NEW ORLEANS REGION TRANSPORTATION SAFETY COALITION
Pedestrian and Bicycle Emphasis Area ACTION PLAN
ADOPTED – January 2014

Goal: *Reduce Pedestrian and Bicycle Fatalities by 50% by 2030.*

TEAM LEADER: Karen Parsons and Dan Jatres

Objective 1: Improve relationships and communication among agencies, organizations, and individuals to reduce bicycle and pedestrian fatalities in the region.

Strategy 1.1: Institutionalize the pedestrian and bicycle committee (EA Action Plan) for the region.
   Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.1	EA Team supported by RPC; DOTD	Identify and engage stakeholders to participate in quarterly meetings of the pedestrian/bicycle committee. Expand partnerships to include organizations such as health organizations and hospitals, EMS, and directors of public works.	Additional input to improve bicycle and pedestrian safety	Improved bicycle and pedestrian safety in the region	Ongoing	Small
1.1.2	EA team supported by TRCC (Clare Brown); RPC	Coordinate with the Traffic Records Coordinating Committee (Statewide Group), the Infrastructure EA Team leader for the Regional Safety Action Plan (Scott Boyle), and other coalitions to ensure pedestrian/bicycle safety is a priority for the New Orleans region.	Coordinated efforts to improve bicycle and pedestrian safety	Improved bicycle and pedestrian safety in the region	Ongoing	Small

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.1.3	Dan Jatres and Karen Parsons of RPC; City of New Orleans, Louis Haywood	Coordinate efforts with RPC Complete Streets Advisory Committee; City of New Orleans Complete Streets Committee; committees in other municipalities.	Coordinated efforts to improve bicycle and pedestrian	Improved understanding of actions taking place in the region to improve Complete Streets/possible project and funding coordination	Ongoing	Small

Strategy 1.2 Incorporate projects and programs identified in regional and local bicycle and pedestrian plans into this action plan to ensure coordination and information sharing amongst parishes.
  Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.2.1	EA Team	Identify existing Plans to review and determine how to incorporate programs and projects into this Action Plan.	# plans identified	Programs and Projects incorporated into the next version of this Action Plan	Ongoing	None
1.2.2	City of New Orleans DPW; NOPD	Implement the project and programs in the City of New Orleans Pedestrian Safety Action Plan	# of PSAP initiatives implemented;	Reductions in pedestrian fatalities and severe injuries in the City of New Orleans	1-3 years	Medium-High
1.2.3	EA Team, RPC; DOTD	Support development and implementation of Pedestrian Safety Action Plans (PSAPs) in communities of the New Orleans region.	# of new PSAPs developed	Develop PSAPs in communities with identified pedestrian crash problems	Ongoing	Medium-High
1.2.4	Jefferson Parish	Implement the Jefferson Parish Bicycle Master Plan.	# of JPBMP initiatives implemented	Improved bicycle safety and increased bicycle usage in Jefferson Parish	3 years +	Medium-High
1.2.5	EA Team and Local communities	Support initiatives of local communities in the New Orleans Region to develop and implement bicycle master plans.	# of Bicycle Master Plans developed	Improved bicycle safety in local communities	Ongoing	Medium-High

Strategy 1.3: **Coordinate and partner with law enforcement/criminal justice.**
Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
1.3.1	Impaired Driving EA Team	For a coordinated approach to build relationships with judges, district/city attorneys, law enforcement, medical personnel, etc), coordinate with Impaired Driving Emphasis Area's efforts. (for the purpose of sharing contacts and coordinating meetings).	# of criminal justice system partners	Emphasize importance of pedestrian/bicycle enforcement to all levels of the criminal justice system	Ongoing	Small
1.3.2	City of New Orleans , Col. Jerry Sneed and NOPD	Establish partnerships with police departments, Quality of Life Officers, Community Liaisons, etc. for the purpose of public outreach and education.	# of citizens reached	Increase law enforcement and public awareness of pedestrian/bicycle laws and safety	1 year	Small
1.3.3	City of New Orleans, Col. Jerry Sneed and NOPD	Include pedestrian and bicycle issues in existing NOPD online continuing education, create opportunities for certification.	# of NOPD officers trained; frequency of pedestrian and bicycle topics	Pedestrian and bicycle training institutionalized into existing training programs	Ongoing	Small

Objective 2: Enhance and identify the crash data needs for the region.

