



**Citizens Advisory Committee  
Bicycle/Pedestrian Subcommittee**

**June 17, 2014**

*1:00 p.m. – 2:30 p.m.*

*600 South Main Street, Orange, California, 92863*

*Conference Room 103/4*

**Agenda**

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|--|---|
| <b>1. Welcome/Chairman's Remarks</b>                               | <i>Roy Shahbazian, Subcommittee Chair</i>             |
| <b>2. Street Design Guideline Update</b>                           | <i>Gary Hewitt, Planning Section Manager</i>          |
| <b>3. Pedestrian Priorities Update</b>                             | <i>Roy Shahbazian, Subcommittee Chair</i>             |
| <b>4. Planning Update</b>  | <i>Carolyn Mamaradlo, Transportation Analyst</i>      |
| <b>5. Bike Share Status</b>  | <i>Marlon Perry, Vanpool / BikeShare Manager</i>      |
| <b>6. Bike Month Update</b>  | <i>Marlon Perry, Vanpool / BikeShare Manager</i>      |
| <b>7. Bike Safety Campaign Update</b>                              | <i>Ryan Armstrong, Digital Communications Manager</i> |
| <b>8. Staff Liaison</b>  | <i>Kelley Jimenez, Strategic Communications</i>       |
| <b>9. Subcommittee Member Comments</b>                             | <i>Roy Shahbazian, Subcommittee Chair</i>             |
| <b>10. Public Comments</b>   | <i>Roy Shahbazian, Subcommittee Chair</i>             |
| <b>11. Adjournment / Next Meeting</b><br><i>September 16, 2014</i> |   |

**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**  
**Fiscal Year 2013-2014 Attendance Record**

● = Present      ⊙ = Absent      R = Resigned

<b>Members</b>	<b>9/17/13</b>	<b>12/17/13</b>	<b>3/18/14</b>	<b>6/17/14</b>
Adams, Paul	⊙	●	●	
Buck, Vince	●	⊙	●	
Chapel, David	⊙	●	●	
DiCandia, Carla	⊙	⊙	⊙	
Garner, Tom	●	⊙	●	
Gonzales-Hayes, Dolores	⊙	⊙	⊙	
Kalmick, Dan	⊙	⊙	●	
Lahtinen, Leonard	●	⊙	●	
Pepper, Pat	●	⊙	●	
Reifer, Jane	●	●	●	
Reimer, Laurel	●	⊙	●	
Shahbazian, Roy	●	●	●	
Thompson, Jeff	⊙	●	⊙	

**Additional Attendees**

Pete van Nuys	⊙	⊙	⊙	
Rye Baerg	⊙	⊙	⊙	
Paul Martin	⊙	⊙	⊙	
Michelle Lieberman	⊙	⊙	⊙	
Pauline Chow	⊙	⊙	⊙	
Megan Taylor	⊙	⊙	⊙	
Antonio Chavira	⊙	⊙	⊙	
Lindsay Horn	⊙	⊙	⊙	
Kelly Broberg	⊙	⊙	⊙	
Michele Martinez	⊙	⊙	⊙	
Jeannie Jareds	⊙	●	⊙	
Zed Kekule	⊙	●	⊙	
Rudy Hernandez	⊙	⊙	●	
Craig Durfey	⊙	●	●	



**Citizens Advisory Committee  
Bicycle/Pedestrian Subcommittee  
Meeting Notes**

**March 18, 2014**

*12:30 p.m. –2:30 p.m.*

*600 South Main Street, Orange, California, 92863  
Conference Room 103/4*

**1. Welcome/Chairman's Remarks**

Roy Shahbazian, Chair, thanked the committee for attending.

**2. I-5 from SR-55 to I-405 Project Update**

*Jeannie Lee, Project Manager*

Jeannie gave a project overview on the I-5 Improvement Project from the SR-55 to I-405. Currently the project is funded through environmental phase and is planned to relieve congestion on on- and off-ramps. Congestion is expected to increase without capacity improvement. Improvements will reduce congestion by making HOV lanes more efficient.

- Alternative 2A will keep existing shoulder width and carpool lanes but will add auxiliary lanes and modified ramp lanes and configurations.
- Alternative 2B will add a general purpose lane in both directions and will reduce shoulder width to decrease ROW encroachment.
- Alton Parkway, Jeffrey Road and Jamboree Road off-ramp overcrossings will be replaced at least to the level of existing condition.

