



## **CAC Bicycle/Pedestrian Subcommittee**

550 S. Main Street, Orange CA, Room 07

March 21, 2017 | 1:00 p.m. – 2:30 p.m.

### **AGENDA**

- 1. Welcome**
- 2. Presentation Items**
  - A. California State Bicycle and Pedestrian Plan (*20 min.*)  
Presentation – Marlon Regisford, Caltrans
  - B. Bike Month 2017 (*15 min.*)  
Discussion – Kylie Swope, Marketing Program Administrator, Associate
  - C. Active Transportation Plan: Draft Goals, Objectives and Outreach (*30 min.*)  
Presentation – Paul Martin, Active Transportation Coordinator
- 3. OCTA Staff Updates (*5 minutes each*)**
  - A. OCTA Bus Advertising/Bike Safety PSA – Emily Mason, Community Relations Specialist
  - B. Bike Safety Videos – Kylie Swope, Marketing Program Administrator, Associate
  - C. SCAG Go Human – Paul Martin, Active Transportation Coordinator
  - D. Other
- 4. Subcommittee Member Comments**
- 5. Public Comments\***
- 6. Adjournment**

*The next meeting will be held on June 20, 2017*

#### **Agenda Descriptions/Public Comments on Agenda Items**

The Agenda descriptions are intended to give notice to members of the public of a general summary of items of business to be transacted or discussed. Members from the public wishing to address the Committee will be recognized by the Chairman at the time the Agenda item is to be considered. A speaker's comments shall be limited to three (3) minutes.

Any person with a disability who requires a modification or accommodation in order to participate in this meeting should contact the OCTA at (714) 560-5611, no less than two (2) business days prior to this meeting to enable OCTA to make reasonable arrangements to assure accessibility to this meeting.



**CAC Bicycle/Pedestrian Subcommittee  
Meeting Notes**

600 S. Main Street, Orange CA, Room 103/104  
January 10, 2017 | 1:00 p.m. – 2:30 p.m.

**1. Welcome**

*Brian Cox, Chair*, welcomed the subcommittee members.

**2. Presentation Items**

**A. Active Transportation Best Practices / Local Jurisdictions Contacts**

*Paul Martin, Active Transportation Coordinator*

Paul discussed the bikeways best practices toolkits that are available for cities and provided some examples of the type of information covered in the toolkits. Paul also emphasized that active transportation contacts at cities vary and he has spent time developing relationships with his city counterparts.

Dan Kalmick asked what the best practice is when a city is pushing back on implementing a planned bikeway because the public priority is maintaining/paving local streets. Paul said that each city is very different and so there is no one overarching strategy. Each situation has to be considered on a case-by-case basis.

Brian Cox asked if there was a way that the subcommittee could help highlight specific projects that are planned to help educate more people about them. Brian suggested having the projects featured on OCTA's website.

Vince Buck asked if the best practices toolkits are currently available on OCTA's website. Paul said that there are links to the documents on the OCTA website.

Alice Rogan said staff can look for ways to make the documents more prominent on OCTA's website and look into incorporating information about local projects. She suggested the subcommittee webpage could then have a link to the page(s).

Jeff Thompson mentioned that cities tend to be a bit more conservative and follow existing guidelines, and asked if the OCTA best practices toolkits distinguish the guidelines that have already been adopted at the county, state and federal level. Paul said there is language in each toolkit about how the guidelines apply within those standards.

Brian asked if there is a way to bring these best practices to Caltrans' attention. Paul said there has actually already been a lot of momentum with Caltrans moving in this direction and they actually endorsed the National Association of City Transportation

Official's guidelines. Also, the cycle track design was forced into the Caltrans standards by state law.

Brian asked the status of the Regional Bikeways Collaboratives. Paul said that all four of those projects are completed and led to the regional bikeways network map seen in his PowerPoint presentation. At this point in time, cities and the county are working to secure funding for the projects. Paul said that all the regional bikeway planning will also be incorporated into the upcoming Active Transportation Plan.

Brian asked if it would be possible to get the list of names of the appropriate active transportation contacts at all the local agencies. Paul said it is somewhat of a moving target and he sometimes works with multiple staff members so there is not just one person he can direct people to. For now, Paul suggested that if there is a specific city the subcommittee members want to reach out to then they should let him know and, based on the circumstances, he can help guide them to the appropriate contact.

## **B. OCTA Bus Advertising – Bike Safety PSA**

*Barry Duffin, CAC Bicycle/Pedestrian Subcommittee Member*

Barry Duffin presented his idea to utilize blank panels on the back of OCTA's buses for bicycle and pedestrian safety messages. Barry and the subcommittee discussed some message ideas.

Brian Cox said he likes the idea if there are in fact blank panels that can be used.

Jeff Thompson suggested that they take a step back for a moment. He pointed out that the subcommittee is not chartered to focus on items pertaining to the bus and that it also does not drive OCTA priorities. Jeff mentioned that the *Don't Be a Salmon* campaign was a success, and so perhaps the subcommittee should ask marketing staff what the priority safety issues are and work with them on those campaigns. Jeff said that, in that case, it may be more appropriate for this to go through the full Citizens Advisory Committee (CAC) instead of the subcommittee. He also mentioned that there could end up being too many competing messages on the bus.

Barry said he is sensitive to Jeff's points, but wanted to get the discussion going to get people thinking about it and to see if it is possible.

