

Campus Outreach:



Laura Higgins

Joan Hudson

Neal Johnson

Michelle Hoelscher

John Henry/TTI Communications

Sponsored by TxDOT Traffic Safety Grants

Bicycle Fatalities and Injuries

- Most fatally injured bicyclists are adults.
- Most fatalities and injuries occur in urban areas.
- Highest injury rates in 2012, 2013, 2014: ages 20-24.
- In 2015 as compared to 2014, bicyclist fatalities increased by 12.2% (highest fatalities since 1995).
- In Texas, 70 percent of all bike fatalities occurred at non-intersections.

(NHTSA, 2015; CRIS, 2016)

Bicyclist-Motorist Safety for College Campuses

- **Target demographic**
 - Young adult bicycle riders, young adult drivers
 - Commuting in urban or semi-urban area



Year 1 – TAMU Campus

- **Focus groups: bicyclists and drivers**
 - Frustration between cyclists and drivers
 - Confusion about bicycle laws
- **Direction for outreach materials**
 - Focus on bicycle laws
 - Messages targeting both groups

Campaign Logo

- Incorporate “Share the Road” theme
- Texas flag colors



1st Year Outreach Materials

- **Bicycle Laws Tip Card**
 - One side for drivers
 - One side for cyclists
- **Promotional items**
- **Website:**
www.sharetheroadtexas.org



CYCLISTS...
Be Road Wise – Know Your Traffic Laws

Follow the “rules of the road.”

- Travel with traffic, not against it.
- Ride on the street not the sidewalk.
- Obey traffic laws and stop at all red lights and stop signs.
- Use hand signals when turning, stopping, or slowing.
- Yield to pedestrians.

Stay to the right (usually).

Ride about 3 feet from the right curb or roadway edge. If you do need to “take the lane,” signal first and be cautious!

Side by side?

- As long as you do not block traffic. Be considerate!
- 3 or more abreast is not safe or allowed.

Be bright, use lights!

At night, your bike must be visible from 500 feet away.

- A white light is required on the front.
- A red light or red reflector is required on the back.



www.sharetheroadtexas.org



Save a Life™
Texas Department of Transportation



DRIVERS...
Be Bike Wise – Know Your Traffic Laws

A bicycle is a vehicle.

- At intersections, follow the same right-of-way rules that you would with another vehicle.
- Don't crowd a bicycle when passing. A good rule of thumb: leave at least 3 feet between your car and the bicycle.
- Don't “tailgate” a bicycle.

Look for bikes on the right (mostly).

Cyclists usually ride close to the right side of the road. But cyclist have the right to take the full lane if:

- They are passing another bicycle.
- They are preparing to turn left.
- The right side of the road is blocked by parked cars or some other hazard.
- The travel lane is too narrow for a bicycle and a car to travel side by side.



www.sharetheroadtexas.org



Save a Life™
Texas Department of Transportation

www.sharetheroadtexas.org

Join the Ride!



HOME

LAWS

STATISTICS

RESOURCES



SAFETY TIPS

Tips for Bike and Motorist Safety



CAMPAIGN MATERIALS

From Share the Road Texas



TRAFFIC LAWS

Rules of the Road



RESOURCES

Stats, news, publications and more

Follow ShareTheRoadTX on

Welcome

Year 2 – TAMU and UT Campuses

- **Focus Groups (Austin)**
 - Emphasize shared responsibility
 - What does “sharing the road” look like?
- **New Outreach Materials/Messages**
 - Beyond laws to “how to...”
 - Address specific situations
 - Show cyclists’ and drivers’ perspectives
 - Use videos and social media to generate interest

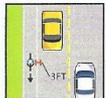
Year 2 Outreach Materials

- **How to share the road...**
 - Mid-block (between intersections)
 - At intersections
- **Educational materials:**
 - Tip cards
 - Updated website material
 - On-line videos



Tip Cards

How *Cyclists* Share the Road Between Intersections



Share the Road: Maintain a Safe Distance

- Ride in the same direction as traffic and as far to the right as practicable. Use bike lanes or roadway shoulders whenever possible.
- Even without a marked bike lane, cyclists and motorists can travel side-by-side if there is enough room to allow three feet of distance between the two vehicles.
- If there isn't enough room, check over your shoulder, signal, and move into the center of the lane.



Share the Road: Navigating On-Street Parking

- Ride at least three feet away from parked vehicles to avoid an opening car door. This may require you to take the lane.
- Ride in a straight line past the whole line of parked vehicles, rather than weaving in and out around them.
- Be alert for vehicles pulling in or out of parking spaces. Watch your speed, and be ready to stop if necessary.



