

Bozeman Community Transportation Safety Plan Meeting #5

presented to

Transportation Safety Advisory Committee

presented by

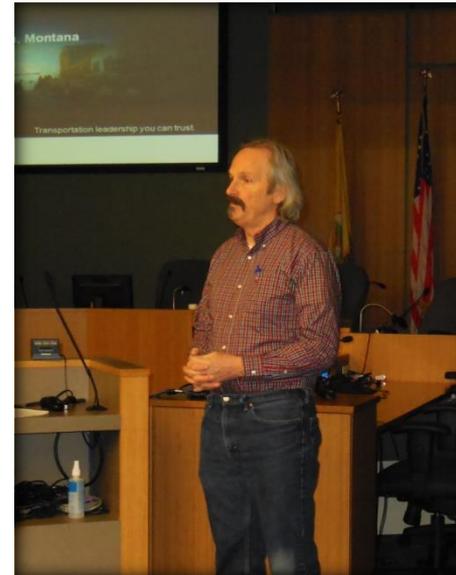
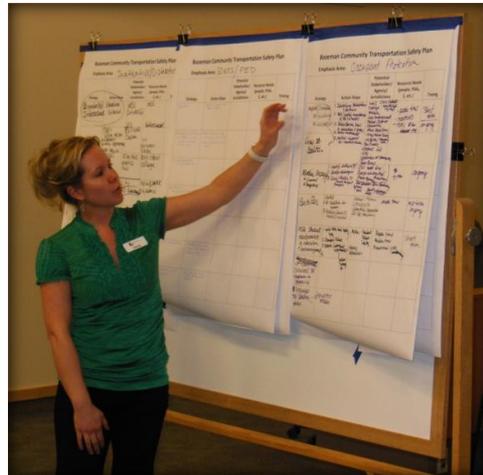
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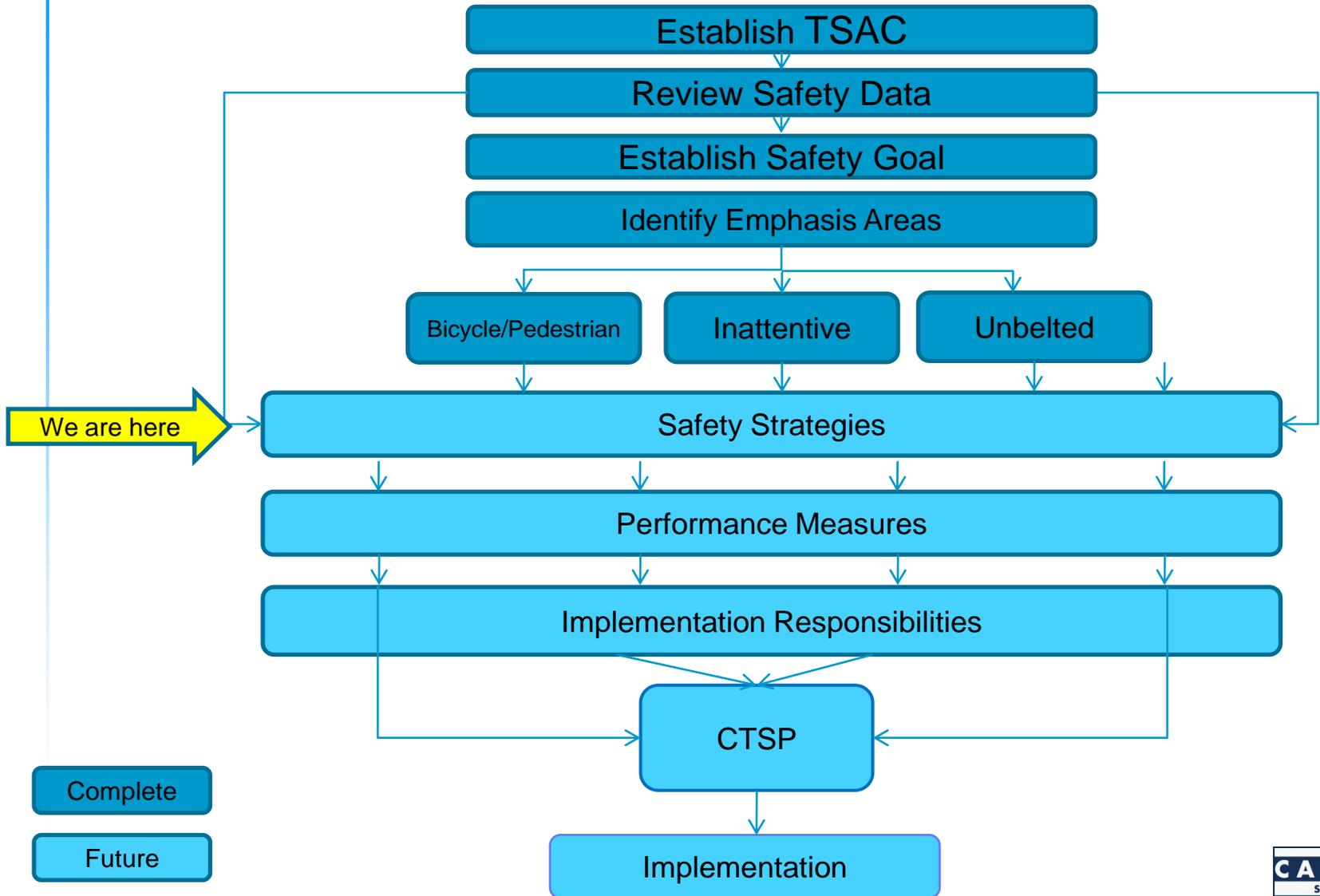
April 2013

