
From: Laura Carlsmith <
Date: Thu, 12 Aug 2004 21:30:56 -0400
To: <becka@VTBIKEPED.ORG>
Subject: Re: Share the Road PSAs - give us your input!

Becka,
This is a fine idea. Frequency of use across many radio stations should reach a sizeable quantity of Vermonters. I like the equitable approach, messages to riders and drivers alike.
It might be an idea to use a Rusty DeWeese type of personality if that can be arranged for minimal cost, to keep it fun, a la Vermont Life ads. I will send a contribution to support this effort.
Best wishes,
Laura Carlsmith, Hinesburg

From: Jim Wilkinson-Ray <
Date: Thu, 12 Aug 2004 18:11:33 -0400
To: becka@VTBIKEPED.ORG
Subject: Fw: [GMBC] Share the Road PSAs - give us your input!

Becka,
Sorry this is a bit late on Thursday - your meeting has just begun! You may remember getting an email I had sent to GMBC about trying to produce a "Share the Road" PSA. I am more than willing to participate in your project. I produce video for a living and have access to professional production and post production equipment - and know how to use it. I also am a bike enthusiast and have experienced first hand:

dangerous, aggressive motorists
car-based assaults (usually young people)
motorist' who unknowingly force me off the road
animal/pet attacks
glass
gravel & sand dangers
motorists who turn or pull out in front of me without looking or yielding
motorists passing me on my left - much too closely! Even when there are no on coming cars,

Clearly, a significant portion (maybe 20-30%) of motorists do not realize 1) that we (bicyclists) have a right to be on the roads and 2) that they are, by law, supposed to give us room and only pass if they can do so safely. Stating their liability in an accident may be effective. 3) I wonder if explaining how delicate our 120 psi 700c tires are to glass or gravel cuts and sliding on sand would be helpful? That's the most common issue - I move out into the road further to avoid dangerous surfaces or pot holes and cars don;t react safely.

Of course, we cyclists have to make sure we are not irritating motorists or blatantly breaking traffic rules ourselves.

Please let me know if I can be of help with your project. I do have a contact at WCAX if you need help promoting this there.

Best,

Jim

Jim Wilkinson-Ray
802-769-9145
1,000 River Street
9653A, Essex Jct., VT 05452
IBM Microelectronics Division
Communications

From: "Michael H. Forster" <
Date: Sat, 7 Aug 2004 13:22:51 -0700 (PDT)
To: VT Bicycle & Pedestrian Coalition <becka@vtbikeped.org>
Subject: Re: [KPCC] Share the Road PSAs - give us your input!

I always realize that bicyclists are out "playing" when dealing with truck/commercial traffic. Perhaps we, as riders, should be more considerate of this FACT. Also, when I used to take out tour rides in New York, I always stressed that as riders we are softer than motor vehicles and therefore will probably lose in a game of "chicken".

From: "Larry Niles" <
Organization: Bike Vermont, Inc.
Reply-To: "Larry Niles" <
Date: Sat, 7 Aug 2004 15:47:50 -0500
To: "VT Bicycle & Pedestrian Coalition" <becka@vtbikeped.org>
Subject: Re: Share the Road PSAs - give us your input!

I would encourage the addition to the message to bicyclists that they do not ride double! Larry Niles

From: "Tom Mauhs Pugh" <
Date: Sat, 7 Aug 2004 20:09:03 -0400
To: "VT Bicycle & Pedestrian Coalition" <becka@vtbikeped.org>
Subject: RE: [KPCC] Share the Road PSAs - give us your input!

Thanks, Becka. These PSAs are a great idea. Let me know if I can be of assistance as the project gets going.

Tom Mauhs-Pugh

From: "Betsy Orselet" <
Date: Sat, 7 Aug 2004 22:49:13 -0400
To: "VT Bicycle & Pedestrian Coalition" <becka@vtbikeped.org>
Subject: Re: Share the Road PSAs - give us your input!

Hi Becka. Your PSA's sound like a great idea! Any chance that the bike shops will help sponsor the ads...which would then include a tag-along about their business...can you do this on a PSA?

The content ideas you suggested sound very good. The Burlington Parks and Recreation Department does a wonderful job on their PSA's with Clear Channel and I think they do have a very large impact on the public. Great idea!

Betsy Terry Orselet, CPRP, Executive Director
Vermont Recreation and Parks Association
721 Main Street
Colchester, VT 05446

From:
Date: Sun, 08 Aug 2004 17:44:10 -0400
To: becka@VTBIKEPED.ORG
Subject: RE: Share the Road PSAs - give us your input!

