PBIC Webinar

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

Tamara Redmon, FHWA
Laura Sandt, PBIC
Eva Garcia, City of Brownsville, Texas
Ramiro Gonzalez, City of Brownsville, Texas
John Paul Shaffer, Livable Memphis
Feb. 10, 2015, 1 pm
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:
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_cmnty/
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
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

| Urban or Large City Examples | | | | | | | | | |
|----------------------------|---|---|---|---|---|---|---|---|
| Washington, DC (pg 34)     | · | · |     |     | · | · | · | · |
| Philadelphia, PA (pg 48)   | · |     | · |     | · |     | · | · |
| Tulsa, OK (pg 40)          | · |     | · |     | · |     |     | · |
| New Orleans, LA (pg 47)    | · |     |     |     | · |     |     | · |

| Suburban or Medium Sized City Examples | | | | | | | | | |
|-----------------------------------------|---|---|---|---|---|---|---|---|
| Memphis, TN (pg 42)                    | · | · | · |     |     |     | · | · |
| Baldwin Park, CA (pg 58)               | · | · | · | · |     |     | · |     |
| Brownsville, TX (pg 50)                | · | · |     | · |     |     |     |     |
| Charleston, SC (pg 58)                 | · | · |     |     |     |     |     |     |

| Rural or Small Town Examples | | | | | | | | | |
|-------------------------------|---|---|---|---|---|---|---|---|
| Duck, NC (pg 39)              | · | · | · | · |     |     | · |     |
| Wabasha, MN (pg 39)           | · | · | · | · | · |     |     |     |
| Corrales, NM (pg 53)          | · |     | · |     |     |     |     |     |
| Newport, RI (pg 59)           | · |     |     |     | · |     |     |     |

PBIC Webinar [www.pedbikeinfo.org](http://www.pedbikeinfo.org)
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
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
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.
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
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
HISTORY LIVES ON
Altar at Sacred Heart Church restored to original glory

Take a Hike
City rolls out conceptual master plan for trails

Wheel World
Cyclists spread message of sharing the roadways
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...

- **544** miles exploring my neighborhood
- **3,264** minutes exercising
- **13,600** calories (65 tacos)
- **$457** dollars by not driving
- **$228** dollars to the community
- 1,768 days to my life by bicycling as a habit
- **544** lbs from my carbon footprint

10 mph
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

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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.)

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
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

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

## Pedestrian Conditions and Walkability Assessment Tool

**Street**: Madison

**General Notes**: (traffic speed/volume, missing sidewalks, etc.)

<table>
<thead>
<tr>
<th>Address # (include street name if property faces side street)</th>
<th>Sidewalk cracked/broken</th>
<th>Missing sidewalk panel</th>
<th>Uplift between panels</th>
<th>Slope issue with sidewalk</th>
<th>Tree roots causing issue</th>
<th>Curb not accessible - ramp missing or broken</th>
<th>Slope issue with curb ramp</th>
<th>Continual driveways/curb cuts</th>
<th>Utility pole or other permanent obstruction (path &lt; 36&quot;)</th>
<th>Temporary obstruction (trash, leaves, overgrowth, etc. - path &lt; 36&quot;)</th>
<th>Height clearance - apr (18&quot;)</th>
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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

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<td>Partnership</td>
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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.
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
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

<table>
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<tr>
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<td>Thoroughfare, Connector, Neighborhood Street</td>
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- 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
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
Design Tools

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

Project Delivery Workbook
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
Workbook Objectives

- Establish a Routine Process
- Bolster Internal & External Communications
- Document Decision Making Process
THANKS FOR YOUR TIME!

John Paul Shaffer, AICP
johnpaul@livablememphis.org
@LivableMemphis
www.livablememphis.org
Questions?

⇒ Archive at www.pedbikeinfo.org/webinars
  ▪ Downloadable and streaming recording, transcript, presentation slides

⇒ Questions?
  ▪ Tamara Redmon
tamara.redmon@dot.gov

  ▪ Laura Sandt
sandt@hsrc.unc.edu

  ▪ Eva Garcia
eva.garcia@cob.us

  ▪ Ramiro Gonzalez
ramiro.gonzalez@cob.us

  ▪ John Paul Shaffer
johnpaul@livablememphis.org

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