City Council’s Public Safety and Homeland Security Committee
March 25, 2014
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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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