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## December Meeting Minutes

December 15, 2016

Attending were Mark Deshon (chair and resident), Susan Grasso (resident), Al Porach (resident), Karen Rosenberg (resident), Lauri Webber (resident), Heather Dunigan (WILMAPCO and Newark Bike Project), John Bare (Bike Delaware), Joe Spadafino (City of Newark/Parks and Recreation), Paul Moser (DelDOT), Mike Fortner (City of Newark/Planning), Ofc. Richard Leary (University of Delaware/Police), and Tom Coleman (City of Newark/Public Works and Water Resources).

Regrets: Ban Phommachanh (University of Delaware/Parking), Karl Hassler (resident), Brian Bahnson (resident), Barb Hughes (resident), Sean Watson (resident), and Joel Schwaber (non-resident)

- *Progress report from ad hoc NBC organizational subcommittee*

Susan Grasso reported that, though the group has started a conversation and has started a working document with regard to BikeNewark (our new name) and establishing 501(c)(3) status, the subcommittee has not made real progress since the last NBC committee meeting.

Concerning insurance, Lauri Webber asked if First Friday Rides could potentially be insured by the City of Newark, if the City would help sponsor the event. Joe Spadafino said that because it is not an official City of Newark event, this would not be possible. He mentioned that there are some strings attached to being covered by event insurance that might not make it feasible for the ride organizers to deal with effectively (such as needing to know who's participating). Susan said that by way of a prepared and printed statement, we've simply been making participants aware that they bear all risk associated with the event. Of course, we all acknowledged that this would not prevent someone from suing, if something happened during one of the rides.

- *Logo drafts for consideration*

Having seen what the UD Visual Communications students had offered at our previous meeting, Mark Deshon came prepared with three BikeNewark logo design prototypes for the committee to consider.



Questions were raised about the applicability of these designs for shirts and other instances where the background might not be white. Mark said he'd find a way to address those issues with whichever basic *design* was preferred. A few liked all three, but there seemed to be either a strong feeling for the choice that was much like the current logo (for this purpose, it'll be referred to as the "round design"), which was created by Heather Dunigan, or relative ambivalence about which choice is better.

With the round design, it was noted that the blue color tends *not* to reproduce accurately on all output devices, and, in fact, with the copies made at WILMAPCO, the blue had rendered as more purple—not what was intended. There was also a question about the legibility of the tagline ("Moving Bicycling Forward in Newark, Delaware") around the bottom of the circle. Most thought the color should be lightened to enhance its legibility.

[Note: Improvements to the blue color and the legibility of the tagline are shown in the above example.]

Some thought the tagline should not be an actual element of the logo, as was the case in the other two examples (which we'll refer to here as the "rectangular" and "free-form bike-lane symbol" approaches). At least one person did like the fact that the tagline was part of the design.

Mark agreed to bring a few variants of the round design to the next Communication subcommittee for them to narrow down to a preference to present at the January BikeNewark meeting. [Note: As of 2017, we'll be using the chosen organizational name "BikeNewark" and no longer referring to our entity as the Newark Bicycle Committee.]

- *Quick subcommittee updates*
  - *Communication subcommittee*

Karen Rosenberg said that the subcommittee hadn't met during the past month, but she urged us to continue posting to the committee's Facebook page and sharing those posts to help drive traffic.

Mark mentioned that, having followed up from the last NBC meeting, he had given Bike Delaware's James Wilson two choices of how we could make use of the domain name BikeNewark.org, which Bike Delaware currently owns. James emailed Mark back to say that Bike Delaware would prefer to keep the domain and have it point to our new site, parts of which are still being developed but accessible at *bikenewark.wordpress.com*. Mark asked John Bare, who had been copied on these emails, to look into what can be done to expedite a first-of-the-year launch of the new BikeNewark site.

We agreed to hold our next subcommittee meeting on Thursday, December 29, at a place and time TBD.

○ *Education/Encouragement subcommittee*

Susan reported that there were 19 riders who participated in the December First Friday Ride and that the next one would be held on Friday, January 6, with Catherine Rooney's being the post-ride gathering location.

Susan said that the subcommittee is continuing its work with UD Visual Communications on a civility campaign that would culminate with a weeklong emphasis during the first week in May (national bike month). Initial plans are to incorporate a bicycle safety checkpoint (Bike Central) on Wednesday, May 3, and a First Friday Ride on May 5, having encouraged students to participate in each event. The subcommittee is also engaging the UD Student Government with respect to this weeklong emphasis as well. Susan went on to say that Lauri Webber has identified a sponsor—First State Velosport—that will donate \$500.

