

PBIC Webinar

A Resident's Guide for Creating Safer Communities for Walking and Biking Webinar



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John Paul Shaffer, Livable Memphis

Feb. 10, 2015, 1 pm



**Pedestrian and Bicycle
Information Center**



Today's Presentation

- ⇒ **Introduction and housekeeping**
- ⇒ **Audio issues?**
Dial into the phone line instead of using “mic & speakers”
- ⇒ **PBIC Trainings and Webinars**
www.pedbikeinfo.org/training
- ⇒ **Registration and Archives at**
pedbikeinfo.org/webinars
- ⇒ **PBIC News and updates on Facebook**
www.facebook.com/pedbike
- ⇒ **Questions at the end**

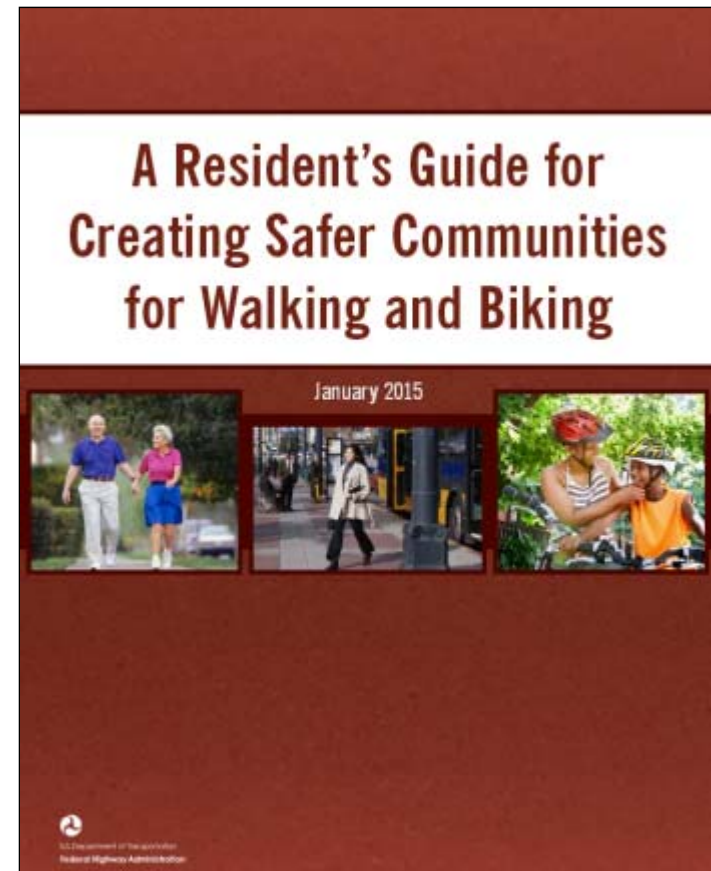


Pedestrian and Bike Safety are priorities for the US Department of Transportation:

- Secretary's New Initiative on Ped/Bike Safety:
 - <http://www.dot.gov/briefing-room/us-transportation-secretary-foxx-announces-new-initiative-enhance-pedestrian-and>
 - Mayor's Challenge for Safer People, Safer Streets:
<http://www.dot.gov/mayors-challenge>
- Bikesafe: Bicycle Safety Guide and Countermeasure Selection System
<http://www.pedbikesafe.org/BIKESAFE/>.
- Road Diet Informational Guide:
http://safety.fhwa.dot.gov/road_diets/info_guide/.

Guidebook Overview

- Background
 - Guide motivation/purpose
 - Prior pilot testing and new updates
- Key Elements
 - Sections 1-4
 - Success Stories
 - Resource Sheets



http://safety.fhwa.dot.gov/ped_bike/ped_cmnlty/

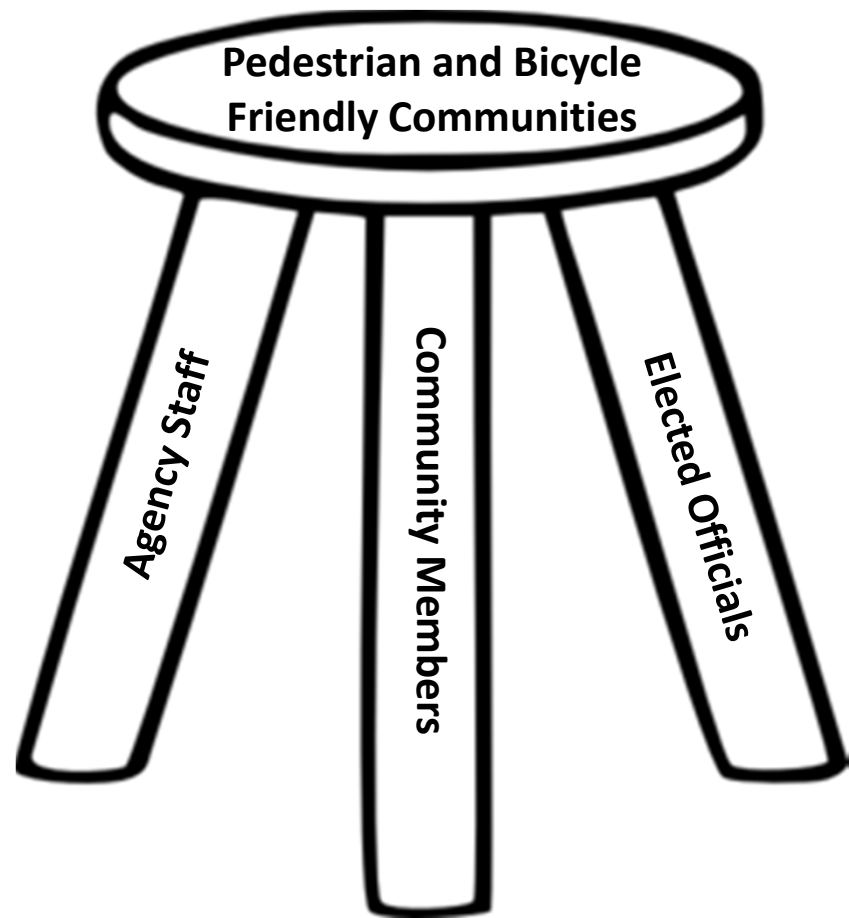


Pedestrian and Bicycle
Information Center



Motivation

- Concern about safety is one of the top impediments to walking and biking more often
- Community members and organizations are critical to addressing challenges



Guide Purpose

- Provide a comprehensive set of resources to assist communities in:
 - Identifying ped/bike safety problems
 - Building partnerships
 - Understanding safety options & solutions
 - Finding examples: success stories, fact sheets, templates
 - Taking action to make improvements



