over the past several years, the SMTC has increasingly worked on bicycle/pedestrian planning projects, including the Bike Commuter Corridor Study, the Erie Canalway Trail, the University Hill Bike Network Project, among others. The City of Syracuse also continues to add bicycle facilities to its roads, and in recent years, the SMTC organized a Bicycle/Pedestrian Community Interest Group (B/PCIG).

With attention focused more on bicycle/pedestrian travel than ever before, there is an increased need to educate drivers, bicycle riders, and walkers about how to properly use and share the roadways.

The objective of this initiative is to develop and broadcast an educational campaign that explains the 'rules of the road' to improve awareness, promote safe behaviors and practices, decrease motor vehicle incidents with walkers and bicyclists, and encourage a bicycle and pedestrian-friendly roadway culture in the Syracuse region.

1.2 Bike Corridor Study Purpose, Goal & Objectives

Local drivers, bicyclists, and pedestrians have expressed interest in becoming better educated about how to properly use and share the roadway.

Purpose Statement: To develop and broadcast a televised educational campaign to educate drivers, bicycle riders, and walkers about the proper use of roadways when pedestrian and bicycle facilities do and do not exist.

Goal Statement: To reduce bicycle and pedestrian accidents with motor vehicles in the Syracuse Metropolitan Planning Area.

1.3 Target Group

Many walkers, bicyclists, and drivers are unaware of basic rules of the road. This safety campaign will target drivers, pedestrians, and bicycle riders to ensure mutual safety of all roadway users.

1.4 Study Advisory Committee

The SMTC formed a Study Advisory Committee (SAC) to provide technical and procedural guidance. The SAC consisted of representatives from the following member agencies:

- New York State Department of Transportation (NYSDOT)
- Onondaga County Department of Transportation (OCDOT)
- Syracuse-Onondaga County Planning Agency (SOCPA)
- City of Syracuse Department of Public Works (DPW).

The SAC helped identify behavioral-related safety issues, campaign messages, and provided final review of educational materials. The SMTC met with the SAC and coordinated via e-mail as needed during the planning process.

Stakeholder Involvement: The SMTC also engaged with representatives from the Onondaga County Traffic Safety Advisory Board (OCTSAB), a local cable provider, and local law enforcement officers to participate in SAC meetings. The stakeholders provided valuable insight into identifying, prioritizing, and developing suggestions about how to address local safety issues.

The SMTC also sent a questionnaire to local walking and bicycling groups to help identify and prioritize issues. Public meetings were not held, and a project-specific Public Involvement Plan (PIP) was not prepared since additional outreach activities were not deemed necessary.

2.0 The Planning Process

The SMTC developed a planning process that involved the following tasks:

Task 1 - Issue Identification, Corresponding Laws & Prioritization

- identify driver, bicycle, and pedestrian behavior-related safety issues (Appendix A)
- summarize state and local laws that address the issues (Appendix A)
- prioritize behavior-related safety issues through use of a questionnaire administered to local bicycle and pedestrian stakeholders (Appendix B).

Task 2 – Existing Educational Campaigns

- review 18 educational campaigns that exist state and nationwide (Appendix C)
- determine which campaigns address local priority issues and if they can be broadcast locally (Appendix C).

Task 3 – Recommendations (see Chapter 3)

- co-brand an existing campaign if possible
- implement a marketing strategy to broadcast the videos on television in the Syracuse region.

2.1 Task 1 - Issue Identification, Corresponding Laws & Prioritization

The SMTC met with the SAC, stakeholders from local police departments, and representatives from the OCTSAB to identify behavioral-related safety issues.

Appendix A includes a summary table that outlines behavior-related safety issues pertaining to drivers, bicyclists, and

pedestrians. The table also summarizes local and state laws that address the issues.

To identify which issues were of highest local priority, the SMTC administered a brief questionnaire (via SurveyMonkey) to BikeCNY members and members of SMTC's Bicycle and Pedestrian Community Interest Group (B/PCIG). The questionnaire went live on April 4, 2016, and received a total of 24 responses by May 9, 2016.

The majority of responses received were from the bicycling community. The feedback helped prioritize the following top three bicyclist behavior-related safety issues:

1. Don't travel in the proper directions on roadways,
2. Don't follow the 'rules of the road', and
3. Don't follow proper turning procedures.

Comments received suggest that drivers and bicyclists are misinformed about how to share the roadway. Concerns were raised about sidewalk use, riding with traffic, 'taking the lane,' and general 'rules of the road.' Some respondents also said that they have had motorists throw trash at them and yell for them to get out of the road when riding their bikes.

2.2 Task 2 - Existing Educational Campaigns

Developing a new campaign takes time and lots of resources, whereas using an existing campaign requires fewer resources, takes less time to implement, and is much more

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cost effective than developing a script and hiring a film crew and actors.

As such, the SMTC reviewed existing campaigns nationwide to determine if any address our priority issues and if they could be used locally. Summary sheets for the following 18 campaigns are included in Appendix C.

1. *Be a Smooth Operator* – Georgia Department of Transportation
2. *Watch for me N.C.* – North Carolina Department of Transportation
3. *Check your vital signs* – Street Smart New Jersey
4. *Vision Zero* – New York City Department of Transportation
5. *Travel With Care* – People for Bikes
6. *Tired Faces* – National Capital Region Transportation Planning Board
7. *Think of the Impact* – Federal Highway Administration
8. *See! Be Seen!* – NYSDOT and the New York State Department of Health
9. *Safe Streets Save Lives* – Palmetto Cycling Coalition
10. *Respect* – New York Bicycling Coalition
11. *Pedestrian Safer Journey* – Federal Highway Administration
12. *Bicycle and Pedestrian Fact Sheets* – Pedestrian and Bicycle Information Center
13. *Roll Model: Everyone is a Pedestrian* – National Highway Traffic Safety Administration
14. *Smart Cycling* – League of American Bicyclists

15. *It's road safety not rocket science* – Philadelphia's Pedestrian Safety Program

16. *Don't be a jerk!* – New York City Department of Transportation

17. *Capital Coexist* – Capital District Transportation Committee

18. *Bicycle Safer Journey* – Federal Highway Administration.

The campaigns reviewed offer a variety of styles and approaches. Some use humor, some use fear, and some provide instruction about the rules of the road in a manner appropriate for their target audience.

The SMTC reviewed the campaigns with the SAC and suggested using the *Smart Cycling* educational campaign produced by the League of American Bicyclists (League). The SAC favored taking an instructive approach to teach bicyclists and motorists and liked the idea of using the *Smart Cycling* videos. Fear and humorous campaigns were less favored.

The SMTC contacted the League and confirmed the ability to co-brand their campaign. The League suggested we also consider using a video that they produced with AAA entitled "Share the Road," which humanizes bicycle riders as people, not obstacles in the road.

3.0 Recommendations

After identifying and prioritizing our local bicycle safety issues and reviewing existing campaigns with the SAC, the SMTC offers the two following recommendations:

Recommendation #1 – Pedestrian Safety

Share the findings from our local pedestrian safety assessment with the New York State Department of Health (NYSDOH) and encourage them to address our priority issues as part of their five-year statewide *See! Be Seen!* pedestrian safety campaign.

Recommendation #2 – Bicycle Safety

Collaborate with the American League of Bicyclists and AAA to co-brand their *Smart Cycling* bicycle safety campaign. This includes obtaining formal approval to professionally edit and broadcast the videos on television.

3.1 Recommendation #1 - ‘See! Be seen!’ Pedestrian Safety Campaign

The New York State Department of Health (NYSDOH) in partnership with the NYSDOT released the *See! Be Seen!* campaign statewide in June 2016. As of the writing of this report, this campaign broadcasted a radio announcement and a 30-second televised commercial that features a distracted motorist colliding with a distracted pedestrian.

See! Be Seen! offers printed resources for police officers and other agencies to use as needed. Materials include: posters, tip cards, pedestrian and driver warning notice cards explaining rules and laws, and a law

enforcement pocket guide. Campaign videos and resource materials are available for download on the following web site: <https://www.ny.gov/programs/pedestrian-safety-action-plan>.

The NYSDOH also welcomes feedback about what issues should be addressed in future messages. The SMTC and the SAC agreed that sharing our findings about local pedestrian safety issues would be advantageous as it could help the state prioritize what issues to address and also allow the SMTC to focus its resources on developing a bicycle safety campaign.

On September 27, 2016, the SMTC provided the NYSDOH with a prioritized list of local pedestrian safety issues to address in future *See! Be Seen!* campaign messages. The NYSDOH acknowledged receipt of the local issues and said they would take them into consideration.

Recommendation #1 is therefore complete.

3.2 Recommendation #2 - Co-brand with the ‘Smart Cycling’ Videos and AAA’s ‘Share the Road’ Video

The SMTC recommends collaborating with the League of American Bicyclists (League) and AAA to use their educational videos to co-brand a bicycle safety campaign. This requires the League and AAA to formally allow the SMTC to professionally edit and shorten the 90-second *Smart Cycling* videos to 30-second television commercials.

The League’s *Smart Cycling* videos explain the ‘rules of the road’ to bicyclists. The

videos address the following categories and are available for download and use at: <http://bikeleague.org/ridesmartvideos>.

Video 1: Shifting Gears

Video 2: Starting and Stopping

Video 3: Scanning

Video 4: Signaling

Video 5: Steering

Video 6: Basic Bike Check

Video 7: Lane Changing

Video 8: Intersection Positioning

Video 9: Bike Lanes

Video 10: Traffic Laws

Video 11: Riding on the Sidewalk

Video 12: Sharing the Trail

Video 13: Where should I ride?

Video 14: What to bring

Video 15: What to wear

Video 16: Bike helmets

Video 17: Fitting and adjusting your bike

Video 18: How to choose a bike.

As mentioned, the League also developed an additional video in partnership with AAA, which is available at: <https://vimeo.com/95277354>.

The AAA video “humanizes” bicyclists as real people with families and not objects and obstacles found in the roadway. This video should also be used locally.

Various educational materials are also available for purchase, including a *Smart Cycling Quick Guide*, from the League’s web site: <http://bikeleague.org/>.