Strategy 2.1: Hold quarterly or semi-annual regional data symposia with state, regional, and local staff. Symposiums would support development of an organizational chart, data flow timeline, and data handbook.
> *Strategy Leader: DOTD, RPC*

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.1.1	RPC, DOTD	Prepare for a data symposium, conduct the following activities: 1) Create a critical stakeholder "invite list" including individuals within police departments, parish, region, state government; 2) define current data flow timeline; 3) create optimized critical interactions timeline; 4) facilitate and discuss findings; 5) announce and publicize process findings and process improvements	Data documentation and presentation information prepared for symposium	Data documentation and presentation information prepared for symposium	6-12 months	Small
2.1.2	RPC, DOTD	Conduct symposium to develop organizational charts and role definitions in regards to data development, access, use, and sharing. Symposium participants should 1) share the role of data according to staff job descriptions; 2) share ideas and concerns related to the role of data in their job descriptions 3) discuss interactions that would facilitate communication and refine and deploy an improved data processes.	Organizational Chart Role definitions	Improved data sharing process	Ongoing on a regular basis	Small

Strategy 2.2: Identify additional pedestrian and bicycle data needs for the region
> *Strategy Leader:*

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.2.1	RPC	RPC should work through DOTD to coordinate with LSU to understand the pedestrian and bicycle crash data analysis and how the information can be utilized by MPOs and local government for decision making.	# of new pedestrian and bicycle data analysis methods	Implement new analyses of data for use by MPOs and local agencies	Ongoing	Medium

Strategy 2.3: Improve crash data reporting
> *Strategy Leader: DOTD/LSU*

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.3.1	Highway Safety Commission/ Ron Whitaker - DOTD	Incorporate Bicycle/Pedestrian issues into the training provided for crash investigations and reporting via training methods within departments.	# of law enforcement officers trained	Improved crash investigations and reporting	Ongoing	Medium

Strategy 2.4: Collect and utilize additional datasets
  Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
2.4.1	EA Team and participating Police Departments	Enforcement/traffic ticket datasets	# of police departments relaying data	Awareness of enforcement locations and violations	Ongoing	Small
2.4.2	Bike Easy	Identify and utilize crowd sourced datasets	# of crowd sourced datasets	Utilize non-traditional data sources to inform safety efforts	Ongoing	Small

Objective 3: Raise general public awareness about various bicycling and walking safety issues
Strategy 3.1:   Continue the social marketing and media campaign of RPC's Pedestrian and Bicycle Safety and Education Program
  Strategy Leader: RPC

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.1.1	RPC, Dan Jatres	Develop campaign message(s), identify target demographics and geographic locations, deploy campaign, track impact of campaign	Campaign messaging market tested # of high crash locations targeted # of demographic groups targeted	Identify and ensure messaging achieves intended impact Maximize resources through targeted deployment of media Increased awareness and understanding of campaign message	1 year and ongoing	Small
3.1.2	RPC, Dan Jatres	Identify partners (local governments, transit agencies, community orgs, etc) to spread the messages and increase market penetration	# of partners	Build wide community buy-in of messaging and outreach	1 year and ongoing	Medium
3.1.3	HSC; local agencies	Coordinate media campaign with targeted enforcement efforts	# of hours of targeted enforcement	Reinforce messaging with coordinated enforcement	1 year and ongoing	Medium

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.1.4	RPC, Dan Jatres	Identify topics and target audiences, then create videos	# of videos	Visual messaging on safety topics	1 year	Small
3.1.5	Bike Easy; RPC	Develop a strategy for improving trail user etiquette that can be communicated in safety education programs	Shared-use trail etiquette guide	Improve user experience and interactions along shared-use trails	1 year	Small