Guide Background

- First released in 2008
- Pilot tested by 15 community groups in 2010-2011

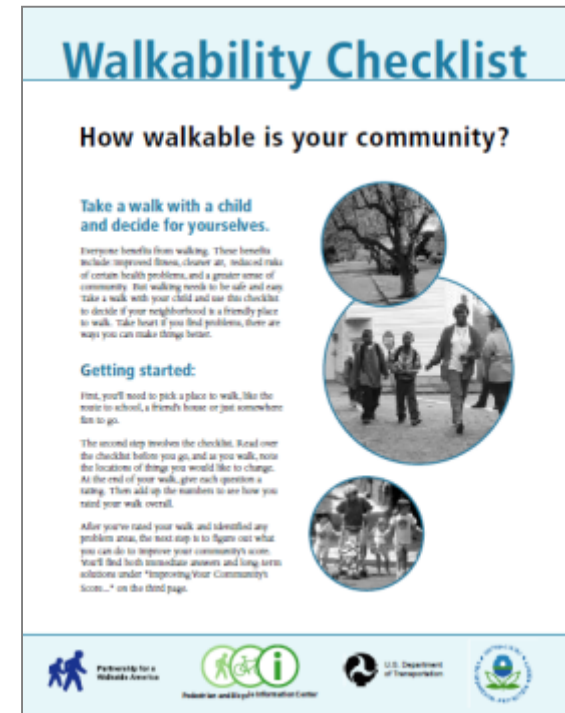


Pilot Community Feedback

- Need more step-by-step instructions
 - Performing walkabouts /safety audits
 - Planning events
 - Fundraising
 - Using social media
- Need more examples from communities
- Need guidance on bicycle safety issues

Section 1: Identifying Problems

- Common pitfall: jumping to discuss the solutions without documenting the problems
- This section covers:
 - Ways to identify and communicate infrastructure concerns, behavioral problems, and institutional barriers
 - Other sources of info to help identify concerns



Section 2: Building Partnerships

- Common pitfall: “Lone wolf” or “attack-based” approach to advocating for changes
- This section covers:
 - Potential partner groups and ways to be inclusive
 - Ways to collaborate with agencies responsible for making improvements
 - Strategies for engaging elected officials and the media



Section 3: Identifying Solutions

- Common pitfall: Focusing solely on one “E”
- This section covers:
 - How community members can be involved with all of the Es (engineering, education, enforcement, encouragement)
 - Examples and links to detailed resources on specific topics



Better Blocks Program

Supplemental Resource on Engineering

- Common pitfall: Limited “Engineering” vocabulary
- This resource provides definitions, illustrations, and answers to common questions regarding key engineering facilities:
 - Sidewalk, buffers, and curb ramps
 - Marked crosswalks
 - Raised medians
 - Curb extensions
 - Bike lanes, sharrows, and separated bike lanes
 - Traffic signs, signals, and beacons
 - Traffic calming and roundabouts
 - Road diets
 - Street lighting
 - Others



Rectangular rapid flash beacon
(credit: Steven Vance)

Section 4: Additional Resources

- Common pitfall: Reinventing the wheel
- This section covers:
 - How to find local and state resources
 - Links to national coalitions
 - Key resources and research
 - Web-based trainings and videos



Example Spanish-language materials available

Success Stories

	Formed a coalition	Conducted a walkabout or collected data	Held events to educate, encourage, or engage	Made a plan	Focused on health	Focused on accessibility	Raised money	Promoted policy or engineering changes	Used social media
Urban or Large City Examples									
Washington, DC (pg 34)	
Philadelphia, PA (pg 45)
Tulsa, OK (pg 40)	
New Orleans, LA (pg 47)	
Suburban or Medium Sized City Examples									
Memphis, TN (pg 42)
Baldwin Park, CA (pg 53)	
Brownsville, TX (pg 50)		
Charleston, SC (pg 52)		
Rural or Small Town Examples									
Duck, NC (pg 39)		.		.				.	
Wabasha, MN (pg 39)	
Corrales, NM (pg 53)			.	.			.		
Newport, RI (pg 55)		

Additional Resources

1. “Pocket Version” of the guide
2. Tips for Planning a Walkabout
3. Organizer Worksheet for Local Sources of Information
4. Tips for Working with Social Media
5. Engineering Concerns and Treatments to Improve Pedestrian and Bicycle Safety
6. Sample Fact Sheet: Making the Case for Walking and Bicycling
7. Sample Community Resolution
8. Tips for Traffic Safety
9. Enforcement Contact Worksheet
10. Sample “Warning” Letter to Drivers
11. Tips for Event Planning
12. Tips for Fundraising



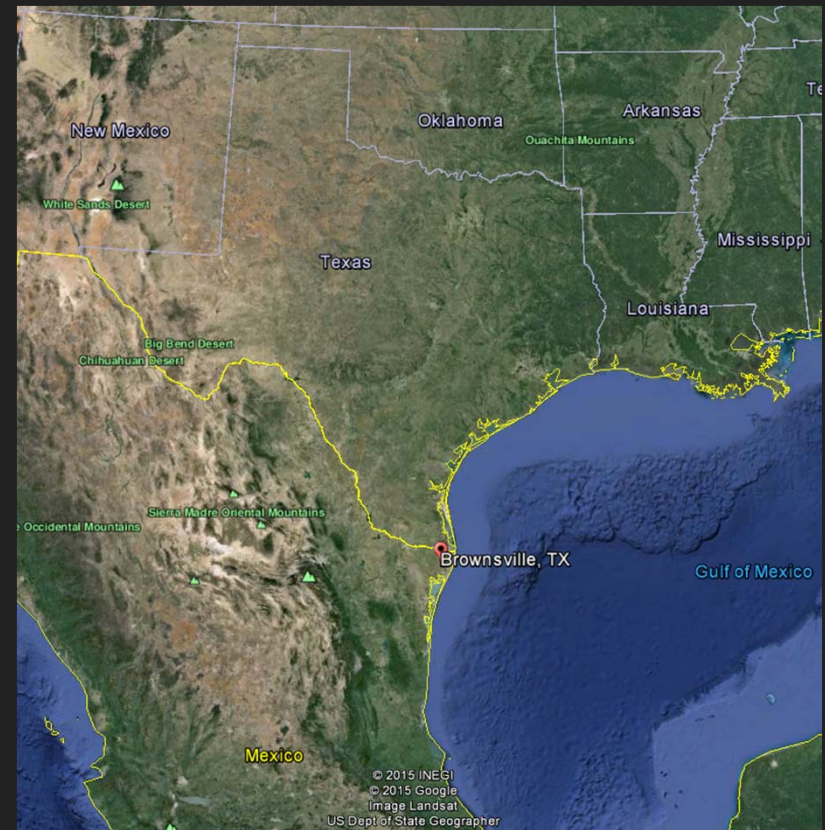
making connections between health and transportation

Brownsville, Texas

presented by: ramiro gonzalez & eva garcia

background

- southern most point in the Continental United States
- on the U.S./Mexico border
- population: 175,210
- 93% hispanic
- 55% female
- 45% male
- median age: 29



the issues

- 1 in 3 people are diabetic
 - 20% higher than the rest of Texas
 - 23% higher than the national average
- 80% are either obese or overweight
- more than 40% live below the poverty line, which is \$20,614 for a family of four



developing partnerships

- The University of Texas Health Science Center at Houston School of Public Health
 - Community Advisory Board: comprised of leaders from nonprofits, school districts, city government, health care, business, and community groups that understand the issues.
 - “Tu Salud Si Cuenta” (Your Health Matters) is a Spanish-language program on local TV and radio stations that educate people about their health. It also includes a weekly column in the newspaper that challenged community leaders to make sidewalks and bicycle trails a priority instead of building tollways.



developing partnerships



developing the vision



- The Vibrant Brownsville Lecture Series
 - Gil Penalosa: 8 to 80 Cities
 - Dan Burden: Creating an Age-Friendly Brownsville
 - TEDxBrownsville: Challenge Sparks Change



Join us for engaging discussions to answer a simple yet powerful question:
What kind of a city do we want to build for our citizens?