3.3 Video Clip Selection and Narrative Development

The SMTC reviewed the 90-second *Smart Cycling* videos and identified clips to create four shortened 30-second commercials. After selecting specific clips that address local priority issues, the SMTC authored new narratives, tailoring them to fit within the shortened segments. (The SMTC then obtained professional video editing services to assemble the clips into the four 30-second commercials with new voiceovers and background music.)

When drafting the new narratives, the SMTC referenced the summary table that outlines local issues and corresponding rules and laws (Appendix A). The SMTC then asked the SAC, members from the OCTSAB, main office NYSDOT, involved police officers from local departments, relevant Bike Working Group members from the New York State Association of Metropolitan Planning Organization (NYSAMPO), and the League of American Bicyclists to review the new narratives to ensure that they address priority issues and properly apply applicable rules and relevant laws.

After incorporating the comments, the SMTC drafted a memorandum of understanding (MOU) with the League to obtain formal approval to edit and broadcast the videos. The MOU contained an outline that paired the draft narrative with the selected video clips. It also identified relevant tasks and approvals required to edit and broadcast the PSAs on

television. A signed copy of the MOU dated April 11, 2017 is provided in Appendix D.

The SMTC also sought and received formal approval from AAA to broadcast their *Share the Road* video produced in partnership with the League of American Bicyclists. AAA owns this video and agreed to allow it to be broadcast as part of a local campaign. The 30-second video may be used as it currently exists. The AAA provided a letter granting its approval, a copy of which is included in Appendix E.

3.4 Video Development and Media Broadcast Strategy

The SMTC sought to broadcast on television a bicycle safety campaign during 'Bike Month' (May 2017). The month of May contains five weeks this year, so the SMTC proposed to broadcast a new video each week for five weeks using the four edited *Smart Cycling* videos and the AAA video.

The SMTC teamed with the local cable company in Syracuse to professionally edit the four *Smart Cycling* videos and broadcast them and the AAA video on various cable television stations. The cable company agreed to undertake the following tasks:

- Assemble four 30-second commercials as outlined in the MOU
- Conduct new voiceovers and background music
- Implement a five-week televised campaign (May 9, 2017 to June 10, 2017)
- Broadcast a new PSA each week for a total of 350 commercials (3x day -

Monday to Friday) on the following stations:

- Spectrum News (this station only - air during 'primetime' - 5:00 a.m. to 10:00 a.m.)
- CNN
- Fox News
- MSNBC Morning News on FIOS
- (Plus, if timeslots exist, a no-charge bonus of 50 commercials on Spectrum News only)
- Include 25 news 'billboards' (i.e., "This portion of the News is brought to you by...).

The cable company estimated 201,605 household 'impressions' during five-week campaign and a 4.0 estimated frequency (i.e., average # of times that a viewer sees message).

After the videos were professionally edited, the SMTC shared them with the League for final approval prior to broadcasting on television. The League issued final approval and the SMTC broadcast the PSAs on television as planned for five weeks May 9, 2017 to June 10, 2017.

Recommendation #2 is therefore complete.

3.4 Future Opportunities and Considerations

The SMTC fulfilled its objectives and obligation to study, produce, and implement a locally televised bicycle safety campaign. If interest exists to conduct future educational outreach efforts, the SMTC suggests considering the following additional opportunities:

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- Consider partnering with the NYSAMPO, AAA, and the League to implement a shared cost initiative (SCI) - among NYSAMPO members - to broadcast the edited videos statewide.
 - In addition to broadcasting a televised campaign, consider expanding future campaigns by utilizing bill boards and variable message signs (VMS), developing radio messages, posting on social media outlets, purchasing internet advertising (e.g., Pandora, etc.), and printing and distributing pamphlets, brochures, etc. (As previously mentioned, printed materials may be purchased in bulk directly from the League of American Bicyclist website.)
 - Conduct before and after surveys to gauge the effectiveness of the campaign at educating the general public about the 'rules of the road.'
 - Partner with local law enforcement to identify and target problem locations. Conduct person to person outreach – talk to stopped motorists, hand out educational flyers, etc., for one week and follow up with targeted law enforcement efforts the following week.
 - Partner with member agencies (e.g., NYSDOT, OCDOT, etc.) and stakeholder agencies (e.g., police departments, local governments, OCTSAB, etc.) to list campaign names, graphics, and important messages on OSHA vests, vehicle fleets, letterhead, e-mail signatures, social media banners, etc.
 - Local high schools, such as the East Syracuse Minoa (ESM) district, have student-led television studios and equipment available to film on-site and off-site PSAs.
- Several high school with studios across New York, including ESM, are affiliated with '*Whose highway is it anyway?*' – a national highway safety, teen driver safety education and information center, which is headquartered in Syracuse, New York. (More information can be found here: <http://www.whosehighway.org/>).
- During the planning process, the Chief Operations Officer of *Whose Highway Is It Anyways?* and a local police department expressed an interest in teaming with ESM students to film PSAs that could be broadcast via closed-circuit television, as well as on public broadcast stations statewide. Involving the students in developing PSA messages about practicing safe behaviors may be an effective way to engage and educate young adults and help them form safe bicycling and driving habits that could last a lifetime.

Appendix A

Driver, Bicyclist, and Pedestrian Safety Issues and Corresponding Laws Table

| ISSUE | Drivers | Bicyclists | Pedestrians (i.e., walkers/wheelchair users) |
|--|--|---|---|
| "Don't know general rules of the road." | Exercise due care to avoid colliding with any person walking or bicycling. <i>(Section 1146, NYS Vehicle & Traffic Law)</i> | Same rights and duties as a motorist. May ride on most public highways. Not allowed on Interstates and certain expressways. <i>(Section 1231, NYS Vehicle Traffic Law)</i> Must obey signals, signs and pavement markings. <i>(Section 1230(a), NYS Vehicle & Traffic Law)</i> Use hand signals before you make a turn. <i>(Section 1237, NYS Vehicle & Traffic Law)</i> 1. Left turn: Left hand and arm extended horizontally. 2. Right turn: Left hand and arm extended upward or right hand and arm extended horizontally. 3. Stop or decrease speed: Left hand and arm extended downward. | Observe and obey all traffic signals, signs and pavement markings when crossing a street. (See the issues list for rules.) <i>(Section 1150, NYS Vehicle & Traffic Law)</i> |
| | "Often don't use proper equipment/ clothing, even when required by law." | In Onondaga County, under 18 are required to wear a helmet. (NYS Law requires everyone under 14 years old.) Children under age of one are prohibited from being transported on a bicycle. <i>(Section 1238(5), NYS Vehicle & Traffic Law)</i> A bike must be equipped with: * A brake that can make tires skid on dry level pavement. * A bell, horn, etc. that can be heard from at least 100' away. * A headlight and taillight, front and rear reflectors, spoke reflectors, and pedal reflectors. <i>(Section 1236 NYS Vehicle & Traffic Law)</i> | Wear bright or reflective clothing. |
| | "Don't travel in proper direction." | Unless signed otherwise, always ride the same direction as traffic when riding in the travel lane, on the shoulder, or on a bike lane. <i>(Section 1234 (a), NYS Vehicle & Traffic Law)</i> Obey signs/pavement markings for direction of travel when riding on a cycle track (typically ride on right side.). | When there are no sidewalks, walk on the left side of the roadway or shoulder, facing bicyclists and traffic. Walkers are to stay as far to left as possible. <i>(Section 1156-b NYS Vehicle & Traffic Law)</i> When there are no sidewalks, bike lanes, or skate paths, wheelchair users should ride on the far right side of the road as possible (same direction as cars). <i>(Section 1274, NYS Vehicle & Traffic Law)</i> |
| | "Don't know proper turning procedures." | Use the same through or turning lanes as a driver. Your position when preparing to turn is governed by the turning rules that apply to other traffic. <i>(Section 1234 (a), NYS Vehicle & Traffic Law)</i> When preparing for a left turn, move to the center of the lane to prevent a following motorist from overtaking the lane. If there is more than one left turn lane use the one furthest to the right. After a left turn, move to the right as soon as it is safe to do so. When making a left hand turn, you may choose to dismount and use the crosswalk as a pedestrian. Use hand signals before you make a turn. <i>(Section 1237, NYS Vehicle & Traffic Law)</i> | Look for vehicles and bicyclists who may be turning when crossing a road or a driveway. Establish eye contact with drivers or bicyclists before crossing the road or driveway. |
| | "Don’t consider the potential costs." | Death, disability, attorney fees, medical costs, pain and suffering, incarceration, deductible costs, insurance premium increases, lost of family income and result of lost opportunity, etc. | |