Desired Meeting Outcome

- **Confirm Safety Strategies and Action Steps Generated at Summit**

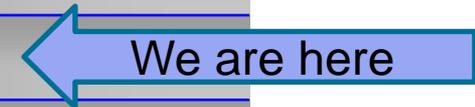


Where are we in the CTSP Process



Work Plan and Timeline

Kickoff Meeting	October
Establish Goal and Select Emphasis Areas	November
Identify Current Strategies	February 20
Safety Summit	March
Strategy Finalization	April
Draft Plan	May



Definitions

- **Strategy**
 - » Approach to address a defined transportation crash type
 - » Implementation will involve a series of more specific action steps
 - » May be phased in over the five-year span of the plan, prioritized based on EA Team's interest, resources

- **Purpose**
 - » Context as to why strategy is needed
 - » How the strategy will improve safety

- **Activities/Action Steps**
 - » Specific steps for implementing the strategy over time

- **Implementation Stakeholders/Partners**
 - » Agencies or groups with jurisdiction, authority or special expertise necessary to accomplish the actions steps
 - » Lead or supporting role
 - » May expand list over time, depending on activities

- **Resources/Funding Needs:**
 - » Staff time
 - » Best Practices/examples
 - » New processes
 - » Communication/collaboration among agencies
 - » Funding

Bicycle and Pedestrian Strategies

Safety Strategies/Action Steps

Bicycle and Pedestrian

1. Increase bicycle and pedestrian infrastructure

Conduct Road Safety Audit (RSA) Training. Implement proven effective countermeasures identified in RSAs, particularly low cost measures.

Implement needed infrastructure defined in the 2007 Bozeman Area Transportation Plan and Road Safety Audits; make improvements where needed, ensuring proven effective safety measures are incorporated.

Improve functionality and use of existing infrastructure for bicyclists and pedestrians by clearly defining and communicating “rules of the road” (signing and marking).

Ensure consistent bicycle markings at all intersections.

Evaluate signal timing and yellow phase intervals to ensure signals are optimized for maximum safety.

Safety Strategies/Action Steps

Bicycle and Pedestrian

2. Reduce Impaired Bicycling and Walking

Conduct education campaign about the risks of walking or riding a bicycle while impaired

Promote alternative transportation options for impaired pedestrians or bicyclists, such as the late-night Streamline, free rides home, taxis, designated drivers

Develop education and awareness campaign

Safety Strategies/Action Steps

Bicycle and Pedestrian

3. Increase Reporting of Bicycle and Pedestrian Crashes

Promote self-reporting of crashes using the Montana Highway Patrol vehicle Crash report “white form”

<https://doj.mt.gov/wp-content/uploads/HQ1598.pdf>

Conduct outreach via bicycle shops, Bike to Work Week, school system, MSU, Bike Swap, etc.

Work with law enforcement to develop process and procedures for tracking and maintaining bicycle and pedestrian crashes that may not meet reporting thresholds.

Obtain and evaluate non-motorized incident data for Bozeman from BikeWalk Montana to supplement State and City crash data.

Safety Strategies/Action Steps

Bicycle and Pedestrian

4. Conduct Public Education About Safe Operating Procedures Between Bicyclists and Pedestrians and Vehicles

Develop video PSAs in partnership with local television stations, MSU film department, or the high school media department

Distribute materials to both the general driving public and bicyclists, pedestrians and other users via the City of Bozeman website, partner agencies, schools, bike shops, bicycling enthusiast groups, etc.