Becka,
Thanks for all your work. I have had several ideas for PSA's over the years. Every spring I mean to call The Point with a "That's the way I see it" but never get around to it.

I think the most important message is that roadways are public right of ways meaning that by definition they are shared and no one group (cars, bikes, tractors, horses, pedestrians...) has more right to continue unimpeded than anyone else. I have envisioned a TV clip or slideshow where a car is driving and sees a bike ahead. That bike can be transformed into a stopped school bus, a farmer on a tractor, a pedestrian or even a moose. The question is asked, "What is your response?" Of course the correct response is to pass only when there is adequate visibility and space to safely pass (and of course wait until the red lights are not flashing on the school bus), even if it means slowing to 5 miles per hour or stopping. I think some Vermonters need to be reminded that we have a law that allows crossing the yellow line for safe passing as long as you don't speed, don't impede oncoming traffic and are not in a no-passing zone. Maybe remind them that braking for someone else in the road is OK--none

of them complain about braking for a flock of turkeys crossing the road, so at least give a runner the same courtesy as a flock of turkeys.

On the other hand, bikers drive me crazy too. The concept of wiggling around in the road doing circles at a stop light to avoid putting a foot down is very counterproductive to driver acceptance. I don't think most bikers actually understand the appropriate lane (and correct side of the lane) to be in when there are straight, right turn and/or left turn lanes. So any information for both the drivers and the bikers on that could be useful. Suggesting that bikers do not pass on the right seems like a good idea too.

With regard to funding, I would think that CVMC and Copley and BCBS with all their health care dollars for Public Relations should be approached to help out in Central Vermont with airtime. They put enough things on the radio and in the World anyway. And this is about health. I could conceive of a small donation from my running club to help with education in Berlin, a town that posts signs telling runners not to hinder cars on dirt roads.

If you are interested, our next meeting is August 23 at 6:30 p.m. or you could come to a later one to present a proposal for funds.

There is a lot of education to be achieved out there--good luck with the funding.

Donna Smyers (VTBIKEPED member, Central VT Runners President, member Stowe Bike Club)

From: "Jed Carini" <
Date: Sun, 8 Aug 2004 22:00:00 -0400
To: "VT Bicycle & Pedestrian Coalition" <becka@vtbikeped.org>
Subject: RE: Share the Road PSAs - give us your input!

PSA radio spots should be easily placed with all the community and college radio stations: Goddard College, UVM, Middlebury. Local cable channels could also help do the job: Channel 44 Warren, and believe both Stowe and Smugglers Notch have their own stations.

From: Bruce Sinnott <
Organization: Northern Power Systems
Date: Mon, 9 Aug 2004 08:24:46 -0500
To: VT Bicycle & Pedestrian Coalition <becka@vtbikeped.org>
Subject: re: [BurlingtonBikes] Share the Road PSAs - give us your input!

If time allows in the radio and TV ads and definitely in the text. Regarding safe passing of bicycles by motorists:

1. "Give three feet" is not a good feel - most motorists won't know three feet from three inches. Half a lane is a better indication and motorists will understand much better.
2. Don't bother with the "slow down". They won't do it anyway and it detracts from the message you're trying to get across.
3. Don't honk your horn unless absolutely necessary. I can't tell you how many times I've gotten scared out of my skin by someone giving me a blast of even a "friendly" toot.
4. Be observant of obstacles in the cyclist's path for instance dirt on the shoulder or poor shoulder condition. This will force the cyclist further into the traffic lane. An observant motorist will be able to predict the cyclist's actions ahead of time and avoid a close call.

For cyclists:

1. you should add a rear view mirror in addition to the lights. Knowing what's coming up is crucial to avoiding the other guy.
2. Lights should be both day and night regardless of the weather conditions, especially important at dusk.
3. Ride with especially good manners. We want to set a good example. All it takes is one flip of the finger to a motorist to give him a lasting impression of all of us for life.

I bike commute to work every day and I ride very aggressively, so I know what I'm talking about.

For pedestrians:

1. Although pedestrians have a legal right of way in a crosswalk in VT, proceed at caution.

Bruce Sinnott
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From: "Peggy Shinn" <
Date: Mon, 9 Aug 2004 10:01:44 -0400
To: "VT Bicycle & Pedestrian Coalition" <becka@vtbikeped.org>
Subject: RE: [KPCC] Share the Road PSAs - give us your input!

Hi Becka,

The PSAs are an excellent idea! If a broad range of radio stations will play them (from VPR to some of the country music stations to the hip rock stations), I think the message will reach those who need to hear how to treat cyclists on the road. As for reaching cyclists, the PSAs will probably be as effective. But what about also producing a pamphlet to hand out at the state's cycling clubs in the spring? Our club members would certainly benefit.

