

**ORANGE COUNTY BICYCLE SAFETY TASK FORCE
MEETING AGENDA
October 31, 2016 3:00 P.M.
ROOM 004 GROUND FLOOR
WEST CAMPUS OFFICE BUILDING
131 WEST MARGARET LANE, HILLSBOROUGH, NC 27278**

A. Administrative Issues

1. Statement by Heidi Perry, Chair
2. Review and approval of notes from August 9 Task Force meeting (Attachment 1)

B. Subcommittee 1

1. Review Charge: Goals
 - a. what are the identified problems we are hoping to solve with our campaign?
 - b. what are the goals we are hoping to reach in affecting change in behavior?
 - c. what our message is
 - d. what audiences are we trying to reach
2. Report from August 1, 2016 meeting (Heidi Perry)
 - a. Draft Meeting notes (Planning staff) (Attachment 2)
 - b. Latest draft revised Goals (Heidi Perry) (Attachment 3)
3. Review and comments from full Task Force

C. Subcommittee 2

1. Review Charge: Information dissemination, identify best way to reach target audiences based on evidence of what has been successful in comparable circumstances
2. Notes from September 27 meeting (Attachment 4)
3. Notes from October 20, 2016 meeting – summary of discussion points (Attachment 5)
3. Tagline/slogan poll (Attachment 6)
4. Review and comments from full Task Force

D. Subcommittee 3

1. Charge: Action Planning and funding
 - a. Identify what might be an action plan or some different options to achieve our Goals, what would be the pros and cons, and realistic amounts to spend; and

b. Identify what should be our recommendations and requested budget for FY17/18 and beyond.

2. Membership appointment

D. Next Steps

1. Structure of topics, tasks and goals for next meetings (Heidi Perry)
2. Research or information needed
3. Estimated calendar for completion of Task Force Report, review by OUTBoard, and presentation to the Board of County Commissioners (Attachment 7)

Attachment 1

Draft Bike Safety Task Force Meeting Notes, August 9, 2016

Task Force members in attendance: Heidi Perry, Chairperson, Abigaile Pittman, Cliff Leath, NCDOT District Engineer Chuck Edwards, Alyson West, Bonnie Hauser, Todd Jones, Deputy Brian Whitehurst, Buddy Hartley, Kim Tesoro, Peter Klopfer, Peter Leousis, Sara Pitts, Bill Langston

Task Force members absent: Jeff Charles, Matt Day, Eli Belz

BOCC Liaison in attendance: Renee Price, Orange County Commissioner

Others in attendance: Max Bushell, Orange County Transportation Planner

Meeting Notes

- Packets were distributed with an agenda, minutes from the previous meeting on July 11, minutes from the meeting of Subcommittee 1 on August 1, and the proposed goals of the Bicycle Safety Task Force.
- Heidi Perry presented the Ground Rules for the Bicycle Safety Task Force. Cliff Leath made a motion to approve the Ground Rules, which was seconded by Todd Jones. The Task Force unanimously approved the Ground Rules.
- The second order of business was to appoint a Vice-Chair. Commissioner Renee Price made a motion to approve Todd Jones as Vice-Chair. Cliff Leath seconded the motion. The Task Force unanimously approved the motion.
- Heidi Perry recommended a few changes to the Meeting Minutes from the previous July 11 meeting, which were accepted and approved by the Bicycle Safety Task Force.
- Heidi summarized the discussions that occurred at the Subcommittee 1 meeting. A few key points were discussed.
 - Courtesy and respect on the part of both bicyclists and drivers is hugely important.
 - Focusing on norms, instead of laws, is fundamentally important to begin to change the behaviors of both bicyclists and motorists.
 - Safe passing is a huge concern. A few issues and questions were raised.
 - What is a reasonable time to wait before passing?
 - How do you get past large groups of say, 30?
 - What are the best practices for passing, especially pelotons?
 - It is not always safe to ride on the right side of the road when a car passes. It is often safer to be in the middle of the road to ensure that cars don't pass unsafely.
 - Cars and cyclists have different views on passing.
 - It is now legal to go over the double yellow line to pass.
 - Is there a way for cyclists to move off of high traffic roads?

