

**ORANGE COUNTY BICYCLE SAFETY TASK FORCE  
MEETING AGENDA  
December 5, 2016 3:00 P.M.  
ROOM 204 SECOND 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 October 31 Task Force meeting  
(Attachment 1)

B. Subcommittee 1: Goals – Final review and comments from full Task Force  
(Attachment 2)

C. Subcommittee 2: Messaging – Final review and comments from full Task Force  
(Attachment 3)

D. Subcommittee 3: Action Plan and Funding – Review and comments from full Task Force.  
(Attachment 3)

D. Next Steps: Tasks; Calendar  
(Attachment 4)

Attachment 1

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

Task Force members in attendance: Heidi Perry, Jeff Charles, Abigaile Pittman, Cliff Leath, Buddy Hartley, Alyson West, Bonnie Hauser, Todd Jones, Peter Klopfer, Peter Leousis

Task Force members absent: Chuck Edwards, Deputy Brian Whitehurst, Kim Tesoro, Sara Pitts, Bill Langston, Matt Day, Eli Belz

BOCC Liaison in attendance: Renee Price, Orange County Commissioner

Others in attendance: Max Bushell, Orange County Transportation Planner

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

There was substantial discussion over these goals with particular emphasis on the message section in Goal 1. Revisions include listing the applicable laws up front and some wording changes. Otherwise, the Task Force also discussed Goals 2, 4, 5, 6, and 9. Bonnie Hauser mentioned that she and Heidi spoke with Dinah Jeffries with regard to emergency services data. Some of this data may be available to the Task Force. Goal 8, on motor vehicle speeding, was recommended for removal as something beyond the scope of this task force. House Bill 959 was briefly discussed as it relates to biking more than two abreast.

## Attachment 1

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

Some changes were suggested by the Bicycle Safety Task Force to the Outreach Groups/Strategies document, including the addition of commercial drivers as a targeted outreach group and outreach to faith-based organizations.

2. Notes from September 27 meeting (Attachment 4)
3. Notes from October 20, 2016 meeting – summary of discussion points (Attachment 5)
4. Tagline/slogan poll (Attachment 6)

Each member of the Task Force filled out a form ranking their favorite taglines in order of priority from 1 to 6. These taglines recommendations will be adjusted for priority and ranked for presentation at the next Bicycle Safety Task Force Meeting.

5. 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.

## Attachment 1

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)

The composition of Subcommittee 3 will be Jeff, Bonnie, Todd, Renee, Max, Heidi, and Abigaile.

Attachment 2

DRAFT 3: 11/8/16

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

**I. Motorist and Cyclist Education**

*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-Because of this, 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, went into effect in October 2016.

~~Non-recreational~~ (e.g., 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. 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.

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 out about the new law out.)~~
- 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.
- C. To make mutual respect the norm by emphasizing and promoting best practices, including: be courteous, be aware of your space ~~concerning in relation to~~ those around you, use common sense and courtesy, ride and drive with respect for all.
- ~~D.~~ 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.
- ~~E.~~
- ~~F.D.~~ ~~\_\_\_\_\_ (Piggyback on state publicity for getting word about the new laws out.)~~

*Message:* Cyclists fare best and are safest when they act like and are treated like drivers of vehicles. Learn the laws of the road, including:

- 1) Bicycles are considered vehicles and ~~eyclists should follow~~ the same rules of the road ~~as cars apply to cyclists and motorists unless otherwise stated.~~
- 2) Cyclists must ride in the same direction as other vehicles.
- 3) Cyclists should ride as far to the right as practicable, but also have the right to use the full lane or ride abreast when that is the safest position (e.g., to be more visible, or to avoid obstacles in the road).
- 4) ~~Cyclists are allowed to use the full lane or ride abreast when that is the safest position (e.g., to be more visible, or to avoid obstacles in the road).~~

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3) On Oct. 1, 2016, new law GS 20-150(e) allows the driver of a vehicle to pass a cyclist or moped on a road with a double yellow line, provided the driver gives a minimum of 4 feet between the car and the cyclist, or the driver completely enters the other lane of the highway. (Note that all other requirements of passing, such as having clear sight distance, must be observed). A full recap of the new laws can be found in Appendix 1.

~~5) motorists may cross a double yellow line to pass cyclists if they slow down and have adequate sight distance~~

~~6)4) In Orange County we watch out for each other on the roads:  
"This is How We Roll"~~

*Target audiences:* New and existing drivers, cyclists (recreational and 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.

### **II. EMS, Fire Trucks, Law Enforcement**

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

*Goal:*

- A. 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 audiences:* 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.

### **III. Better Data Collection**

*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 information instead of data, and also

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provides no way to judge the effectiveness of a safety campaign.

### *Goals:*

- 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 the Bicycle Safety Task Force (BSTF) campaign, and to be able to demonstrate possible need for road safety improvements.
- C. To work with other agencies (e.g., law enforcement, EMT) to get more precise information for all incidents involving cyclists, and to have information forwarded in real time to the Orange County Planning Department.

*Message:* Data are necessary

- 1) To measure the extent of a problem based on data and not on personal observations.
- 2) To determine if education mitigates or has any positive effect on behavior.
- 3) 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, Board of County Commissioners (BOCC), overseers of BSTF implementation, NCDOT, law enforcement, EMT services

**Safety benefits:** ~~NCDOT is more likely to respond to a request for~~ ~~if data show need for road safety improvements for road user safety~~ ~~if data can be amassed to show the need and support for~~ ~~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.