Tom Coleman said he'd recently had a conversation with Councilman Ruckle, who had introduced the idea of requiring bicyclists to register their bikes and carry insurance. Tom tried to explain to him why that wouldn't work. Susan chimed in that there was even an article that had been published recently that talked about why this was not a good idea. She'll share that with Tom. Joe also indicated he thought the costs for such a plan would be astronomically prohibitive.

We talked then about helping Councilman Ruckle, who is a real estate agent, understand the major economic benefits of a bicycling culture and infrastructure within a community, something about which we thought he ought to already be cognizant. It was agreed that we may need to reach out to him with a modified version of the PowerPoint presentation that Kirsten Jones created and that she, Karl Hassler, and Mark had presented to Council nearly a year ago. There's a lot of information to be gleaned on this subject via the Urban Land Institute as well.

○ *Safety and Enforcement subcommittee*

Barb Hughes couldn't make the meeting, so Susan reported for the subcommittee based on notes that Barb had sent. The subcommittee met yesterday tried to take on an ambitious agenda. In addition to members of NBC, Lt. Fred Nelson (Newark Police), and Ofc. Emmitt Robinson (UD Police), John Morgan (UD professor) and Grace Pederson (UD Student Gov't) participated.

At the outset, three “goals” for the subcommittee were stated, the summary of which is how to safeguard both cyclists and pedestrians and provide reasonable enforcement without discouraging or dissuading bicycling as a mode of transportation. Discussed were ordinance proposals (dealing with bicyclists on sidewalks and use of cell phones while riding), NBC-proposed contraflow lane on E. Main that would help southbound cyclists negotiate getting from N. College Ave. to S. College Ave. without entering the Trabant patio area (an area now restricted to pedestrian travel), and examining prioritization of enforcement by behavior/violation.

After some discussion, the subcommittee and others present agreed to table any potential recommendations to the Traffic Committee regarding bicycles on sidewalks until we have provided better infrastructure and education.

With regard to the two options brought forth for our review and discussion by Lt. Fred Nelson, who himself is on the Newark Traffic Committee, he felt that specificity is better in this particular ordinance. After much discussion, the subcommittee and others present were amenable to Option 1 of the proposed Newark Cell Phone Ordinance (see suggested added wording in italics below).

Sec. 20-243. General regulations for bicycles, human powered vehicles, and play vehicles....

*(i) Using electronic communication devices. No person operating a bicycle shall use an electronic communication device while the bicycle is in motion.*

*(1) Electronic communication device shall mean a cell telephone, personal digital assistant, electronic device with mobile data access, laptop computer, pager, broadband personal communication device, two-way messaging device, electronic game, or portable computing device.*

*(2) Use shall mean holding in a person’s hand or hands and electronic communication device while:*

- a. Viewing or transmitting images or data;*
- b. Playing games;*
- c. Composing, sending, reading, viewing, accessing, browsing, transmitting, saving or retrieving e-mail, text messages, or other electronic data; or*
- d. Engaging in a call.*

Susan said that the subcommittee and guests present also discussed the proposed contraflow bike lane option on the short stretch of East Main Street between North College Avenue and South College Avenue. Lt. Nelson said that when DelDOT presented the proposal to the Traffic Committee, it did so with the understanding that bicyclists and cars would have the same green light phase, which Lt. Nelson and this subcommittee feels is an unsafe option.

At the subcommittee meeting, Mark asked whether the proposal would be acceptable if there were some lead time (~5 sec.) built into the current pedestrian scramble time for bicyclists alone to move through the intersection onto the contraflow bike lane, which would help safeguard all modes (similar to a “protected” approach that is one of the options being explored for signalization of the Delaware Avenue two-way protected bike lane). All were amenable to this solution if DelDOT can come up with the appropriate bike signalization.

