City of Houston
Bicycle Advisory Committee
Education Subcommittee

John B. Raia Conference Room
611 Walker 6th Floor, Houston, Texas 77002

June 21, 2018
2:30-4:30pm

Agenda

1. Director's Report
2. Chair's Report
3. Discussion and possible action regarding Subcommittee scope and expectations
4. Discussion and possible action regarding BAC statement releases
5. Discussion and possible action regarding the top 10 most dangerous intersections
6. Discussion and possible action regarding Bicycle Friendly Community education metrics
7. Public Comment

The public is invited to speak for up to two (2) minutes each. The public is also encouraged to submit written comments to bac@houstontx.gov. Updates and committee notes will be available

Draft Minutes of the Bicycle Advisory Committee
Education Subcommittee

Meeting Held on
Thursday, June 21, 2018 in
John B Raia Conference Room
2:30 pm

Call to Order
Chair Maya Ford called meeting to order at 2:39 pm.

MEMBERS IN ATTENDANCE

Maya Ford, Chair
Clark Martinson, Vice Chair
Robin Holzer
Oni Blair
Alejandro Perez
Dr. Veon McReynolds
Doug Overman

EXOFFICIO MEMBERS IN ATTENDANCE

Jennifer Ostlind on behalf of Patrick Walsh

1. Director's Report
The Director's Report was given by Jennifer Ostlind, Deputy Assistant Director, Planning and Development Department.

2. Chair's Report
The Chair's Report was given by Maya Ford.

3. Subcommittee Scope and Expectations
Members reviewed an excerpt of the minutes from the May 31st Infrastructure Subcommittee Meeting regarding Subcommittee Scope and Expectations. Members added to the list of who the BAC is serving to include:

- Groups (travelling with multiple people of all ages and abilities)
- Educating motorists, law enforcement and school buses
- Users of e-bikes, scooters, skateboards and all types of bikes

Different media through which to educate different groups was discussed, including bus ads, bike/ped counters, signage and the Bike Plan website. Chair Maya Ford and Doug Overman said they would draft a communications plan by the July 17th BAC meeting to establish consistency in message and branding across platforms.

4. BAC Statement Releases
Sharon Moses-Burnside, Transportation Division Manager, introduced the idea of Chair Maya Ford needing to have a statement prepared to be released on behalf of the BAC in the event of an emergency or incident regarding cyclist and pedestrian safety in bikeways. Staff and Chair

Maya Ford will draft a menu of possible talking points for a future statement for action at the July 17th BAC meeting.

5. Top Ten Most Dangerous Intersections

LINK Houston has been coordinating with Houston Public Works to compile and analyze data on dangerous intersections in Houston. LINK will present on their process and preliminary findings at the July 17th BAC meeting. BAC members expressed support for LINK's crash analysis, and urged the City to ensure this important analysis informs selection of intersections for improvement. Some also expressed the need to monitor behavior changes and other metrics after an intervention is made in order to track outcomes.

6. Bicycle Friendly Community education metrics

Transportation staff member Melissa Beeler introduced the application process, deadline and education metrics. Members suggested contacting school districts directly to gather information. Staff will work with organizations serving on the BAC to gather contact information and share application progress. Vice Chair Clark Martinson suggested the previous Bike League feedback for Houston's Bronze award should be on the Bike Plan website and sent out to the BAC.

7. Public Comment

Justin McMurtry with the American Bicycle Education Foundation implored BAC members to review CyclingSavvy videos and resources as well as attend rides.

Adjournment

Chair Maya Ford adjourned the meeting at 4:39pm.

DRAFT

Excerpt from May 31st Draft Infrastructure Subcommittee Meeting Minutes

Chair Ford facilitated a group activity, first asking "Who are we serving?". Members listed the following:

- Ages 8- 80
  - Children K-12
  - University students
  - Seniors with or without disabilities
- Minority/Low-Income
- Commuters
- All abilities
- Neighborhoods
- Those bike for transport: To school, work, errands; faster, longer trip users
- Daily users
- Adaptive bikes
- Visitors
- Special event attendees
- Recreational riders
- All times of day (lighting)
- Different language users

Strengths	**Weaknesses**
• BAC • Bike Plan • Interagency/Department communication • Political focus • Short-term funding • Great Weather, good terrain • Bikes on buses • Bike Share, greenways • Momentum • Young city • Private investment and growth	• Long-term funding • Maintenance • Lack of accountability • Media bias and public bias • HPD enforcement bias • Car failed to yield is not an option in collision analysis report • Education: Bicycle education, transit education, behavior change for drivers • Language matters: Call it a crash, not an accident • Data, especially in under resourced neighborhoods • Lack of density • Lack of connectivity • Limited ROW • Intersection density low • Situational awareness
Opportunities	**Threats**

