



**PEDESTRIAN ADVISORY COUNCIL  
MINUTES**

**REGULAR MEETING  
*December 1, 2014***

The Pedestrian Advisory convened in a regular meeting on December 1, 2014 at Austin Energy Town Lake Center, 721 Barton Springs Road, 1<sup>st</sup> floor assembly room.

**Elected Members in Attendance**

Joe Almazan  
Peter Baird  
Janet Beinke  
Ken Craig  
Nancy Crowther  
Girard Kinney

Ramah Leith  
Nic Moe  
Carmen de la Morena-Chu  
Marva Overton  
Emily Risinger  
Kathy Rock

Mike Sledge  
Luke Urie  
Heyden Walker  
Virginia Wilkinson

**Guests in Attendance**

Hatty Bogucki  
Julio Carrillo  
Sara Lezao-Sanchez

Sounthaly Outhavong  
Daniela Radpay  
Patricia Schaub

Andy Webre  
John Woodley

**Staff in Attendance:**

Robert Anderson  
Lawrence Deeter

Steve Hopkins  
Stephen Ratke

Francis Reilly  
David Taylor

**CALL TO ORDER**

Heyden made an announcement regarding the need to speak loudly for the ADA accommodations.

**1. INTRODUCTIONS (6:00 – 6:05)**

**2. CITIZEN COMMUNICATION: GENERAL (6:05 – 6:08)**

Andy Webre placed Evolve Austin PAC business cards (a political action collection of urban minded people) on the sign in table. He described it as a group hoping to influence political races. He encouraged individuals to look at website, become members, and look to donate to the group. The website has contact information. The group is not party-affiliated, nor related to the Pedestrian Advisory Council, but urban-focused.

**3. APPROVAL OF MINUTES (6:08 – 6:10)**

Nancy identified two corrections on page 5, a typo in the second to last paragraph. The last paragraph incorrectly identifies the dollar amount as \$5 instead of \$5 million.

Peter identified a typo on page 3, second paragraph of item 6. “Anissue” should be two words.

Marva asked for elaboration on the 311 resolution language on page 4, second line to read that the effort is to ensure the field reads closed only when the issue is truly resolved.

Girard asked for clarification of the language on page 6, third paragraph. He asked for elaboration that Mueller is a model for the whole city for a parking management program.

Emily motioned to approve, Nancy seconded.

#### **4. STAFF AND COMMISSION BRIEFINGS (6:10 – 6:15)**

##### **A. Bicycle Advisory Council / Urban Transportation Commission**

Laura Dierenfield was introduced as the new Active Transportation Program Manager. She indicated her interest in understanding more of the scope of the PAC.

##### **B. Surgeon General’s Call to Action on Walking**

No update since the November meeting.

#### **5. Staff Briefings (6:15 – 7:00)**

##### **A. Downtown Wayfinding – Briefing and Possible Action**

Presentation by: Tonya Swartzendruber, Planning & Development Review  
David Taylor, Public Works

Tonya Swartzendruber presented on the Downtown Wayfinding program.

Tonya said she is helping to manage the Downtown Wayfinding project with David Taylor, who is the official project manager.

Tonya said she presented to the PAC at an initial meeting to discuss the efforts of the Urban Design Division.

She said the wayfinding program has been split into four phases (1. Analysis, 2. Wayfinding master plan, 3. Graphics Manual; 4. Implementation).

The program covers essentially the geographic scope of the Downtown Austin Plan limits (MLK to just south of the river to just east of I-35 to about Lamar).

In the last year, a graphics manual has been developed, and stakeholder meetings held to go over the manual and system elements. They have continued to refine the manual, and refine locations for placement of the wayfinding infrastructure. They amended the contract to begin bid documents, including the orientation map. They expect bid documents to be done in about the next month or so, and are working through some legal technicalities. Anticipated bid award is early next year. Electronic parking signage is a separate component (timeline is perhaps late spring next year). The first phase of the program is expected to be complete June or July of next year.

Funding for this project comes from parking fees. Installation of wayfinding is contingent upon this funding.

Pedestrian signs include destination, direction and number of walking minutes. There will be about a hundred of these in the downtown area.

Kiosks are single sided (about 7 for downtown, mostly around convention center). There are difficulties in working with the size of the map and the allowed sidewalk space for the placement of the kiosk.

The map is color coded and displays destinations, public parking, trails and access points, general location of bus routes, and public restrooms.

Nancy asked about whether bike lanes will be included in the maps. Tonya said they were not included because it was a lot of information and the goal was to make it mostly pedestrian-oriented. She said the bike share stations will be included. A conversation was held with bike staff. The maps on the B-Cycle stations are perhaps more able to do this and will be expected sometime soon.