Project managers will coordinate with Irvine, Tustin and Caltrans to estimate impact on bikeways in the MPAH. The DEIR is scheduled to be released in 2015 and a public hearing will take place in 2015. A preferred alternative will be incorporated into the final EIR in 2016. These dates are tentative because the project has only been approved through the environmental phase and does not yet have a funding source.

Jane Reifer suggested the DEIR contain pedestrian and bicyclist detours because the public will have constructive input on viable options. Jeannie said this is already included in the scope. The date of the scoping meeting has not been decided.

Committee member asked if there was thought of changing overcrossings to be 90 degree turns so drivers would have to slow down going through them. Jeannie said Alton Parkway and Jeffrey Road both are large streets and have traffic lights regulating them. The committee member asked about on-ramps. Jeannie said the issue will be brought to the draft.

Alice Rogan agreed this is a concern and suggested this needs a solution.

Roy Shahbazian asked if the signals could control traffic to protect perpendicular pedestrian traffic at on- and off-ramps. Jeannie said they will ask the consultant to consider these problems. Roy said they want to give this input so clover-leaf ramps do not get built because these are difficult to control with traffic lights.

### **3. Active Transportation Safety Campaign**

*Stella Lin, Marketing Manager*

Stella Lin shared about a safety campaign scheduled to launch in the next few weeks. She explained the reason behind the campaign is that bicycling and pedestrian activity is increasing for work and play. Sharing the road has become more popular as culture has shifted away from automobiles. The shift has been slow and OCTA needs to accommodate sharing the road. The county and cities have also been emphasizing bike-friendly communities, but there has been an increase in bicycle-related accidents. The challenge to developing this program is changing culture through education and partnerships will be the crucial component in making the campaign successful.

Different messages need to target different groups:

- Cyclists—youth, adults
- Motorists
- Facilitators—teachers, media

Key strategies in this recently started program:

- Aggregate information
- Traditional and online media—divide advertising
- Safety tool kits distributed to facilitators
- Bus, school and community outreach program
- Bike to Work Month activities and promotions—safety theme
  - Workshop for stakeholders on bike safety issues
  - BikeShare dedication
  - Bike rallies

Stella presented some marketing materials with the tagline “bike smart, bike safe.” Different types of cyclists are showcased in this marketing campaign to

attract diverse audiences. These materials lead to an interactive online tour for further education. Pedestrians are also featured in these advertisements. People can also get information about safety classes in the area on the web portal.

A committee member asked if there would be a Twitter account for input. Stella said there will be a Facebook and Twitter account, possibly as part of the ride share program.

#### **4. Bike Month**

*Stella Lin, Marketing Manager*

Marketing used the same creative themes for Bike Month collaterals. They will have a safety pledge and another web portal.

A committee member asked if OCTA has partnerships with city councils. Stella said at the April 18 workshop, OCTA will give information to cities.

The committee member suggested an effective way to reach people is through schools. Stella said OCTA will use their existing relationship with schools to promote safety.

A committee member asked where marketing gathered their safety rules. Stella said they searched online and found AAA and DMV information.

A committee member asked if marketing materials will be accessible to children. Stella said the interactive online game will be aimed at children and other materials will be aimed at adults to encourage safety with their children.

Document from Brian Kelly's secretary shows his involvement in ensuring bike safety, which would supplement OCTA's efforts. Seal Beach has a problem with delinquent bicyclists, however. Law enforcement needs more funding for DUI stings to bring fatalities down. Resolutions are needed to gain funding from congress.

A committee member noted the law does not require adults to wear helmets. He believes this should be considered by legal entities. Stella assured him OCTA will encourage adults to wear helmets and give information about sizing, etc.

A committee member asked about following LA's model. Stella said she thinks this will be coming forth in the next few years but will take a while to plan.

A committee member said she is working with classmates to form a similar program.

Alice heard Les Card was also trying to get something multijurisdictional going and some cities are talking about creating a similar program. Alice said OCTA will probably be pulled into the process soon, but cannot control streets.

A committee member asked if local PD would be involved at any of the Bike Month events to protect cyclists. He said he works with Metro and they are using signage on the freeways to warn motorists of cyclist crossings.

A committee member suggested a two-sided flier for schools with a side directed at children and a side directed at parents. Parents should be cautioned about driving around schools when picking up their children. Stella said there are marketing materials directed at motorists and OCTA will put more resources into motorist awareness, and will try to partner with other groups to target this group. A committee member offered his connections to Radio Disney.