Attachment 1

- Commissioner Renee Price stated that we are trying to foster acceptance of a culture of bicycling in the County. We need to start out by teaching the young and continue with all age groups.
- Alyson West stated that we need to make sure we're not discussing norms that are not safe and provided some examples.
- There was a discussion about traffic counts on roads used by cyclists.
- The original 13 goals were condensed to 8 goals through a combination of concepts.
- Max Bushell presented further information with regard to bicycle crashes in Orange County, specifically information about how crashes in rural Orange County compare with rural bicycle crashes statewide. This information was included in a revised Orange County Bicycle Crash Report.
 - Heidi Perry asked Max Bushell to check to see if the accident reports say who was at fault.
 - Bonnie Hauser asked about the demographics of local bike clubs.
 - Deputy Brian Whitehurst provided details of a specific bicycle crash report that was being discussed.
 - Commissioner Renee Price inquired about the source of the numbers from the crash reports. Max Bushell replied that all crash reports are sent to NCDOT in cases where law enforcement is called to the scene. Deputy Brian Whitehurst stated that the responding officers are typically the Highway Patrol, not the Sheriff's Department.
 - Max Bushell reminded the group that the sample size of the crash reports is very small.
- The group discussed education for both bicyclists and motorists, especially as it relates to bicyclists taking the lane. This is a safety maneuver and can signal to the driver that it is unsafe to pass.
- The key takeaways from the discussion were to focus specifically on
 - Passing issues, particularly in terms of safely passing large groups;
 - clarifying laws/roles from an educational standpoint; and
 - norms.
- Subcommittee 2 will meet in the next few months. Some members of the Bicycle Safety Task Force volunteered for the subcommittee including,
 - Heidi Perry
 - Deputy Brian Whitehurst
 - Peter Leousis
 - Bill Langston
 - Max Bushell
 - Commissioner Renee Price (Possible)

Attachment 1

Note: Following the meeting Abigaile Pittman sent out another Subcommittee request to task force members including those not at this meeting. The following additional members volunteered for Subcommittee 2:

- Anthony Carey
- Todd Jones
- Peter Klopfer
- Following the meeting Commissioner Renee Price said that she would not be able to serve on Subcommittee 2 after all.
- Heidi Perry mentioned that holding a moderated meeting between motorists and bicyclists could be something to consider. Commissioner Renee Price suggested that this may be beyond the purview of the Bicyclist Safety Task Force and could be a good recommendation of the report.
- Abigaile Pittman stated that a Doodle Poll with information about future Subcommittee meetings will be sent out.
- Max Bushell mentioned that he would share the research that he has already done on bicycle safety campaigns with Subcommittee 2.

Attachment 2

**ORANGE COUNTY BICYCLE SAFETY TASK FORCE SUBCOMMITTEE 1
MEETING AGENDA
SEPTEMBER 26, 2016 3:00 P.M.
ROOM 204, PLANNING DEPARTMENT
WEST CAMPUS OFFICE BUILDING
131 WEST MARGARET LANE, HILLSBOROUGH, NC 27278**

MEMBERS ATTENDING: Heidi Perry, Chairperson, Jeff Charles, Abigaile Pittman, Cliff Leath, Eli Belz, Bonnie Hauser, Todd Jones, Orange County Commissioner Renee Price, and Bill Langston as proxy for Alyson West

MEMBERS ABSENT: Eli Belz, Alyson West

OTHERS ATTENDING: Max Bushell, Orange County Transportation Planner

In order to facilitate a preliminary discussion, the subcommittee was provided agenda materials including a copy of the draft goals developed at the August 1 meeting Subcommittee 1, and meeting notes from the meeting. Comments and agreed upon revisions generated by subcommittee meeting discussions at the August 1 meeting were used to generate the draft goals.

1. Administrative Issues

1. Statement by Heidi Perry, Chair

B. Background

1. Review of meeting notes from August 1, 2016 meeting (copy attached)

- There were no corrections to the meeting notes from the August 1 meeting.
- Max reviewed the role of the subcommittees and how the subcommittees tie in with the ultimate goals of the Task Force. Subcommittee members indicated that Subcommittee 3 (Action Planning) and Subcommittee 4 (Funding) could be combined.

C. Goals

1. Review and revise draft goals and finalize draft for presentation to full group (copy attached)

- Bonnie mentioned that passing is the biggest issue in the County.

Attachment 2

- Jeff asked if there is a commitment to translating all of the materials into Spanish. The consensus was that all materials should be translated.