How *Motorists* Share the Road Between Intersections



Share the Road: Maintain a Safe Distance

- Bicycles are considered to be vehicles under traffic laws in Texas.
- Please allow at least three feet of distance between your vehicle and a cyclist.
- Motorists driving trucks or commercial vehicles should allow six feet between their vehicle and a cyclist.
- Even without a marked bike lane, cyclists and motorists can travel side-by-side if there is enough room to allow a safe distance between the two vehicles.
- If there is not enough room, the cyclist may move into the center of the lane.



Share the Road: Navigating On-Street Parking

- Watch for cyclists who are riding close to parked vehicles. If a car door opens unexpectedly, the cyclist may have to swerve to avoid it.
- If you're exiting a car, do a safety check by using your mirrors and looking over your shoulder for cars and bicycles before opening your door.
- Do the same safety check when you're getting ready to pull out of a parking space.
- Please do not park in a marked bike lane. Blocking bike lanes creates a hazard for cyclists as well as other vehicles.



How *Cyclists* Share the Road at Intersections



Share the Road: Obey all Traffic Laws

- Bicycles are considered vehicles under traffic laws in Texas.
- When crossing or turning at an intersection, stop at all stop signs and red lights. Watch for and yield to pedestrians.



Share the Road: Making Right Turns

- Use hand signals to indicate that you are turning right. Stop if you have a stop sign or red light, and check for traffic and pedestrians before making your turn.
- If there isn't a bike lane at the intersection, position yourself in the middle of the right lane or right-turn lane to start your turn, where you will be more visible to motorists behind you.



Share the Road: Making Left Turns

- Use hand signals to indicate that you are turning left. Stop if you have a stop sign or red light, and check for traffic and pedestrians before making your turn.
- When making a left turn at an intersection, move from the right edge of the road to the left turn lane. Check over your shoulder, signal, and return to the center of the lane. If there are two left turn lanes, use the second lane from the left.
- You may dismount and walk your bicycle across an intersection if you are uncomfortable navigating the intersection.



Share the Road: Traveling Straight Through an Intersection

- If you are traveling behind a motorist who is making a right turn, you may signal and pass the motorist on the left.
- If you are traveling straight through an intersection, watch for oncoming motorists who are turning left; they may not see you.



Share the Road: Use Caution at Driveways

- Be alert as you approach a driveway, in case a motorist does not see you.

How *Motorists* Share the Road at Intersections



Share the Road: Obey all Traffic Laws

- Bicycles are considered vehicles under traffic laws in Texas.
- When meeting cyclists at intersections, follow the right-of-way rules just as you would if meeting another motor vehicle.



Share the Road: Making Right Turns

- Be predictable. Use your turn signals to indicate your intention to turn.
- Watch for cyclists to your right as you are turning -- check your mirrors and glance over your shoulder.
- Make a right turn from the right curb or roadway edge. If you need to enter or cross a bike lane to turn right, watch for and yield to cyclists who are in the bike lane next to you.



Share the Road: Making Left Turns

- Be predictable. Use your turn signals to indicate your intention to turn.
- Watch for oncoming cyclists before making your turn.
- Cyclists who are turning left at an intersection may move from the right edge of the road to the left turn lane.



Share the Road: Traveling Straight Through an Intersection

- Be alert for cyclists who are turning in front of or beside you.
- If there is not a bike lane at the intersection, a cyclist may move to the middle of the lane.



Share the Road: Use Caution at Driveways

- Stop in advance of the crosswalk area (may be marked or unmarked) to yield to others before proceeding.
- Use caution when pulling out of a driveway and watch for cyclists who may be approaching on the roadway. Scan left, right, and left again before driving onto the roadway.



Videos

- At intersections

https://www.youtube.com/watch?v=yjtpETRh_Tk

- Between intersections

<https://www.youtube.com/watch?v=92mXUciPUeg>

Year 3 - FY17

- **On-campus outreach**
 - TAMU, UT, ACC, Blinn, Concordia
 - University of Houston, Rice, Sam Houston State, San Antonio College, UTSA, TAMU Galveston
- **Wallet cards**
- **On-line outreach**
 - Social media
 - Updated website; campus-specific resource pages
 - On-line interactive bicycle map – TAMU campus



Share
THE
Road



Save a Life™
Texas Department of Transportation

**Texas A&M University
Bicycle Resources**

- Bicycle Registration
- Bicycle Lease Program
- Bike Rack and Fit-it Stations Map
- TAMU Bicycle Regulations

www.sharetheroadtexas.org/tamu

Future Plans

- Updating crash statistics & infographics on website (in progress)
- Expand interactive map to other campuses
- Coordinate with campus transportation/safety offices
- Develop new video(s)

Contact Information

Laura Higgins

Associate Research Scientist

L-higgins@tti.tamu.edu