Initiate a Bicycle Ambassadors program by which individuals are employed to ride around town and initiate educational conversations with people who are bicycling or walking unsafely (Adapt Missoula model)

Publicize and promote existing bicycle and pedestrian laws such as required use of headlights and tail lights by bicycles during dark conditions

Continue K-8 school traffic education program

Provide education about the safety value of visible, reflective clothing for bicyclists and pedestrians

Safety Strategies/Action Steps

Bicycle and Pedestrian

5. Increase enforcement of safe behaviors by drivers around bicyclists and pedestrians, and by bicyclists and pedestrians as they enter into the transportation mix

Conduct periodic pedestrian safety operations with enforcement by which a plainclothes police officer crosses the street using a crosswalk and a partner tickets vehicle operators that do not yield

Pursue legislation to improve bicycle and pedestrian safety such as requiring vehicles to provide a 3-foot margin when passing bicycles and requiring vehicles to stop for pedestrians in a crosswalk

Consider increasing fines associated with violations involving non-motorized transportation users

Increase the amount of enforcement by Bozeman P.D. on bicycles, which facilitates educational conversations in the course of duty

Educate and enforce required use of headlights and tail lights by bicyclists

Educate on the importance of proper positioning of pedestrian walking along roadway and bicyclist riding along roadway

Unbelted/Occupant Protection Strategies

Safety Strategies/Action Steps

Unbelted/Occupant Protection

1. Promote safety belt use through broadened membership partners, and increase activity of the Greater Gallatin Safety Coalition

Define core Coalition membership, reach out to new members, and establish a regular meeting schedule and agenda. Conduct ongoing outreach programs in partnership with member agencies. Seek media coverage of activities.

Conduct outreach to major employers encouraging them to institute a policy requiring safety belt use by all employees. Potentially reach out via the Chamber of Commerce.

Develop and distribute PSAs

Safety Strategies/Action Steps

Unbelted/Occupant Protection

2. Conduct targeted youth outreach to increase safety belt use

Use the Peer-to-Peer Traffic Safety Campaign toolkit and other resources to establish a peer-to-peer program in the high school. Build on the Teens in the Driver's Seat program already established

Incorporate methods for engaging parents, including contracts with teens on safe driving

Promote Alive@25 courses to the general population of young drivers. Potentially offer course within high school

Link activities with Teen Driver Awareness Week, and promote through partner networks

At-risk youth assigned community service to help conduct seat belt surveys with coalition member

Safety Strategies/Action Steps

Unbelted/Occupant Protection

3. Conduct outreach to Montana State University students on the importance of wearing safety belts in vehicles

Conduct Peer to Peer campaign, which could include

- Observation of safety belt use in parking lots and rewards for those buckled up
- On-campus speaker (someone who survived a crash due to safety belt use)
- Survey of student attitudes and practices about safety belt use and publicity of results
- Student – developed print or video PSAs (potentially a contest)
- Position crashed cars around campus with stories about the incidents
- Increased enforcement of safety belt use around campus
- MSU- Engineering students to recreate the 3 Collisions of a Crash model.

Safety Strategies/Action Steps

Unbelted/Occupant Protection

4. Conduct general media outreach on the importance of safety belt use focusing on demographic groups with high rates of non-use. Complement outreach with targeted enforcement

Target demographic groups (other than youth) with higher safety belt non-use rates with targeted messages to encourage use

Potentially conduct outreach to middle aged males via civic organizations

Increase enforcement of safety belt non-use; coordinate with education campaigns

Safety Strategies/Action Steps

Bicycle and Pedestrian

5. Collaborate with Judges to ensure judicial process is supportive of increased enforcement of safety belt non-use

Engage the state's traffic safety prosecutor to conduct training to local judges on the importance of upholding citations for safety belt non-use

Promote issuance of safety belt citations by Bozeman Police, potentially via a roll-call briefing, reinforcing support by local judges

Safety Strategies/Action Steps

Unbelted/Occupant Protection

6. Enact a local ordinance making non-use of a safety belt a primary offense in Bozeman.

Research ,and develop a municipal ordinance making non-use of safety belts by all vehicle occupants a primary offense

Conduct meetings with Council Commissioners to communicate about the significance of the issue using crash data and examples from other communities that have successfully implemented such a policy

Conduct a public education and awareness campaign

Introduce the ordinance for adoption by the Council of Commissioners

Safety Strategies/Action Steps

Unbelted/Occupant Protection

7. Conduct increased outreach about the need for vehicle passengers ages 4 to 9 to use booster seats

Conduct education and outreach to key safety stakeholders/partners, including pediatricians, day care providers, and parents.

Develop and distribute PSA campaign.