Goal 1

- The group decided on wording changes to Goal 1, including changing “Utilitarian bicyclists” to “Non-recreational bicyclists”.
- The group also indicated that crash data should be specifically referenced and that data could be obtained from Emergency Services.

Goal 2

- The group agreed that this should be universally enforced. It should be made clear all vehicles must stop.

Goal 3

- The Subcommittee agreed that we need more information about where bicycle crashes are occurring.

Goal 4

- The Subcommittee made some working changes to the language, most notably removing the phrase “...who do not use lights at night...” to ensure that the Task Force’s recommendation is to use lights and be visible at all times.

Goal 5

- Passing large pelotons is very difficult.
- Some members of the Subcommittee wished to remove the third goal and revise it to be less specific, though no consensus could be reached about this. The larger group will come to a decision about this at the next meeting of the full Task Force.

Goal 6

Attachment 2

- Bonnie Hauser objected to calling the County “bicycle friendly” and mentioned that the County should build facilities and encourage bicycling with infrastructure projects. Her suggestion was to use the tagline, “Orange County cares about safety for everyone.”
- Other members of the subcommittee think that Orange County should pursue a dedication as a bicycle-friendly County.

Goal 7

- The Subcommittee proposed small wording changes.

Goal 8

- Renee Price mentioned that this goal may be out of the scope of this Task Force.
- Abigaile Pittman suggested adding another goal to the list, namely to coordinate efforts between the Bicycle Safety Task Force and possible Safe Routes to School initiatives.

D. Adjourn

Suggested Messaging Types (for Subcommittee 2)

- Signage will be very important at multiple entrance points to the County
- Provide posters to bike shops stating that Orange County recommends bicyclists use lights at all times, so customers don't think that the shop is trying to upsell them on lights.
- Consider different methods to disseminate information to bike racers and people on recreational long rides.
- The Subcommittee thought that “modeling” good behavior by creating a video showing how to safely pass a large group of bicyclists would be a good way to help bicyclists and motorists understand the dangers and promote safe interaction.

Suggested Final Recommendations for the County

- Lobby BOCC for Infrastructure Task Force

Attachment 2

- Consider a variety of facility types for bicyclists and pedestrians
- Reach out to EMS and consider partnership to obtain crash data

Attachment 3

DRAFT 42: 8/59/27/16

Bicycle Safety Task Force Subcommittee 1: Identifying problem areas, goals, messaging, and target audiences

NOTE: halfway through discussion of # 5, we no longer had a quorum.

1. Motorist and ~~Cyclist~~ cyclist Education-education

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Problem: New and existing car drivers, and many cyclists, are not learning the laws that pertain specifically to cyclists and are not learning how to interact with each other on the road. Some motorists and cyclists each feel that the other is disrespectful of their place on the road. New state laws affecting cyclists, including new passing laws, ge-went into effect in October 2016. ~~Utilitarian~~ Non-recreational (eg., transportation and commuter) bicyclists include riders who are inexperienced, who are new to our communities, and who may have language barriers and cannot find the rules pertaining to bicycling in their language. ~~Utilitarian~~ Non-recreational cyclists may include riders who choose bicycling as their mode of transportation because they do not have funds for other forms of travel.

Existing crash analysis can help prioritize the messaging.

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Goals:

A. _____ To be sure that all users of the road know the laws, including cyclists, motorists, commercial drivers, and law enforcement, so that misinformation can be eliminated. Piggyback on state publicity for getting word about the new law out

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B. _____ To be sure all users of the road understand the best practices for sharing the road when they encounter other vehicles. paying special attention to the area of passing

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C. _____ To make mutual respect the norm by emphasizing and promoting best practices, including: be courteous, be aware of your space concerning those around you, use common sense and courtesy, ride and drive with respect for all

_____ To move expectations beyond rights and laws to common sense courtesies. Define what is understood as courtesy for passing and focus on safe passing. Look at Defensive Driving/Riding courses.

D. _____ ~~To emphasize best practices and make them the norm, including: be courteous, be aware of your space concerning those around you, using common sense and courtesy, riding and driving with respect for all~~

(Piggyback on state publicity for getting word about the new laws out.)