| ISSUE | Drivers | Bicyclists | Pedestrians (i.e., walkers/wheelchair users) |
|--|---|---|---|
| "Bicycle infrastructure" (Bike lanes, sharrows, and cycle tracks confuse walkers, bikers and drivers.) | Bicyclists have the legal right to ride on most roadways. Bicyclists should not use sidewalks. Bicyclists are fully entitled to "take the lane" when necessary. Bicyclists and wheelchair users should use bike lanes when they exist, otherwise they should ride in the same direction as traffic. Do not drive, park, or carelessly open your door in bike lanes. Sharrows (i.e., "Shared Lane Pavement Markings") indicate that bicyclists should use the same travel lane as drivers. Although cycle tracks may look like narrow roadways, they are for bicyclists - not motor vehicles. | Must use existing bike lanes if present, otherwise must ride on the right shoulder or near the right edge with traffic. <i>(Section 1234 (a), NYS Vehicle & Traffic Law)</i> Sharrows (i.e., "Shared Lane Pavement Markings") indicate that bicyclists should use the same travel lane as drivers. Use caution and keep to the left to avoid parked cars, debris, walkers, or other obstacles. Warn others before you pass - use your bell and call out "passing on your left!" Bicyclists should not use sidewalks. | Regardless of the presence of bike lanes or sharrows, when there are no sidewalks, walkers should always walk on the far left side of the roadway, shoulder, or bike lane facing bicyclists and drivers. Walkers should stay as far to the left as possible and allow bicyclists to pass on your right. Wheelchair users should travel in the same direction as a bicyclist and use a bike lane when provided. Bikes are quieter than motor vehicles; look and listen for bells and verbal announcements. |
| | Yield to walkers at crosswalks without a traffic signal. If a vehicle is stopped to allow a walker to cross, do not overtake and pass the stopped vehicle. <i>(Section 1151, NYS Vehicle and Traffic Law)</i> Walkers using a crosswalk with a signal have the right of way. Keep the crosswalk clear for people to cross the street. <i>(Section 1172, NYS Vehicle and Traffic Law)</i> <u>Rectangular Rapid Flash Beacons (RRFB)</u> - RRFBs use an irregular flash pattern, and may be installed on either two-lane or multi-lane roadways. Drivers must observe activated RRFBs and yield to pedestrians. <u>High Intensity Activated Crosswalk (HAWK)</u> - At a HAWK crossing, drivers may receive multiple cues to emphasize the potential presence of a pedestrian: * the HAWK beacon (two red lenses over a single yellow lens) * high-visibility crosswalk markings (ladder-style markings) * a stop bar well in advance of the crosswalk * solid lane lines between through travel lanes * signs that may warn of a "CROSSWALK". The HAWK beacon is dark until it is activated by a pedestrian. First, the flashing yellow starts. Then, a solid yellow light to inform drivers to prepare to stop. The beacon then displays a dual solid red light to stop. Then an alternating flashing red light, to allow drivers to proceed after coming to a full stop and checking that pedestrians have already crossed their lane of travel. Each successive driver is legally required to come to a full stop before proceeding during the alternating flashing red phase. HAWKs may be mounted to a roadside pole or mounted overhead on a mast arm pole. | Follow same rules as a motorist. (See rules for Drivers.) | Follow pedestrian signals when present. <u>Walking person</u> - check for bike and traffic, turning vehicles, and begin crossing when safe. <u>Flashing red hand</u> - finish crossing if started, otherwise remain at curb if you haven't started. <u>Steady red hand</u> - wait for walking person. Drivers must yield if you are in a marked crosswalk. <i>(Section 1152, NYS Vehicle & Traffic Law)</i> It is safer to cross at an intersection than mid-block. You must yield to vehicles at unmarked mid-block crossings. <i>(Section 1152, NYS Vehicle & Traffic Law)</i> <u>Rectangular Rapid Flash Beacons (RRFB)</u> RRFBs are user-actuated amber LEDs that supplement warning signs at unsignalized intersections or mid-block crosswalks. They can be activated by pedestrians manually by a push button or passively by a pedestrian detection system. <u>High Intensity Activated Crosswalk (HAWK)</u> HAWK pedestrian crossing beacon is designed to assist walkers crossing road-ways with high-speed or wide-crossing conditions. Pedestrians must obey pedestrian signal (outlined above) to cross the street. Drivers must stop during solid red phase, and must stop and yield during flashing red phase. Pedestrians should observe that drivers have stopped in each lane before continuing. "For pedestrian signals with countdown timers, once the countdown timer begins, no pedestrians who are not already crossing the crosswalk, should step off the curb and begin walking in the crosswalk until the white walk symbol phase appears. For pedestrians who were in the crosswalk after the countdown timer initiates (which occurs during the flashing red/clearance phase), they should safely complete the street crossing task before the all-red signal (Don't Walk) phase begins." (Source: Jim Ecolano - e-mail from Julie Bednar dated 2/16/16.) |

| ISSUE | Drivers | Bicyclists | Pedestrians (i.e., walkers/wheelchair users) |
|--|---|---|--|
| "Sidewalks" (Pedestrians don't always use sidewalks; sometimes bicyclist use sidewalks. Many drivers think bicyclists must use sidewalks.) | When entering or exiting a street from an alley, building, private road or driveway, stop before crossing a sidewalk and yield to pedestrians. | Riding a bicycle on a sidewalk is not prohibited in NYS, but municipalities may pass ordinances prohibiting it. | Must use sidewalks when provided and safe to use. <i>(Section 1156-b NYS Vehicle & Traffic Law)</i> |
| | Exercise due care to avoid colliding with any person walking or bicycling. <i>(Section 1146, NYS Vehicle & Traffic Law)</i> | Riding on sidewalks can cause conflicts or crashes with walkers and drivers because they are not looking for bicyclists on sidewalk. | Sidewalks are two-way. So, always stay to the right. |
| | Unsafe sidewalk conditions may require walkers to use the road. | Except for very young supervised children, bicycling on sidewalks is not recommended. Unsafe sidewalk conditions may require walkers to use the road. | <u>City of Syracuse Law</u> : No person shall ride a bicycle upon a sidewalk within the central traffic district. <i>(Section 15-288 - Syracuse Traffic Code)</i> |
| | Share the road with bicyclists. | <u>City of Syracuse Law</u> : No person shall ride a bicycle upon a sidewalk within the central business district. <i>(Section 15-288 - Syracuse Traffic Code)</i> | |
| "Crosswalks" (Pedestrians don't always use marked crosswalks.) | Yield to walkers at crosswalks without a traffic signal. | Crosswalks are for pedestrians not bicyclists. | Drivers must yield if you are in a marked crosswalk. <i>(Section 1152, NYS Vehicle & Traffic Law)</i> |
| | This includes at an alley, building, private road, or driveway. | You may choose to dismount and use the crosswalk as a pedestrian. | It is safer to cross at an intersection than mid-block. |
| | If a vehicle is stopped to allow a walker to cross, do not overtake and pass the stopped vehicle. <i>(Section 1151, NYS Vehicle and Traffic Law)</i> | | You must yield to vehicles at unmarked mid-block crossings. <i>(Section 1152, NYS Vehicle & Traffic Law)</i> |
| | Walkers using a crosswalk with a signal have the right of way. | | |
| | Keep the crosswalk clear for people to cross the street. <i>(Section 1172, NYS Vehicle and Traffic Law)</i> | | |
| | Exercise due care to avoid colliding with any person walking or bicycling. <i>(Section 1146, NYS Vehicle & Traffic Law)</i> | You may ride two abreast on roadways, but must ride single file when being overtaken by other vehicles or when passing vehicles, pedestrians, or other bicyclists. | When walking with one or more people, always stay to the right when using a sidewalk where there is sufficient space to walk two or more abreast. Be aware of on coming walkers and move over to the right to allow them to pass. |
| "Bicycling or walking with others" | Bicyclists may ride two abreast on roadways, but must ride single file when being overtaken by other vehicles or when passing vehicles, pedestrians, or other bicyclists. | You may only ride more than two abreast on a shoulder, lane, or path intended for bicycling only if there is sufficient space. <i>Section 1234 (b), NYS Vehicle & Traffic Law</i> | Likewise, stay to the left if you are walking along the street when no sidewalks are provided. |
| | | Children and teens often bicycle in the street and along sidewalks in unpredictable patterns. This may or may not occur in large groups and can pose safety issues. Local law enforcement officers have observed adults coming home from bars late at using bicycles. <u>City of Syracuse Law</u> : Persons riding bicycles upon a roadway shall not ride more than two (2) abreast except on the paths or parts of roadways set aside for the exclusive use of bicycles. <i>(Section 15-285 (b) - Syracuse Traffic Code)</i> | When using the roadway, wheelchair users should stay to the right as far as possible. Do not stop suddenly when others are behind you; or block the sidewalk for those trying to pass by when you are standing talking with friends. |
| | | | Always use caution when walking with a stroller or with a dog on a leash. A pet or stroller is your responsibility. |
| | | | Children and teens often walk in groups along sidewalks and in roadways traveling in unpredictable patterns. Law enforcement officers observed many pedestrians exhibit a dangerous and unpredictable behaviors when using roadways. Misunderstandings about who has the right-of-way. |
| "Distracted drivers, bicyclists, and walkers." | Exercise due care to avoid colliding with any person walking or bicycling. <i>(Section 1146, NYS Vehicle & Traffic Law)</i> | Never wear more than one earphone attached to an audio device. <i>(Section 375 (24-a), NYS Vehicle & Traffic Law)</i> | Use discipline and do not allow electronic devices to distract you. |
| | | Do not allow electronic devices to distract your riding. <u>City of Syracuse Law</u> : No person operating a bicycle shall carry any package, bundle or article which prevents the rider from keeping at least one hand upon the handle bars. <i>(Section 15-286 - Syracuse Traffic Code)</i> | Look forward when using a sidewalk or the roadway. Be especially careful when walking along a roadway or entering a roadway to cross the street. |
| | | | Always remember to look left, right, left to ensure that the roadway is safe to cross before crossing the street. |
| | | | |