That's my input. Thanks for your efforts.

Regards,

Peggy Shinn

Member, KPCC in Rutland

From: "george plumb" <

Date: Mon, 9 Aug 2004 11:26:05 -0400

To: "VT Bicycle & Pedestrian Coalition" <becka@VTBIKEPED.ORG>

Subject: Re: [VTBIKEPEDPOLICY-L] Share the Road PSAs - give us your input!

How about AAA as a potential source of funds?

George

From: "Patrick McCormick" <

Date: Mon, 9 Aug 2004 12:57:14 -0400

To: <becka@VTBikePed.org>

Cc: "Andy Clarke" <

Subject: FW: Share the Road PSAs - give us your input!

Hi Becka,

Andy forwarded me your message. This is a great idea. Please feel free to borrow from our ads (recorded for us by Clear Channel) for creating your ads:

<http://www.bikeleague.org/mediacenter/bikesafetypsa.htm>

All the best,

Patrick J. McCormick

Communications Director
League of American Bicyclists, www.bikeleague.org
1612 K Street, NW, Suite 800
Washington, DC 20006
Phone: 202.822.1333
Make your community more livable: visit
www.bicyclefriendlycommunity.org to learn how.

From: "Otten, Amy S" <
Date: Mon, 9 Aug 2004 14:07:00 -0400
To: "\"VT Bicycle & Pedestrian Coalition\" " <becka@VTBIKEPED.ORG>
Subject: RE: Share the Road PSAs - give us your input!

Becka - I think Share the Road PSAs are an excellent idea. They can help educate both motorists and cyclists about their responsibilities and make cycling safer.

From: Danielle Graham <
Date: Tue, 10 Aug 2004 05:06:03 -0700 (PDT)
To: VT Bicycle & Pedestrian Coalition <becka@VTBIKEPED.ORG>
Subject: Re: [GMBC] Share the Road PSAs - give us your input!

Hi Becka:
I think this is a great idea. Many motorists really do want to be friendly to cyclists, but end up doing things like honking their horn (and startling cyclists) rather than leaving enough room when passing. Please add me to your volunteer contact with radio station list-- volunteer tasks that I can do from home now that the baby has arrived are great!
-Danielle Graham

From: "Lawrence Keyes" <
Organization: Microdesign Consulting Inc.
Date: Mon, 9 Aug 2004 14:40:38 -0400
To: "\"VT Bicycle & Pedestrian Coalition\"" <becka@VTBIKEPED.ORG>
Subject: RE: [GMBC] Share the Road PSAs - give us your input!

Hi.... I'm registering support! I don't quite know how the PSA would get at this but I think, we, especially in Vermont need to promote the equality of all road users. Specifically:

We need to raise the consciences of bikers to ride responsibly.
We need to raise the raise the consciences of motorists to treat bikers like other traffic.

Thirdly I think we need to ensure that any new road construction should include bikeways.

Best wishes,

-- Larry

From: "Christine Forde" <
Date: Tue, 10 Aug 2004 10:12:52 -0400
To: "VT Bicycle & Pedestrian Coalition" <becka@vtbikeped.org>
Subject: RE: Share the Road PSAs - give us your input!

Great idea!

My biking companion and I were just saying last week (as cars were zooming by us) that some type of public education campaign is needed.

Is there some way the MPO could help out with this?

CF

From: (Stuart L. Richards 63)
Date: 10 Aug 2004 19:44:59 EDT
To: becka@VTBIKEPED.ORG
Subject: Re: Share the Road PSAs - give us your input!

--- You wrote:

1) By email - reply to this message. Send along your input, comments, questions, and constructive criticism!

--- end of quote ---

Becka,

I support your efforts to get grant money for sharing the road safely. I remain very concerned about the installation of guard rails which menace

cyclists because of their sharp upper edges and their location too close to the black top. These guard rails could be located farther from the black top so that full use of any shoulder that existed would be available to a cyclist. They also make guard rails without sharp upper edges that would not endanger cyclists.

Thanks for your efforts.

Stuart

From:

Date: Tue, 10 Aug 2004 21:42:58 EDT

To: becka@VTBIKEPED.ORG

Subject: Re: Share the Road PSAs - give us your input!

Becka:

I think the PSA is a great idea. I have been having a local crusade to educate pedestrians about walking against traffic here in Charlotte. The PSAs would help that as well as the bigger need of educating motorists and bicyclists about proper conduct on the road.