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Message: All of the laws that pertain to bicycles on the road, including:

1) ▲ bicycles are considered vehicles and cyclists should follow the same rules of the road as cars

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2) ▲ cyclists ~~should~~ must ride in the same direction as other vehicles

Attachment 3

- 3) ▲cyclists should ride as far to the right as practicable
- 4) ▲cyclists are allowed to use the full lane or ride abreast
- 5) ▲motorists may cross a double yellow line to pass cyclists if they slow down and have adequate sight distance

In Orange County we watch out for each other on the roads: "This is How We Roll"

Target audience: New and existing drivers, cyclists (recreational and utilitarian-non-recreational), law enforcement

Safety benefits: Knowing and following the laws should make all movements safer and more predictable, but making following the laws and courtesy on the road the norm is the most effective tool to achieve the goals of compliance and of mutual respect. The new passing law may also help mitigate some of the conflict currently seen between cyclists and motorists. Lowering frustrations and raising respect between road user groups will lead to less impatience, safer interactions, and a more positive perception of sharing the road.

2II. EMS, Fire fire Truckstrucks, Law-law enforcementenforcement

Problem: Vehicles, including cyclists, do not always pull over for emergency vehicles

Goal: To achieve full compliance with this law.

Message: The law requires **all** vehicles, including cyclists, to pull over and stop when an emergency vehicle (EMS, Fire Truck, and Public Safety vehicle) sounding its siren and flashing its lights approaches. When cyclists do not pull over and come to a stop, the emergency vehicles are unable to predict their movements, which hampers their ability to pass. In addition, cyclists need to follow the directions of flagmen who are directing traffic on the road

Target audience: cyclists and motorists

Safety benefits: Emergency vehicles are traveling at high rates of speed and their ability to arrive at a situation quickly can be a matter of life and death. Improved compliance with this law will ensure that emergency responders arrive where they are needed as quickly as possible.

3III. Better data-data collectioncollection

Problem: No definitive way to collect data on cyclists' behavior or on amount/percentage of cyclist traffic on the road. No way to observe motorist behavior. This leads to the use of anecdotal or perceptual

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information instead of data, and also provides no way to judge effectiveness of a safety campaign.

Goal:

- A. _____ To be able to measure current behavior and vehicle counts, perhaps with the use of motion cameras as well as with other equipment, prioritizing data collection in known problem areas.
- B. _____ To be able to measure effectiveness of BSTF campaign, and to be able to demonstrate possible need for road safety improvements.
- C. To work with other agencies (eg., law enforcement, EMT) to get more precise information for all incidents involving cyclists, and to have information forwarded in realtime to the Orange County Planning department

Message: Data are necessary

- 1) ~~(a)~~ to measure the extent of a problem based on data and not on personal observations;
- 2) ~~(b)~~ to determine if education mitigates or has any positive effect on behavior;
- 3) ~~(c)~~ to have data available to present to NCDOT, which bases many of its decisions for infrastructure improvements on data. (If there is no collection of data, then proposed projects may score poorly.)

Target audiences: Transportation planners, BOCC, overseers of BSTF implementation, NCDOT, law enforcement, EMT services

Safety benefits: If data show need for road improvements for road user safety, NCDOT is more likely to respond to a request for it. If county funds are being used to implement safety programs, data will provide taxpayers and the elected officials with information about the effectiveness of the use of those funds.

4IV. Safety Equipment equipment for cyclistscyclists

Problem: Cyclists who ~~do not use lights at night are hard to see, making cannot be seen it are a dangerous for them danger to themselves~~ and ~~for to drivers motorists~~. Some cyclists may be unaware of the ~~current laws requiring a front light and a rear light or reflector requiring lights~~. Many ~~utilitariannon-recreational~~ bicyclists ride at night, making safety equipment for night riding especially important. For ~~themsome~~, the cost of lights and helmets may be a hardship. New laws ~~will go into that went into~~ effect in October ~~2016 that~~ require a front light, plus a rear light or reflective clothing in addition to ~~the still-~~

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~~required~~a rear reflector. Also, parents and cyclists need to be aware of the law requiring helmets on anyone under 16 years of age.

Goals:

A. ~~_____~~To ~~be sure all~~strive to make all cyclists ~~are~~ aware of the law:s. to strive to have to be sure all bikes used at night ~~are~~ equipped with required lights and reflectors, and to strive to have all children under 16 wearinging helmets.

B. ~~_____~~To recommend best practices including use of lights during the day, wearing brightly colored clothing, and use of helmets for all ages.

