

**AGENDA
PEDESTRIAN & BICYCLIST ADVISORY COMMITTEE
AUGUST 6, 2019**

**AGENDA ITEM #4F
OTHER BUSINESS**

COMMUNICATIONS PLAN

Draft 0.1 / 2 July 2019

Draft Preliminary Outline for a LPBAC Road Safety Communications Plan

Target audiences (within, or passing through, Lebanon City)

1. Pedestrians (adults, children, senior citizens)
2. Bicyclists (adults, children)
3. Motor vehicle drivers (of cars, pick-up trucks, vans, buses, heavy vehicles)
4. Students (Elementary, Middle and High Schools)

Key messages (to be developed)

1. Pedestrians
 - Make sure that a car is coming to a stop before crossing street, even in a crosswalk.
 - Stop, look and listen before crossing the street, even in a crosswalk
2. Bicyclists
 - Always wear a helmet
 - Bicycles have the same rights and responsibilities as motor vehicles on city streets (unless bicycles are specifically not allowed).
 - Be alert to surroundings,
 - Make sure that cars see you,
 - Use lights and reflectors for night riding
 - Many others mentioned within available brochures (some that were distributed at the Bike Safety Rodeo).
3. MV drivers
 - Always be ready to stop for pedestrians at a crosswalk,
 - Watch out for bikes (need to stay at least 3 feet away from bikers),
 - Bicycles have the same rights (and responsibilities) on the road as cars and have a right to be in the car lane.
 - Observe speed limits in areas with bicyclists and pedestrians
 - Other BWANH handout materials on "Be a Safe Driver"

Types of Educational Materials (including those used at Bike Safety Rodeo)

- Stickers, Brochures, Pamphlets, Posters, Bookmarks, Rulers, Bags

Message transmission methods

- Leb City website
- Farmers Market booth
- VNews articles/columns and VNews letters to the editor
- School lectures/courses
- Community Listservs
- Bike Safety Rodeo and "Curb the Car Day" (annual events)
- Facebook and other Social Media
- Radio station interviews and Radio station messages
- Lebanon Times Newsletter articles

Potential Collaborators

- All Lebanon City Departments (e.g. Planning and Zoning, Rec. and Parks, DPW, LPD, LFD)
- City Council
- NH DOT (including Bike-ped section & School Bike Safety Education Program)
- New Hampshire Highway Safety Agency
- Childrens Hospital At Dartmouth (CHaD)
- Dartmouth-Hitchcock Community Health Section

- Dartmouth Injury Prevention Center
- Alice Peck Day Hospital
- Mascoma Savings Bank
- SAU88 (and L.H.S., L.M.S., H.S.S. and Mt Leb School administrations)
- Joint efforts with Hanover PBAC
- BWANH
- UVMBC
- League of American Bicyclists
- Omer & Bob's
- Vital Communities
- Rotary
- Lions
- Other commercial enterprise sponsors (e.g. L.L. Bean, Co-op)