| ISSUE | Drivers | Bicyclists | Pedestrians (i.e., walkers/wheelchair users) |
|---|---|--|---|
| "Shared Use Paths" (Pedestrians and bicyclists don't follow rules of use and proper etiquette.) | <p>A "Shared Use Path" (SUP) (or "Side Path") is a multi-use path designed primarily for use by bicyclists and pedestrians, (not vehicular traffic) including pedestrians with disabilities, for transportation and recreation purposes. SUPs may also be used by inline skaters, ski-skaters, skate-boarders, etc. Shared use paths are physically separated from motor vehicle traffic by an open space or barrier, and are either within the high-way right-of-way or within an independent right-of-way. SUPs may be paved or constructed of stone dust material. The presence of a SUP does not require a bicyclist to use that facility. A bicyclist may still use the roadway unless a local law says otherwise.</p> <p>Drivers don't always stop or slow down and yield the right of way where roads cross SUPs.</p> <p><u>City of Syracuse Law:</u></p> <p>Whenever a usable path for bicycles has been provided adjacent to roadway, bicycle riders shall use such path and shall not use the road. <i>(Section 15-285 (c) - Syracuse Traffic Code)</i></p> | <p>Keep to the right and pass to the left as you would on a road. Yield to pedestrians and horseback riders. Announce yourself before passing another user with a bell or call out “on your left.” Do not yell or startle, particularly where animals (horses) are near. Stop or slow down at intersections. Do not block the trail or path. If you stop, move off to the side. Obey signs, pavement markings, and laws. A solid yellow line indicates no passing; a dashed line indicates passing is allowed.</p> <p>https://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/sidewalk2/sidewalks214.cfm</p> <p>http://mutcd.fhwa.dot.gov/htm/2009/part9/part9c.htm</p> <p>https://www.fhwa.dot.gov/publications/research/safety/pedbike/05085/chapt19.cfm</p> <p>http://www.pedbikeinfo.org/planning/facilities_ped_paths.cfm</p> <p><u>City of Syracuse Law:</u></p> <p>Whenever a usable path for bicycles has been provided adjacent to roadway, bicycle riders shall use such path and shall not use the roadway. <i>(Section 15-285 (c) - Syracuse Traffic Code)</i></p> | <p>Yield to horseback riders.</p> <p>Bicyclists must yield to pedestrians.</p> <p>Stay vigilant and listen for bells and announcements (e.g., "on your left")</p> <p>Stop or slow down at intersections.</p> <p>Do not block the trail or path. If you stop, move off to side.</p> <p>Obey signs and pavement markings.</p> <p>Obey signs, pavement markings, and laws.</p> <p>A solid yellow line indicates no passing.</p> <p>A dashed line indicates passing is allowed.</p> |
| "Motorists and bicyclists are confused about new contra-flow bike lanes along one-way streets." | <p>Contra-flow bicycle lanes are bicycle lanes designed to allow bicyclists to ride in the opposite direction of motor vehicle traffic. They convert a one-way street into a two-way street: one direction for motor vehicles and bikes, the other for oncoming bikes only. Contra-flow lanes are separated with yellow center lane striping. The contra-flow design introduces new design challenges and may introduce new conflict points as motorists may not expect on-coming bicyclists.</p> | <p>Must use the bike lane if present, even if it is a contra-flow with motor vehicle traffic.</p> <p>Sharrows (i.e., "Shared Lane Pavement Markings") indicate that bicyclists should use the same travel lane as drivers.</p> <p>Use caution and keep to the left to avoid parked cars, debris, walkers, or other obstacles.</p> <p>A one-way street with a contra-flow bike lane may also include sharrows (in the vehicle travel lane), which indicates that bikes can travel in both directions; but, motorists can only travel in one direction. Use caution and stay vigilant as motorists may not be expecting oncoming bicyclists.</p> | <p>When approaching or walking along a one-way street, stay vigilant and observe if two-way bicycling is permitted, such as a cycle track.</p> <p>Be aware that motorists and other pedestrians may not be expecting bicyclists in both directions, which could lead to unanticipated conflict points at intersections.</p> |
| "Syracuse winters pose safety concerns." | <p>Snow and ice covered roadways may reduce traction and increase breaking distance. Tall snow banks, frosted windows, snow squalls, etc. may reduce visibility or cause visual obstructions. Bicycling may still occur in winter months - motorists may not be looking for bicyclists. Walkers may be forced to use the road if sidewalks are impassable. Signs, pavement markings, and other traffic control devices may become obstructed due to snow coverage.</p> | <p>Bicycling may still occur in winter months - motorists may not be looking for bicyclists. Snow and ice covered roadways may reduce traction and increase breaking distance.</p> <p>Tall snow banks, snow squalls, etc. may reduce visibility.</p> <p>Walkers may be forced to use the road if sidewalks are impassable. Signs, pavement markings, and other traffic control devices may become obstructed due to snow coverage.</p> | <p>Walkers may be forced to use the road if sidewalks are impassable. Bicycling may still occur in winter months</p> <p>Walkers may not be looking for bicyclists.</p> <p>Snow and ice covered roadways may cause slippery conditions for walkers, bikers, and motorists. Tall snow banks, snow squalls, etc. may reduce visibility for everyone. Signs, pavement markings, and other traffic control devices may become obstructed due to snow coverage.</p> |
| "Bicyclists/motorists don't always stop for school buses." | <p>Traffic on a public highway or street must stop in advance of a stopped school bus displaying red flashing lights. This also applies to vehicles on divided or multi-lane highways, but not to vehicles on side streets. Driver shall not proceed until the bus resumes motion and red lights stop flashing or when signaled by the driver or police officer to proceed. <i>(Section 1174, NYS Vehicle and Traffic Law; www.ptsj.org '16 Bus Guide)</i></p> <p>After stopping, watch for children along the side of the road.</p> <p>When allowed, proceed with due care and watch for children.</p> | <p>Bicyclists must follow same rules as a motorist (see Driver rules).</p> | <p>Pedestrians should always cross in front of a school bus and ensure eye contact with the bus driver and any vehicles or bicycle riders when crossing the street.</p> <p>Pedestrians should be aware of "danger zones" around the school bus that extend as much as 15 feet. A school bus can also have up to a three-foot tail swing when turning at an intersection <i>(NYS CDL Manual - Section 10)</i>.</p> |

Appendix B

Walker and Bicyclist Questionnaire Summary Memo



MEMORANDUM

TO: Study Advisory Committee
FROM: Mike Alexander
DATE: May 18, 2016
RE: Walker and biker questionnaire summary

Background

The Syracuse Metropolitan Transportation Council (SMTC) e-mailed a (non-scientific) Survey-Monkey questionnaire to local bicycle and pedestrian advocates, which included BikeCNY members and members of SMTC's Bicycle and Pedestrian Community Interest Group (B/PCIG). The questionnaire went live on Monday, April 4, 2016, and received a total of 24 responses as of Monday, May 9.

The purpose of the questionnaire was to have respondents prioritize a list of bicycle, pedestrian, and driver safety-related concerns that were previously identified by the Study Advisory Committee (SAC). In addition, the questionnaire allowed respondents to add concerns that were not addressed in the existing list. Respondents were asked to identify if they were answering from the perspective of a driver, pedestrian, or bicyclist. Lastly, the questionnaire asked participants to indicate if they were aware of any existing Public Safety Announcement (PSA) campaigns directed at bicyclists or pedestrians.

As noted above, the SMTC asked what perspective the respondents were answering from: i.e., as a driver, a bicyclist, or a pedestrian. Please note, this question was not added until after the questionnaire was open, so initial respondents did not have an opportunity to indicate which perspective they were answering from. Of those that did indicate perspective, approximately 75% were from a cyclist's perspective, 25% from a driver's perspective, and no one indicated that they were answering from the perspective of a pedestrian.

Results

Respondents were asked to rate the issues from 1-12, with 1 being the highest priority, and 12 being the lowest priority. The safety issues, ranked in importance from highest priority to lowest priority, are as follows (Aggregate Score* in parentheses – see below):

1. Don't travel in the proper direction on roadways (3.47)

2. Don't follow the "rules of the road" (3.48)
3. Don't follow proper turning procedures (5.44)
4. Allow themselves to become distracted by their smart phones and other gizmos and distractions (5.55)
5. Don't follow rules about sidewalks, crosswalks, or shared use paths (5.67)
6. Don't use the proper equipment / clothing (5.79)
7. Don't use roadway facilities properly – e.g., ignore and don't use bike lanes, sidewalks, etc. (6.26)
8. Don't follow rules about walking or bicycling in groups (7.15)
9. May be confused about traffic signals, signage, pavement markings, flashing beacons, contra-flow bike lanes, pedestrian HAWK crossing signals, sharrows, and other traffic control devices (7.47)
10. Don't consider the potential costs of mistakes or accidents (7.79)
11. Have to navigate around seasonal obstacles and hazards such as snow storms, snow banks, etc. (7.89)
12. Don't always stop for school buses (9.33).

*To determine priority, an "Aggregate Score" was calculated. This started with the "Overall Score," the sum of each answer's responses. If a response received many "1s" and "2s," then its overall score was generally lower, and if a response received many "11s" and "12s," then its overall score was generally higher. In addition, some respondents chose not to completely fill out the questionnaire, and didn't rank all 12 options, but instead stopped after the first 6. The number of responses each possible answer received was also calculated. This number hovered in the 18-21 range. To determine the Aggregate Score, the Overall Score was divided by the number of responses. The smaller the Aggregate Score, the higher the priority. See Attachment A, next page, for a summary table.

As suggested by the ranked priorities listed above, results suggest that shared road spaces between bicyclists and drivers represent the greatest concern to the respondents. The issues: *"Don't travel in the proper directions on roadways,"* and *"Don't follow the 'rules of the road'"* are essentially tied for the top priority. The issue: *"Don't follow proper turning procedures"* is rated as the next highest priority. These results are supported by several written-in comments (See Attachment B for the full list):

- Most city bicyclists do not follow the vehicle and traffic laws / rules of safe bicycling
- Many cyclists have an "entitled" attitude that endanger everyone
- Cars fail to yield to oncoming traffic when a car is parked on their side of the road/street. Vehicular drivers may not know that bikes ride with traffic, not against traffic. [Some] drivers throw objects at bicyclist (i.e., beer cans, glass bottles, etc.). Lack of consideration for others on the road.
- Vehicle drivers take right turns without regard to bicyclists on the right side of the road going straight at that intersection. Dangerous right hooks.

- Cars and bikes not using turn signals
- Cars rolling thru stop signs
- Car drivers not looking ahead and behind for bikes and pedestrians when turning
- Cars driving too close to bikes instead of treating them like another vehicle to pass when safe to do so
- Car drivers using horns when coming up behind a bike which startles rather than warns
- Not giving right of way to pedestrians waiting to cross at green light intersections.

From these responses, it appears that there is a lack of understanding about how cyclists are required to share the roadway with drivers. Much of the feedback received indicates that there is frustration between drivers and bicyclists as each have been observed to not follow the general ‘rules of the road.’ Unfortunately, it appears that the mutual frustration have, in some instances, escalated to the point of confrontation and road rage within our community, which further exacerbates shared roadway safety-related issues and concerns.

The questionnaire respondents suggested that the SMTC consider referencing several existing PSA campaigns (listed in Attachment C) that may address some of the issues.

