



BIKEHOUSTON™

City Council's Public Safety and
Homeland Security Committee

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Contents

- What is BikeHouston?
- Goal Zero Fatalities – What does it mean?
 - Group Effort
 - Motorists
 - Cyclists
- The Path Forward



Journey of Hope

- Fatalities represent extreme tragedy on a road of wide ranging benefits
- Two thirds of our society facing early death and poor health due inadequate physical activity
- Major economic benefits exist for cities that manage this well
 - Health care costs are crushing us
 - Value walking and cycling and attract top talent
- Congestion, Parking, Carbon, Noise, Safety
- Houston has potential to be a top cycling city
- Managing the issue will yield results



BikeHouston

- Non-profit organization
- Mission is to get more people cycling, more safely and to improve the quality of life in Houston
- Represent over 1,000,000 cyclists in greater Houston area
- Designed the Goal Zero Fatalities campaign based on best practices around the country



Goal Zero Fatalities = Group Effort

- Create a Bicycle Master Plan & add bicycle ways in priority areas
- Enforce Laws for Motorists and Cyclists to reduce speeding and reckless behaviors
- Educate Motorists and Cyclists
- Prohibit using a cell phone or texting while driving. The facts are clear. Distractions kill people. This is a leadership moment.



Lifesavers for Drivers

- Follow the Law. Speeding & DUI are killing us.
- Motor on, cell phone off. Save a life.
- Give cyclists a wide pass. Sometimes you may need to take an extra few seconds, but it is worth it.
- Intersections require special attention. Always scan carefully before proceeding.
- Never open your car door without looking for passing traffic.



Lifesavers for Cyclists

- Follow the Law. Same rights & duties as drivers.
- Be Predictable. Make your intentions clear.
- Be Extremely Visible. Use appropriate lights and wear bright, reflective clothing.
- Think Ahead. Plan your route carefully to avoid dangerous situations.
- Ride Ready. Leave the earplugs and phone. Always, always wear a helmet.



The Path Forward

- This is a journey not a decision.
- Staffing and budgeting
 - Planning and Public Works for success will be fundamental.
- Setting and sticking to meaningful targets
 - collisions & fatalities, miles of safe bikeways, dollars invested, etc.
- BikeHouston welcomes the cooperation and looks forward to working these objectives together.



www.BikeHouston.org

Democracy works best when cyclists engage.

Engage as a member, volunteer and voter today.

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