## **IV. Safety Equipment for Cyclists**

*Problem:* Cyclists who cannot be seen are a danger to themselves and to motorists. Some cyclists may be unaware of the laws requiring lights. Many non-recreational bicyclists ride at night, making safety equipment for night riding especially important. For some, the cost of lights and helmets may be a hardship. New laws that went into effect in October 2016 require a front light, plus a rear light or reflective clothing in addition to 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 strive to make all cyclists aware of the laws, to strive to have all bikes used at night equipped with required lights and reflectors, and to strive to have all children under 16 wearing helmets.
- B. To recommend best practices including use of lights during the day, wearing brightly colored clothing, and use of helmets for all ages.

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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~~**must be** 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.

### V. Education and Safety around ~~group rides~~**Large Groups of Riders**

*Problem:* ~~Group rides~~**Large groups of riders** 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 present challenges to motorists who are trying to safely pass 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 ride, and make those routes and alternative routes available to county residents so they can plan their routes accordingly.
- D. To get motorists and cyclists to recognize a reasonable expectation for passing time, and to ~~use provide~~ videos or PSAs ~~that to~~ illustrate passing a large group of riders from both cyclists' and motorists' perspectives.
- E. To make motorists aware of the new law allowing them to cross double yellow lines to pass when safe to do so.

*Message:* Some motorists can become 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 audiences:* 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.



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### VI. Advocate for Orange County Signage/Messaging That Says Orange County is **B**bicycle **F**riendly

*Problem:* A small number of motorists and cyclists have exhibited and experienced less than friendly interactions on the roads. For both recreational and non-recreational riders, unfriendly interactions can lead to a feeling of vulnerability and fear. It may also discourage beginning cyclists or those who would like try biking for transportation or recreation. This may cause cyclists to seek out other parts of the state in which to ride, but cyclingCycling can keep our communities healthier and our air cleaner, and cyclists also bring tax dollars into Orange County. All who want to ride bikes here should feel welcome.

#### *Goals:*

- A. To develop a safety 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 promote respect between motorists and cyclists as the expected norm. 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 Safety Research Center and results will be available soon.*)
- C. To have Orange County evaluated by the national League of American Bicyclists as part of their Bicycle Friendly Community program

*Message:* Orange County offers beautiful roads for cycling, whether it is for transportation, health, or recreation, and for bicycle tourism. We want cyclists to who 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" or other positive slogan for Orange County. Ask Orange County to be evaluated as a Bicycle Friendly County," and define what that means in terms of expected behavior

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

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

### VII. Improvements to Traffic Signals to Allow Bicycles to Trigger Traffic Signal

*Problem:* Bicycles do not trip lights at most traffic signals due to the type of tripper used 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.

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### *Goal:*

- A. 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 audiences:* primary: NCDOT, with county and town traffic /transportation planners and BOCC aware so these improvements can be requested when trippers are installed

**Safety benefit:** Allows safe and legal travel through signaled intersections

### **VIII. 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 share** common goals with the charge of the Bicycle Safety Task Force in that they emphasize education and safety. Implementation of these SRTS recommendations has been delayed due primarily to 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:*

- A. To promote the implementation of related SRTS non-infrastructure recommendations that coincide with Bicycle Safety Task Force recommendations.

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

- 1) Making bicycling to school a safer and more appealing transportation option encourages a healthy and active lifestyle from an early age.
- 2) 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

### **IX. 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

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task force, we recommend that the BOCC appoint a task force that can look at infrastructure and possible funding sources for it.

*Goal:*

- A. To offer additional opportunities for active transportation for residents and visitors to our county

*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~~several different types of riders.

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

Attachment 3

**Potential Actions – Expense**

Staff Time Only		Likely Inexpensive		Moderately Expensive		Very Expensive	
Action	Responsible Party	Action	Responsible Party	Action	Responsible Party	Action	Responsible Party
School Outreach Apps/Programs	County Staff/ School Officials	Bumper Stickers/Magnets	County Staff	Signage at Multiple Entry Points in County	County Staff / NCDOT	Radio/TV Spots	County Staff
Safety Message to Listservs	County Staff	Posters	County Staff	Classes for Law Enforcement and Emergency Response Personnel	County Staff / NCDOT / DMV		
Chapel Hill Bicycle Website Safety Message	County Staff / Town of Chapel Hill Staff	Websites	County Staff/ County IT				
Social Media	County Staff	Partner with CommunityWatch to add Signage in Neighborhoods	County Staff				
Tabling at Community Events	County Staff/Volunteers	Yard Signs (\$15 each)	County Staff/ Volunteers				
Coordination with Transportation Demand Management Professionals at the local, county, and university levels	County Staff	Bike Rodeo for Kids	County Staff/ Volunteers/ School District				
News/Media Integration (Earned Media)	County Staff						
Best Safety Video Contest	County Staff						

Attachment 3

## Implementation Timeline

<b>Short-Term</b>	<b>Ongoing Post-Launch Activities</b>	<b>Later-Term</b>
Signage at Multiple Entry Points in County	School Outreach Apps/Programs	Utility Bill Inserts
Bumper Stickers/Magnets	Safety Message to Listservs	Bike Rodeo for Kids
Posters	Chapel Hill Bicycle Website Safety Message	Radio/TV Spots
Website Development	Social Media (County Facebook Site)	
Partner with CommunityWatch to add Signage in Neighborhoods	Tabling at Community Events	
Yard Signs (\$15 per sign)	Coordination with Transportation Demand Management Professionals at the Local, County, and University levels	
	News/Media Engagement	
	Best Safety Video Contest	

## Top Tagline Options

1. Ride Friendly, Drive Friendly
2. Expect Bikes! Pass Safely
3. Roll with Respect
4. Courtesy is crucial! Bike and Drive Safely

## Attachment 4

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

November 18, 2016 – Subcommittee 3 meeting

December 5, 2016 – Bicycle Safety Task Force Meeting, review of Subcommittee 3 work and Draft Report

December, 2016 – January, 2017 – Create Final 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