C. To make cyclists aware of the importance of being visible to others.

Message: Cyclists must equip their bikes as state law requires for lights and reflectors when riding at night, and cyclists must be seen to be safe.

Target audience: Primary: cyclists; secondary: bike shops

Safety benefit: Visibility is a key component of safety. Cyclists who are visible to other road users at night will prevent crashes due to not being seen. Helmet use has been shown in some studies to prevent or lessen head injuries.

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5V. Education and safety around group rides

Problem: Group rides can pose unique challenges and safety issues for sharing the road, and sometimes groups can include less experienced riders who are unaware of best practices. In addition, large groups of riders ~~are more intimidating~~present challenges to motorists who are trying to safely pass ~~them and are more difficult to pass safely~~them.

Goals:

A. ~~_____~~To get ideas for best practices for group riding into the hands of all who ride in groups, and to have the best practices followed.

B. ~~_____~~To recommend riding 2 abreast, and breaking into more manageable group sizes when vehicles are trying to pass.

C. ~~_____~~To define where and when large groups most often ~~impede traffic~~ride, and make routes those routes and alternative routes available to county residents so they can plan their routes accordingly.

D. ~~_____~~To define ~~what constitutes a reasonable amount of time for a motorist to wait before being able to pass a group of cyclists~~To

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get motorists and cyclists to recognize a reasonable expectation for passing time, and to provide videos or PSAs that illustrate passing a large group of riders from both cyclists' and motorists' perspectives

E. _____ To make motorists aware of new laws allowing them to cross double yellow line to pass when safe to do so.

Message: ~~Orange County attracts many cyclists to its beautiful country roads, from both near and far. We do not want to discourage cycling groups from riding, but we do want them to be safe and courteous when they ride.~~ Some motorists can become easily-frustrated or impatient when they find themselves behind a very large group of riders and are unclear about how best to safely pass them. By demonstrating best practices and by getting cyclists and motorists to see the challenges from the other's viewpoint, a better coexistence may be achieved.

Target audience: Primary: riding clubs in and around Orange County, secondary: individual cyclists, motorists, large groups (pelotons)

Safety benefits: Educating large groups of cyclists will make them aware of behaviors that make motorists nervous and frustrated, and will let them know what they can do to improve safe passing. Educating motorists at the same time will make them aware of ways to pass groups safely.

6VI. Advocate for Orange County signage/messaging that says Orange County is ~~Bicycle-bicycle~~ Friendly-friendly

Problem: ~~Some~~ A small number of motorists and cyclists have exhibited and experienced less than friendly interactions on the roads. This may cause cyclists to seek out other parts of the state in which to ride, but cycling can keep our communities healthier and cyclists bring tax dollars into Orange County.

Goals:

A. To develop a message that elected officials will adopt that promotes Orange County as a bicycling destination and that will encourage buy-in from county residents, with the goal of bringing more bicycling and bicycle tourism dollars to Orange County, and that may contribute to better cyclist-motorist interaction on the road.

B. To evaluate the effectiveness of the statewide "Watch for Me" campaign and to consider having Orange County participate in the program. (*note: this program has just been evaluated by the Highway*

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Attachment 3

Safety Research Center and results will be available soon)

Message: Orange County offers beautiful roads for cycling and for bicycle tourism. We want cyclists to come to Orange County to ride and to know they are welcome in our county. Studies have shown that positive words and expectations (norms) can influence behavior. Consider promoting a “This is how we roll” slogan for Orange County. Ask Orange County to be evaluated as a ~~a~~ “Bicycle Friendly County,” and define what that means in terms of expected behavior

Target audience: Primary: Orange County elected officials and staff; secondary: motorists and cyclists who use Orange County roads (many do not live in Orange County)

Safety benefits: more cyclists and more awareness of cyclists on the roads makes cycling safer on the roads.

7VII. Improvements to traffic signals to allow bicycles to call-trigger traffic signal

Problem: Bicycles do not trip lights at most traffic signals due to the type of tripper used ~~and~~ or the way it has been calibrated. This makes it difficult for a cyclist to get through a red light on a road with little motor traffic.

Goal: To give cyclists at intersections a green light to proceed lawfully through an intersection

Message: When installing new traffic signals or when adjusting existing signals, install and calibrate trippers that recognize cyclists.