The subcommittee also concluded by discussing poor bicyclist behavior, which resulted in a recommended a list of egregious violations that need to be addressed with enforcement in order to advance our common goals:

- a. Not yielding to pedestrians
- b. Not letting pedestrians that a cyclist is approaching from behind
- c. Riding with headphones in both ears
- d. Riding the wrong way on a bike lane when a bike lane in the opposite direction exists
- e. Riding on sidewalks on E. Main Street between Tyre Street and South College Avenue
- f. Not stopping at red lights
- g. Riding without lights at night

During NBC's discussion of enforcement policies with regard to less egregious violations, Ofc. Richard Leary asked, "At what point do we not enforce the law as to not discourage anyone from biking?" We all seemed to agree that this is a difficult question to answer as it is somewhat of a gray area in that police officers themselves have some degree of latitude and discretion when it comes to whether to issue citations or warnings. The instance of Barb Hughes's data research on bicyclist citations came up; she discovered that hers was the only non-complete-stop violation cited this year.

At that point, John said that Bike Delaware is getting ready to introduce legislation, having strong support from DelDOT's Mark Luszcz, to approve the concept of the "Idaho stop," at stop signs (but not at red lights). He indicated that the Delaware Bicycle Council is "marginally" supportive of this.

o *Engineering subcommittee*

Mark reported that Christopher Kitson and Lauren Williamson, two UD undergraduate students who are involved in the student chapter of EWB, presented some slides on their approach to a Downes Elementary School-specific set of criteria for evaluating safe routes to school (SRTS). They also presented handouts that further outlined these criteria, breaking them down into two major parts—roadway straightaways and intersections—and three sub-criteria within each—general child-safety requirements, bikeability-specific, and walkability-specific. The subcommittee members present agreed that we need to review and rate these criteria and optimize for the school's children as part of this ongoing project.

Subcommittee members also looked at two handouts, one showing mockups of mini traffic circles at two intersections on Orchard Rd. and the other a sample of what a wayfinding information sign might look like for a specific location within a citywide low-stress bikeway.

For initial discussion purposes, we identified a particular "loop" of existing low-stress streets for which we could begin to design wayfinding examples. We settled on (in clockwise movement) Chrysler Ave. (from Elkton Rd.)-Apple Rd.-Ritter Lane-Orchard Rd.-Delaware Ave.-Pomeroy Trail-Hall Trail-Chrysler Ave., noting that wayfinding to Suburban Plaza would be desired. The following criteria for wayfinding still need to be addressed as part of the subcommittee's work.

- Placement (Location) and Type
- Content (Information/Directions)
- Appearance (Design)

After Mark's report, Susan asked if the subcommittee should be doing anything about the Cleveland Avenue project at this point. Tom spoke up and said that things are moving along well and that DelDOT has finished its data analysis on a "Florida-T" at the intersection of Cleveland Avenue and Kirkwood Highway, and it has concluded that there would be a whopping 7-minute time saving for through traffic heading east from Library Avenue onto Kirkwood Highway. Tom noted that Rep. Ed Osienski is even on board with this, after having expressed initial reservations with regard to the Florida-T on behalf of the community he represents who reside on the south side of Kirkwood Highway.

Mark asked about a solution for the residents living on the north side who want to head east on Kirkwood Highway or access the neighborhood on the south side. Tom said that the solution proposed was that those residents would simply drive to Main Street and make a U-turn.

- *One talking point to feed Mayor Sierer for January City Council meeting*

Joe suggested that we might have the Mayor make the formal announcement of our new organizational identity as BikeNewark. This seemed suitable to everyone present. Mark commented that the January 23rd meeting would be the best timing for this announcement at City Council because it affords us additional time to finalize more decisions (see initial agenda topic).

- *Old or new business*

Heather posed a question about plans for the extension of Delaware Avenue to Marrows Road based on her recent reading of a *Newark Post* article. Tom said that this extension of Delaware Avenue would not be a public street but a developer-built and -maintained through street. Tom says this will all have to be approved by the Planning Commission, however. Plans are for shop fronts along this extension. Susan asked about bike lanes, and Tom noted that applying bike lanes on either side of the street would be preferable and would make sense with the planned bike lane configuration along Delaware Avenue just west of the Library Avenue intersection.

Lauri said that it would be nice to advocate for City-maintained bike-repair stands as well as a smart phone app to show where these and the UD stands are located. Mark asked Joe about the possibility of using some of the profits of the Mayor's Fun Ride for such a purpose. He said he'd look into it. Tom said he thought a good location would be where the Pomeroy Trail crosses East Main Street. Joe added that the Pomeroy Trail and Hall Trail could both use some bike-repair stands.

BikeNewark's next meeting will be on Thursday, January 19, at 4 p.m. at WILMAPCO.  
Call-in #302-737-6205 x126.