

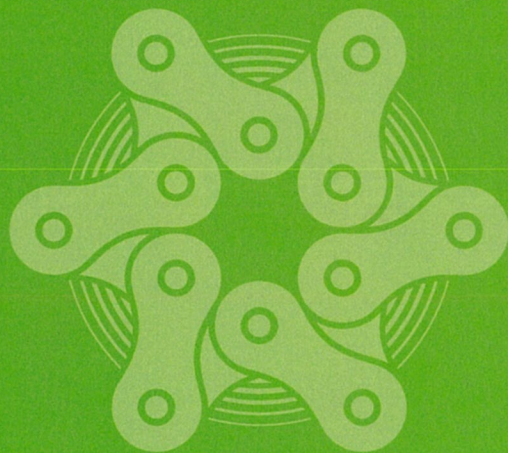


GOAL ZERO FATALITIES

Engineer • Educate • Enforce



BIKEHOUSTON





Implementing these actions will get cyclists off busy, unsafe thoroughfares and will improve the road experience for recreational and commuter cyclists, as well as motorists. In the process more people will ride, which translates directly into healthier people and a higher quality of life in Houston.

We welcome your suggestions and improvements.

Sincerely,

Michael Payne

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Public Lifesavers

Lifesavers for drivers:

1. **Follow the Law.** Speeding and driving under the influence are killing us.
2. **Motor on, Cell Phone Off.** Save a life. Refrain from texting or talking while your motor is on.
3. **Give cyclists a Wide Pass.** Sometimes you may need to take an extra few seconds, but it is worth it. Road conditions often cause swerving. Houston law requires 3 feet or more.
4. **Intersections require special attention.** Always scan carefully before proceeding.
5. **Never open your car door** without looking for passing traffic.

Lifesavers for cyclists:

1. **Follow the Law.** You have the same rights and duties as drivers. Always ride with traffic, in the right most lane headed in the direction you are going. This may be the left lane if you are turning left. Stop when required.
2. **Be Predictable.** Make your intentions clear to everyone on the road. Ride in a straight line and don't swerve between cars. Signal and check behind you well before changing your lane position.
3. **Be Extremely Visible.** Use bright white lights on front of your bicycle and bright red lights on back in addition to reflectors. Wear bright, reflective clothing in low light conditions, but also during the day.
4. **Think Ahead.** Plan your route carefully to avoid dangerous streets. Narrow, busy or fast streets are particularly dangerous. Ride outside the door zone and anticipate drivers' next moves, as well as road hazards.
5. **Ride Ready.** Check that your tires are properly inflated, brakes are working, chain runs smoothly and quick release levers are closed. Leave the earplugs and mobile phone off while cycling. Fewer distractions and the ability to listen will reduce your risk substantially. Always, always wear a helmet.



Actions Needed

*Actions for City of Houston and BikeHouston to achieve **Goal Zero Fatalities**:*

1. **Create a Bicycle Master Plan (BMP)** and add dedicated bicycle lane in priority areas
 - a. Hire an experienced planning firm w/ goal of getting more people cycling more safely
 - b. Integrate the BMP recommendations into city plans, including Complete Streets
 - c. Create streets that encourage safe speeds, ideally with cameras
 - d. Review fatalities in attempt to capture and share design improvements
2. **Enforce Laws for Motorists and Cyclists** to reduce speeding and reckless behaviors
 - a. Track and prioritize the enforcement of related offences, including the safe passage law
 - b. Use undercover police on bicycles as a standard practice
 - c. Implement stiffer DUI penalties
3. **Educate Motorists and Cyclists**
 - a. Create a public awareness campaign for motorists and cyclists
 - b. Review integration w/ drivers license test, education after ticketing
4. **Prohibit using a cell phone or texting while driving.** The facts are clear. Distractions kill people. *This is a leadership moment.*



FEBRUARY 19, 2014

Overview

BikeHouston requests that the Mayor and City Council adopt “Goal Zero Fatalities”

Collisions between cars and cyclists are an unacceptable tragedy. The frequency of collisions and lack of cycling infrastructure highlights the need for a **Bicycle Master Plan** with implementation targets, as well as more education and enforcement of laws which impact cyclists. BikeHouston is a non-profit representing Houston’s 1 million cyclists focusing on the education of cyclists, motorists and elected officials.

Working together we can address these road usage facts:

1. The number of recreational and transportation oriented cyclists on the road is increasing, alongwith the number or cars. Cyclists have a legal right to share the road safely.
2. Best practices are evolving rapidly across the country. Allocation of City’s human and financial resources needs to be increased.
3. Houston is a great city for cycling. 200,000 bikes a year are purchased here. Pro-active leadership on cycling issues will reduce obesity, reduce congestion, improve air quality, build stronger communities and make Houston a more desirable place to live and work, ultimately making it a more sustainable city. Benefits accrue to all road users.

We ask that the Mayor and City Council adopt this goal and set specific targets to ensure a successful implementation over the next two years. Working together on engineering, enforcement and education we can reduce fatalities to “**Goal Zero**”.



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