Communications Strategy for Bicycle & Pedestrian Program

Adam Hammons – TxDOT Media Relations
What are going to talk about?

1. Avenues to engage with the public

2. Content ideas

3. Discussion
Social Media Engagement

- **Twitter**  
  (100K followers)

- **Facebook**  
  (250K followers)

- **Instagram**
Social Media Engagement

- LinkedIn

Did you know TxDOT updated its Bicycle Accommodation Design Guidance? Check out resources for engineers and planning professionals: [https://bit.ly/3chqhp1](https://bit.ly/3chqhp1)
TxDOT.gov home page

HELP
#EndTheStreakTX
End the streak of daily deaths on Texas roadways.
Other options

▪ News stories

▪ Internal Communication
Content Ideas

**Education**
- Safety issues
- Laws
- Safe practices

**Resources**
- Bike maps
- Guidance

**Projects**
- Recently completed
- Upcoming

**Web page**
PSA’s

Testimonials

*Testimonials and funny videos create the most engagement on social media.
Images and graphics

End the streak of daily deaths on Texas roadways.

Let's end the streak of daily deaths on Texas roadways before...

#EndTheStreakTX

#EndTheStreakTX
Discussion

- What topics would you like to see promoted?
- What messages might be good as a PSA?
Discussion

- Social media influencers?
- Any other thoughts or ideas?
Texas Transportation Commission
Safety Task Force:
Pedestrian & Bicycle Safety Subcommittee Update
January 14, 2022
Presentation agenda

1. NCTCOG Pedestrian Safety Action Plan

2. UTCTR Statewide Pedestrian Crash Analysis

3. Next steps

4. Discussion and possible action
GOAL: To work with subcommittee members and the Bicycle and Pedestrian Advisory Committee (BPAC) to identify data-driven, outcome-focused recommendations to the Safety Taskforce on a series of actions that hold promise to effectively reduce pedestrian fatalities.

What does this mean?

Ideally, the goal is to identify a set of pedestrian countermeasures, by reviewing research, planning, and analysis and engaging stakeholders, that could be recommended or applied in similar contexts across the state.
Pedestrian and Bicycle Safety Subcommittee recent activity

2021

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>Kickoff Meeting</td>
</tr>
<tr>
<td>September</td>
<td>Presentation on UTEP Research on causes of pedestrian and bicycle crashes in DFW</td>
</tr>
<tr>
<td>October</td>
<td>Update presentation to BPAC</td>
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</table>

2022

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>November</td>
<td>Presentation on NCTCOG’s Pedestrian Safety Action Plan</td>
</tr>
<tr>
<td>January</td>
<td>Update presentation to BPAC</td>
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<tr>
<td></td>
<td>Presentation on UT CTR Research on statewide pedestrian countermeasures</td>
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</table>
PSAP Key Elements

1. Identify demographics and contributing factors to crashes
2. Create crash density maps
3. Refine high-risk pedestrian safety corridors
4. Identify goals and policies to support a vision zero
5. Develop action plan to guide projects and programs that will address pedestrian safety issues

Foundation

- Used UTEP-developed methodology for: a) data analysis and b) corridor targeting

Result

- With additional detailed review and collaboration with local governments, NCTCOG identified 105 Pedestrian Safety Corridors
Areas examined for high-risk crash corridors
NCTCOG Metropolitan Transportation Plan (MTP) 2045

Goals:

- **Eliminate** all serious injury and fatal pedestrian crashes across the region by 2050
  (Supports RTC and the TxDOT/TTC safety goals)

- **Balance the safety and needs** of all users of all ages and abilities in the transportation system design, maintenance and operation phases, with priority given to the most vulnerable users

- **Provide a high level of comfort** in the design, construction and maintenance of transportation facilities

- **Integrate** within roadway design the most direct facility alignments that prioritize safe pedestrian movements