Andy suggested that the maps also include scan-able information for a digital map.

Joe asked about whether the maps would include information for accessible parking spaces. He said the city has been working on ADA Transition plan for years.

Andy said the nice thing about electronic maps is that they can be more easily updated.

Girard asked if there is a “you are here” component. David Taylor said, yes, it is the center of map with 5-minute walking radius. Girard asked if all maps will be oriented as north being up. Tonya said the consultant recommends heads-up orientation, so the orientation of the map is done according to the direction one is facing while looking at the sign.

John asked if the kiosks will be ADA accessible. Tonya said the interactive kiosk could be. David said the planned signs are static; a braille sign would be a different sign. Nancy asked how a blind person would get the information. David said that would not be available on these signs. Like most of our signage, it is geared for people with visual abilities. John asked about higher color contrast for people with visual impairments. Tonya said this is the only sign design planned. Andy said, though it is a nice design, graphic contrast would help make it better.

Kathy asked about the consultant hired. Tonya said Merje is the consultant.

Virginia asked about whether the signs would be illuminated. Tonya said, no, the signs will rely upon street illumination. Some signs (only a handful) will have illumination element on top. Virginia said at night the dark colors of the map and lack of contrast will provide additional visual problem. Tonya said there was a need to balance visual needs at night as well as during bright Texas days. David said color needs to be at three levels.

Julio asked about what will be on the back of the one-sided sign. He said it is a source of potential revenue for advertising. David said the back of the sign is blank because of how it will be mounted.

Heyden recommended that the Lance Armstrong bikeway, at least, be placed on the map as orientation. Tonya said that was one comment they just passed onto the consultant.

Girard recommended that, in a future evolution, there be a 3-dimensional sign to reflect the destinations for each direction a user might be facing. Andy mentioned Zebra imaging as a local company.

Tonya said there are electronic (dynamic) and static signs for parking. The dynamic signs would display how many parking spaces are remaining, and will be placed to direct people to garages. An additional sign on garage will be placed indicating number of spaces available. The strategy of the program is a park-once strategy.

Vehicular signs are scheduled for the second year of the program. They are meant to conform to TXDOT standards, and will be placed mostly around the frontage road on I-35.

Nancy asked about the use of icons versus text. Tonya said there are icons for 4 things only, but for the most part icons or logos aren't recognizable to people.

Girard observed that there is a particular emphasis on parking on the maps. He asked why, as a pedestrian, he is supposed to care where parking garages are located and what was the point of putting that on the signs? He recommended moving away from that on the sign maps. Tonya said the idea was to identify where pedestrians enter the garage. David also indicated that the funding stream also comes from parking, so that influences the design.

Marva asked about color scheme of the signage intended for vehicular wayfinding. Tonya said the background is navy blue color with white text.

Additional Components without locations yet:

Gateway signage, street banner system, district signage. They have been told that at least the district signage types aren't really feasible at this point due to funding, but the other types are in the future.

Emily asked if the gateway signage is intended to be concrete or metal. Tonya said it is intended to be concrete to achieve an industrial feel, but they were not part of the initial bid. David said these are likely to have more variation.

Pedestrian Interpretive Signage. Tonya said it would be similar to the pedestrian map signage.

Trail signage. Not programmed at this time, but includes trail head marker, pedestrian marker, destination signage. The city responsibility for trails lies mostly with the Parks Department, so they have their own design and the merger is still being worked out. Nancy asked if placement of signs have been determined. David said no, but expect maps would have trail entry points.

Tonya said there are a maintenance and operations strategy as well as potential expansion scheme.

Girard asked to what extent the Downtown Wayfinding program is intended as a model for other density nodes throughout the city. Tonya said it could be, but there are no specific plans to use elsewhere. Girard said at least some of the basic graphics should be used. Tonya said that is why the exercise of developing a toolkit was performed, even if certain pieces weren't used in the downtown area.

Girard asked about the specific boundaries east of I-35. Tonya said the boundary is really I-35 but a few specific destinations were identified east of I-35 that were included for the map. Nancy asked if that was the entertainment district. Tonya said the initial boundaries were the Downtown Master Plan, but realized it needed to be expanded some.

Nic asked about the expected cost. David said roughly 200 signs programmed and budgeted to be purchased over the next 3 years. Some of the dynamic signs are quite expensive, whereas the small panels are much cheaper. He said it would cost about \$1.6 million.