Wednesday,
November 6, 2013
@ 7 PM

Texas Southmost College
Science, Engineering & Technology
Building Auditorium (SET-B)

**"Creating an Age-Friendly
Brownsville"**

Dan Burden
Co-Founder and Director of Innovation and Inspiration of the
Walkable and Livable Communities Institute

Dan Burden is an internationally recognized authority on
Smart Growth, livable, walkable, age-friendly and sustainable
communities, Complete Streets, Safe Routes to School, traffic
calming, and bicycle and pedestrian programs.

Sponsored by **AARP**
Real People. Real Ideas.

Location sponsored by **TSC**
www.tscbrownsville.com

CHALLENGE SPARKS CHANGE
September 20, 2013, Brownsville

TEDxBrownsville
x = independently organized TED event

the vision

- a healthy and livable community
- MORE OPPORTUNITIES TO BE PHYSICALLY ACTIVE
- opportunities for everyone
- better access to more destinations



successful outreach methods

- promotoras – briefly trained community health workers



successful outreach methods

- surveys
 - at Sombrero Festival
 - at CycloBias



successful outreach methods

○ Workshops



Connected Communities

Linking Communities across the LRGV through multimodal transportation



move smart , be
healthy, save \$\$

RGV Transport Project Partners



Centro Cultural Esperanza Park



Monday, July 21 2014
9:00am - 1:00pm
2100 Gregory Ave.
Cameron Park, TX 78526
Contact: Martha
956-547-7002
martha.cramer@co.cameron.tx.us

Join us at our Community Workshop at Cameron Park to learn how you can reach your destination in a smarter, healthier, more economical way, and let us know how can we improve the way you move.

LEARN TO COMMUTE MORE EFFICIENTLY ON A BUDGET, GAMES, BIKE + BUS RIDE , WE'LL LEND YOU HELMETS AND BIKES, BIKE RODEO, GIVEAWAYS, BIKE RAFFLE, HELP US TO BE BETTER

successful outreach methods

- public meetings
- mindmixers

- Traffic/too many cars.....26%
- No place to ride or walk/lack of facilities.....23%
- Distracted and unfriendly drivers.....16%
- Do not feel safe.....13%
- Lazy/lack of motivation.....3%



Your Opinion Counts Hike & Bike Community Planning Session

The City of Brownsville would like to invite you to a community planning session where we'll be discussing the plans for growing and improving our Hike and Bike Network. The Brownsville Hike and Bike Network is for the benefit of our community. It's for health, for fun, for getting around. We'll tell you what we're planning, but we'd love to hear about your thoughts and ideas.

Join us on Wednesday, May 22 in the
Main Library on Central Blvd.
5:30 to 7:30 pm.

GET AIR

Brownsville
hike &
bike
Network

keeping communities engaged

○ bike rodeos



keeping communities engaged

○ bikes for tikes



keeping communities engaged

○ CycloBias



keeping communities engaged

○ CycloBias

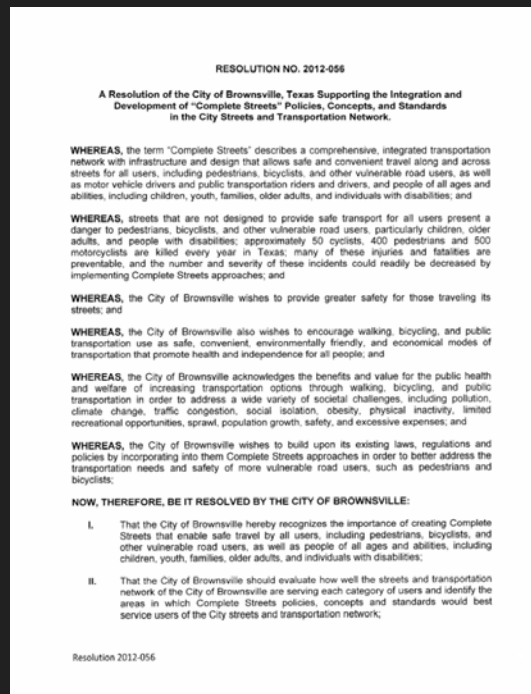


results

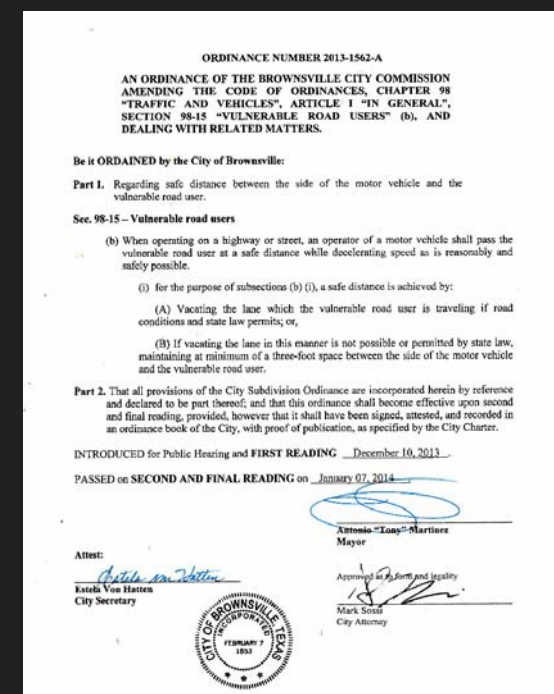


○ policies

- complete streets
- sidewalk requirements
- safe passing
- bike parking
- NACTO guidelines



complete streets resolution



safe passing ordinance

results



- public service announcements in English and Spanish
 - share the road – cyclists
 - hand signals
 - ride with traffic
 - share the road – drivers
 - bike safety – night lights
 - bike safety - helmets



results



- brownsville bike barn – 100% volunteer operated earn-a-bike program
 - learn bike repair and mechanics
 - learn about bike safety
 - volunteer at city events



results



- social riding groups
 - brownsville bike brigade
 - 7 at 7
 - urban assault
 - babes bike n' brunch



lessons shared

- get city commissioners on the same page
- keep the conversation going with partners, elected officials and the public
- look for small wins

bike more, save more, do more...