Target audience: primary NCDOT, with county and town traffic /transportation planners and BOCC aware so they can be requested when trippers are installed

Safety benefit: Allows safe and legal travel through signaled intersections

8 suggested for deletion. Some on subcommittee stated that this is already a law, so why include it.

8VIII. Motor vehicle speeding – (note: considered a lower priority for this Task Force)

Problem: Some motorists speed on county roads (defined as driving 10 miles over the speed limit)

Goal: To reduce the amount of speeding

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Message: Speed limits indicate the maximum safe speed on a road. Exceeding those speeds is unsafe. Slow down to pass slower moving vehicles.

Target audience: Motorists

Safety benefit: Driving on a road at a safe speed reduces the possibility and severity of crashes.

9IX. Non-infrastructure recommendations of the adopted Safe Routes to School (SRTS) Plan within the County's jurisdiction

Problem: The non-infrastructure recommendations of the adopted SRTS Plan have common goals with the charge of the Bicycle Safety Task Force in that they emphasize education and safety. Implementation of these SRTS recommendations have been delayed due primarily to limited funding related to the limited funding for related infrastructure projects because of the revision in project criteria at the state level, and lack of any local matching funds.

Goal: -To promote the implementation of related SRTS non-infrastructure recommendations as they coincide with Bicycle Safety Task Force recommendations.

Message: The County's school age children are a part of our bicycling community, and

- 1) (a) Making bicycling to school a safer and more appealing transportation option encourages a healthy and active lifestyle from an early age.
- 2) (b) Facilitating the planning, development, and implementation of projects and activities will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity of our schools.

Target Audiences: Primary: Orange County School Board, Orange County elected officials and staff, and parents and other residents; secondary: motorists and cyclists who use Orange County roads (many do not live in Orange County)

Safety benefit: Make bicycling to school safer for children.

X. Creation of a future Task Force to study infrastructure

Problem: Despite the efforts of this task force to make Orange County roads safer, some cyclists or potential cyclists will prefer infrastructure and greenways improvements. Because improvements to infrastructure were beyond the scope of this task force, we recommend that the BOCC appoint a task force that can look at infrastructure and possible funding sources for it.

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Goal: To offer additional opportunities for active transportation for residents and visitors to our county

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Message: Greenways and bike infrastructure are part of the complete streets policies set forth by NCDOT. There are recommendations for rural areas as well as for urban areas. Exploring these areas could enhance the cycling experience for some.

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Target audience: Cyclists and potential cyclists (as well as walkers and hikers)

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Attachment 4

**ORANGE COUNTY BICYCLE SAFETY TASK FORCE SUBCOMMITTEE 2
DRAFT MEETING NOTES
SEPTEMBER 27, 2016 3:00 P.M.
ROOM 204, PLANNING DEPARTMENT
WEST CAMPUS OFFICE BUILDING
131 WEST MARGARET LANE, HILLSBOROUGH, NC 27278**

MEMBERS ATTENDING: Heidi Perry, Chairperson, Jeff Charles, Abigaile Pittman, Cliff Leath, Bill Langston, Todd Jones, Peter Klopfer

OTHERS ATTENDING: Max Bushell, Orange County Transportation Planner

MEMBERS ABSENT: Peter Leousis

In order to facilitate a preliminary discussion, the subcommittee was provided a summary of research on effective messaging for bicycle safety campaigns, which highlighted both best practices and practices to avoid. Additional handouts included information from the “Be a PAL – Share Our Streets” campaign in Arlington, VA and a paper copy of the PowerPoint slides.

A. Administrative Issues

1. Statement by Heidi Perry, Chair

Max Bushell presented on the role of Subcommittee 2 and on effective messaging, providing information about strategies for disseminating the message, what an effective campaign looks like, and what to avoid in a bicycle safety campaign. The presentation followed the steps below.

B. Background

1. Subcommittee Discussion Objectives
2. Approved Goals

C. Problems, Goals, Message, Audiences

1. Discussion of Effective Messaging (Attachment 1)
 - a. Strategies to Consider
 - b. Strategies to Avoid
 - c. Practicalities
2. Process
 - a. Key Questions

Attachment 4

3. Possible Strategies

- a. Basic Strategy Ideas
- b. Examples
- c. Bad Ideas – What NOT to do!

D. Next Steps

Subcommittee 1 of the Bicycle Safety Task Force provided some input through their recommendations to the work of Subcommittee 2. This input is summarized in the following bullets.