Inattentive Strategies

Safety Strategies/Action Steps

Inattentive/Distracted Driving

1. Publicize the risks of distracted driving and conduct enforcement of distracted driving

Develop/adapt existing education materials discouraging distracted driving. Conduct outreach to businesses to encourage development of contracts prohibiting handheld electronic device use and other distracting behaviors by employees

Conduct public awareness campaign against distracted driving. Potentially distribute reminders via licensing stations, water bill mailings

Communicate to the public the importance of not driving distracted via key local groups such as civic organizations

Bozeman PD traffic division can conduct outreach about risks of distracted driving through media interviews (TV and radio), social media, etc.

Integrate driving distraction into Bozeman High School peer-to-peer safety education efforts

Install more signs noting prohibition on handheld cell phone use/texting and fines for a citation

Safety Strategies/Action Steps

Inattentive

2. Conduct ongoing public education and outreach about safe driving protocols/skills and retraining opportunities

Enhance coverage of common key issues such as navigation of uncontrolled intersections in driver's education course.

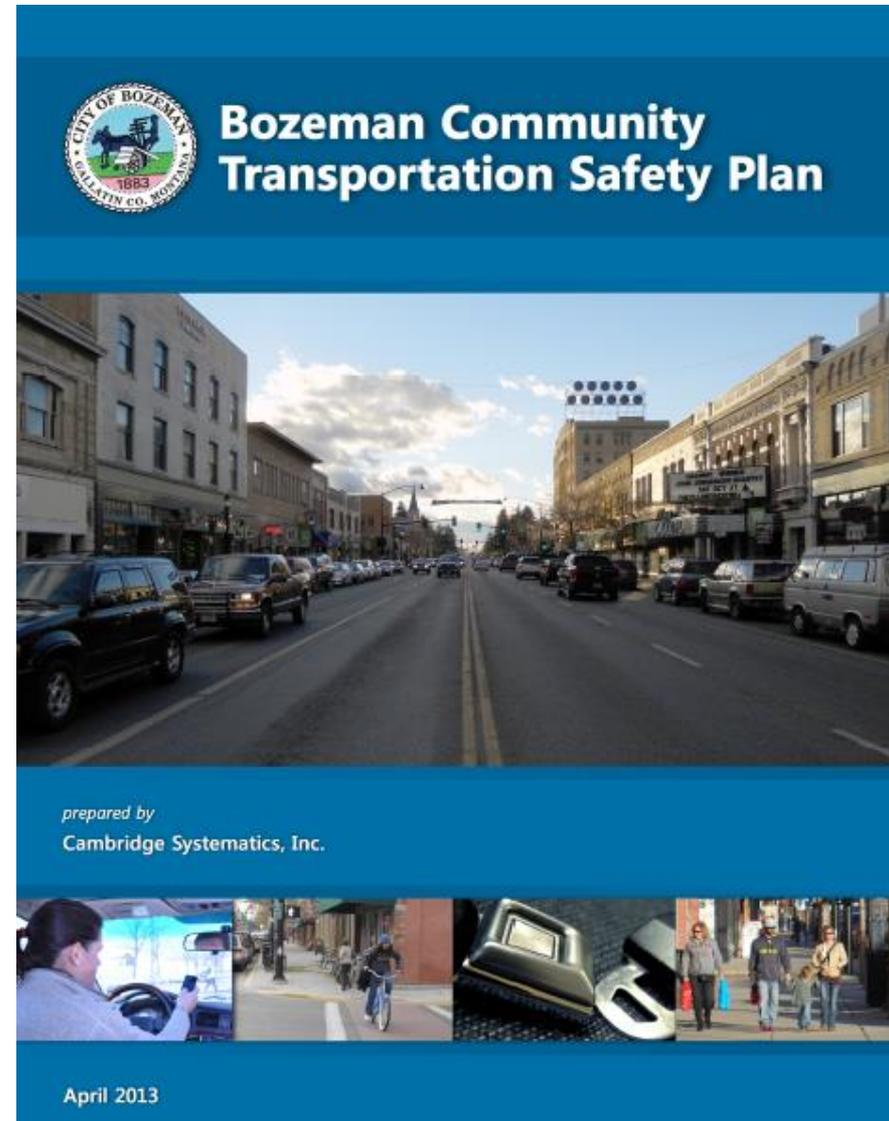
Partner with MSU media department to develop PSAs on key driving skills needing a refresher, which can be posted to social media, YouTube, the City's website, potentially as part of a "Common Driving Issues" series.

Bozeman PD Traffic Division conducts outreach about key driving skills through media interviews (TV and radio), social media, etc.

Publicize availability of defensive driving refresher courses for adults.

Next Steps

- **Integrate strategies into Bozeman Community Transportation Safety Plan**
- **Review draft CTSP at May meeting, discuss:**
 - » **Implementation structure**
 - » **Progress Reporting**
- **Schedule presentation to Council of Commissioners for approval**



Open Discussion