I pledge to bike from HOME to WORK
2 times a week for 16 weeks, and...

travel 544 miles exploring my neighborhood

spend 3,264 minutes exercising

10 mph

burn 13,600 calories (65 tacos)

save \$457 dollars by not driving

give back \$228 dollars to the community

add 1,768 days to my life by bicycling as a habit

reduce 544 lbs from my carbon foot print

MAKING WALKING & BIKING SAFER IN MEMPHIS, TN

John Paul Shaffer, AICP

Livable Memphis

A Program of the Community Development Council
of Greater Memphis



AGENDA

- Livable Memphis' Role
- Advocacy & Walkability Toolkit
- Tennessee Pedestrian Safety Team
- Memphis Complete Streets Project Delivery Manual



LIVABLE MEMPHIS' ROLE

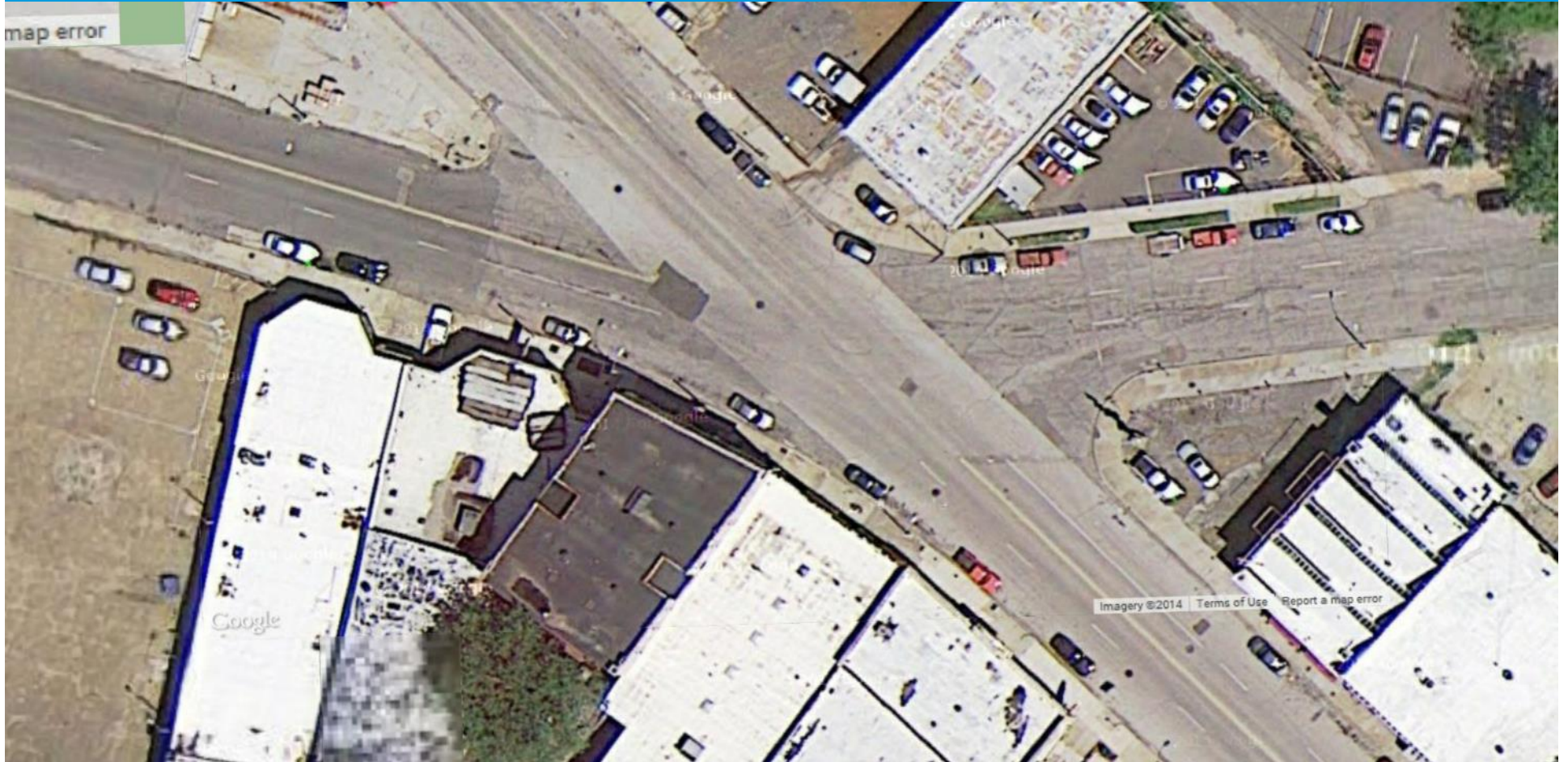
- Our mission
 - Neighborhood revitalization
 - Transportation access
 - Placemaking
- Advocacy, policy, and outreach
 - Education
 - Updated ordinances
 - Innovative design
 - Transit access
- Streets as places