Brian said he believes doing this could help bring much-needed attention to bicycle and pedestrian issues. Brian said he is just unsure of the process of pushing this idea forward to the CAC.

Alice Rogan clarified that something like this would be considered a public service announcement and not advertising. She said staff would need to explore the feasibility and technicalities of being able to implement something like this. The messages cannot interfere with the paid advertising that is currently on the bus either. Also, staff would need to explore funding sources to implement a program like this.

Brian suggested that the subcommittee come up with a list of top 10 messages.

Alice reiterated that staff needs to look into what can be done first, and then perhaps at the next meeting topics can be discussed.

### **C. Marketing Campaigns**

*Kylie Swope, Marketing Program Administrator, Associate*

Kylie Swope introduced herself and discussed the recently-awarded Office of Traffic Safety Grant, the plan for the upcoming safety videos, topics covered in previous campaigns, possible future campaign topics, and a brief overview of Bike Month 2017. As Kylie went through the topics there was some discussion on the topics the subcommittee members thought were most important.

Dan Kalmick asked how and where the videos will be distributed. Kylie said that they are primarily focused on digital advertising, such as social media. Dan then suggested that an idea for the campaign could be the "Dutch reach," which forces people to look in the mirror before they open their door. Kylie thanked him for the idea and said that they have not quite started the brainstorming phase for the videos so all the subcommittee's ideas are welcome.

Brian Cox asked if the videos were going to address both bicycles and pedestrians. Brian also mentioned that pedestrians can also cause conflicts for bicycles. He suggested exploring a way to address both modes in one video.

Paul Martin explained that the topics list was developed a few years back with input from the subcommittee and cities. The idea was to make a list of the top issues and create campaigns based on the list.

Brian feels that bicycles having the ability to use the full lane is a really important issue that needs to be communicated to motorists.

Paul Adams said that distracted walking and biking is a really big issue, especially considering the new smart watches and Fitbits. Kylie said that, while they have done a similar campaign on distractions, with the expanding technology and devices that is definitely something to be considered again. Brian added that, because the statistics on accidents and fatalities are so far behind, he does not believe that it has actually captured the impact of distracted driving. Brian believes that the distraction message is something that cannot be communicated often enough.

Jeff Thompson referred back to some of the issues that were brought up earlier during Barry's item and suggested incorporating some of those into the campaign, such as riding on the sidewalk. He suggested that perhaps the campaign touches on a few issues at once. Vince Buck pointed out that riding on the sidewalk, however, is a local option.

Going off of the “look both ways concept,” Dan said perhaps the campaign can focus on having just a general awareness of your surroundings. He also suggested that if there are ways to navigate the data to figure out where the biggest fatality is coming from, then that would be helpful to draw some guidance.

Laurel suggested that the videos can address a certain behavior and how it impacts all modes. Barry Duffin suggested taking the approach of encouraging all three modes to be present and focus on what they are doing.

Marina Ramirez, a member of the public, suggested focusing on the most vulnerable user. She also mentioned that harassment of bicycles and pedestrians is an issue.

Bill Strand, a member of the public, mentioned that the use of humor in OCTA’s past videos was very effective.

Kylie said that she will be sure to provide updates on Bike Month and the video at future meetings.

### **3. OCTA Staff Updates**

#### **A. Interchange Suggestions Memo Status**

*Alice Rogan, Public Outreach Manager*

Alice Rogan provided an update on the interchange suggestions list and memo. The list and memo went to the OCTA Board and was forwarded to Caltrans.

#### **B. Active Transportation Plan**

*Paul Martin, Active Transportation Coordinator*

Paul Martin said the Active Transportation Plan will be a standing item on the subcommittee agenda through the 18-month process. They are currently procuring the consultant, but Paul wanted to let the subcommittee know that they will be very involved in this process. He plans to bring the goals, objectives and outreach plans to the March meeting.

#### **C. Other**

Paul Martin said there had been an inquiry by Brian about whether OCTA has considered using data collected from Strava. Paul gave a brief overview of Strava and how the app works. He explained that OCTA has purchased and used Strava data, but there are limitations to the data since people choose to use the app. Despite this, it is one layer of data that is used and does help with bikeway planning.

### **4. Subcommittee Member Comments**

There were no additional subcommittee member comments.

## **5. Public Comments**

Andrew Pasillas invited the subcommittee members to attend the upcoming Alliance for Healthy Orange County Active Transportation Sub-Committee Meeting on January 30.

Marlon Regisford, Caltrans, invited the subcommittee members to participate in the upcoming California State Bicycle Pedestrian Plan Workshop tentatively scheduled for February 15.

Alice Rogan said staff will email the subcommittee with both meeting details.

Wendy Ortiz and Miha Tomuta from California Walks introduced themselves to the group.

## **6. Adjournment**

*The next meeting will be held on March 21, 2017.*

**CAC**  
**Bicycle/Pedestrian Subcommittee**  
**Fiscal Year 2016-2017 Attendance Record**

● = Present

⊙ = Absent

R = Resigned

Members	9/20/16	1/10/17*	3/21/17	6/20/17
Adams, Paul	●	●		
Buck, Vince	⊙	●		
Cox, Brian	●	●		
Duffin, Barry	●	●		
Kalmick, Dan	●	●		
Paredes, Mark	--	--		
Reimer, Laurel	⊙	●		
Shahbazian, Roy	●	●		
Taylor, John	●			
Thompson, Jeff	●	●		

\*Rescheduled from 12/13/16