



City of Cambridge Police Department

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Robert C. Haas
Police Commissioner

Robert W. Healy
City Manager

October 11, 2011

Robert W. Healy
City Manager

Re: Council Order No. 29 dated September 12, 2011

Dear Sir:

As requested I am responding to the above council order regarding the increased enforcement against bikers that endanger pedestrians while providing bike regulations to a wider audience including media outlets.

The department has conducted roll call training for officers regarding the ordinance of biking on sidewalks in the business districts as well as the enforcement of violations by pedestrians, motorist and bicyclist. During the summer months, the department designated assignments to address the issue of the enforcement of bicycle violations. The increased presence in Central Square prompted a number of residents to inquire on the biking violations. The department attended various meetings with the Central Square business owners and the Red Ribbon Committee. We utilized these opportunities to inform community partners of our efforts and suggest posting the educational brochures for patrons. This effort continued throughout the summer months with an education campaign and enforcement¹.

During the month of September, the department received a grant from the Executive Office of Public Safety from the Governor's Highway Safety Bureau to address the issue of Pedestrian, Bicyclist and Motorist safety. As a result, the department launched the Cambridge Police Roadway Safety & Enforcement Campaign. This new enforcement effort is part of a continued push to promote and ensure the safety of all bicyclists, pedestrians, and motorists in the City of Cambridge. Police were deployed to busy intersections across the city, with an emphasis on crosswalk, bicycle, pedestrian and motorist safety. Those who fail to obey Massachusetts General Laws or the City of Cambridge Ordinances will be stopped and cited accordingly. This effort will focus on motorists, bicyclists, and pedestrians as everyone has a responsibility to follow the rules of the road.

¹ The department's response to Council Order No. 4, dated 6/27/11 describes the enforcement and education plan to address bicycle violations.

The timeliness of this grant provided the opportunity to design a safety brochure encompassing all necessary information for safe traveling in the city. In addition, the grant provided funds to designate specific enforcement assignments to address travel safety for pedestrians, bicyclists and travelers on mopeds. These assignments were to enforce the violations of bicyclist, pedestrians and motorist. In addition to the increased presence in Central Square, the department posted message boards informing travelers of the rules governing bicycling on the sidewalks and streets.

We provided safety brochures to pedestrians, bicyclist and motorist who were in violation of the said rules as well as to residents interested in the safety program. The department continues to address this issue through education, enforcement and public notice. The department contacted various media outlets and issued a press release on this issue that was featured in the Chronicle, Metro and other news sources for enforcement efforts surrounding biking and safety in Cambridge. In addition, the department posted public service announcements on Twitter, Face book and Citizen Observer. Attached is a copy of the various media stories related to this issue. We believe that through education, enforcement and designated directed patrols, we will encourage travelers to adhere to the rules of Cambridge.

If you require additional information please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert C. Haas". The signature is fluid and cursive, with the first name "Robert" being the most prominent part.

Robert C. Haas
Police Commissioner

RCH/cg

Media Outreach for Cambridge Police Roadway Safety & Enforcement Campaign

(9/21) Boston.com/Cambridge -

http://www.boston.com/yourtown/news/cambridge/2011/09/cyclists_racking_up_citations.html

(9/19) Metro Boston –

<http://www.metro.us/boston/local/article/973990--cambridge-cops-put-squeeze-on-unyielding-bikers>

(9/19) Cambridge Chronicle -

<http://www.wickedlocal.com/cambridge/news/x1804874721/Cambridge-Police-launch-roadway-safety-and-enforcement-campaign#axzz1aUGrBHiF>

(9/19) WCVB-TV –

<http://www.thebostonchannel.com/news/29227406/detail.html>

(9/19) CPD Website -

http://www2.cambridgema.gov/CityOfCambridge_Content/documents/PressRelease_Roadway_Safety_FINAL.pdf

Pedestrian Safety PSA, Cambridge Police YouTube page -

http://www.youtube.com/cambridgepolice#p/a/u/1/yx1qWga_Jb8

(also aired/is airing on CITY TV-8, CCTV, and School Dept Channels)

There was also an interview/report on WBZ-Radio on 9/19 and the information was posted on our Twitter & Facebook pages as well.