- Signage will be very important at multiple entrance points to the County
- Provide posters to bike shops stating that NC law requires that lights be used when riding at night, and Orange County recommends bicyclists use lights at all times, so customers don't think that the shop is trying to upsell them on lights.
- Consider different methods to disseminate information to bike racers and people on recreational long rides.
- The Subcommittee thought that "modeling" good behavior by creating a video showing how to safely pass a large group of bicyclists would be a good way to help bicyclists and motorists understand the dangers and promote safe interaction.

Heidi presented some information about the Illinois Bicycle Safety Quiz Challenge. She mentioned that this might be a good model and that the State of Illinois may be amenable to providing the quiz to us for use in North Carolina or at least providing the name/information of the quiz developer. The group considered the fact that this quiz could serve as a component of the Driver's Education curriculum or could be used to test traffic offenders as part of a defensive driving course.

In terms of the audience for this campaign, the subcommittee defined a number of different groups. These include group riders, bike shops, motorists, children, and non-recreational bicyclists.

Attachment 4

The subcommittee discussed possible strategies for reaching these groups. These included lobbying the State to add information about bicycle safety to license plate renewal letters, playing bicycle safety PSAs in line at NCDMV locations, PSAs in Public and school libraries, playing bicycle safety PSAs on buses, adding information to the outside of buses and to interior locations, and reaching parents through electronic school outreach apps/programs, such as “Peach Jar” (www.peachjar.com). Other ideas included adding signage at entry points into the County; placing bicycle safety posters at Wal-Mart, bike shops, sport recreation areas, theaters, and at hotels or any other destination for visitors to the County; preparing PSAs of bicyclists pulling over for Emergency Service vehicles; and creating signage that indicates that both motorists and bicyclists are authorized to use the roadway. Any signage showing bicyclists should use more than one bicyclist to alert drivers to expect both single bicyclists and groups. Include safety info on Tarwheels app.

The subcommittee was broadly supportive of the use of the “Bicycles May Use Full Lane” signs. Office Whitehurst mentioned that free/earned media could be valuable in terms of disseminating the bicycle safety message. He mentioned traffic reporters, including Amber Rupinta at ABC 11 and Brian Shrader at WRAL. Heidi Perry mentioned that some local bicycle safety campaigns provide lights for police officers and EMT officials to give out to the community. This can not only improve bicycle safety, but also improve the police relationship with the public.

Both radio and TV PSAs were mentioned as possible outreach methods. Public Access television would be a good way to provide the message to the community, while both AM and FM radio would be another good method. Additionally, having a table or tent at local events to hand out information would be another good option for reaching people in the community. Some events that were mentioned include Hog Day and last Fridays in Hillsborough, the Orange County Expo in Chapel Hill, and even the transportation exhibit at the State Fair.

Attachment 4

In terms of taglines for the campaign, the subcommittee came up with several possibilities. These include:

- Everyone Makes It Home!
- Help Each Other!
- This Is How We Roll!
- Arrive Alive! No matter how you get there - by bike, by car, or by foot.
- Wave!

The next meeting of Subcommittee 2 is schedule for the week of October 10 or the week of October 17. Note: Through a Doodle Poll, the meeting was scheduled for Thursday, October 20 at 3:00 p.m.

Attachment 5

Bicycle Safety Task Force Subcommittee 2

Revised based on October 20, 2016 Meeting

Targeted Outreach Groups

- ✧ Group Riders
- ✧ Bike Shops
- ✧ Motorists
- ✧ Children
- ✧ Non-recreational Bicyclists
- ✧ Emergency Responders and Law Enforcement