• Collision Analysis Report
• Biking education
• State driver's education
• Legitimate, integrated multimodal system
• Ways to understand and navigate multimodal system
• Elevate social inclusion and language
• Houston as a great place to ride; opp. To grow ridership
• Leverage short-term funding
• Inclusive counting
• More counting infrastructure
• E-bikes and shared scooters
• Changing technology
• Training especially for decision makers
• Funding
  • TIP Call for Projects
  • Harvey relief funding for Transit Oriented Development (TOD)
  • STP
	• Term limits
	• Fatalities and injuries
	• Change in leadership
	• Changing technology
	• Adverse media coverage
	• To not be visionary enough (fail to build infrastructure that withstands the test of time)
	• Allowing perfect to be the enemy of good
	• Time
	• Inclusion must be at the center of conversation
	• Business as usual mentality (maintaining status quo)
	• Multimodal standards

THE BUILDING BLOCKS OF A BICYCLE FRIENDLY COMMUNITY

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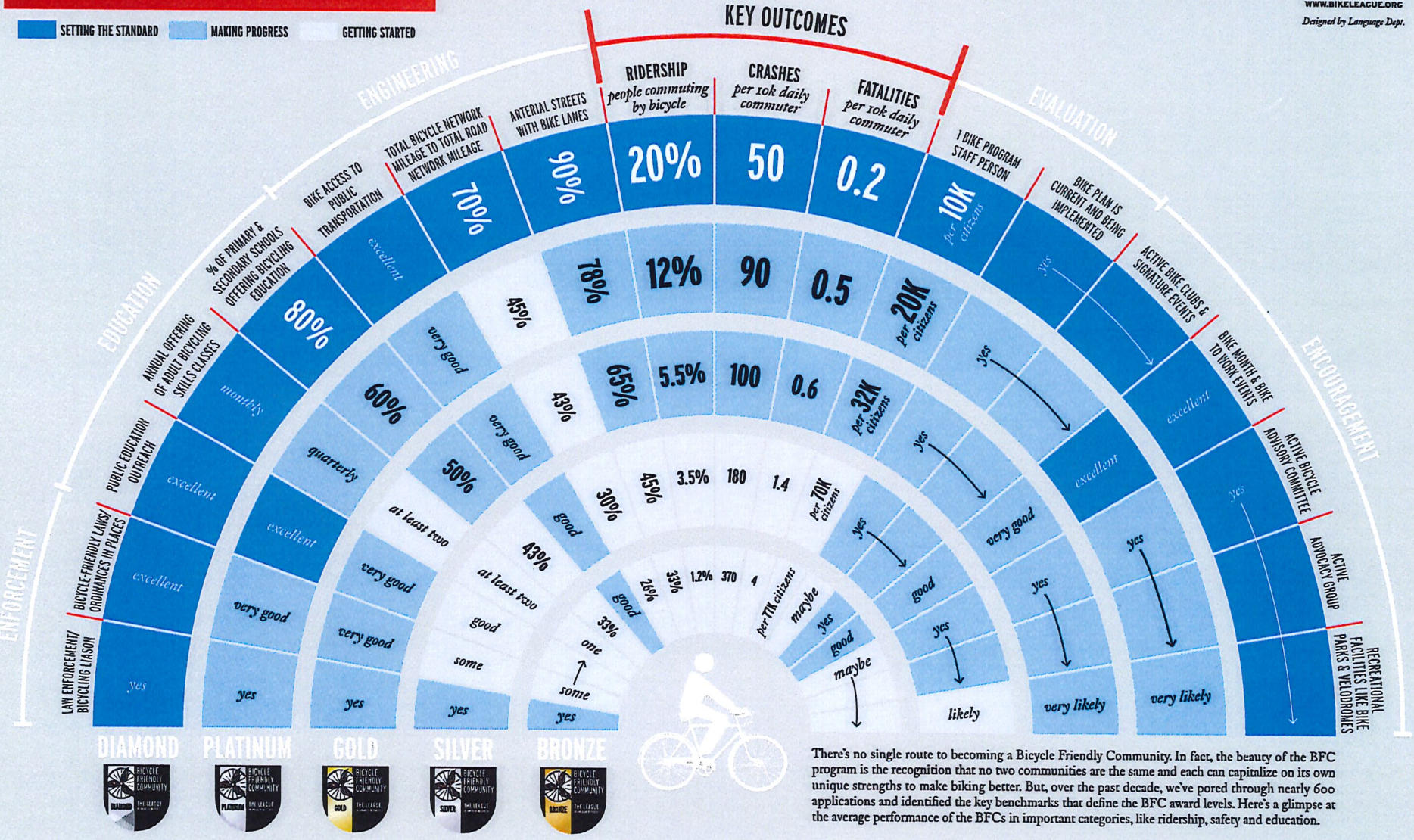

