

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

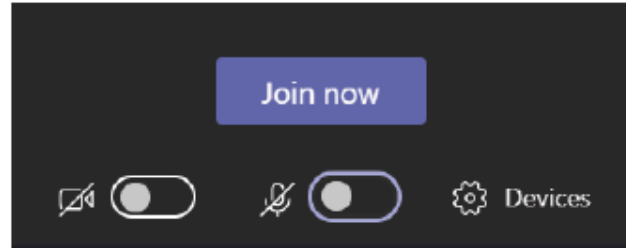
Juvenal Robles

Microsoft Teams Meeting Instructions

Agenda and Slides: <https://houstonbikeplan.org/bac/>

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

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

Director's Report

David Fields

Co-Chair's Report

Jessica Wiggins

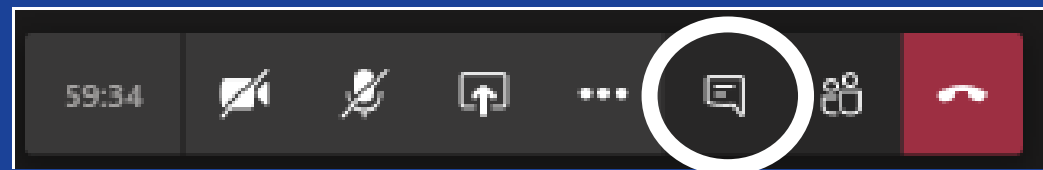
Leah Chambers

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



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The Lisa Torrey Smith Act

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

October 2017 – Lisa Torrey 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 Torrey 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 directions
- 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 Torrey Smith Act aligns with the Vision Zero Houston goal to end traffic deaths and serious injuries on Houston streets by 2030. Visit [visionzerohouston.com](https://www.visionzerohouston.com) for more information.



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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



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