Not much more in the way of comments. I can serve as a contact to WNCS (104.7) or 101.7.

Jim Donovan

From: Jan McCleery <

Date: Wed, 11 Aug 2004 12:08:40 -0400 (EDT)

To: becka@VTBIKEPED.ORG

Subject: Re: Share the Road PSAs - give us your input!

I think the PSA's are extremely important to keep ALL of us, motorists, pedestrians and cyclists aware of our responsibilities. This effort is similiar to a "branding campaign" for an organization or institution. It tags the critical elements about sharing the road responsibly.

in the section on wear light color garmets with the release/distribution time line do you mean when daylight savings ends and standard time begins is the best time to release that message. As written it reads as though release is when daylight savings time begins??

Sorry was not able to respond to your late May request to contact the Northfiled news. I had too much on my plate prior to our big trip out

west. JMc

From: "GLEN EAMES" <
Date: Wed, 11 Aug 2004 14:55:42 -0400
To: <becka@VTBIKEPED.ORG>
Subject: Re: Share the Road PSAs - give us your input!

Hi Becca , Thanks for the opportunity to have input! In a P.S.A. I would remind motorists that bicycles are legitimate road vehicles, entitled the the use of the public road system, and are not inhibiting the flow of traffic but are part of the flow. I would remind bicyclists of the same, and their shared responsibility to act as a legitimate road vehicle by using safety gear,{ lights,helmets,reflective material, etc.} taking their place in the roadway responsibly,obeying traffic laws,making eye contact with motorists when possible, and signaling their movement intention with hand signals.I think unpredictable behavior is responsible for alot of accidents involving bikes and cars and a source of motorist irritation. I also feel that a "share the road" policy has to have a roadway that is "shareable",i.e. signage, lane designation,safe road surface, etc.Some communities hire professional consultants and arrive at this conclusion yet merely point to a sign that proclaims "Share the Road" as an effort in this direction. Thanks , Glenn PS How's it goin' in the Capitol? Been out on your bike much? Me ...not enough!

From: Jill Aspinall <
Date: Thu, 12 Aug 2004 10:26:14 -0400
To: becka@VTBIKEPED.ORG
Subject: Re: Share the Road PSAs - give us your input!

Hi Becca!

I'm bad at actually getting my thoughts into writing, but changing the paradigm on who the roads are for, is important. I strongly support getting your message out to all those who use the roads. Safety involves all of us, not only vehicle drivers. Pedestrians and cyclists have responsibilities, as well as rights. I hope spreading the word helps all of us think twice then share responsibly. I look forward to seeing and hearing PSA's in action.

Jill Aspinall

From: James Tasse <
Date: Thu, 12 Aug 2004 12:05:15 -0400
To: becka@VTBIKEPED.ORG
Subject: Re: Share the Road PSAs - give us your input!

Becka:

We've talked on this matter, but in short:

1. I believe this is a worthwhile effort to influence cultural attitudes towards cycling and walking.
2. I believe that the messages you've offered here are on target. Riding against traffic is a big one for me, 'cause there seems to be alot of it in Rutland County. The four points of the Bikesmart Curriculum might be something else to consider.
3. I would be happy to forward your PSAs to our local stations. Or if you have specific content, you could send a script and I could record it.
4. On the fund raising front, let's see, my efforts on your behalf, coordinating radio time for your ads, would run. . . . \$1000. If you want me to record your spots as well, and create a master CD that can be distributed statewide, add another \$3000 or so (billing at \$40 an hour--such a deal!).

JCT

From: Peter K Duval <
Date: Fri, 13 Aug 2004 07:00:41 -0400
To: VTBIKEPEDPOLICY-L@LIST.UVM.EDU
Subject: Re: Share the Road PSAs - give us your input!

Becka:

'Share the Road' is a message for motorists. The main purpose, of course, is to diminish the prevailing notion that roads are by and for cars, and to instill the understanding that cyclists are vehicles. (The side effect that cyclists figure this out is a nice bonus).

If defensive biking and walking advice, and -- worse -- admonishments to cyclists to 'behave well' or the message, 'It is your responsibility to be visible', are mixed with 'share the road' the fundamental purpose is at best obscured and the audience is confused. Motorists are invited to enumerate the many reasons why cyclists and walkers are at-fault.

This message confusion is illustrated within the initial posting. In the beginning, defensive walking/cycling are lumped together under the heading "About the Share The Road messages". Later in the post, a category for "Lights and Light Clothing PSAs" emerges. I say this bluntly to help the cause: If the key person in the state's key advocacy group is confused about what the message is, then you can be sure that Joe Six-Pack is not going understand that muddled message either.