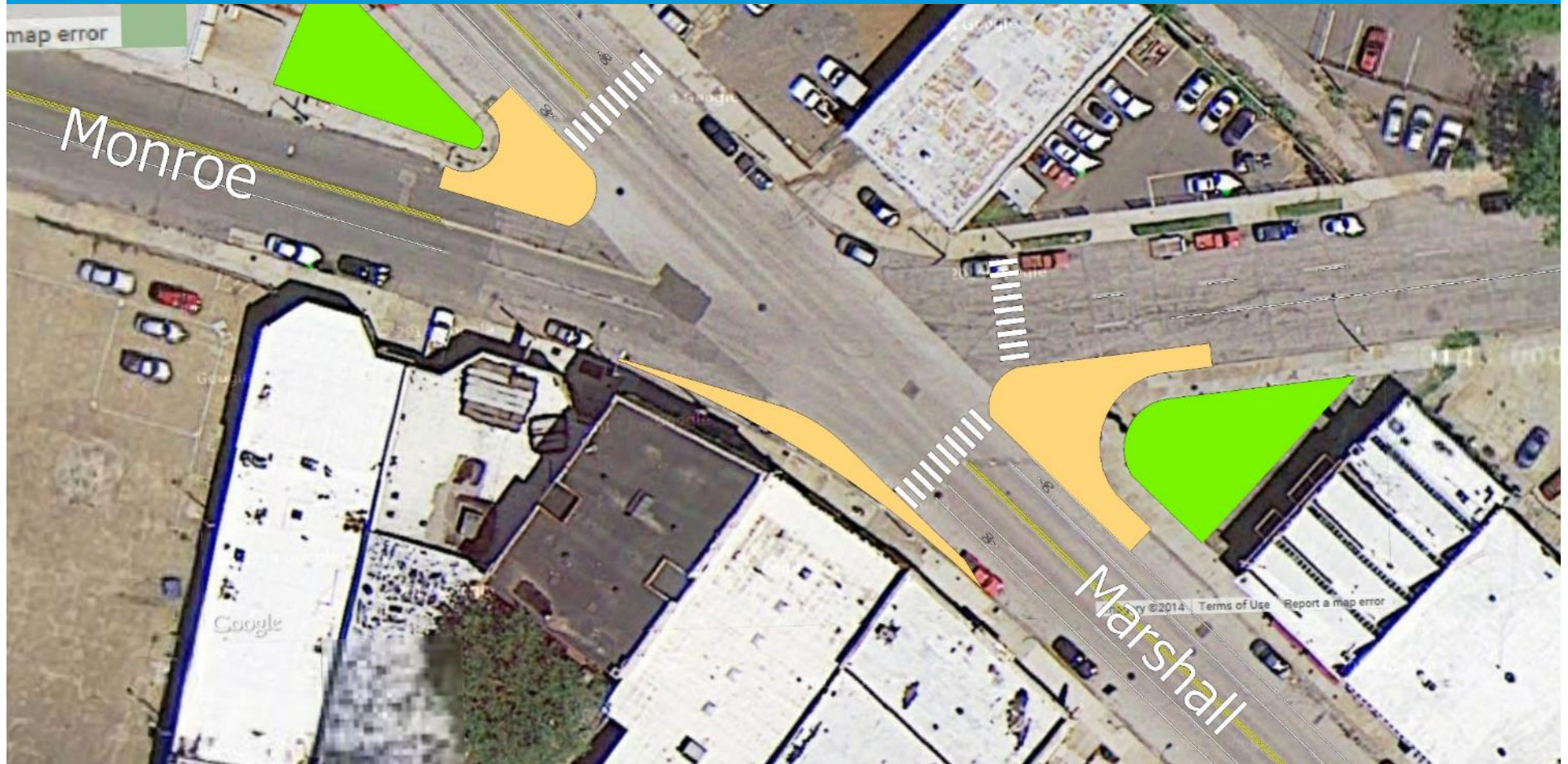
STREETS AS PLACES



STREETS AS PLACES: MEMFIX



STREETS AS PLACES: MEMFIX



STREETS AS PLACES: MEMFIX



LIVABLE MEMPHIS' ROLE

Miles of Bicycling Facilities

PAST	2010
Total Miles	62.40
Shared-Use Paths	4.40
Cycle Tracks	0.00
Bike Lanes	1.80
Shared Lanes	56.20

PROJECTED	2016
Total Miles	273.31
Shared-Use Paths	35.90
Cycle Tracks	22.45
Bike Lanes	98.71
Shared Lanes	117.96



MEMPHIS IS ABOUT TO BUILD THE COUNTRY'S FIRST CROWDFUNDED BIKE LANE

October 15, 2013

Michael Andersen, Green Lane Project staff writer



A rendering of traffic on the Hampline planned for Memphis' Broad Avenue.



How Memphis became a cycling city

LIVABLE MEMPHIS' ROLE

3,429
Miles of Sidewalk



More than 11,000 Memphis residents walk directly to work or to reach a bus on their way to work each day

An estimated 21,000 SCS students walk to school every day (20% of student pop.)

Source: Shelby County Schools, Transportation Department

50,000 (8%) Memphis residents have a disability which requires mobility assistance (i.e. wheelchair)

139,000 (57%) Memphis households have access to one or fewer cars

30,000 of those households do not have access to a car at all

Source: 2013 American Community Survey, US Census, 5-year estimates

LIVABLE MEMPHIS' ROLE

\$1,100,000,000
Total Value of
Sidewalk Network



Total value of the existing sidewalk network in Memphis is **\$1,100,000,000**

Life span of a sidewalk under normal conditions is somewhere between 50 to 75 years, depending on a number of environmental factors

Assuming a 60 year life span, sidewalk maintenance on an annual basis would require **\$19,000,000** each year, indefinitely.

Since 2004, Memphis has only cumulatively budgeted **\$334,000** on sidewalk repair

WALKABILITY TOOLKIT



PROMOTING HEALTHY GROWTH
IN THE MEMPHIS REGION

WALKABILITY TOOLKIT

- Context
 - Safety
 - Health
 - Equity
- Survey Tools
 - Assessment Worksheet
- Resources for advocacy

Walkability: Why?



Safety

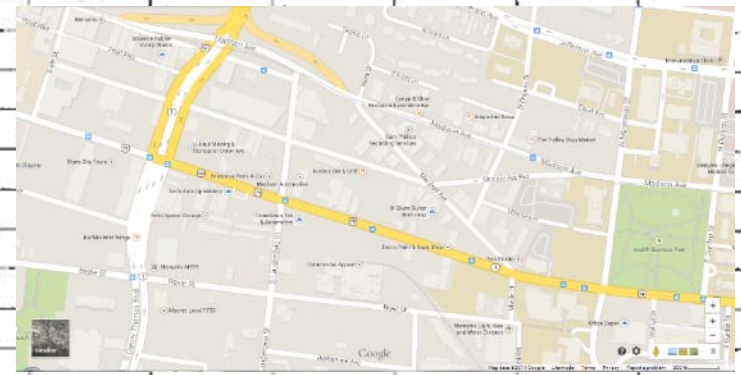
Every year there are between 300-400 pedestrian injuries and between 10-20 pedestrian fatalities in Memphis. Many of these injuries involve children and are preventable.

Memphis Ranks #7 for the most dangerous large metro area (National Pedestrian Danger Index, developed by Transportation for America).

Rank	Metro area	Total pedestrian deaths (2000-2009)	Avg. annual pedestrian deaths per 100,000 (2000-2009)	Percent of workers walking to work (2005-2009)	Pedestrian Danger Index
1	Orlando-Kissimmee, FL	557	3.0	1.2%	255.4
2	Tampa-St. Petersburg-Clearwater, FL	905	3.5	1.6%	212.7
3	Jacksonville, FL	342	2.8	1.6%*	177.8
4	Miami-Fort Lauderdale-Pompano Beach, FL	1,555	2.9	1.7%	167.9
5	Riverside-San Bernardino-Ontario, CA	938	2.5	1.8%	139.2
6	Las Vegas-Paradise, NV	421	2.5	1.9%	135.2
7	Memphis, TN-MS-AR	266	2.1	1.6%*	132.6
8	Phoenix-Mesa-Scottsdale, AZ	867	2.3	1.7%	132.4
9	Houston-Sugar Land-Baytown, TX	1,024	2.0	1.5%	128.2
10	Dallas-Fort Worth-Arlington, TX	942	1.6	1.4%	119.4
11	Atlanta-Sandy Springs-Marietta, GA	798	1.6	1.4%	119.3

WALKABILITY TOOLKIT

Pedestrian Conditions and Walkability Assessment Tool													
Street <u>MADISON</u>		General Notes (traffic speed/volume, missing sidewalks, etc.)											
From <u>DANNY THOMAS</u> To <u>MANASSAS</u>													
Conditions & Issues	Sidewalks/Pathways					Ramps/Driveways			Obstructions/Clearance				
	Sidewalk cracked/broken	Missing sidewalk panel	Uplift between panels	Slope issue with sidewalk	Tree roots causing issue	Curb not accessible - ramp missing or broken	Slope issue with curb ramp	Continual driveways/curb cuts	Utility pole or other permanent obstruction (Path < 36")	Temporary obstruction (trash, leaves, overgrowth, etc. - path < 36")	Height clearance < 80" (6'6")	Picture?	
<u>LAUDERDALE / MADISON</u>													
<u>425 MADISON (8ft)</u>													
<u>433 MADISON (8ft)</u>													
<u>435 MADISON (8ft)</u>		-											
<u>BUFFERED WALKWAY (5ft)</u>	I												
<u>597 MADISON (8ft)</u>													
<u>619 MADISON (8ft)</u>													
<u>631 MADISON (8ft)</u>													
<u>ALLEY ENTRANCE</u>		-	-										
<u>639 MADISON (8ft)</u>													
<u>647 MADISON (8ft)</u>													
<u>661 MADISON (5ft)</u>		-	-										
<u>665 MADISON (5ft)</u>													
<u>5000S MADISON (5ft)</u>		-											
<u>1031A MADISON (6ft)</u>	I												