- **Implement** all reasonable pedestrian safety countermeasures to achieve adopted regional safety performance targets
<table>
<thead>
<tr>
<th>Action item group</th>
<th>Action items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education/ Evaluation/ Encouragement</td>
<td>Develop performance measures</td>
</tr>
<tr>
<td></td>
<td>Coordinate/support educational programs/campaigns</td>
</tr>
<tr>
<td></td>
<td>Coordinate/support policies, programs and marketing campaigns</td>
</tr>
<tr>
<td></td>
<td>Update the Plan at least every five years</td>
</tr>
<tr>
<td></td>
<td>Conduct annual monitoring</td>
</tr>
<tr>
<td>Engineering</td>
<td>Facilitate projects and programs that improve pedestrian safety</td>
</tr>
<tr>
<td></td>
<td>Conduct Roadway Safety Audits (RSA) for the pedestrian safety corridors</td>
</tr>
<tr>
<td></td>
<td>Implement safety improvements in the pedestrian safety corridors</td>
</tr>
<tr>
<td>Enforcement</td>
<td>Regional Transportation Council legislative program related to safety</td>
</tr>
<tr>
<td></td>
<td>Information for law enforcement personnel (pedestrian rights/responsibilities and pedestrian crash reporting)</td>
</tr>
</tbody>
</table>
Pedestrian Protection via Cost-Effective Countermeasures

Key Elements
1. Identified and ranked highest pedestrian-crash corridors in Texas
2. Identified pedestrian-crash hotspots within corridors
3. Developed methodology for estimating Benefit-Cost Ratios (BCRs) for pedestrian countermeasures

Methodology
- Analyzed statewide pedestrian-related crashes between 2010 and 2019 and created algorithm to select worst intersection and mid-block crash areas
- Analyzed 300 pedestrian-related crash reports
- Identified benefit-cost ratios for pedestrian countermeasures

Results
- Identified highest pedestrian crash corridors and some potential countermeasures
- Preliminary guidebook to help identify and implement pedestrian countermeasures
TxDOT Innovative Research Project 0-7048

Selected pedestrian countermeasure crash modification factors (CMFs)

### Basic Roadway Treatments

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Cost (min/max)</th>
<th>Cost unit</th>
<th>Average CMF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic curb and gutter</td>
<td>$1.05/$110</td>
<td>Linear foot</td>
<td>0.89</td>
</tr>
<tr>
<td>Narrowed curb radii</td>
<td>$15k/$40k</td>
<td>Per corner</td>
<td>0.81</td>
</tr>
<tr>
<td>Prohibition of left turns</td>
<td>$800</td>
<td>Per sign</td>
<td>0.28</td>
</tr>
<tr>
<td>Raised crosswalk</td>
<td>$7.1k/$30k</td>
<td>Each</td>
<td>0.64</td>
</tr>
<tr>
<td>Narrow roadway from 4 lanes to 3 lanes</td>
<td>$12.5k/$50k</td>
<td>Per mile</td>
<td>0.71</td>
</tr>
</tbody>
</table>

### Pedestrian-specific Treatments

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Cost (min/max)</th>
<th>Cost unit</th>
<th>Average CMF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete sidewalk</td>
<td>$2.09/$410</td>
<td>Linear foot</td>
<td>0.26</td>
</tr>
<tr>
<td>Paved shared use path</td>
<td>$64k/$4.2mill</td>
<td>Mile</td>
<td>0.14</td>
</tr>
<tr>
<td>Pedestrian leading intervals</td>
<td>$0/3,500</td>
<td></td>
<td>0.85</td>
</tr>
<tr>
<td>Streetlighting</td>
<td>$310/$13,900</td>
<td>Each</td>
<td>0.44</td>
</tr>
<tr>
<td>Access management improvements</td>
<td>$3k /$5k</td>
<td>Per driveway removed</td>
<td>0.5</td>
</tr>
</tbody>
</table>

CMF Example: 0.89 = 11% reduction in predicted crashes
Subcommittee members and TxDOT Divisions are discussing a Statewide Pedestrian Safety Action Plan (PSAP)

- Coordinating with the Texas Strategic Highway Safety Plan (SHSP)
  - Currently being updated
  - Features a pedestrian emphasis area

- Tapping into resources available through FHWA’s Focused Approach to Safety
  - Texas is Pedestrian Focus State
Simplified systemic safety methodology

1. Analyze crashes and contexts
2. Determine appropriate low-cost countermeasures for each crash type
3. Proactively and systemically apply countermeasures for high-risk locations
4. Monitor, adjust, repeat
Please send additional questions and comments to TxDOT’s Bike/Ped Group:

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Jacobs
Presentation agenda

1. Review of SDR Purpose
2. Defining micromobility
3. Strategy identification, categorization, and prioritization
4. Schedule and next steps
What is the Strategic Direction Report?

