City of Houston
Bicycle Advisory Committee
Education Subcommittee

PLANNING & DEVELOPMENT DEPARTMENT

HOUSTON BIKEPLAN

Meeting to be held in person and virtually via Microsoft Office Teams
Wednesday, June 28, 2023; 2:30 – 4:30pm

In-Person: John B. Raia Conference Room, 611 Walker St

Call-In Option: +1 936-755-1521 **Conference ID:** 251 846 658 247

Microsoft Teams Meeting Link:

For meeting documents, please visit our website

Comments received via email before 2:00pm on June 28, 2023, will be read into the record during public comment.

The public is invited to speak for up to two (2) minutes each at the beginning of the meeting.

Agenda

Discussion Regarding the Following Items:

1. Director's Report
2. Chair's Report
3. Public Comment
4. Data Request to Staff
5. Discussion: Bike to Work Expansion
6. Presentation: Using Infotainment / Gamification to increase the knowledge of Houston Bike Plan
7. Discussion: Lisa Torry Act Brochure
8. Open Forum
9. Announcements

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City of Houston
BAC Education Subcommittee

June 28, 2023

Call to Order. Co-Chair Jessica Wiggins called the meeting to order at 2:35pm.

Roll Call:
Tom Compson, Chair BAC (P)
Jessica Wiggins, Co-Chair (A)
Leah Chambers, Co-Chair (P)
Com. Kristine Anthony-Miller (A)
Ben Drews(P)
Lisa Graiff(P)
Carl B. Salazar(A)
Joe Cutrufo(P)
Robin Holzer (P)

Ex-Officio Members:
David Fields (P)
Ian Hlavacek (A)
Juvenal Robles (A)

1) Director's Report. David Fields gave the Chair's Report:
    - Director Fields wanted to highlight the work he and staff have been doing with the trucking agencies across the city on the education test. Planning Staff reached out to Silver Eagle. It was noted that some conversations have started with them that hasn't gone as far as we would have hoped. Staff presented last week to the Texas Trucking Association and had a great response.
    - Individual owner operators and companies with their own fleets are very interested in seeing what we have already developed, and we'll talk about rolling that into their training further. Driver side, it's an ongoing conversation and then we just got connected with center point which was on the list the subcommittee gave us.
    - Of companies that you all had tasked us with, and we have time set up, I think it must be July at this point to go over that with them. So, we're starting to make some progress. We've got the list. We're going to keep going down it and we'll keep updating you on where we're going.

2) Chair's Report. Co-Chair Chambers gave the Chair's Report:
    - Co-Chair Chambers informed the committee that we are continuing to move forward on some of the items that we discussed in previous meetings. She stated that Commander Christine Anthony Miller gave the subcommittee some notes about some things that she wants to talk about soon. So, we're going to just be collaborating on when that fits best in a meeting.

3) Public Comment:
    - Hi, I'm Elena Grassi a cyclist that uses the Columbia Tap Trail for commuting to UH. I'm concerned about the increased crime activity on the trail. Me and several other cyclists

are wondering who should be contacted to advocate for a police presence and increased security for that area. Please let me know what actions could be taken or who should we contact for this matter. Thank you and have a great day!

- Simon Newton - thanks Metro Houston restored expanded improved frequency and a bunch of bus routes on June 4th. I live in Montrose and I regular commute to a bunch of offices and energy corridor. I'm now able to do this again and I want to add additional thanks to Metro that for making it really easy to take a bike. so currently there's barriers of installed that are obstructing safe passage of pedestrians as well on opposite St. corners. You'll see photos of this in the comment they sent to you earlier today. Those St. those barriers really make no sense. They're obstructing people's access to grocery store normal sidewalk usage.