WALKABILITY TOOLKIT

- Advocacy Tools for Sidewalk Repair
 - Information on Walkability
 - Draft Letters to Property Owners and/or City Officials
 - Local and State Contacts
 - List of Contractors



FUNDING FOR PEDESTRIAN SAFETY

- **Strategic Pedestrian & School Safety Action Plan**

- Prioritized by the city's greatest needs
- Between \$2 million and \$10 million per year

- **Fast-Fix Program**

- Allows property owners to make repairs by utilizing city-approved contractor for replacement/repair of sidewalk at pre-negotiated bulk pricing

- **Cost-Matching/Financial Incentives**

- Ease financial burden of property owners, by supplementing some of the costs of repair
- Options include low/zero interest loans, or offering matching funds for repairs

TENNESSEE PEDESTRIAN SAFETY TEAM



Making America a Great Place To Walk



PROMOTING HEALTHY GROWTH
IN THE MEMPHIS REGION

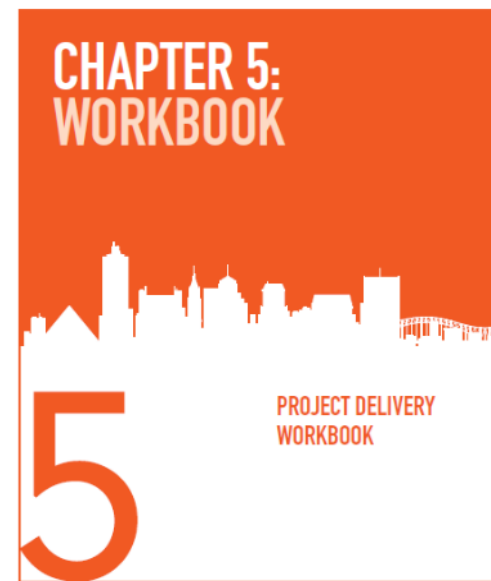
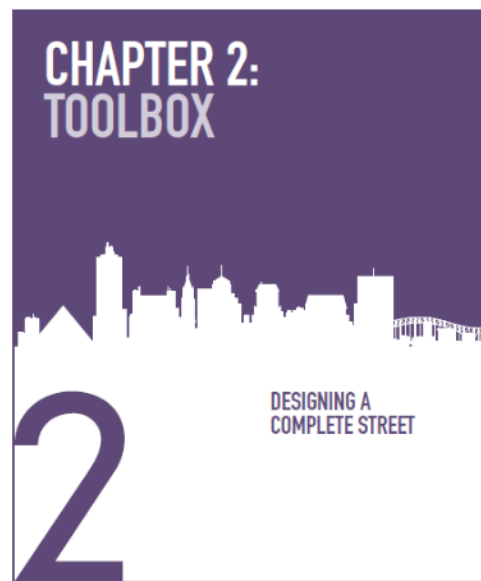
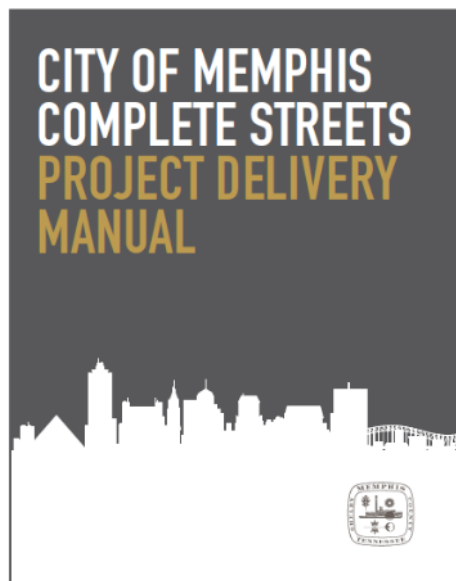
TENNESSEE PEDESTRIAN SAFETY TEAM

- Policy & Advocacy
 - Federal Legislation
 - State & Local Issues
- Walkability Toolkit
- Focus Groups & Walkability Assessments
 - Urban
 - Suburban
 - Small Town
- Findings
- Tennessee DOT
 - Multimodal Division
 - Office of Community Transportation
- Chattanooga TPO
- Knoxville Regional TPO
- Nashville Area MPO
- Bike Walk Tennessee
- Knox County Health Department
- YMCA of Dyer County
- Safe Routes to School National Partnership
- Plough Foundation

TENNESSEE PEDESTRIAN SAFETY TEAM

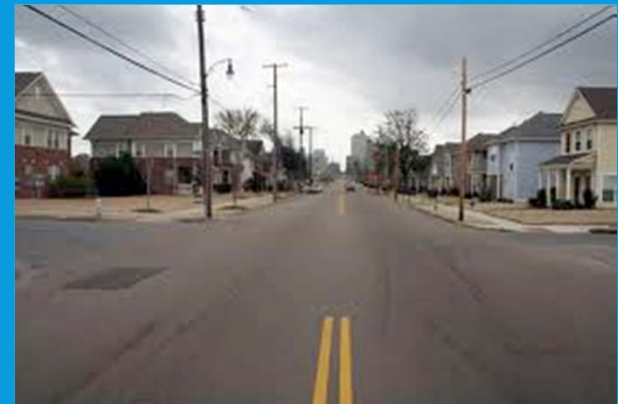
- Advocate for the routine inclusion of pedestrian safety in the TDOT Road Safety Audit Review process, and for the expansion of HSIP program funding for projects in high pedestrian crash locations.
- Advocate for the expansion of Governor's Highway Safety Office programs to promote greater awareness of pedestrian and bicycle safety issues.
- Organize and/or support pedestrian safety and advocacy campaigns across Tennessee, using the work of the Team and the Walkability Toolkit as a resource for communities around the state.

MEMPHIS COMPLETE STREETS PROJECT DELIVERY MANUAL



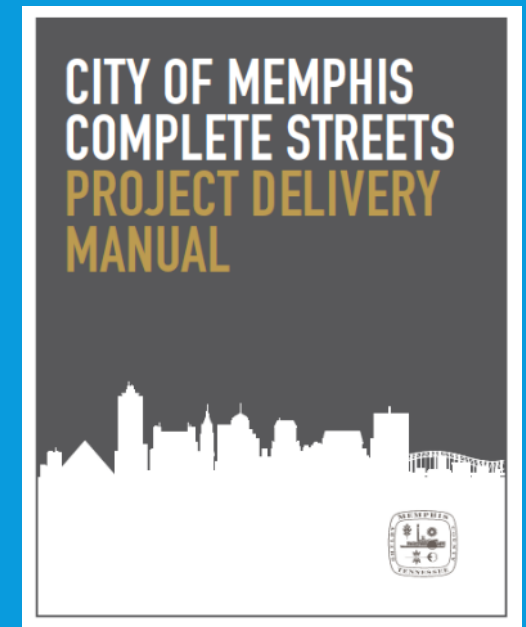
GETTING TO COMPLETE STREETS

- Soft approach to Complete Streets
- Challenges to Complete Streets
 - Design
 - Funding
 - Jurisdiction
 - Politics
 - “The Process”
 - Public Support