Stella mentioned the campaign would be launched in mid-April. This campaign will be continued into the next fiscal year.

Roy said materials aimed at children could be aimed at both kids and parents. Stella said her team will research this. A committee member suggested checking with chambers of commerce for more information.

Roy asked which ads would be bus wraps or other types of media. Stella said some bus wraps would be visible at OCTA events and online media will be more optimized. She said cable ads would also be utilized. A committee member said channel 7 would give free time to non-profit agencies.

Alice said Brian Cox mentioned if bus wraps or inside advertisements are placed, they should be bilingual. Also, many people ride on the wrong side of the street, a large number of which are of non-English-speaking populations. Stella agreed they will focus on this issue. Alice invited committee members to contact Stella with additional ideas. Stella said since most of the marketing will be online, it will be easy to make edits. She will not be able to recreate the creative, but messaging could be updated.

A committee member said OCTA could partner with OTS or Caltrans to have more Bike Month marketing.

## **5. Pedestrian Priorities**

*Roy Shahbazian, Subcommittee Chair*

The Pedestrian Priorities went to the Legislative Committee a month ago and was well received but got some specific feedback. The Legislative Committee showed interest in staff or subcommittee reporting on progress in a few months.

One board member asked for overall goals of the priorities that council members could use in speeches to the general public. Roy asked the subcommittee for input.

Alice said Director Ury brought this up and wanted three simple words.

The subcommittee suggested various words such as safety, design, expand, awareness, responsible agencies, comfortable, healthy, etc.

Kelley suggested combining some of these ideas.

A committee member suggested changing culture as another idea. Alice suggested planning.

The committee will vote on their top choices at the next meeting.

## **6. District 5 Bike Collaborative Update**

*Carolyn Mamaradlo, Transportation Analyst*

Carolyn recalled her update on the District 1 & 2 collaborative and the kick-off of District 5 collaborative effort at the last meeting.

1. Bikeways Strategy
2. Design Concepts
3. City Review

Several meetings have been conducted with local agency cities. These meetings have been productive and planning has received input from all the cities.

OCTA is building off the same environmental criteria as District 1 & 2. Some differences are the robust use in District 5 and safety issues. Minh Cho from KOA presented the environmental criteria in detail:

1. Bike Priority Index
  - Based on land use, population and employment density
2. Level of traffic stress—Minh Cho presented a map
  - Different types of riders
    - Level 1: applies to all riders
    - Level 2: adult riders with no experience
    - Level 3: adult riders with some experience

- Level 4: fearless riders
- Based on three factors
  - Presence of bike facility
  - Number of lanes
  - Speed limit
- 3. Safety factor—collision density
- 4. Completes the corridor
- 5. Completes the network
- 6. Public support
- 7. Constraints—e.g. slope of District 5 corridor
- 8. Economic efficiency—quantify benefits versus costs
  - In development, putting together a scoring system

A committee member asked if this information is accessible online. This would be an excellent tool in changing culture. Carolyn said yes it is; there were modifications for conditions in District 1 & 2.

A committee member asked if city planning had been consulted in Long Beach for connections between counties. Carolyn said they have and they are researching liability issues on the private property located in the area. The committee member suggested fencing as a possible solution.

A committee member said there is a spot on Aliso Creek bikeway where you are riding by where golfers are teeing off. Another committee member suggested a screened tunnel.

A committee member asked how thorough the 2012 bikeways guide is. KOA did not work on this project. The committee member asked if there was anything more up to date than the 2009 bikeways plan. Carolyn said to remain eligible for state funds, this is updated every 5 years.

A committee member asked if casualties were recorded from police authorities. Minh Cho said they are using a countywide database. A committee member said these don't show rates only raw numbers of accidents.

A committee member asked if KOA had seen an increase in bicyclist deaths in accidents. Minh said she would look into it.

Carolyn said they have done a general behavioral survey online.

A committee member said he was not notified when the District 1 & 2 project was completed. Carolyn said they have been using OCTA Connections database which that committee member is on.

Roy asked if the safety map suggests adding bikeways on safer roadways. Minh Cho said red denotes high speeds on streets in the map. Bikeways on these streets will need more protection. Minh Cho said bikeways with more stress will have a higher priority. Carolyn said before corridors are rated, they will look at adjacent corridors that may be used instead of high stress corridors.