Virginia asked for the strategy to update the signs, as well as the frequency for updating. Tonya said that's part of the operations and maintenance. The table establishes the frequency of various types of maintenance and replacement of sign types. Guidance was provided to the Transportation Department to replace the vinyl signs every 5 years. Virginia asked what would trigger a modification to the sign itself, such as the opening of the new library. Tonya said the transportation sign shop has ability to make the signs. There will be some sort of identifier via GIS to keep track of where signs are located and when they were placed. Also, they plan to update content of signs but the map itself won't indicate how current the information is. Virginia said she is an advocate to put dates on maps for user awareness.

John asked if there is a revenue capture plan for businesses to place logo. Tonya said we aren't allowed to do that sort of advertising.

Girard said if advertising was allowed, he would be upset at that. Austin has a billboard ordinance. But, as President of Civic Austin, he said he recognizes there would be pressure to use signs in that fashion for advertising. Tonya said the intent of the system is navigation and destination points along the way.

Joe asked if it is expected that the city will pay for 100 percent of the system because some of the private garages will benefit. David clarified that the dynamic parking signs will be paid for by the garages.

Nic asked about whether parking spots on map are public spaces. David says, no, many are private spaces. Nic said that the placement of the markers on the maps, then, is a form of advertising.

Nancy asked if this went through the preservation board. Tonya said a member of that board is on their committee.

## **B. Vision Zero Around the Country - Briefing**

Presentation by: Robert Anderson, Planning & Development Review

Staff presented on key lessons learned from conferences and research on Vision Zero initiatives.

Robert began by discussing key ideas of Vision Zero, including the fundamental idea that individuals will make mistakes, and the need to design road systems to accommodate human behavior, rather than expecting humans to modify behavior to conform to ill-designed road systems. Another important idea is to chip away at a long-held cultural acceptance of traffic fatalities as part of the system and the economic rationale of cost-benefit approach to support traffic safety expenditures. Instead of seeing additional financial expenditures as a diminished return for a 'few extra' lives saved, we should realize the ancillary benefits to society achieved by focusing on traffic safety. As one individual said at the conference, "imagine the societal benefit to stopping Ted Kaczynski for a seatbelt violation." Lastly, Robert illustrated the success of Vision Zero policies are adapted to local conditions. In places where Vision Zero has been adopted, those places are far more walkable, bikable and transit-rich than Austin is. Heyden pointed out the example of an individual crossing a major highway point getting to a destination where there was no crossing point and the land uses simply do not promote or encourage walkability. Land use is going to be a major point we have to work through in Austin and it's something that hasn't been an obstacle for other places as much. So, in addition to all of the funding barriers, public education barriers, enforcement barriers, street design and infrastructure cost, we're going to have to deal with the difficulty of transforming land uses. We have to determine other local conditions for contextual adoption mentioned a little bit earlier the fact that alcohol and drugs are going to be more of a factor here in Austin, we are going to have to look at what other things we have to modify from other practices for vision zero to make locally relevant here in Austin. In New York, he said, there was a lot of focus on the taxi cab industry because so many deaths and injuries were resulting from aggressive driving practices of taxi drivers. In Austin, though, we don't have that problem, or at least to that extent. But, we do have a very serious substance abuse problem that will need to be addressed. Another key variable of contextual approaches is going to force Austin to consider land use issues.

The limits of technology were a point at the conferences, too. We place a lot of emphasis on mapping and making them open source so people can report problems and traffic safety issues and places where they would like the police to pay attention to. But, sometimes that's not the right place. You see an inverse relationship

sometimes between wealth and where problems are reported, and where, if you look at the data, where traffic safety problems really exist. So the maps aren't necessarily reflecting where you would actually want the police department or the transportation department to be directing the resources. We have to be mindful of that when we open up technology that we're not too dependent on that, but that we're really diligently evaluating what is being depicted on the maps.

Again, speed is a major focus of the effort. New York City went through a long arduous process of lowering the speed limits for their municipality; they had to go to the state legislature to get permission to lower their local road speed. We have the same problem here, where we have locally 30 miles per hour as the default local road speed. We, too, would have to work with the state legislature.

The conference sessions also focused on the criminal justice system needing to catch up. There is a big problem with individuals not being charged for their crimes, a lack of willingness of District Attorneys to pursue prosecution, and judges dismissing cases. The enforcement and prosecutorial practices need to reinforce the focus on safety.

There was a specific session on safety initiatives aligning with business interests addressing fleet management, ensuring the safety of their own individual employees. Those practices help their bottom line, help their insurance rate, but it also helps out the community. There's a need to communicate that to large employers. It also helps large employers' asset management practices to help monitor the maintenance needs of their vehicles.