Attachment A

Table A: Questionnaire Response Summary with Aggregate Score

| Rank | Concern | Total Score | Number of Respondents | Aggregate Score |
|------|--|-------------|-----------------------|-----------------|
| 1 | Don't travel in the proper direction on roadways | 66 | 19 | 3.47 |
| 2 | Don't follow the "rules of the road" | 73 | 21 | 3.48 |
| 3 | Don't follow proper turning procedures | 98 | 18 | 5.44 |
| 4 | Allow themselves to become distracted by their smart phones and other gizmos and distractions | 111 | 20 | 5.55 |
| 5 | Don't follow rules about sidewalks, crosswalks, or shared use paths | 102 | 18 | 5.67 |
| 6 | Don't use the proper equipment / clothing | 110 | 19 | 5.79 |
| 7 | Don't use roadway facilities properly – e.g., ignore and don't use bike lanes, sidewalks, etc. | 119 | 19 | 6.26 |
| 8 | Don't follow rules about walking or bicycling in groups | 143 | 20 | 7.15 |
| 9 | May be confused about traffic signals, signage, pavement markings, flashing beacons, contra-flow bike lanes, pedestrian HAWK crossing signals, sharrows, and other traffic control devices | 142 | 19 | 7.47 |
| 10 | Don't consider the potential costs of mistakes or accidents | 148 | 19 | 7.79 |
| 11 | Have to navigate around seasonal obstacles and hazards such as snow storms, snow banks, etc. | 150 | 19 | 7.89 |
| 12 | Don't always stop for school buses | 168 | 18 | 9.33 |

Attachment B

The following substantive responses (taken verbatim) were provided in response to the question: *"Are there other behavioral issues that are not included in this list that you would like us to consider? Please indicate."*

- Road rage towards bikes.
- Throwing bottles from cars at cyclists, racing to get ahead of cyclist and then turning right too close in front of cyclist, pulling out in front of cyclists at intersections or from driveways, basically any intersection is a dangerous adventure for a cyclist.
- Most city bicyclists do NOT follow the V&T law / rules of safe bicycling.
- Riding at night in dark clothing with no lights.
- Teach kids how to ride in traffic in school gym classes.
- Many cyclists have an "entitled" attitude that endanger everyone.
- Cars fail to yield to oncoming traffic when a car is parked on their side of the road/street. Vehicular drivers may not know that bikes ride with traffic, not against traffic. Vehicular drivers throw objects at bicyclist i.e., beer cans or glass bottles. Lack of consideration for others on the road.
- Vehicle drivers take right turns without regard to bicyclists on the right side of the road going straight at that intersection. Dangerous right hooks.
- The behaviors may look the same, but the thinking that drives the behavior can vary. Some people don't have a clue about how to ride/walk safely, and so act out of ignorance or lack of awareness. But there are others who know precisely what "the right" thing is to do, but choose to do something else because they believe that it is safer. For example, I rode with a very experienced cyclist who would occasionally cut across on the inside of a left turn, because in his experience, drivers won't notice the cyclist and pull into the intersection as the cyclist is passing through it.
- Cars and bikes not using turn signals.
- Cars rolling thru stop signs.
- Car drivers not looking ahead and behind for bikes and pedestrians when turning.
- Cars driving too close to bikes instead of treating them like another vehicle to pass when safe.
- Car drivers using horns when coming up behind a bike which startles rather than warns.
- Not giving right of way to pedestrians waiting to cross at green light intersections.
- Leering & catcalling female cyclists.
- The list pretty much covers it, but as a biker, I hate drivers who don't give us room / don't realize we have a right to use the road. As a driver, I hate when I see bikers on the wrong side of the road, running traffic lights/stop signs, or riding on sidewalks, where they're harder to see.
- As a cyclist, my number one concern is a right hook, especially by buses - and bus drivers being courteous in general (giving us enough room when we are crunched b/ parked cars - especially on Euclid Ave). Traveling Euclid a constant concern is getting doored. As for cyclists, I see many not following the rules of the road (which is incredibly frustrating) and there are also a lot riding without proper lights at night (I've personally given away more

than 50 front/back lights to folks who I've seen without them - and told them it is illegal to ride without lights).

- This can be considered proper equipment, but not using bike lights at night is one of the most alarming safety issues I see among other bike riders.
- Failing to provide safe distance from peds/cyclists.

Attachment C

The following substantive responses (taken verbatim) were provided in response to the question: *"Are you aware of any existing PSA campaigns directed at bicyclists or pedestrians that you would like us to consider using? If so, please list any relevant information below (e.g. web links)."*

- Philadelphia has a *Ride to the Right* poster. There is also the "3 feet please" movement about passing distance. <https://phillymotu.wordpress.com/category/other/walk-right-ride-right-drive-right/>.
- People For Bikes, Bike Pittsburgh, League of American Bicyclists.
- <http://www.safeny.ny.gov/bike-ndx.htm>.
- Proper conduct on roadways for cyclists (ride with traffic, obey rules of road, etc.) and stress shared usage.
- *In past years, the county Traffic Safety Program has used the slogan "Spring into Pedestrian Safety" around the time change. *NYS Dept of Health has ped safety posters "Walk Aware" *NHTSA has 'Willie Whistle' for the younger set- used him for years in the Traffic Safety Program * I'm Safe (publishing co) has posters, etc.
- Bike CNY issued a media release a year ago about bike safety for bicyclists. You might want to look at that.
- I assume you've done an internet search... but: <http://safestreetssavelives.org/psa-1-how-ride-bicycle/> And here's a list: <http://www.bhsi.org/videoweb.htm>.
- I don't know of any, but if it is decided to produce some new ones, I'd be willing to provide voiceover services for free; I have professional-grade voice recording equipment at home (same gear found in radio station studios). You can review some previous voiceover and radio samples at www.peterthedj.com/airchecks.
- I love this campaign: <http://www.peopleforbikes.org/pages/travel-with-care>
- <https://www.youtube.com/watch?v=AlGmiHKCDI4>.

The SMTC received an e-mail from a concerned respondent with the following (paraphrased) comments:

- Drivers on drugs, especially heroin, fentanyl, and/or cocaine.
- Drivers texting.
- Pedestrians texting.

- Car drivers only look for (and only tend to see) cars, not bicyclists, animals, children, or buses.
- Lack of code enforcement (i.e., sidewalks not shoveled, broken glass in roadway (hazard to bikes, clean up after dogs, trash, etc.).
- Poor sidewalk conditions – very difficult to navigate, if not impossible for someone with disabilities.
- Lack of ADA compliant sidewalks and facilities.
- Unmaintained bike lanes (need street sweepers).
- Poorly designed and installed bike racks (People invest a lot of money in the bikes and want to protect them. Many bike racks are unusable or don't offer security.
- We need more cyclists so that their numbers increase and drivers accommodate them.

Appendix C

Educational Campaign Case Study Summary Sheets



"BE A SMOOTH OPERATOR"

Georgia Department of Transportation (GDOT)

GDOT has a bicycle and pedestrian program that has teamed up with Pedestrians Educating Drivers on Safety (PEDS) and Georgia Bikes. The campaign is made up of different programs and initiatives to increase safety for both cyclists and those who walk. The "Be a Smooth Operator" campaign promotes safety by educating drivers, cyclists, and walkers on how to share the roadways. The goals of this campaign are to help traffic flow smoother for drivers and bicyclists and improve safety to reduce the number of pedestrian fatalities. The campaign strives to do this by teaching:

- drivers to maintain good vision of the highway & shoulder where cyclists ride, to watch for pedestrians when taking right hand turns, that pedestrians have the right of way, and to not block the crosswalk
- that bicycles are considered vehicles, that cyclists should follow the same traffic laws as cars, i.e., to ride along with traffic, use hand signals, wear a helmet, wear reflective clothing, and to anticipate movement or doors opening from parked cars, and pedestrians to use crosswalks and sidewalks and to walk against the flow of traffic.

Target audience:
Drivers, Bikers, &
Walkers

Message:
Be a Smooth
Operator

Media formats:

TV, Electronic
Media

Law enforcement
component?
No

May we use this
campaign locally?
No

GEORGIA
DEPARTMENT OF
TRANSPORTATION

935 East Confederate
Ave., Building 24, Floor 2
| Atlanta, GA | 30316

dot.ga.gov/DS/Travel/BikePed



"BICYCLE SAFER JOURNEY"

Federal Highway Administration

Bicycle Safer Journey helps educators, parents and others who care about bicycle safety to get the conversation started with children and youth. Three videos — one for each of three age groups (5 to 9), (10 to 14), and (15 to 18) — accompanied by a quiz or discussion and an educator's resource library can be used as an introduction to bicycle safety skills or to augment a comprehensive curriculum.

Target audience:
Children, Pre-teen,
Teen Bicyclists

Message:
Bicycle Safer
Journey

Media formats:
Videos, printed
material, quiz,
resource library

Law enforcement
component?
No

May we use this
campaign locally?
Yes

FEDERAL
HIGHWAY
ADMINISTRATION

400 7th Street, SW, Room
3407
| Washington, DC | 20590

pedbikeinfo.org



Be Seen

Maintain your equipment and be visible. Remember, lighting and reflective gear are essential. It could save your life.



Eyes On The Road

Avoid distractions! Please check for bikes before changing lanes, parking, and when opening a car door.



Share The Road

The streets are for everyone! Expect bicyclists on the road, pass with care, and please only honk in emergencies.



Ride Right

Cyclists are traffic! Ride on the right hand side of the road, obey all traffic laws and don't ride the wrong way on a one-way street.

Target audience:
Drivers & Bicyclists

Message:
Be Seen, Eyes on
the Road, Share the
Road, Ride Right

Media formats:
Printed Materials,
Web Site

Law enforcement
component?
No

May we use this
campaign locally?
No

CAPITAL DISTRICT
TRANSPORTATION
COMMITTEE

**One Park Place
Main Floor
| Albany, NY | 12205**

capitalcoexist.org

"CAPITAL COEXIST"

Capital District Transportation Committee

CAPITAL COEXIST is a localized education campaign geared towards cyclists, pedestrians, and motorists safely coexisting when using the region's roadways. This project was developed by the Capital District Transportation Committee (CDTC) in response to public requests for bicycle education and safety information. It is anticipated that the Capital Coexist web site will become the clearinghouse for bicycle and pedestrian education material in the Capital Region; a one-stop location for educational materials, safety tips, and events.