## **7. BCIP and ATP Updates**

*Louis Zhao, Transportation Funding Analyst*

Roy said the state is changing the way they are running their Active Transportation Program (ATP).

Louis briefed the committee on updates to the ATP and BCIP. The state passed a bill which combined all active transportation projects into the ATP. The OCTA board selected 10 projects for funding. Eligible applicants included Orange County cities and non-profit organizations. These are slated for state, SCAG, and rural counties pots. Applicants have one chance to submit projects and if they do not make that call they will be submitted to SCAG and if not then rural counties. Orange County is not eligible for the rural counties pot. Infrastructure projects include construction, planning and design. Non-infrastructure includes education, etc. There is also a new requirement that disadvantaged communities receive 25% of state funding. The state is now requiring semi-annual reporting which OCTA has always required. The active transportation call for projects closes May 21, 2014, the state is expected to select projects by August 20, and SCAG is expected to select projects in November of 2014.

The CBSP was used as a planning document to include all bicycle corridors. It has not been clear what is required to apply for this type of programs. What is required is there is some bicycle plan.

A committee member asked what is defined as a disadvantaged community. Louis said if 80% of the population is below poverty level, a majority of school children receive state-funded meals or if it can be sufficiently argued the project would benefit a disadvantaged community such as connections to job centers. Louis said the 25% is region-wide, not per project.

A committee member asked what OCTA was doing to get funds for OTS. Louis said police departments have to apply for funding themselves. The committee member said Caltrans supports OTS and he thinks OCTA should support these efforts as well.

Louis gave an update for the 2014 BCIP: 11 projects were submitted and 10 were selected for funding. These applicants will have to apply to ATP as well

in an effort to spread funding. If these projects do not get through, OCTA will fund them.

Roy thanked Louis' department for gearing applications toward state funding.

## **8. Bike Sharing Pilot Program Update**

*Alice Rogan, Strategic Communications Manager*

OCTA is in its fourth month of pilot launch and is still watching the system for efficiency. People are not using the bike share system for last mile travel so far. There are 10 stations running and 3 in progress.

Alice said OCTA will be doing an Earth Day event to promote the green alternative and thank partners. The program has 35 annual members already without a big promotion. Alice said the GPS systems are not yet in place and data is somewhat estimated. To have the system be self-sustaining, sponsorships will be sought to offset cost. Bixby and Barkley both had issues with sponsorships. OCTA is paying for operating costs currently and is testing the system to see if it is viable.

A committee member said he had tried the system and made it under the 30 minute limit. He commented that the bikes are heavy and the ride is not fun. He also said the city has not put up signage for bike safety. The biggest problem he had was traffic at Wilshire with no traffic light. Alice said the bikes take getting used to.

Bike Nation's second phase of bikes are second generation and will be lighter.

A committee member asked about the problems in Anaheim. Alice answered there are financial issues with vendors in Anaheim. They did not have enough stations to create a viable system. Disney property may have proven problematic.

Alice said since some original vandalism there have not been too many problems. Overtime fees have a one-time waiver for people who don't understand. Bike Nation is able to track and contact these people.

A committee member asked if OCTA could give a presentation to city councils. Alice said the stations are still preliminary and only in Fullerton.

## **9. Staff Liaison**

*Kelley Jimenez, Strategic Communications Associate*

Kelley reported the meetings coming up for 2014. Roy suggested adding a meeting between now and September. Jane asked if pedestrian priorities could take priority in meetings. The next CAC meeting will take place in April and July, so the Bike-Ped Committee needs to approve the pedestrian priorities before then. Instead of adding another meeting, more time during existing meetings could be devoted to pedestrian priorities.

Kelley wanted to gauge interest in a tour of the Long Beach bike facilities on a Friday or Saturday. The committee would meet at OCTA headquarters and take a bus to Long Beach. She said it would add value to discussions about bike safety.

#### **10. Subcommittee Member Comments**

*Roy Shahbazian, Subcommittee Chair*

There were no subcommittee member comments.

#### **11. Public Comments**

*Roy Shahbazian, Subcommittee Chair*

Craig Durfey said OCCOG was having an ad hoc committee for Complete Streets. He suggested a forum on education at OCTA for the ATP. Carolyn said OCTA hosts webinars every month about bike safety with professionals in the upstairs room 1112. Jane asked if there was a way to watch this at home. Carolyn said she could look into that.

Alice asked committee members to add any relevant events in their communities to the list.

#### **12. Adjournment/Next Meeting**

*June 17, 2014*