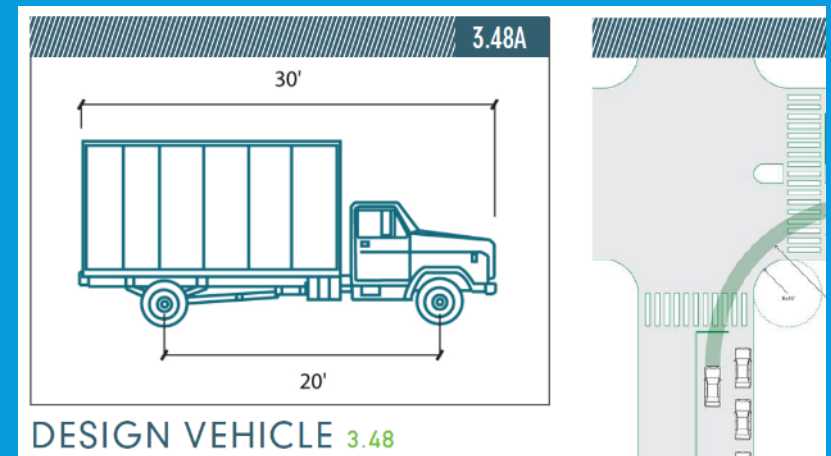
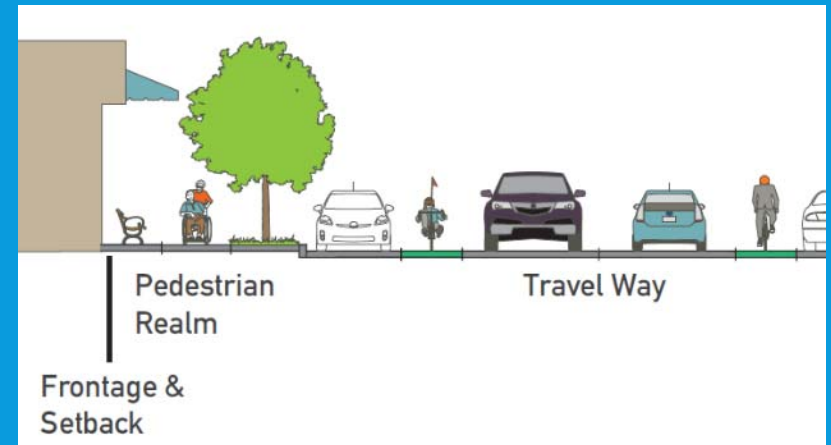
GETTING TO COMPLETE STREETS

- Mid-South Complete Streets Coalition
- Mayor's Executive Order
- Project Delivery Manual
 - Mid-South Regional Greenprint
 - Livable Memphis
 - Policy Development Team
 - Active Transportation Alliance



THE PROJECT DELIVERY MANUAL

- Design Toolbox
 - Cross Sections
 - Geometrics
 - Amenities
- Project Delivery Workbook
 - Agency Roles & Responsibilities
 - Public Engagement



THE PROJECT DELIVERY MANUAL

Design Tools

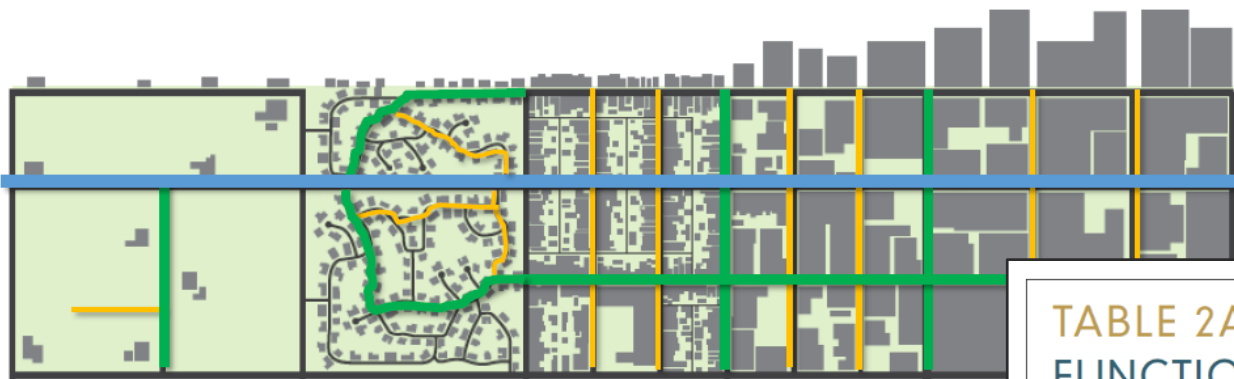
1. Land Use Context
2. Road Typology
3. Order of Considerations
4. Cross Sections

Project Delivery Workbook

THE PROJECT DELIVERY MANUAL

- Case by Case Analysis
- Regulatory Plan

Roadway Typology



Thoroughfare

Connector

Neighborhood Street

TABLE 2A
FUNCTIONAL
CLASS

	Street Typology		
	Thoroughfare	Connector	Neighborhood Street
Arterial			
Collector			
Local			

