



Bicycle & Pedestrian Committee

City of Watertown
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COMMITTEE MEMBERS

JAMIE BURKE, CHAIR
EILEEN BOTTI
SHEILA FAY
TOM FLOROS
SHANTA KELLER
AMY PLOVNICK
HANNAH RAKOFF
MARIA SAIZ
JENNY WANG

MEETING MINUTES

The **Bicycle & Pedestrian Committee met hybrid on Monday February 3, 2025, at 7:30 p.m.** Present: Jamie, Sheila, Maria, Eileen (Zoom), Jenny & Hannah; Zeke Mermell & Tyler Cote (City staff); not present: Amy, Shanta, Tom.

Acceptance of January 2025 meeting minutes: so moved & accepted.

Introduction of Bike-Ped Committee members for Public Engagement Specialist Tyler Cote.

1. Working Groups discussion:
 - a. **Website:** Tom not here, skip there
 - b. **Live Well Watertown:** Jamie has a meeting with Stephanie Venizelos (LWW Director) coming up to discuss collaborations. Also, re: Resilient Watertown, Laurel Schwab would like to come to a meeting to update, possibly April WBPC meeting.
 - c. **WBPC branding:** Jenny redid logo. We like the figures within the logo all going in one direction. Jenny will play with them some more.
2. List of events where we could do bike racks, all City events, most at Commander's Mansion. Some could be staffed, others possibly unstaffed. City coordinator possibly pick them up. Zeke will send around list with notes from City staff. Leave space for other events not on the list.
3. **Discussion ("meet & greet") with Tyler Cote, Watertown Community Engagement Coordinator:**
 - a. About 1 year in position. Trying to build trust and get underserved populations included. Does lots of projects with different departments. Does Watertown Chats around the city – lots of insights.
 - b. How can WBPC work with him to get word out? Build communication strategies around tent poles: what do we want residents to take away from what we do? Always be the author but don't need to be the messenger. Use the community map. Set short-term and long-term communications goals. Snow shoveling message: Keep Watertown safe and accessible. Laura Wiener had started sending out monthly short messages to people who signed up (Zeke continues this). Possible: give people info on transportation options.

- c. How do you monitor effectiveness of communication? No perfect way with resources at our disposal.
 - d. What segments reach the best, and what need more outreach? Tyler: trying to reach more about non-English speaking residents. Most connected: families closely connected to the schools. Website is the backbone of information. Transportation page on the website. Can we share something to the communication team that they can send out. Social media contest? Talk/events at the library? Signing up for notifications from the City is confusing. Team is aware of that but transitioning from that will take work. Website getting soft reset. Constituent coordinator works with 311. If issues, connect directly with them. SeeClickFix issues that might go to the police seem to get lost. Snow shoveling goes to Code Enforcement. Sidewalk issues go to DPW. New input in SeeClickFix is around BlueBikes stations, including where new ones should go. How much coordinate with other cities/towns? Tyler: not that much, other departments do more. Coordinating with other cities' bike/ped. Mt. Auburn Street project: Tyler & Laura Murray doing lots of communication about it with MassDOT.
 - e. Is transportation a topic at Watertown Chats? Lots of the Chats have revolved around Watertown Square. Recent question about the WATConnector shuttle – and when it runs? Any general insights about transportation we could give to Tyler so he could have at the Chats.
- 4. If DPW sends out “Dear Occupant” trash schedule, could they send out info on snow shoveling?
 - 5. WBPC’s City Council presentation: one last Working Group meeting 3/11/25, and Council presentation: Zeke working to get us on 3/25/25 Council meeting. Jenny is working on graphics.
 - 6. New business: Lexington (or Arlington?) is interested in doing a Paul Revere commemorative ride for May 17 (or Patriot’s Day?). More info might be coming.
 - 7. Wednesday 2/5/25: Zeke represents Watertown on MassDOT’s Newton Corner long-term planning study- <https://www.mass.gov/newton-corner-long-term-planning-study>. Residents & WBPC members can send Zeke info/feedback/input.

UPCOMING EVENTS:

- **3/3/25: 7:30pm: next Bike-Ped Committee Meeting**