

Minutes

Winston-Salem Bicycle/Pedestrian/Active Mobility Advisory Committee Meeting

January 12th, 2022, 9:00 A.M.

Webex Meeting

Voting Members Present:

Greg Errett

Carol Hoover

Michael Hosey

Donna Jones

Sharon Nelson

A.J. Smith

Joshua Swift

Staff Present:

Ed McNeal, City of Winston-Salem Marketing and Communications

Kelly Garvin, City of Winston-Salem DOT

Matthew Burczyk, City of Winston-Salem DOT

Action Items

1. Consideration of the December 8th, 2021 meeting minutes

Presented by Chairperson Sharon Nelson

MOTION: A.J. Smith

SECOND: Greg Errett

VOTE:

FOR: Unanimous

AGAINST: None

Information Items

2. City of Winston-Salem Marketing and Communications Department – Bicycle and Pedestrian Education Campaign (Ed McNeal, Marketing and Communications Director)

- Ed McNeal opened the discussion with an introduction to the City's Marketing and Communications Department, which includes graphic designers, videographers, writers, and communicates through television, the website, mailers, social media, and radio.
- Sharon Nelson discussed some of the identified needs, including campaigns to address the increase in pedestrian-related crashes and public awareness of CityLink and other city resources to address issues.

- Ed McNeal shared that they are working with the Police Department on a campaign to address the pedestrian crash issue
- Ed McNeal suggested that the BPAMAC work with the staff liaison to share priorities with the Marketing and Communications Department
- Carol Hoover shared that May is National Bike Month, which would present an opportunity for outreach activities
- Matthew Burczyk offered to compile past education materials developed with the Marketing and Communications Department and send them to committee members

3. Bicycle and Pedestrian Advisory Committee Research (Sharon Nelson, Chair)

- Sharon Nelson opened the discussion and introduced Carol Hoover's recent discussion with the City of Charlotte's Bicycle Advisory Committee (BAC)
- Carol Hoover Described the Charlotte BAC composition and efforts
 - 3 representatives from the county
 - 6 representatives from the city
 - 3 at-large representatives
 - Meetings are held during the week, 6:30-8:30pm
 - Primary goal is to build partnerships across the city and county
 - Presentations from various department heads throughout city and county government to identify overlap in mission and then work to support those partnerships. This effort has helped generate respect for the BAC.
 - Lobbied to increase budgets for bicycle and pedestrian projects
 - Most important partners
 - Sustain Charlotte – Non-profit organization with regular attendance at BAC meetings
 - Open Streets 704 – Non-profit focused on planning and conducting open streets events throughout Charlotte
 - Most significant achievement
 - Moving from a 1st generation committee to a 2nd generation committee
 - 1st generation committee is focused on grassroots advocacy activities
 - 2nd generation committee is focused on communication and coordination with elected officials and department heads to make budget and policy changes
- A.J. Smith asked about the reasons for the active involvement in the committee by so many residents and non-profit organizations
 - Carol Hoover responded that the Charlotte community has an active culture with a strong focus on cycling

4. Calendar of Activities and Committee Member Updates (All)

- Matthew Burczyk provided information about NCDOT's Bicycle Helmet Initiative
 - Organizations can apply for free bicycle helmets for children
 - Applications are due February 4th
 - For more information, visit the Bicycle Helmet Initiative website:
<https://www.ncdot.gov/initiatives-policies/safety/bicycle-helmets/Pages/default.aspx>