4) Discussion: Potential Data Request to Staff
   - Staff got a request from the co-chairs. Could we put together an advocacy piece going into this year's elections. Staff will provide data to anybody who asks. We have the bike website which has it available. What staff came up with was a more tailored approach that if this committee can help us identify what are the data needs we need to prepare. We can do that either by district or by super neighborhood we can decide which is the right level, but it's a difficult for staff to just say, and it is there is a pretty good time constraint when we're talking about a city that's big. So, we wanted to use this time to brainstorm. We don't have to have this answered today and thought the education subcommittee was the right group to bring this to. What we can do is in the notes in the follow up e-mail. We'll put this out as a request to everybody, we'll say three weeks for a response.
5) Discussion: Bike to Work Expansion
   - Tabled to next meeting.
6) Presentation: Using Infotainment / Gamification to increase the knowledge of Houston Bike Plan
7) Discussion: Lisa Torry Act Brochure
   - In April, Co-Chair Wiggins requested that we provide more information for the public about the new Lisa Torry Act signs that were coming up in Houston. We created a pamphlet that could be given out to anyone at any events or at any community meetings.
   - It's a bifold folding brochure with the frequently asked questions about the actual act. We're hopeful that this will give a lot of community members insight about the new signs.
   - Once this is final, to also translate this in Spanish and Vietnamese.
   - We appreciate this committee was the one who asked for this. The staff went back and developed it with a lot of help from justification. You should get a good stand out there and we're happy to bring this back to you.
   - I think the idea was we wanted it's going to be in the package right and let the committee provide any comments within the next few weeks and then we can incorporate in a market final.
   - We'll give it three weeks for comments and then we'll mark it final and have everything uploaded.
8) Open Forum

9) Announcements and Events:

- Staff is encouraging all BAC committee members to be in person at the July meeting. Reason being, we're taking a picture so we can update our website and there would be an ethics training facilitated by our legal staff.
- Next BAC meetings
  - 7/26/2023: Bicycle Advisory Committee
  - 8/23/2023: Infrastructure Subcommittee
  - 9/27/2023: Education Subcommittee

Adjournment: Meeting adjourned at 3:30pm.

Bicycle Advisory Committee

Education Subcommittee

June 28, 2023

PLANNING & DEVELOPMENT DEPARTMENT

Mission and Vision

BAC Mission
To advise and make recommendations to the commission and the director on issues related to bicycling in the city including, but not limited to, amendments to the Bike Plan, bicycle safety and education, implementation of the Bike Plan, development of strategies for funding projects related to bicycling, and promoting public participation in bicycling.

BAC Vision
By 2027, the City of Houston will be a Safer, More Accessible, Gold Level Bike-Friendly City

BAC Education Subcommittee Roll Call

Tom Compson, Chair BAC

Leah Chambers, Co-Chair

Jessica Wiggins, Co-Chair

Com. Kristine Anthony-Miller

Joe Cutrufo

Lisa Graiff

Ben Drews

Robin Holzer

Ex-Officio Members

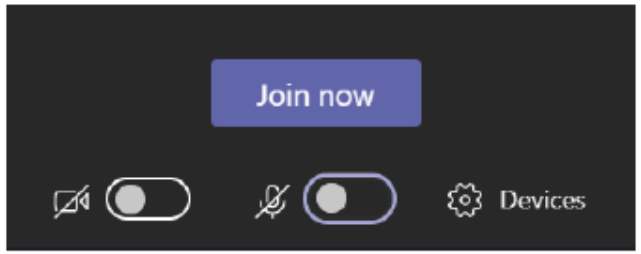
David Fields

Juvenal Robles

Microsoft Teams Meeting Instructions

Join By Phone: 936-755-1521; ID 594 297 824#

Microsoft Teams Meeting Instructions



Please Remember to Stay on Mute, unless Identified by the Chair to speak

If you are connecting through the phone, please mute/unmute by pressing *6





Agenda

1. Director’s Report
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Director's Report

David Fields

Co-Chair's Report

Jessica Wiggins

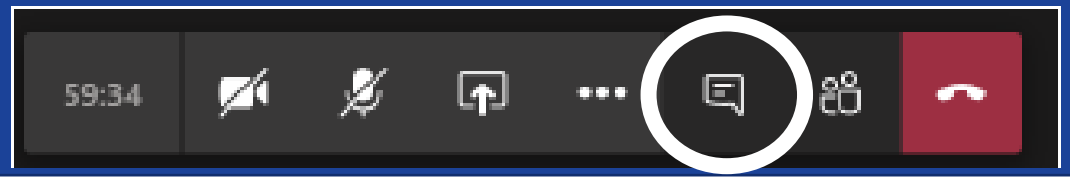
Leah Chambers

Public Comment

Send **written comments** to bac@houstontx.gov by 12:00pm the day of a BAC meeting. Comments will be read aloud by staff during the meeting.