"DON'T BE A JERK"

New York City Department of Transportation

DOT's "Don't Be A Jerk" bike safety campaign humorously highlights the essential dos and don'ts of safe, responsible biking. The simple message of "Don't Be A Jerk": Always follow traffic laws by yielding to pedestrians, riding with traffic, and riding on the street not the sidewalk (unless you're 12 or younger).

"Don't Be a Jerk" is part of DOT's larger Bike Smart initiative, which includes the Bike Smart Pledge and the LOOK campaign, designed to educate cyclists and other road users about sharing the streets and roadways safely.

Target audience:
Bicyclists

Message:
LOOK! Don't be a
jerk!

Media formats:
YouTube
commercials

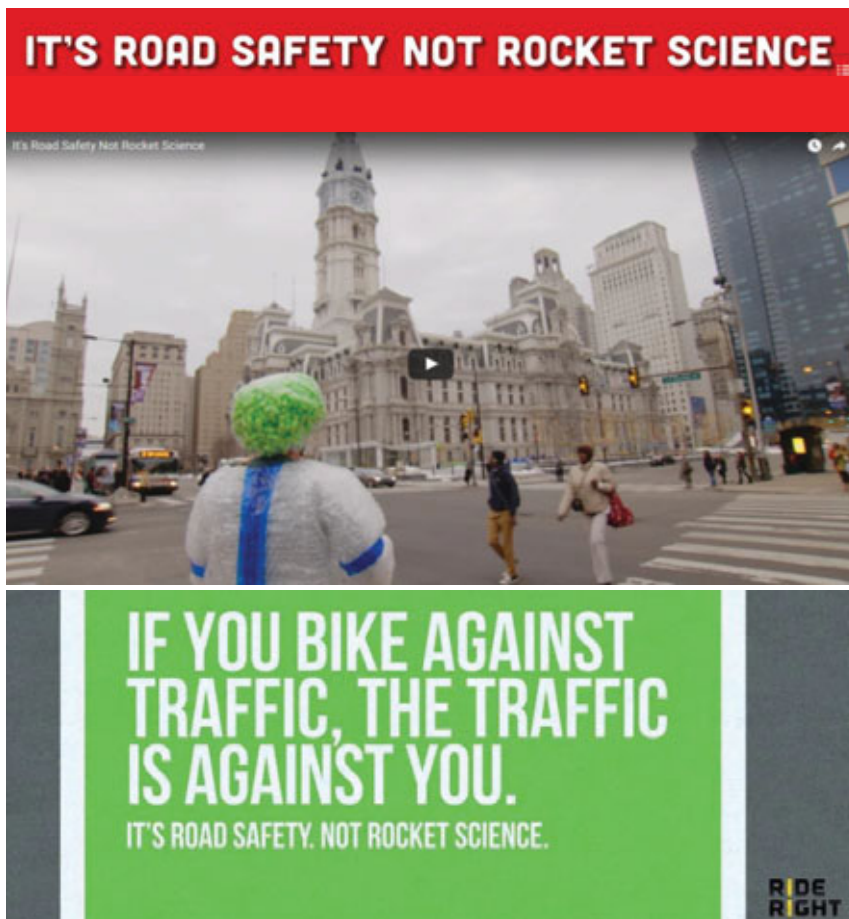
Law enforcement
component?
No

May we use this
campaign locally?
Unknown

NEW YORK CITY
DEPARTMENT OF
TRANSPORTATION

**55 Water Street, 9th
Floor**
| New York, NY | 10041

nyc.gov



"IT'S ROAD SAFETY NOT ROCKET SCIENCE"

Philadelphia's Pedestrian Safety Program

Philadelphia was awarded a Pedestrian Focus Cities Grant from the National Highway Traffic Safety Administration in 2014 to conduct "It's Road Safety, Not Rocket Science," a program to reduce pedestrian crashes and fatalities. A city-wide assessment of pedestrian crashes identified three priority zones to target the media campaign (although it is a city wide campaign). The campaign incorporates a law enforcement component, an educational partnership with the Bicycle Coalition of Greater Philadelphia, and a city-wide pedestrian safety advertising campaign. Messages are on buses, bus shelters, subways, and trolleys. The advertising campaign includes a social media campaign. Additional information can be found here:

<https://phillymotu.wordpress.com/category/other/walk-right-ride-right-drive-right/>

Target audience:
Pedestrians, Drivers

Message:
Drive Right, Ride
Right, and Walk
Right & Give
Respect, Get
Respect

Media formats:
Video, Posters

Law enforcement
component?
Yes

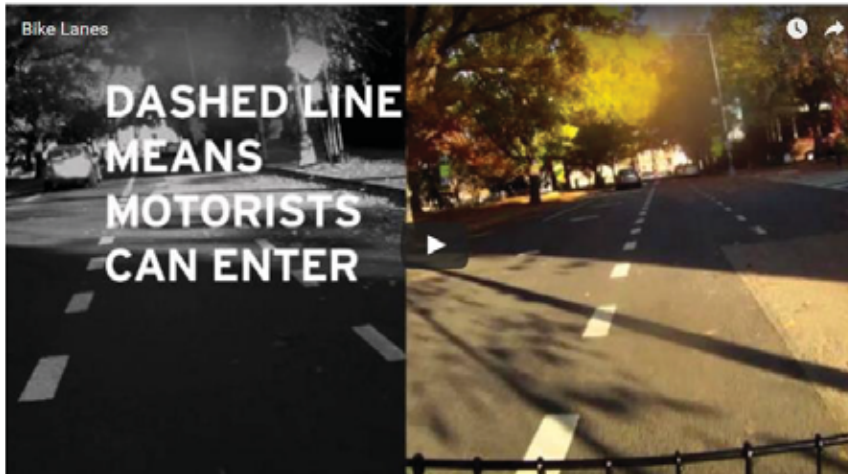
May we use this
campaign locally?
No

PHILADELPHIA
MAYOR'S OFFICE OF
TRANSPORTATION
& UTILITIES

1401 JFK BLVD.
| PHILADELPHIA, PA |
19102

itsroadsafety.com

BIKE LANES



WHERE SHOULD I RIDE?



"SMART CYCLING"

League of American Bicyclists

The League of American Bicyclists represents bicyclists in the movement to create safer roads, stronger communities, and a bicycle-friendly America. The League's Smart Cycling program informs motorists and cyclists of their rights and responsibilities on the road. The public education campaign promotes the Share the Road message. The core content is designed to reach people of all ages and abilities, improving skills, building confidence, and teaching others. Examples of instructional topics include categories such as, bike lanes, lane changes, traffic laws, where should I ride, sidewalks, etc. Videos are available for download.

Target audience:
Bicyclists, Drivers

Message:
Share the road

Media formats:
Videos; Instructor-led class options available

Law enforcement component?
No

May we use this campaign locally?
Yes

LEAGUE OF
AMERICAN
BICYCLISTS

1612 K STREET NW,
SUITE 308 |
WASHINGTON, DC |
20006

bikeleague.org



“EVERYONE IS A PEDESTRIAN” “ROLL MODEL”

National Highway Traffic Safety Administration

The NHTSA has several web-based informational videos available for download. The videos deal with various pedestrian, bicycle, and driver safety behaviors. They are set to music and do not contain any voiceovers. Messages are simple and illustrative.

Target audience:
Bicyclists, Walkers,
Drivers

Message:
Rules of the road

Media formats:
Web-based videos,
pamphlets

Law enforcement
component?
No

May we use this
campaign locally?
Yes

NATIONAL
HIGHWAY TRAFFIC
SAFETY
ADMINISTRATION

1200 NEW JERSEY
AVENUE, SE
| WASHINGTON, DC |
20590

www.trafficsafetymarketing.gov



Pedestrian and Bicycle Information Center

FACT SHEETS

Pedestrian and Bicycle Information Center (PBIC)

The PBIC provides a web site with multiple resources to assist in developing educational campaigns that inform and reinforce skills needed to be safe pedestrians and bicyclists. Resources found on the PBIC web site include a detailed description of how to conduct an educational campaign as well as a link to national bicycle and pedestrian behavioral study.

The web site also contains several fact sheets regarding the following topics that provide guidance on how to best reach and educate pedestrians and bicyclists of different ages:

Pedestrian Education Guides

- Educating Child Pedestrians
- Educating College-aged Pedestrians
- Educating Alcohol Consumers
- Educating Adult Pedestrians
- Educating Older Pedestrians
- Educating Drivers
- Educating Commuters and Employees
- Educating Transportation Officials and Decision Makers

Bicyclist Education Guides

- Educating Children Ages 1 to 5
- Educating Children Ages 5 to 8
- Educating Children Ages 9 to 12
- Educating Children Ages 13 to 17
- Educating Adults
- Educating Seniors, and
- Educating Drivers.