A cultural shift is required within Police Departments. Often within the police departments traffic management is not a respected position, but treated as an entry-level position within the police department. As a result, they don't necessarily have the best employees or the most senior employees doing traffic enforcement. Also, it's usually treated separately within traffic enforcement operation, so when budget cuts happen those staff are lost, and you don't see the synergies of traffic enforcement to other criminal activities occurring within the city. Other communities have focused on that as a cultural change that can result in better safety.

A question was asked about whether other cities had recommendations for strategies that could address that. Staff responded that in New York traffic enforcement isn't a separate division, but is expected of all of the officers. So there are probably organizational strategies. Also, institutionally, traffic enforcement could be demonstrated to be of more value by encouraging more senior staff, offering better pay, etc.

Other efforts were mentioned to ensure the continuous nature of Vision Zero efforts. In San Francisco, they've addressed Vision Zero in their Comprehensive Plan update. Our Plan doesn't really address safety in a direct fashion. Also, in San Francisco, their Vision Zero Task Force is an ongoing group monitoring efforts across the city toward safety. It is also quite large, reflecting the multitude of agencies and organizations involved. Austin is actually a larger municipality than San Francisco. It might be necessary, if we are going to work toward Vision Zero, to establish a permanent organizational structure to establish a sustained effort through the various departments and agencies that deal with traffic safety in Austin.

A last point addressing cultural change is how we can influence behavior as consumers, especially as Lyft and

Uber get underway. Traditionally the tips for those services are time-driven and the amount of money an individual driver makes is determined by the number of passengers they carry in a given time period. Since we are trying to achieve slower speeds, we as consumers need to communicate that our tip will be driven by safety. That can begin to achieve a cultural change.

Staff addressed next steps. Council did pass the Vision Zero Resolution and it was assigned to the Planning Department with Transportation, Public Works, Police and Health as sub leads. I will be setting up the task force logistically, operationally, and structurally over the next month and then probably get started post holidays.

A major focus of the two conferences was in establishing a national coalition of individuals interested in developing best practices for municipalities wanting to implement vision zero.

Vision Zero ties into our ongoing city efforts. The Imagine Austin plan is one tool and it focuses on active transportation as well as planning for centers and corridors. Because so many deaths occur on corridors, it makes sense that as Austin focuses on centers and corridors through its comprehensive plan, we will hopefully be hitting on the safety benefits as well, and that filters down to the Priority Programs Compact and Connected as well as Healthy Austin, in particular.

Heyden said we'll have to talk about at a future meeting what kind of representation PAC might have on the task force.

## **6. PROJECT SUBCOMMITTEE (7:00 – 7:15)**

### **A. Vision Zero Update – Discussion and Possible Action**

Presentation by: Nic Moe, Project Subcommittee Chair

The Vision Zero conversation was covered during the presentation by staff.

## **7. TECHNICAL SUBCOMMITTEE (7:15 – 7:35)**

### **A. Construction Barriers – Briefing**

Presentation by: Peter Baird, Technical Subcommittee Chair

Peter presented on the update. He said there was a meeting last week and the subcommittee is in a good spot with this. A note is being drafted and will be submitted to the Transportation Department. He said they will bring back to the full PAC next month.

### **B. Sidewalk Master Plan – Briefing**

Presentation by: Peter Baird, Technical Subcommittee Chair

Peter presented the update. He said the Technical Subcommittee meeting had some good conversation at have identified some preliminary questions to be asked of John Eastman for update for the Master Plan.

## **8. OTHER BUSINESS (7:35 – 7:55)**

### **A. Bylaw Amendments – Discussion and Possible Action**

Presentation by: Robert Anderson, PAC Staff

Robert needs to send out email for full members to assign themselves to a sub-committee.

Heyden went over changes to bylaws.

Girard moved approval, Nancy seconded. Staff stated that this item will come back for final adoption at next month's meeting, per the bylaws.

## **B. January Regular Meeting Date – Discussion and Possible Action**

Suggestion to move from January 5 to January 12.

Girard has concern that it moves to evening of Board of Adjustment.

Nancy asks about date of MLK holiday.

Majority in favor of January 12 date.

## **9. FUTURE BUSINESS (7:55 – 8:00)**

### **A. MetroRail Red Line Improvements – Briefing and Possible Action**

Presentation by: Capital Metro

Staff mentioned that at the last meeting, there was a request for a presentation on shared streets. Staff asked what if there are recommendations on who to ask to do that presentation.

Girard asked for someone from Technical Subcommittee to give presentation on Shared Streets.

Peter volunteers and Heyden is volunteering to help.