Comment by **Phone:** to join dial 936-755-1521; ID 594 297 824# Press ***6** to unmute when called upon by the Chair

Comment via **Microsoft Teams**: Type your name and that you would like to comment



Discussion: Data Request to Staff

David Fields

Discussion: Bike to Work Expansion

Jessica Wiggins

Using Infotainment / Glamification to increase the knowledge of the Houston Bike Plan

M.T. Gardener

CHAPTER 7

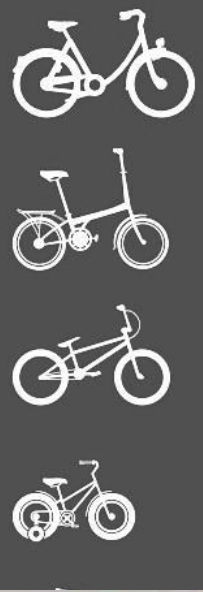
Infotainment/ Gamification

Chapter Table of Contents

Infotainment

Gamification

HOUSTON BIKEPLAN





City of Houston
February 2017



Infotainment Table of Contents

1. Make a Houston Bike Plan video…
2. Make informative music, songs, jingles about HBP
3. Plot twist, you can be productive in Houston without a car! Help us show you how.
4. Engaging Social media posts.
5. Find the right influencers.

Houston Bike Plan Video

1. What would the best video have in it?
2. Is there a video? If no why not?
3. Is there a budget or resources to make a video?
4. What would the proper video have in it?
5. How long, timeline?
6. Etc.

Music, Jingles, etc.

1. Something catchy
2. Call to action
3. Solution oriented

Gamification Table of Contents

1. Earn money, save money, jobs, deliveries, etc.
2. Contests with the correct incentives.
3. “Easter Egg” hunt.
4. An app type of game rebranded.
5. Infotainment learning with a contest to win.
6. etc.

Questions

Discussion: Lisa Torry Act Brochure



Planning & Development Department
832-393-6660

PLANNING &
DEVELOPMENT
DEPARTMENT



The Lisa Torry Smith Act

The act was established to elevate awareness and increase public safety after Lisa Torry Smith was killed by a driver in a crosswalk. The following is a brief timeline of events:

October 2017 – Lisa Torry Smith was struck by a car and killed while walking her 6-year-old son to school.

November 2019 – The investigation revealed that the driver was turning left into the intersection when the driver collided with the two pedestrians. The driver was charged with criminally negligent homicide, but the grand jury did not indict the defendant.

December 2020 – Initial legislation was drafted and sponsored by State Rep. Ron Reynolds and State Sen. Joan Huffman. The act is designed to prevent pedestrian deaths by requiring drivers to stop and yield to pedestrians before they travel through intersections and crosswalks.

May 2021 – The Lisa Torry Smith Act was signed into law.

Frequently Asked Questions



What should I do if I see this sign?
If you encounter this sign while driving you should stop and yield the right of way to pedestrians and bikers lawfully in the intersection or an adjacent crosswalk.

What will happen if I hit someone in the crosswalk?
A person commits criminal negligence if they operate a motor vehicle within the area of a crosswalk; and causes bodily injury to a pedestrian or a person operating a bicycle, motor-assisted scooter, electronic personal assistive mobility device, neighborhood electric vehicle, or golf cart. The Texas Transportation Code Section 545.428 states that the offense is a Class A misdemeanor if the offense results in bodily injury and a state jail felony if the offense results in serious bodily injury.

What can I do to prevent pedestrian deaths?

- Follow the rules of the road and obey signs and signals
- Watch for pedestrians while entering or exiting driveways or backing up in parking lots
- At intersections drivers should look for people walking, biking, and driving in all direcitons
- Avoid alcohol and drugs when traveling
- Always stay alert
- Walk on sidewalks whenever possible, or far away from traffic if there are no sidewalks

Traffic safety legislation like the Lisa Torry Smith Act aligns with the Vision Zero Houston goal to end traffic deaths and serious injuries on Houston streets by 2030. Visit **visionzerohouston.com** for more information.

HOUSTON VISION ZERO
OUR STREETS • OUR LIVES • OUR COMMITMENT

Agenda

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8. **Open Forum**
9. **Announcements**

Open Forum

Announcements

Next Meetings:

- Bicycle Advisory Committee: July 26, 2:30-4:30pm
- Infrastructure Subcommittee: August 23, 2:30-4:30pm
- Education Subcommittee: September 27, 2:30-4:30pm

Thank You

PLANNING & DEVELOPMENT DEPARTMENT

832-393-6600 | www.houston.tx.gov/planning