Target Audience:
Drivers, Bicyclists,
Walkers

Message:
Fact Sheets

Media Formats:
Web site links to
resources, Fact
Sheets

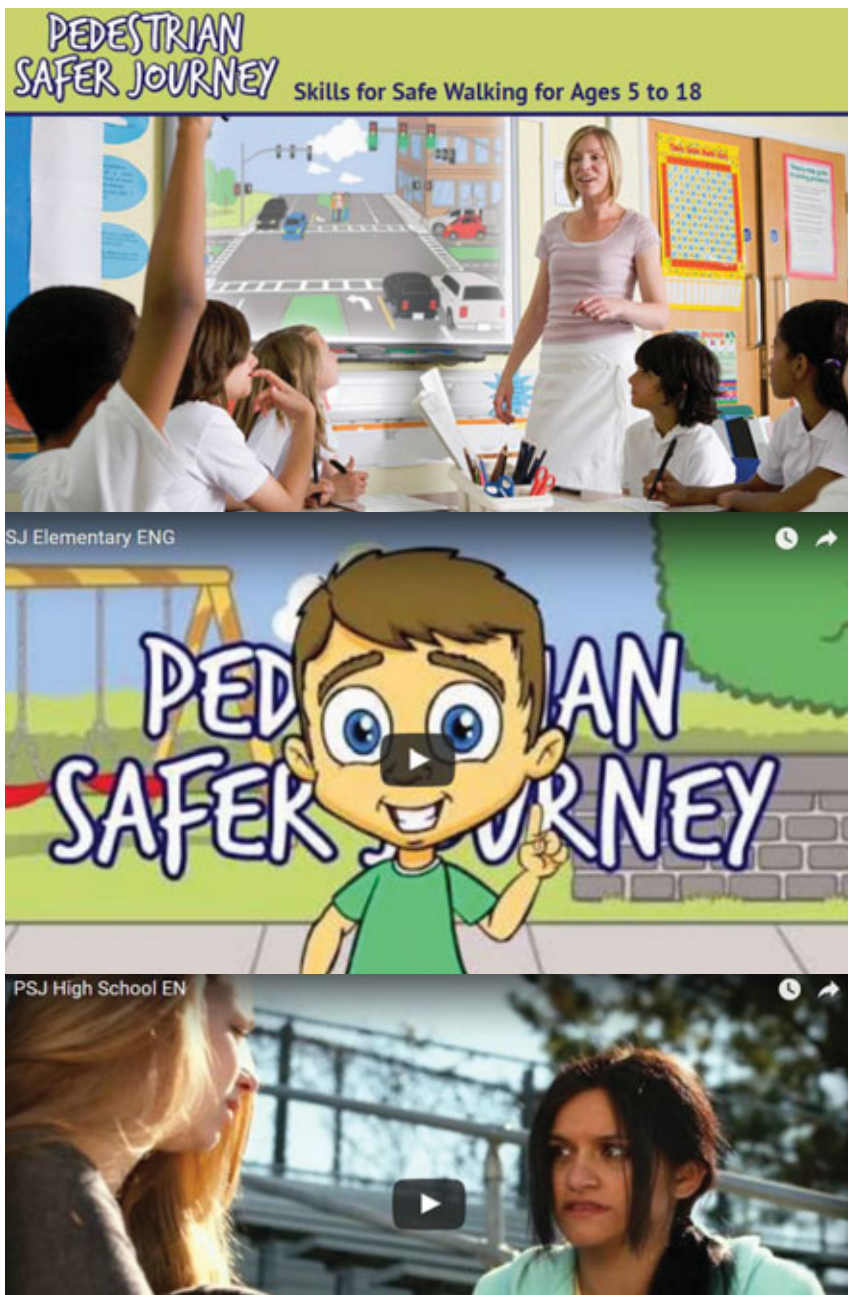
Law enforcement
component?
Yes

May we use this
campaign locally?
Yes

PEDESTRIAN &
BICYCLE
INFORMATION
CENTER

730 Martin Luther King
Jr. Blvd, Suite 300,
| Chapel Hill, NC | 27599

pedbikeinfo.org



"PEDESTRIAN SAFER JOURNEY"

Federal Highway Administration

Pedestrian Safer Journey helps educators, parents and others who care about pedestrian safety to get the conversation started with children and youth. Three videos — one for each of three age groups (5 to 9), (10 to 14), and (15 to 18) — accompanied by a quiz or discussion and an educator's resource library can be used as an introduction to pedestrian safety skills or to augment a comprehensive curriculum.

Target audience:
Children, Pre-teen,
Teen Walkers

Message:
Pedestrian Safer
Journey

Media formats:
Videos, printed
material, quiz,
resource library

Law enforcement
component?
No

May we use this
campaign locally?
Yes

FEDERAL
HIGHWAY
ADMINISTRATION

7th Street, SW Room
3407
| Washington, DC | 20590

pedbikeinfo.org



"RESPECT"

New York Bicycling Coalition (NYBC)

The NYBC developed the RESPECT campaign for use statewide. The campaign aims to encourage mutual respect between motorists and bicyclists, and shared responsibility for complying with traffic safety laws. Unsafe behaviors commonly exhibited by motorists include: failure to yield right of way to cyclists at intersections or driveways, unsafe passing, distracted driving, impaired driving, and speeding. Unsafe behaviors commonly exhibited by bicyclists include: riding against traffic, failure to yield right of way at stop or yield signs, running red lights, riding without required nighttime lighting, riding more than two abreast or failing to ride single file when being overtaken by a vehicle. Traffic Safety Boards may request a packet of materials for local distribution.

Target audience:
Drivers &
Bicyclists

Message:
Encourage mutual
respect & shared
responsibility

Media formats:
Printed Materials
(Posters, Cards)

Law enforcement
component?
No

May we use this
campaign locally?
Yes

NEW YORK
BICYCLING
COALITION

P.O. Box 8868
| Albany, NY | 12208

nybc.net

PSA 1 - HOWtoRIDE: Drive Your Bicycle



PSA 2 - SIGNALS and SAFETY



"SAFE STREETS SAVE LIVES"

Palmetto Cycling Coalition

In 2011, the Coalition unveiled "Safe Streets Save Lives," a partnership with Peter Wilborn of Bikelaw and the South Carolina Dept. of Public Safety. Safe Streets is the first initiative of its kind that is working towards reducing the number of automobile / bicycle crashes and deaths on South Carolina roads. Four 60-second video public service announcements (PSA's) relating to South Carolina's bicycle law were developed. Hard copies of the PSA's were shared with law enforcement, teachers, advocates, public officials, and many more throughout South Carolina. In the second phase of the campaign (2012), the Coalition strategically placed the PSA's into broadcast and cable television stations throughout the state, as well as affiliated stations' web sites. Topics of bicycling and law were also discussed in the media through interviews and stories.

Target audience:
Bicyclists, Drivers

Message:
Two wheels or
four, let's get there
together

Media formats:
Videos;
informational
website

Law enforcement
component?
No

May we use this
campaign locally?
Yes

**PALMETTO
CYCLING
COALITION**

**2500 DEVINE STREET
| COLUMBIA, SC | 29205**

safestreetssavelives.org/



Target Audience:
Drivers & Walkers

Message:
See! Be Seen!

Media Formats:
Printed Materials,
TV, Radio

Law enforcement
component?
No

May we use this
campaign locally?
Yes

"SEE! BE SEEN!"

New York State Department of Health (NYSDOH)

The *See! Be Seen!* pedestrian safety campaign was recently released by the NYSDOH in conjunction with the New York State Department of Transportation (NYSDOT) and the Governors Traffic Safety Committee (GTSC) in June 2016. The campaign has one video commercial and radio message focused on the consequences of distracted walking and distracted driving.

NYS
DEPARTMENT OF
HEALTH

ESP Corning Tower,
Room 1325
| Albany, NY | 12237

ny.gov/



"THINK OF THE IMPACT YOU COULD MAKE"

Federal Highway Administration (FHWA)

The FHWA prepared a Pedestrian Safety Campaign Planner and Step-by-Step Guide to help communities conduct their own pedestrian safety campaign based on their branded "Think of the impact you could make" campaign. The campaign promotes awareness of pedestrian safety measures (pedestrian signals, crosswalks, etc.) and associated safe behaviors. The primary goal is to reduce pedestrian injuries and fatalities by raising awareness and changing behavior through education, enforcement and engineering. This campaign strives to:

- Motivate drivers to look for and stop for pedestrians.
- Motivate pedestrians to use crosswalks and designated crossing locations.
- Educate pedestrians about, and encourage the proper use of, pedestrian signals.
- Encourage pedestrians to make themselves more visible in the dark, by wearing reflective clothing or carrying a flashlight.

Target audience:
Drivers & Walkers

Message:
Think of the
Impact You Could
Make

Media formats:
TV, Radio,
Electronic Media,
Printed Materials

Law enforcement
component?
Yes

May we use this
campaign locally?
Yes

FEDERAL
HIGHWAY
ADMINISTRATION

400 7th Street,
SW, Room 3407
| Washington, DC | 20590

safety.fhwa.dot.gov



"TIRED FACES"

National Capital Region Transportation Planning Board

Street Smart is an annual public education, awareness and behavioral change campaign in the Washington, DC, suburban Maryland, and northern Virginia area. Since its beginning in 2002, the campaign has used radio, newspaper, and transit advertising, public awareness efforts, and added law enforcement to respond to the challenges of pedestrian and bicyclist safety. The program emphasizes education through mass media.

Supporting the mass media and public awareness campaign is a region-wide enforcement initiative. Street Smart public awareness efforts are conducted in conjunction with increased law enforcement "waves," in which police put an added emphasis on enforcing their presence and the existing laws regarding roadway safety. This strategy has shown to compound public safety campaign results and positively affect behavior.

Street Smart has conducted pre- and post-campaign surveys since 2002. This research is used to measure issue awareness and attitudes among drivers, cyclists and pedestrians. It also surveys awareness of the campaign and its messages.

Target Audience:
Drivers, Bicyclists,
Walkers

Message:
Varies each year

Media Formats:
TV, Radio,
Electronic Media,
Printed Materials

Law enforcement
component?
Yes

May we use this
campaign locally?
No

NATIONAL
CAPITAL REGION
PLANNING BOARD

777 North Capitol St.,
NE, Suite 300
| Washington, DC | 20002

bestreetsmart.net



"TRAVEL WITH CARE"

People for Bikes

The Travel With Care campaign is aimed at humanizing people on bikes and encouraging better behavior among drivers and bike riders.

The message is to remind people that that bicycle riders are normal people; i.e., a neighbor, friend, or family member. The campaign also aims to improve driver behavior and bicyclist behavior with the "travel with care" message and by asking them both to "melt icy relations on the road."

This campaign originated in Pittsburgh, PA, where local advocacy group Bike Pittsburgh created a public service campaign, Drive With Care, in response to a series of bike rider fatalities. People for Bikes teamed up with Bike Pittsburgh to take their PSA national to improve upon their work to make bicycling safer and improve the bicycling experience in the United States.