Cyclists rack up more than 250 citations in Cambridge as cops crack down

Posted by Brock Parker

September 21, 2011 02:57 PM

By Brock Parker, Town Correspondent

Cambridge Police have issued more than 250 tickets to bicyclists since Monday in a coordinated enforcement program across the city.

Cyclists are being issued city ordinance violations for everything from running red lights, to failing to stop for pedestrians in a crosswalk and riding a bicycle at night without a light, said Cambridge Police Spokesman Dan Riviello.

Central Square has been a major focus of the enforcement effort with a large police presence in the area, but Riviello said police have been stepping up enforcement across the city.

Not including citations issued today, which are still being processed, Riviello said the city has also issued approximately 65 warnings and citations to motorists as part of the police department's enforcement efforts.

Cyclists, pedestrians and motorists who have been cited since Monday have also been receiving roadway safety pamphlets from police. Riviello said the city used grant money from the state Executive Office of Public Safety and Security to print the pamphlets.

"Commuting in an urban environment can be dangerous," said Cambridge Police Commissioner Robert Haas, in a press release this week about the enforcement efforts. "That is why we are committed to enforcing all applicable laws and educating the public about best safety practices to ensure that everyone who travels in Cambridge can feel confident about their safety."

Cambridge Police have also produced a public service announcement on pedestrian, bicyclist and motorist safety that can be viewed at www.youtube.com/CambridgePolice.

The roadway safety pamphlet is also available online at http://www2.cambridgema.gov/CityOfCambridge_Content/documents/Pamphlet_PedBikeMopedSafety_FINAL.pdf.



Cambridge cops put squeeze on unyielding bikers

MICHAEL NAUGHTON/METRO

19 September 2011 09:13

Apparently even riders in bicycle-savvy Cambridge need some help remembering to squeeze the brake and obey the rules.

And now Cambridge police have stepped in.

The police department yesterday launched a safety initiative intended to ensure the safety of motorists, cyclists and pedestrians.

"Commuting in an urban environment can be dangerous," said Police Commissioner Robert Haas.

As part of the new safety effort, police targeted riders in Central Square. In less than three hours, scores of tickets were issued, many for running a red light.

Police are expected to continue the enforcement effort across Cambridge throughout the week.

"What we've seen and what the community has told us is that this is an issue that needs to be addressed," said Dan Riviello, a Cambridge Police Department spokesman. "There are lots of people, it's very congested and people need to know the rules of the road."

While Cambridge has the reputation of being a bicycle-friendly city with an ever-growing mileage of bike lanes, the initiative comes at a time when a state Department of Transportation report found that the city is home to eight of the top 10 bicycle crash clusters in Massachusetts.

The city's bicycle population could also significantly increase as leaders are examining the expansion of Boston's bicycle-

Anil Gurcan, who bikes from Brighton to Cambridge for work, said that while Cambridge's expansion of bike lanes helps, awareness.

"Cars being aware of cyclists and cyclists being aware of pedestrians, that would be the key ... we all share the road," he

More on bikers:

Motorized bike ban causes ire

A movement is afoot for bicycle safety

The sights and sounds of Bike Week 2011



NICOLAUS CZARNECK
Cambridge police are
includes those who ru

Cambridge Police launch roadway safety and enforcement campaign

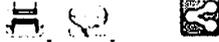
By Staff reports

Wicked Local Cambridge

Posted Sep 19, 2011 at 11:59 AM

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Cambridge — Beginning Sept. 19, Cambridge Police will launch a coordinated traffic enforcement and roadway safety campaign across the city. This new enforcement effort is part of a continued push to promote and ensure the safety of all bicyclists, pedestrians, and motorists, according to a press release.

"Commuting in an urban environment can be dangerous," said Police Commissioner Robert Haas. "That is why we are committed to enforcing all applicable laws and educating the public about best safety practices to ensure that everyone who travels in Cambridge can feel confident about their safety."

Police will be deployed to busy intersections across the city, with an emphasis on crosswalk safety. Those who fail to obey Massachusetts General Laws or City of Cambridge ordinances will be stopped and cited accordingly. This effort will focus on motorists, bicyclists, and pedestrians as everyone has a responsibility to follow the rules of the road.

For more information on pedestrian, bicyclist, and motorist safety, watch the public service announcement available on [their YouTube page](#). A [roadway safety pamphlet](#) is also available at the police department or online.

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