THE PROJECT DELIVERY MANUAL

Design Tools

1. Land Use Context
2. Road Typology
- 3. Order of Considerations**
4. Cross Section

Project Delivery Workbook

CS PROJECT DELIVERY MANUAL

1.11

City of Memphis Order of Considerations for Travel Modes

① PEDESTRIAN

② BICYCLE

③ TRANSIT

④ AUTO

⑤ FREIGHT



FIGURE 1.11
CITY OF MEMPHIS ORDER OF
CONSIDERATIONS FOR TRAVEL MODES

THE PROJECT DELIVERY MANUAL

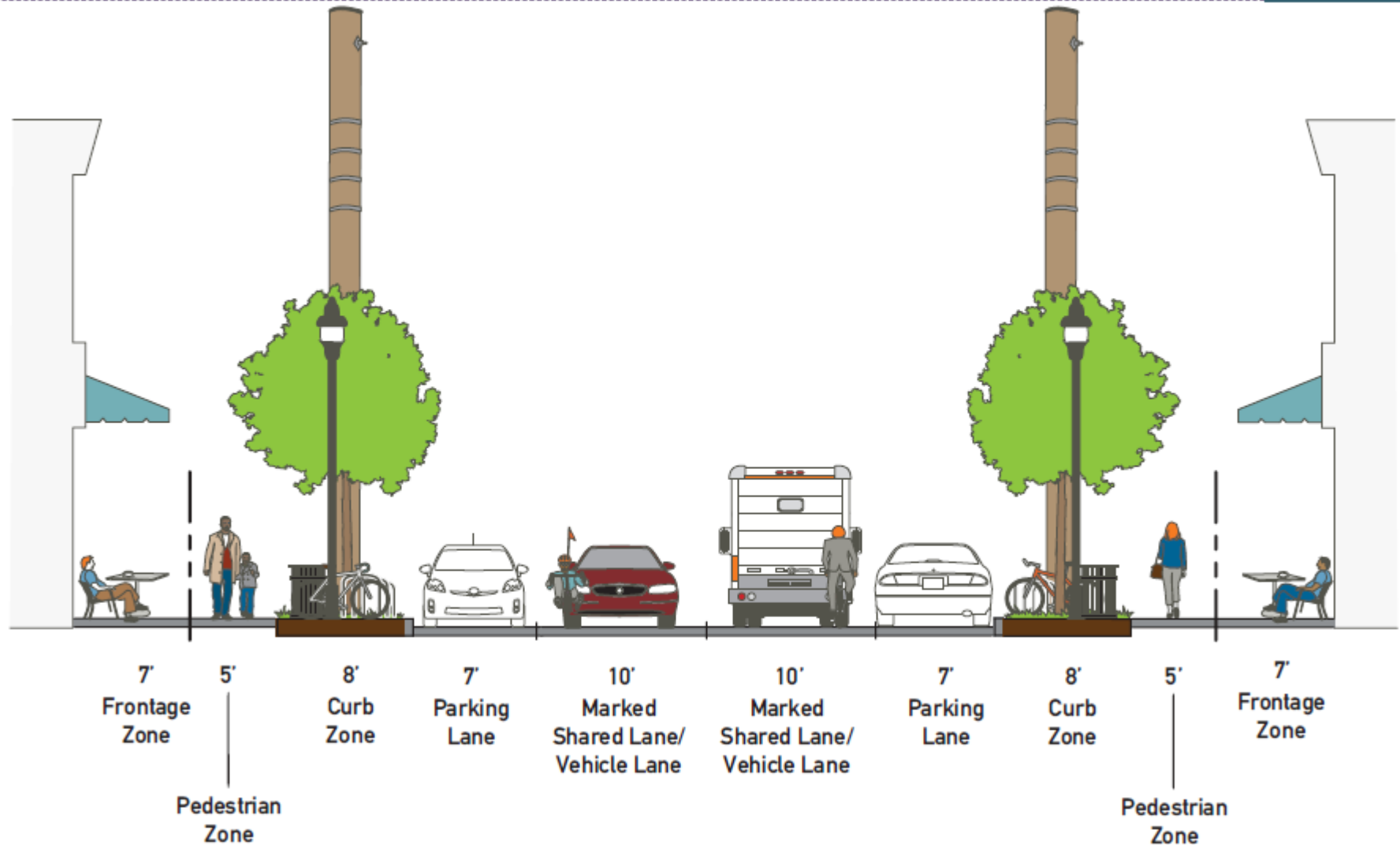
Design Tools

1. Land Use Context
2. Road Typology
3. Order of Considerations
- 4. Cross Sections**

Project Delivery Workbook

THE PROJECT DELIVERY MANUAL

2.1



THE PROJECT DELIVERY MANUAL

Design Tools

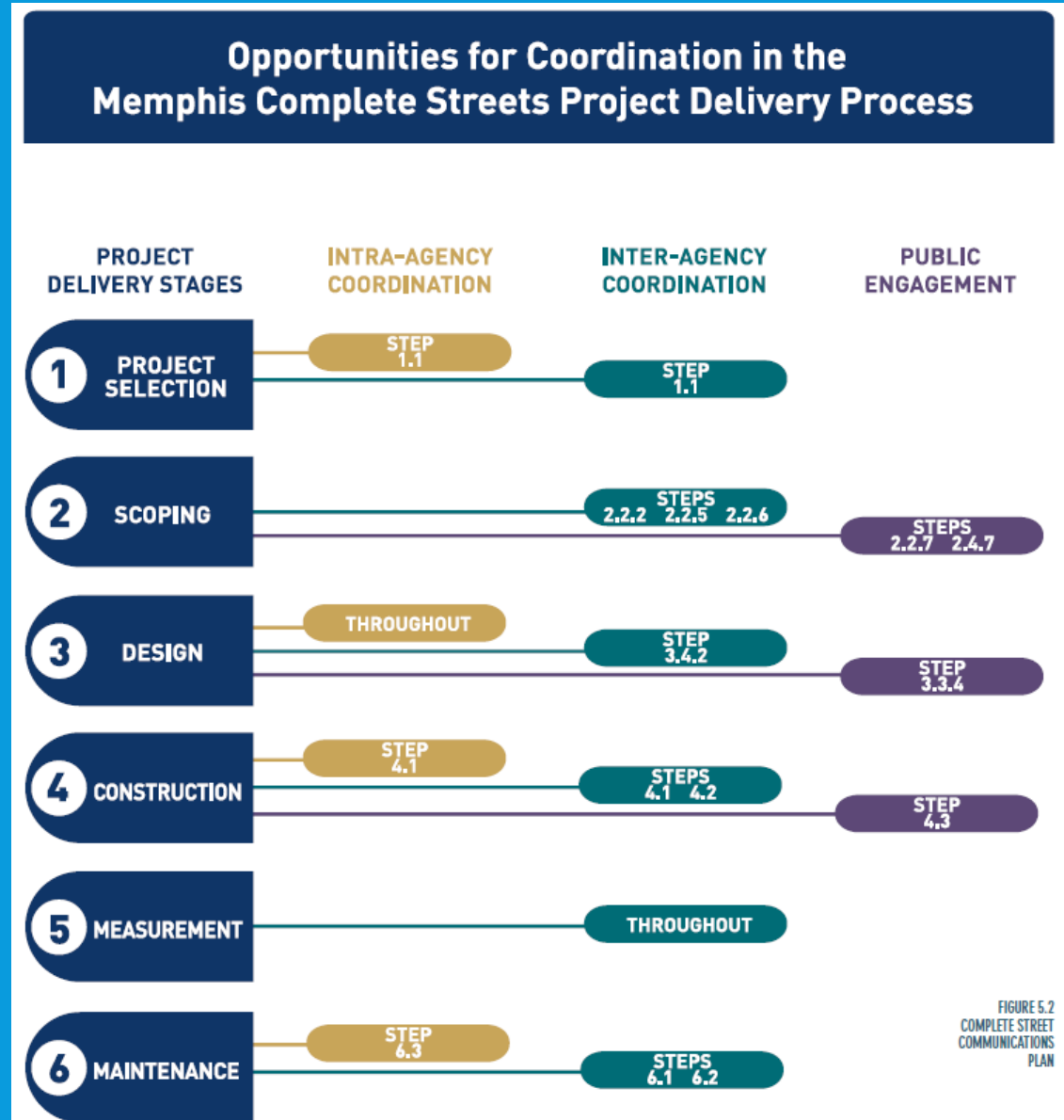
1. Land Use Context
2. Development Intensity
3. Road Typology
4. Order of Considerations
5. Cross Section
6. Adjust for Context
7. Populate Cross Section

Project Delivery Workbook

THE PROJECT DELIVERY MANUAL

Workbook Objectives

- Establish a Routine Process
- Bolster Internal & External Communications
- Document Decision Making Process



THANKS FOR YOUR TIME!

John Paul Shaffer, AICP

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[@LivableMemphis](https://www.livablememphis.org)

www.livablememphis.org



Questions?

⇒ **Archive at www.pedbikeinfo.org/webinars**

- Downloadable and streaming recording, transcript, presentation slides

⇒ **Questions?**

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