Target audience:
Drivers, cyclists

Message:
Travel with care

Media formats:

Radio, posters,
rack cards

Law enforcement
component?
No

May we use this
campaign locally?
Yes

PEOPLE FOR BIKES

1966 13th St., Suite 250
| Boulder, CO | 80302

peopleforbikes.org



"VISION ZERO"

New York City Department of Transportation

NYC has more pedestrian and bicyclist crash deaths than motor vehicle passenger deaths. Vision Zero is Mayor de Blasio's plan for ending traffic deaths and injuries within the City of New York (NYC). Vision Zero requires an extensive advertising effort and a strong social media and internet presence. The Department of Transportation led the creation of several Vision Zero campaigns, each including visual out-of-home content, as well as radio, video, print, online, and special events presence. Four outreach campaigns have been developed: 'Your Choices Matter,' 'Work Zone Heroes,' 'Choices,' and 'Reckless Drivers Kill.'

Target audience:
Drivers, Bicyclists
& Pedestrians

B

Message:
Your choices
matter

Media formats:
Printed Materials,
TV commercials

Law enforcement
component?
Yes

May we use this
campaign locally?

NYCDOT

55 Water Street, 19th
Floor
| New York, NY | 10041

nyc.gov/visionzero



“CHECK YOUR VITAL SIGNS”

Street Smart New Jersey

Street Smart NJ is a public education, awareness and behavioral change pedestrian safety campaign first piloted in 2013 by five New Jersey communities. Efforts are underway to identify additional pilot communities and further expand the reach of the campaign across New Jersey.

The campaign uses outdoor, transit, and online advertising, along with grassroots public awareness efforts and law enforcement to address pedestrian safety. It emphasizes educating drivers, pedestrians and bicyclists through mass media, as well as targeted enforcement.

The intent of the pilot campaign is to systematically implement the Street Smart strategies in various settings and evaluate their results. Communities and organizations everywhere are invited to use the strategies and materials to create their own campaigns, building on the successes realized in pilot communities.

Police agencies serving the participating communities are employing best practices in pedestrian enforcement with traffic safety officers. Engaging and educating, rather than simply issuing citations, is their focus. All officers have been trained to deploy the pedestrian decoy or Cops in the Crosswalk program, which has been used in New Jersey since 2009.

Target Audience:
Drivers, Bicyclists,
Walkers

Message:
Varies each year

Media Formats:
TV, Radio,
Newspaper,
Printed Materials

Law enforcement
component?

Yes

May we use this
campaign locally?

Yes

NEW JERSEY
TRANSPORTATION
PLANNING
AUTHORITY

One Newark Center,
17th Floor
| Newark, NJ | 07102

bestreetsmartnj.org



Make room for bikes.



Yield to people in crosswalks.

"WATCH FOR ME NC"

North Carolina Department of Transportation

The North Carolina Department of Transportation (NCDOT) has partnered with Watch For Me NC to conduct radio PSA's that inform bicyclists and pedestrians about roadway laws.

The PSA targets drivers and informs them to watch for bikers in the intersections, to leave room when passing, to watch for pedestrians, and to yield to walkers in crosswalks. The PSA also informs the driver that this is not a courtesy, it's the law.

This campaign includes rack cards and posters available for download. The cards and posters include information about driving, walking, and bicycling laws. The rack cards also provide information on the different types of crosswalks that one may encounter and the rules regarding them.

The campaign also includes citation warning cards containing descriptions for motorists that fail to yield to pedestrians and descriptions for pedestrians that fail to yield to a motorist. These cards are available for law enforcement officers.

Target audience:
Drivers

Message:
It's not a courtesy,
it's the law.

Media formats:

Radio, posters,
rack cards

Law enforcement
component?

Yes

May we use this
campaign locally?

No

**NORTH CAROLINA
DEPARTMENT OF
TRANSPORTATION**

**1 South Wilmington Street
| Raleigh, NC | 27601**

NCDOT.gov/bikeped

Appendix D

Memorandum of Understanding (League of American Bicyclists)



Syracuse Metropolitan Transportation Council

100 Clinton Square
126 N. Salina Street, Suite 100
Syracuse, New York 13202
Phone: (315) 422-5716
Fax: (315) 422-7753
www.smtcmpo.org

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is made and entered into on April 11, 2017 by and between League of American Bicyclists (League) and the Syracuse Metropolitan Transportation Council (SMTC) to allow the SMTC to:

1. shorten the length of four 'Smart Cycling' videos to 30-seconds, and
2. broadcast the shortened videos in a local televised campaign in the Syracuse region.

BACKGROUND

The SMTC identified and prioritized local bicycle safety issues to address in a televised educational campaign. The League's 'Smart Cycling' videos (found online at: <http://bikeleague.org/ridesmartvideos>) address many of the identified issues, however, the length of the videos are too long to broadcast as 30-second commercials on television. As such, the SMTC will hire a professional media consultant to shorten four 'Smart Cycling' videos to 30-seconds and broadcast them on television in the Syracuse region (at no cost to the League). The SMTC will download the online videos to edit unless the League can provide copies of higher resolution videos.

PURPOSE

The SMTC will edit up to four videos by paraphrasing them as outlined in the memo dated, February 24, 2017. An updated narrative is attached, which includes the following edit as discussed with Bill Nesper and Alison Dewey on April 10, 2017:

PSA #4: Bike Lane Video Clip

(52-57) *"Some states, like New York, require riding in the bike lane, EXCEPT when making left turns, passing other bicyclists, or avoiding hazards."*

Also, as discussed, the four edited videos will close with the statement that ends the current videos and include the following additional text:

"Video footage made possible through the support of Gail and Jim Spann."

The Metropolitan Planning Organization

Office of the Mayor • Syracuse Common Council • Syracuse Planning Commission • CenterState Corporation for Economic Opportunity • New York State Department of Transportation • New York State Department of Environmental Conservation • New York State Department of Economic Development • New York State Thruway Authority • Office of the County Executive • Onondaga County Legislature • Onondaga County Planning Board • Central New York Regional Transportation Authority • Central New York Regional Planning and Development Board • Federal Transit Administration • Federal Highway Administration

The League retains the rights to all video footage and intellectual property. Moreover, the SMTC will provide copies of the four videos to the League to use as desired. The SMTC will submit the condensed versions of the videos to the League for final approval prior to broadcasting. Once finalized, the SMTC will broadcast the four videos as part of a local televised educational campaign in the Syracuse region (if possible during the month of May 2017).

SIGNATORIES

This agreement shall be signed on behalf of League of American Bicyclists by Bill Nesper, Interim Executive Director, and on behalf of SMTC by James D'Agostino, Director. This Agreement shall be effective as of the date first written above.



League of American Bicyclists
By Bill Nesper, Interim Executive Director



Syracuse Metropolitan Transportation Council
By James D'Agostino, Director

ATTACHMENT: EDITED NARRATIVES

The following is an outline of specific clips from the 'Smart Cycling' videos that are to be paired with the corresponding narratives to create four new 30-second PSAs. The SMTC kept the total length of the video clips to 28 seconds (or less) to allow at least two seconds for ending credits as mentioned in the MOU. The numbers in parenthesis indicate the start and end time of each clip. New narrative text is shown in **BOLD**.

PSA 1: Combine clips from "Traffic Laws" (TL) Video & "Sidewalk" (SW) Video

(TL) (10-14) In all 50 states, bicyclists are required to follow the same laws as drivers.

(TL) (32-37) Don't ride against traffic. **Ride on the right**, with the flow of traffic.

(TL) (114-118) If it's too narrow for cars to pass **"Take the Lane"** – by riding in the middle of the lane.

(TL) (41-45) When you come to an intersection, **obey all rules. Stop or yield as necessary.**

(SW) (35-46) Do not ride on a sidewalk. It is unsafe. People, benches, signs and the like pose hazards. Also, drivers don't expect bicyclists on sidewalks. Sidewalks are designed for walking, not bicycling.

PSA 2: Signaling Video Clips

(10-14) Bicycle riders should signal to others when they are turning, changing lanes, or stopping.

(43-53) To let others know that you are going to turn left, fully extend your left arm out to the side. The most common way to signal turning right is to fully extend your right arm out to the side.

(53-57) Bending your left arm up at a right angle also indicates you're turning right.

(105-112) Bikes don't have brake lights. **To show you are preparing to stop** – extend your left arm out at a right angle with your open hand facing down.

PSA 3: Intersection Positioning Video Clips

(10-19) Most bicycle crashes happen at intersections. So, help prevent crashes by: **following the same rules as drivers**, making eye contact, and by positioning yourself clearly on the road.

(49-53) If you're traveling straight through an intersection, you should be in the middle of the rightmost through lane.

(58-61) If you're turning right, you should be in the middle of the right lane.

(115-119) If you're turning left, you should be in the middle of the **right-most** left-hand turn lane.

(106-110) Riding in the center of a lane prevents drivers from overtaking you when it's not safe.

(126-129) Remember, you can always walk your bike across an intersection.

PSA 4: Bike Lanes Video Clips

(10-21) A bike lane is a striped and signed lane that provides a dedicated space on the road for bicyclists. Bike lanes are the same as any other travel lane, they just happen to be for bicycles. So, follow the same rules of the road.

(29-41) Near intersections, bike lanes may change from solid to dashed lines. This means that vehicles are allowed to enter this portion of the bike lane to make a turn. They should yield to you before they enter, **but be alert**.

(52-57) Some states, like NY, require using the bike lane, EXCEPT when making left turns, passing other bicyclists, and avoiding hazards.

Appendix E

AAA Authorization Letter



Public Affairs
1000 AAA Drive
Heathrow, FL 32746-5063
Phone: 407-444-7073

April 3, 2017

Michael D. Alexander, AICP
Senior Transportation Planner
Syracuse Metropolitan Transportation Council
100 Clinton Square
126 N. Salina Street, Suite 100
Syracuse, NY 13202

Mr. Alexander,

Per our email conversations, the purpose of this letter is to grant the Syracuse Metropolitan Transportation Council permission to broadcast the AAA Share the Road PSA/video on television in the greater Syracuse area this May for Bike Month.

I am glad you found the PSA useful and I hope your outreach efforts next month go well. Thank you for your work to help keep our roads safer for everyone.

Thank you,
Rhonda L. Shah
Manager, Traffic Safety Advocacy & Community Impact
AAA Public Affairs
rlshah@national.aaa.com
Office: 407-444-7073