



# City of Cambridge Police Department

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**Robert C. Haas**  
*Police Commissioner*

**Robert W. Healy**  
*City Manager*

October 14, 2011

Robert W. Healy  
City Manager

Re: Council Order No. 4 dated June 27, 2011

Dear Sir:

As requested I am responding to the above council order requesting enforcement action for bicycles traveling on sidewalks in Central Square. The Police Department embarked on an educational and enforcement initiative in addressing bicycles riding on the sidewalks not only in Central Square, but in all of the designated bike restricted areas within the City.

The first phase of the initiative was an educational and awareness opportunity to remind residents and bicyclists that the sidewalk bike restrictions are in place to protect both bicyclists and pedestrians from danger. It also allows people to move freely about the sidewalks in the business districts without fear of being struck and possibly injured by a passing bicyclist. During this phase, officers were specifically assigned to sidewalk enforcement in Central and Harvard Square. The officers assigned were given bicycle safety informational flyers to pass out during the sidewalk enforcement. Officers stopped and spoke to cyclists riding on the sidewalks and discovered that the vast majority were not aware of the restriction even though signage and sidewalk markings indicated the prohibition was in place.

On June 29, 2011, the Police Department Communications Specialist, Daniel Riviello, sent a Community Information Alert regarding "Bicyclists and Sidewalk Safety" through Citizen Observer, Facebook and Twitter. In addition to the social media postings, the Police Department's portable electronic variable message board was stationed at locations along Mass Avenue in the Central Square area with a flashing message stating, "No Bike Riding on Sidewalks in Central Square".

In response to the concerns regarding the visibility of the signage and road markings, a walk through was conducted of Central Square in early July with staff of the Traffic, Parking & Transportation Department. During the walk through, we identified sidewalk locations in need of “no bike on sidewalk” stencil markings. The new stencil markings have been installed at all of these locations.

During the second phase of the initiative, which began during the last two weeks of August, Traffic Enforcement Officers, Community Relations Officers and Patrol Officers participated in high visibility bicycle enforcement along Mass Avenue in the Central Square area. The primary objective of the enforcement was to engage as many bicyclists as possible with the objective of educating bicyclists on their responsibilities in following the rules of the road. The high visibility enforcement resulted in over 500 cyclists being stopped and issued not only a City Ordinance violation form, but also a Bicycle Safety Tip Flyer which included a tip about not riding on the sidewalks in the City’s Business Districts.

The department has conducted roll call trainings to inform police officers working in the Business Districts to stop and engage bicyclist observed riding on the sidewalks.

If you require additional information please contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert C. Haas". The signature is written in a cursive style with a large, stylized initial "R".

Robert C. Haas  
Police Commissioner

RCH/bk