Strategy 3.2: **Conduct outreach to journalist/reporters on pedestrian and bicycle issues, laws and crashes.**
Strategy Leader: RPC

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.2.1	RPC and EA Team	Conduct outreach to journalists on pedestrian and bicycle infrastructure concepts and crash reporting. Possibly communicate with law enforcement on this topic as well to discuss the way they give comments to the media.	# of journalists	Increase awareness of accuracy of coverage of pedestrian and bicycle projects and crashes	1 year	Small

Strategy 3.3: **Distribute Guide to Safe Cycling/Bicycle Map**
Strategy Leader: RPC

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.3.1	RPC, Dan Jatres; Bike Easy, Jamie Wine	Coordinate with Bike Easy on distribution and outreach. Determine effective distribution model/methods of Guide to Safe Cycling for communities without bicycle maps. Consider coordinating with bicycle retailers for Point of Sale resource distribution.	# of maps/guides distributed # of distribution outlets	Raise awareness of bicycle laws and safety	1 year and then ongoing	Small
3.3.2	RPC, Dan Jatres	Update the Guide to Safe Cycling (as needed) and the Bike Map (annually).	Updated map	Ensure demand for map/guide by keeping it up to date	Ongoing (annually)	Small

Strategy 3.4: **Develop and deliver community bicycle workshops**
Strategy Leader: Bike Easy

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.4.1	Bike Easy	Continue existing bicycle workshop program. Identify opportunities to expand bicycle workshops to a wider range of communities: geographic, socioeconomic, etc	# of workshops	Provide instruction on bicycle safety in urban environments	Ongoing	Medium
3.4.2	Bike Easy; SRTS	Develop and implement bicycle safety curricula targeted at school age audiences.	# of schools # of children	Provide bicycle safety education to children to develop safe habits early	1 year	Medium

Strategy 3.5:   Partner with New Orleans Region Office of Motor Vehicles branches to incorporate pedestrian and bicycle safety into driver training and testing.
> *Strategy Leader:*

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.5.1	EA Team with the support of DPS/LSP	Explore the possibility of establishing relationships with DPS/OMV personal in Baton Rouge and regional offices. Request that the Bicycle/Pedestrian EA group be on the review panel for the OMV Manual assessment anticipated to occur in spring of 2014.	Partnership with OMV	New partner to deliver education and messaging	1 year	Small

Strategy 3.6:   Continue and expand RTA's PSA/outreach campaign and similar campaigns throughout the region.
> *Strategy Leader: RTA*

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.6.1	RTA, Mark Young	Continue operator training for safety around pedestrians. Expand to include bicycles.	# of trained operators	Improved bicycle and pedestrian safety near transit vehicles	Ongoing	Small
3.6.2	RTA, Mark Young	Continue current streetcar safety campaign: don't walk/jog on track; don't turn left across tracks	# of signs along streetcar tracks and banners on lightpoles	Improved bicycle and pedestrian safety near transit vehicles	Ongoing	Small
3.6.3	RTA, Mark Young	Distribute brochures on these topics to hotels and car rental companies.	# of brochures distributed, # of hotels and car companies offering the brochures	Improved bicycle and pedestrian safety near transit vehicles	Ongoing	Small

Strategy 3.7: Support policies, activities and programs that support School Zones and Safe Routes to School Programs
Strategy Leader: LPHI/Tulane PRC

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
3.7.1	LA Public Health Institute (LPHI) and Tulane; SRTS	Expand safety intervention programs to include more schools and reach more children. This is a safety facilitation program. Tulane and LPHI have been supporting Safe Routes to School and other communities can pursue these programs in coming grant cycles.	# of school sites where education programs are held # of children that participate in the program	School based education around pedestrian and bicycle safety Improved awareness amongst school age children of pedestrian and bicycle safety	Ongoing	Medium
3.7.2	Kids Walk Coalition (Tulane PRC), Naomi Doerner; SRTS	Implement crossing guard training program based on training being developed by Tulane PRC and NOPD.	# of crossing guards trained	Improved crossing guard training	Ongoing	Medium

Objective 4: Clarify local ordinances so that they protect bicyclists and pedestrians.