## **10. ANNOUNCEMENTS / UPDATES (8:00 – 8:05)**

### **- Vision Zero Task Force**

City Council established a Vision Zero Task Force on November 20. This [Resolution](#) was passed in response to [Recommendations](#) by the Pedestrian Advisory Council.

Girard says lowering speed limits could be goal of PAC. Staff mentions preference for that to be community effort

Virginia says call Senator Watson's office. Heyden mentions he is vice-chair is transportation committee

Girard says he agrees it is larger than PAC, but natural partnership with BAC.

Virginia wishes to make connection to corridor study efforts to the speeding issue.

### **- CodeNEXT Approach**

City Council selected the approach to revise the Land Development Code at its November 20 meeting. Approach 2, with amendments, was chosen. More information can be found at the [CodeNEXT website](#).

### **- Bicycle Master Plan**

City Council adopted the Bicycle Master Plan, [ordinance 20141106-118](#) on Thursday, November 6. More information, including the adopted Plan, can be found [here](#).

- **Guadalupe Corridor Study Open House**

The City of Austin will host the first public meeting for the Guadalupe Corridor Study. More details can be found [here](#).

**Date:** December 3, 2014, **Time:** 6 - 8 p.m.

**Location:** University Presbyterian Church, 2203 San Antonio St.

- **South Lamar Boulevard Corridor Study Open House**

The City of Austin will host the first public meeting for the South Lamar Boulevard Corridor Study Open House on December 10. More details can be found [here](#).

**Date:** December 10, 2014, **Time:** Public Open House (6 p.m. to 8 p.m.)

**Location:** Zilker Elementary School Cafeteria, 1900 Bluebonnet Lane

- [Urban Transportation Commission](#) meets on December 9. Location to be determined.

- [Bicycle Advisory Council](#) meets December 16, 6pm. Location to be determined.

Nic announces that election run-offs. Early voting is now in effect and date is December

## **ADJOURNMENT**

## Pedestrian Advisory Council - 2014 Regular Meeting Attendance

	Name	Oct 6	Nov 3	Dec 1	Jan	Feb	Mar	April	May	June	July	Aug	Sept
F	Joe Almazan	○	●	●									
F	Peter Baird	●	●	●									
F	Nancy Crowther	●	●	●									
F	Valerie Fruge	●	●	○									
F	Girard Kinney	●	●	●									
F	Ramah Leith	●	●	●									
F	Nic Moe	●	●	●									
F	Emily Risinger (Vice-Chair)	●	●	●									
F	Heyden Walker (Chair)	●	●	●									
A	Janet Beinke	●	●	●									
A	Ken Craig	●	●	●									
A	Dan Keshet	✓	✓	✓									
A	Jessica Lemann	✓	✓	✓									
A	Nathan Lynch	✓	✓	✓									
A	Joel Meyer	✓	✓	✓									
A	Carmen de la Morena-Chu	●	●	●									
A	Marva Overton	✓	●	●									
A	Kathy Rock	●	●	●									
A	Mike Sledge	○	●	●									
A	Luke Urie	✓	●	●									
A	Virginia Wilkinson	●	●	●									
F = Full Member, A = Alternate Member ● Present ○ Excused Absence ✓ Unexcused Absence													

## Pedestrian Advisory Council – 2014 Technical Subcommittee Attendance

	Name	Oct 15	Nov 20	Dec	Jan	Feb	Mar	April	May	June	July	Aug	Sept
F	Peter Baird (Chair	•	•	NA									
F	Girard Kinney	•	•	NA									
F	Nic Moe	•	•	NA									
F	Emily Risinger (Vice-Chair)	•	•	NA									
				NA									
A	Carmen de la Morena-Chu	•	✓	NA									
A	Kathy Rock	•	•	NA									
A	Luke Urie	✓	✓	NA									
		•		NA									
C	Gwen Jewiss	•	✓	NA									
C	Alix Scarborough	•	✓	NA									
F = Full Member, A = Alternate Member, C = Community Member • Present ○ Excused Absence ✓ Unexcused Absence													

### Pedestrian Advisory Council – 2014 Project Subcommittee Attendance

	<b>Name</b>	<b>Oct 6</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug</b>	<b>Sept</b>
F	Ramah Leith	•	NA	•									
F	Nic Moe (Chair)	•	NA	•									
			NA										
A	Janet Beinke	•	NA	•									
A	Virginia Wilkinson	•	NA	✓									
C	Hatty Bogucki	•	NA	○									
C	Capital Metro (Lawrence Deeter or Caitlin D’Alton)	•	NA	•									
C	Christian Malanka	•	NA	✓									
F = Full Member, A = Alternate Member • Present ○ Excused Absence ✓ Unexcused Absence													