The Strategic Direction Report will:
- provide TxDOT with short-term guidance on advancing the bicycle and pedestrian program
- provide TxDOT with a reference document for staff, policy makers, and stakeholders
- reflect the BPAC members values and vision
- prioritize future BPAC efforts
Update Strategic Direction Report to:

• reflect progress in last six years
• better include pedestrian modal concerns
• consider how personal mobility or micromobility devices relate to bicycling and pedestrian issues
Micromobility industry definitions

Most commonly cited definitions

- **Federal Highway Administration (FHWA)**
  - Any small, low speed, human or electric-powered transportation device, including bicycles, scooters, electric-assist bicycles (ebikes), electric scooters (e-scooters), and other small, lightweight, wheeled conveyances.

- **Pedestrian and Bicycle Information Center (PBIC)**
  - Motorized -> electric-battery-powered, fully or motor-assisted device
  - Low speed -> generally <20 mph, compatible with sidewalk use
  - Small Size -> generally <3 feet wide & <100 lbs.

- **Society of Automotive Engineers (SAE)**
  - Powered micromobility vehicles meet the following criteria:
    - Be partially or fully-powered by a motor
    - Have a curb weight of less than or equal to 500lb
    - Have a top speed of less than or equal to 30 mph.

**Attributes:**
- Device weight
- Device speed
- Motorized vs Power-assist vs Nonmotorized
- Shared as part of a network vs Privately owned
  - Docked vs Dockless
Is micromobility shared? Is it motorized?

Consider:

Does micromobility include both shared and personal small mobility devices?

Does micromobility include motorized, power-assist, and nonmotorized (human-powered) devices?
How does BPAC define micromobility for the Strategic Direction Report?

- **Size**: Small (<100 lbs)
- **Speed**: Low (<20 mph)
- **Power**:
  - Motorized
  - Power-assist
  - Non-Motorized
- **Shared**:
  - Shared
  - Privately owned
- **Docked**:
  - Docked
  - Dockless
<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Strategy</th>
<th>Responsible Party</th>
<th>Time frame</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund more bicycle and pedestrian projects</td>
<td>Increase TA funding</td>
<td>TxDOT Administration</td>
<td>2 years</td>
<td>Actions</td>
</tr>
<tr>
<td></td>
<td>Create a plan to sustainably utilize TA Flex funding</td>
<td>TxDOT</td>
<td>5 years</td>
<td>Actions</td>
</tr>
<tr>
<td></td>
<td>Create a pipeline of TA projects</td>
<td>TxDOT, MPOs, local gov'ts</td>
<td>5 years</td>
<td>Actions</td>
</tr>
</tbody>
</table>

One or more action items comprise a strategy
Proposed SDR Update Focus Areas

- Expand the bicycle and pedestrian networks
- Build safer and better bicycle and pedestrian accommodations
- Provide training for engineers, planners, and construction staff
- Educate the public on safe driving, bicycling and walking
- Encourage people to walk and bicycle
- Develop statewide management systems for bicycle and pedestrian information
- Fund more bicycle and pedestrian projects

Discussion item:
Do BPAC members want to consider modifications to focus areas?
Virtual engagement activity

**Purpose:**
- Refine and generate additional strategies to implement the agreed upon Focus Areas

**Tool:**
- Social Pinpoint
- Links sent directly to BPAC members (only participants)

**Details:**
- Stepping through each Focus Area, we will walk through members’ most important initial strategies
- Discuss, revise, comment, and “like” strategies
- Project team is taking notes and saving ideas under “parking lot”
- Facilitator will call on people as necessary

*BPAC strategies originated from email-based brainstorming responses following the January 2021 BPAC meeting*
Switch to virtual engagement activity

Switch to virtual engagement software in an internet browser...
Schedule and next steps

January to April
- TxDOT to review and refine strategies internally

April BPAC
- Activities to prioritize strategies and identify actions

July BPAC
- Implementation plan and draft report for BPAC action

On-going tasks
- Email communication with BPAC members
- Internal coordination meetings between TxDOT Divisions
- Research and data analysis
- Report development
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