Outreach Strategies

- ✧ Signage at multiple entry points in County
 - E.g. “Expect Bikes! Pass Safely”
- ✧ Signage stating that both bicycles and motor vehicles are allowed to use roadway
 - “Bicycles May Use Full Lane”
 - “Heavy Bicycle Traffic Area”
- ✧ Bumper Stickers – specific to Orange County with taglines
- ✧ Posters (~ 24”x36”) at Bike Shops, Walmart, sport recreation areas, community centers, libraries, theaters, hotels, schools – “Use lights at all times”
- ✧ Posters showing safe passing and other laws at the places above, plus at DMV and Driver’s License offices; car dealerships
- ✧ Radio and TV PSAs modeling safe passing behavior and modeling correct behavior around emergency vehicles
 - at NCDMV locations
 - at Public and School Libraries
 - on Buses
- ✧ Earned Media
 - Traffic Reporters
 - Newspaper Editorials/Articles
- ✧ School Outreach Apps/Programs, e.g. PeachJar and school newsletters– Add Bike Safety information about Safe Passing; promote the Let’s Go NC program in schools; include bicycle safety information in drivers education classes
- ✧ Group Rides
 - Include Safety in Tarwheels app
 - Safety Message on Listservs for Group Rides
 - Chapel Hill Bicycling Website Safety Message
 - Add Posters/Provide Information at Starting Locations/Major Destinations for Rides
 - Wilson Park
 - Saxapahaw
 - Cup-a-Joe Hillsborough
 - Mapleview
 - Places in Mebane
- ✧ Websites and social media
 - Towns
 - County – Planning/Visitor Center

Attachment 5

- Visitor's Bureau
- UNC/DUKE/Durham Tech/Etc.
- ✧ Free Bicycle Lights through Local Police (lower priority)
- ✧ Tabling at Community Events
 - Hog Day
 - County Events
 - Library Events (Multiple Jurisdictions)
- ✧ Classes for Law Enforcement and Emergency Response teams (BikewalkNC powerpoint available; can be done with or without on-road element)
- ✧ NCDOT Level Strategies
 - Bicycle Safety Quiz Challenge
 - NCDMV Website Click-Through
 - License Plate Renewal Letters – Add Bike Safety Information
 - Classes for Local Law Enforcement
 - Driver's Registration notices
- ✧ Coordination with Transportation Demand Management Professionals at the local, county, and university levels
- ✧ Yard Signs – Watch for Bikes Pass with Care Safety is a shared responsibility (maybe others with taglines)
- ✧ Bike Rodeos for Kids

Possible Taglines

- ✧ Expect Bikes! Pass Safely
- ✧ Everyone Makes It Home!
- ✧ Help Each Other!
- ✧ This Is How We Roll! Together in Safety!
- ✧ Arrive Alive! No matter how you get there - by bike, by car, or by foot.
- ✧ Give a Wave! Pass Safely!
- ✧ Share the lane. We're in it together.
- ✧ Don't be pass aggressive.
- ✧ Share and pass with care.
- ✧ Expect a bicyclist, expect a car!
- ✧ Courtesy is crucial! Bike and drive safely.
- ✧ Make it Home Alive!
- ✧ Roll with Respect – Keep Orange County Roads Safe for Everyone/Drive Friendly, Ride Friendly
- ✧ Ride Friendly – Drive Friendly

Attachment 6

Possible Taglines – Please Rank by Priority

Please choose only your top six (6) taglines.

Priority Ranking	Possible Taglines
_____	Expect Bikes! Pass Safely
_____	Everyone Makes It Home!
_____	Help Each Other!
_____	This Is How We Roll! Together in Safety!
_____	Arrive Alive! No matter how you get there - by bike, by car, or by foot.
_____	Give a Wave! Pass Safely!
_____	Share the lane. We're in it together.
_____	Don't be pass aggressive.
_____	Share and pass with care.
_____	Expect a bicyclist, expect a car!
_____	Courtesy is crucial! Bike and drive safely.
_____	Make it Home Alive!
_____	Roll with Respect – Keep Orange County Roads Safe for Everyone/Drive Friendly, Ride Friendly
_____	Ride Friendly – Drive Friendly

Attachment 7

ESTIMATED CALENDAR FOR COMPLETION OF BICYCLE SAFETY TASK FORCE REPORT, REVIEW AND RECOMMENDATION BY OUTBOARD, AND PRESENTATION TO THE BOARD OF COUNTY COMMISSIONERS (BOCC)

October 31, 2016 – Bicycle Safety Task Force Meeting, review of Subcommittees 1 & 2 work to date, appointments for Subcommittee 3, and next steps

November, 2016 – Subcommittee 3 meeting(s)

December, 2016 – Bicycle Safety Task Force Meeting, review of Subcommittee 3 work and Draft Report

January, 2017 – Bicycle Safety Task Force Meeting, review and recommendation of Final Draft Report

February 15, 2017 – OUTBoard review and recommendation of Final Draft Report, and recommendation to forward to the BOCC at its March meeting

March, 2017 – Presentation to the BOCC