There's no single route to becoming a Bicycle Friendly Community. In fact, the beauty of the BFC program is the recognition that no two communities are the same and each can capitalize on its own unique strengths to make biking better. But, over the past decade, we've pored through nearly 600 applications and identified the key benchmarks that define the BFC award levels. Here's a glimpse at the average performance of the BFCs in important categories, like ridership, safety and education.

EDUCATION

Youth Bicycle Education

C1. Do any public or private elementary schools offer regular bicycle education to students?

- ❑ Yes*
- ❑ No
- ❑ N/A - No elementary schools

Skip ahead to C2 if "No" or "N/A" is selected. *(Note fields C1a-C1c will be hidden in online application until corresponding answer above is selected.)*

***C1a. What percentage of your public and private elementary schools offer bicycle education?**

- ❑ 1-25%
- ❑ 26-50%
- ❑ 51-75%
- ❑ 75-99%
- ❑ 100%

***C1b. What type of bicycle education is offered?**

- ❑ Mandatory on-bike education
- ❑ Optional on-bike education
- ❑ Bicycle safety presentation with no on-bike component

***C1c. Are bicycles provided to students by the school district, police, non-profit or other entity to allow every student the opportunity to participate in on-bike instruction?**

- ❑ Yes, bicycles are provided to all students
- ❑ Yes, a limited number of bicycles are available for students in need
- ❑ No, bicycles are not provided

C2. Do any public or private middle schools offer regular bicycle education to students?

- ❑ Yes*
- ❑ No
- ❑ N/A - No middle schools

Skip ahead to C3 if "No" or "N/A" is selected. *(Note fields C2a-C2c will be hidden in online application until corresponding answer above is selected.)*

***C2a. What percentage of your public and private middle schools offer regular bicycle education?**

- ❑ 1-25%
- ❑ 26-50%
- ❑ 51-75%
- ❑ 75-99%
- ❑ 100%

***C2b. What type of bicycle education is offered?**

- ❑ Mandatory on-bike education
- ❑ Optional on-bike education
- ❑ Bicycle safety presentation with no on-bike component

***C2c. Are bicycles provided to students by the school district, police, non-profit or other entity to allow every student the opportunity to participate in on-bike instruction?**

- ❑ Yes, bicycles are provided to all students
- ❑ Yes, a limited number of bicycles are available for students in need
- ❑ No, bicycles are not provided

C3. Do any public or private high schools offer regular bicycle education to students?

- ❑ Yes*
- ❑ No
- ❑ N/A - No high schools

Skip ahead to C4 if "No" or "N/A" is selected. *(Note fields C3a-C3c will be hidden in online application until corresponding answer above is selected.)*

***C3a. What percentage of your public and private high schools offer regular bicycle education?**

- ❑ 1-25%
- ❑ 26-50%
- ❑ 51-75%
- ❑ 75-99%
- ❑ 100%

***C3b. What type of bicycle education is offered?**

- ❑ Mandatory on-bike education
- ❑ Optional on-bike education
- ❑ Bicycle safety presentation with no on-bike component

***C3c. Are bicycles provided to students by the school district, police, non-profit or other entity to allow every student the opportunity to participate in on-bike instruction?**

- ❑ Yes, bicycles are provided to all students
- ❑ Yes, a limited number of bicycles are available for students in need
- ❑ No, bicycles are not provided

C4. Outside of schools, how are children and youth taught safe cycling skills? *Check all that apply.*

- ❑ Learn to ride classes
- ❑ Bike clinics or rodeos
- ❑ ABCs of Family Biking, family bike show-and-tell, or similar program focused on families with toddlers and young children
- ❑ Youth bike clubs
- ❑ Scouts bicycle training
- ❑ Youth development road or cross racing teams
- ❑ Youth development mountain bike racing teams
- ❑ Helmet fit seminars
- ❑ Safety town area
- ❑ Trail riding classes
- ❑ Summer camps
- ❑ Bicycle-related after school programming
- ❑ Bicycle safety is taught as part of driver education curriculum
- ❑ None of the above

Adult Bicycle Education

C5. Are bicycle safety or riding skills-related classes or hands-on instruction offered to adults in your community?

