

CITY OF MERCED
Development Services

TO: Bicycle and Pedestrian Advisory Commission
FROM: Michael Hren, Principal Planner
DATE: June 23, 2020
SUBJECT: Public Relations Request

BACKGROUND

On May 3, 2020, Mr. Joe Brucia sent an email to the Planning Department proposing that the Bicycle and Pedestrian Advisory Commission develop a public relations campaign on the proper safety procedures of sharing pathways.

DISCUSSION

The Commission should discuss the contents of Mr. Brucia's recommendation, attached, and any action the Commission would like to take regarding public relations and messaging.

ACTION

None required.

ATTACHMENTS

1. Email from Mr. Joe Brucia, dated May 3, 2020

From: Joe Brucia <2wiseacre@gmail.com>
Sent: Sunday, May 3, 2020 11:58 AM
To: planningweb <planningweb@cityofmerced.org>
Subject: Please forward to Bicycle Advisory Commission

As you probably know, the Merced bike paths probably have more walkers than bicycle riders. My closest path, the Black Rascal Bike Path near Rahilly Park is busier than ever (I walk it 3X a day & ride it once a day). The number one complaint among walkers is the fact that bicycle riders do not warn the walker when they are approaching. One hears "on your left" (common in coastal cities) very, very rarely. Many of the walkers are senior citizens (I'm 77) who cannot hear a bike approaching. And some of the approaching riders ride fast. Especially the UCMerced students and those riding electric scooters.

RECOMMENDATION: From reading the commission's minutes, it does not appear that you have much on our agenda. *Here is a project you might consider:* Develop (or, expand) a public relations campaign on the proper safety procedures of sharing the paths. Get the message out! But remember, in 2020 it is not just a message in a newspaper few read. The message needs to be on webpages and newsletters of Merced companies, organizations, agencies, churches, schools, etc. Start with Merced Connect, and UCMerced's student web page. Perhaps a few signs and posters would also be effective.

I hope this recommendation will at least be enough information to start a conversation. Good luck!

Joe Brucia
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