- ❑ Yes*
- ❑ No

Skip ahead to C6 if "No" is selected. *(Note fields C5a-C2e will be hidden in online application until corresponding answer above is selected.)*

***C5a. What type of classes are available for adults?** *Check all that apply.*

- ❑ Classes that include on-bike instruction
- ❑ Classroom-based classes
- ❑ Information sessions/workshops

***C5b. What topics are covered in these classes?** *Check all that apply.*

- ❑ Introduction to bicycling/Learn to ride/Bike handling basics
- ❑ Safe riding skills/habits
- ❑ Bicycle maintenance
- ❑ Sharing the road, trail, or path with vehicles or pedestrians

- ❑ Bike commuting basics

***C5c. Who teaches these classes?** *Check all that apply.*

- ❑ League Cycling Instructor
- ❑ Local bike shop employee
- ❑ Local bicycle advocate
- ❑ Local law enforcement officer

***C5d. On average, how often are these classes offered?**

- ❑ Monthly or more frequently
- ❑ Quarterly
- ❑ Semi-annually
- ❑ Annually
- ❑ Less than annually
- ❑ On demand

***C5e. Are bicycles provided to adults by the community, police, non-profit or other entity to allow every resident to participate in on-bike instruction?**

- ❑ Yes
- ❑ No

C6. Which of the following communications methods are used to share bicycle information with adults in your community?

Check all that apply.

- ❑ Community-wide public education campaign
- ❑ Community-wide Bicycle Ambassador program
- ❑ Educational group rides
- ❑ Videos on community website/TV channel/social media
- ❑ Bike-specific website or social media accounts for community
- ❑ Neighborhood listserves
- ❑ Community newsletter (print or digital)
- ❑ Community maps (print or digital)
- ❑ Handouts or brochures
- ❑ Welcome packet for new residents
- ❑ Permanent signage, displays, or information kiosks
- ❑ Table or booth at community events
- ❑ None of the above

C7. Which of the following information is shared using the methods checked above?

Check all that apply.

- ❑ Introduction to bicycling/Learn to ride/Bike handling basics
- ❑ Safe riding skills/habits
- ❑ Bicycle maintenance

- ❑ Sharing the road, trail, or path with vehicles or pedestrians
- ❑ Commuting tips and resources
- ❑ Traffic laws/ rules of the road
- ❑ Bicycle purchase and fitting guidance
- ❑ Equipment, gear, and accessories
- ❑ Theft prevention
- ❑ Riding in inclement weather
- ❑ Family biking
- ❑ None of the above

C8. Do any of the above educational classes, resources, or programs for adults specifically target any of the following traditionally-underrepresented groups? *Check all that apply.*

- ❑ Women
- ❑ People of Color
- ❑ Seniors
- ❑ Non-English speakers
- ❑ Low-income populations
- ❑ University students
- ❑ LGBT+ community
- ❑ ADA community
- ❑ Homeless community
- ❑ None of the above

Motorist Education

C9. In what ways have motorists in your community been educated on sharing the road safely with bicyclists of all ages and abilities? *Check all that apply.*

- ❑ Public service announcements
- ❑ Community-wide public education campaign
- ❑ Share the Road educational videos on community website/TV channel/social media
- ❑ Dedicated Share the Road website or social media sites
- ❑ Neighborhood listserves
- ❑ Community newsletter/magazine article/blog
- ❑ Community maps (print or digital)
- ❑ Information in new resident packet
- ❑ Information for students and parents from the school system
- ❑ Utility bill insert
- ❑ Flyer/handout
- ❑ Info sessions/lunch seminars
- ❑ Billboards
- ❑ Share the Road Signs

- ❑ Share the Road information in driver's education and testing
- ❑ None of the above

C10. Which of the following groups of professional drivers receive training that includes information on sharing the road with bicyclists? *Check all that apply.*

- ❑ Local government staff
- ❑ Taxi drivers
- ❑ Transit operators
- ❑ School bus operators
- ❑ Delivery/Commercial drivers
- ❑ Emergency vehicle drivers
- ❑ None of the above

Bicycle Safety Education Resources

C11. How many League Cycling Instructors are active (have taught a class in the last year) in your community? (# only)

C12. Are any of the following educational materials published by the League of American Bicyclists provided to community residents and/or businesses?

- ❑ Smart Cycling Quick Guide
- ❑ Smart Cycling Student Manual
- ❑ Smart Cycling Education videos
- ❑ None of the above

Education Bonus Points

C13. Describe any other education efforts in your community that promote safe cycling.

Use this space to expand on answers checked above, or to describe additional educational programs or services that have not yet been covered.