Strategy 4.1: Support activities that identify potential changes to parish and municipal ordinances, and to DOTD policies and procedures.
Strategy Leader: AARP Complete Streets Team

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
4.1.1	AARP , Dan Jatres	Provide technical assistance to AARP activities to review proposed legislation for pedestrian and bicycle related bills	Review proposed Louisiana laws impacting pedestrians and bicyclists	Ensure Louisiana law supports pedestrian and bicycle safety	Ongoing	Small
4.1.2	AARP , Dan Jatres	Continue to provide technical assistance to Complete Streets Group and participate/support activities of this group. Continue to support State Complete Streets Policy Initiative. Identify national best practices in pedestrian and bicycle laws for potential adoption.	Review pedestrian and bicycle laws from other states	Adopt as appropriate best practice laws from around the country	Ongoing	Small

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
4.1.3	New Orleans Sustainable Transportation Advisory Committee	Provide technical assistance as needed in review of City of New Orleans ordinances related to pedestrian and bicycle users. Ensure consistency with LA Revised Statutes changes since 2009.	Update appropriate local ordinances	Parity between state statutes and local ordinances	1 year	Small
4.1.4	EA Team	Participate as a resource and team member on any groups formed by DOTD for the purpose of outreach.	Scoring criteria which add points for projects improving pedestrian/bicycle safety	Incentive for projects to address pedestrian/bicycle safety	1 year	Small
4.1.5	EA Team, DOTD, Brian Parsons; Soll Planning LLC, Ellen Soll	Support review of complete streets – participate as a technical resource and team member.				

Objective 5: Develop and support infrastructure and operations that improve safety for pedestrians and bicyclists.

Strategy 5.1:   Provide professional development opportunities for public and private sector professionals regarding infrastructure design.
Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
5.1.1	RPC, Dan Jatres	Conduct Designing Streets for Pedestrians and Bicyclists Workshop	# of participants Profile of participants (profession, public/private, geographic, etc)	Increased knowledge of current standards and best practices	Ongoing	Modest
5.1.2	RPC, Dan Jatres	Conduct Designing Facilities for Accessibility Workshop	# of participants Profile of participants (profession, public/private, geographic, etc)	Increased knowledge of current standards and best practices for accessibility (ADA compliance)	Ongoing	Modest
5.1.3	RPC, Dan Jatres	Conduct Complete Streets Workshops	# of participants Profile of participants (profession, public/private, geographic, etc)	Increased adoption of Complete Streets at the parish and municipal level	Ongoing	Modest

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
5.1.4	LTAP	Encourage Highway Safety Manual trainings The LTAP has previously hosted this training. Continue this training so that people can most effectively utilize the highway safety manual. This could be an overview of the manual or a bicycle- pedestrian focused training, and could also include a training on the new Vision 0 Suite.	# of participants Profile of participants (profession, public/private, geographic, etc)	Increased awareness and use of HSM in project development	Ongoing	Modest

Strategy 5.2: **Identify and implement effective countermeasures for infrastructure that improve safety for bicyclists and pedestrians.**
Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
5.2.1	RPC	Identify hot spots and effective (infrastructure) countermeasures through analysis and review of crash data. Coordinate with Infrastructure and Operations Emphasis Area (IOEA) team – (1.6 of I/O Emphasis Area Action Plan) Coordinate "to identify hotspots for Bicycle/Pedestrians that could also be addressed with I/O projects."	# of implemented countermeasures at "hot spots"	Improved bicycle and pedestrian safety	Ongoing	Modest-High
5.2.2	EA Team	Partner with DOTD and other road owners (parish and local) to consider inexpensive and efficient opportunities for provision of bicycle and pedestrian facilities.	# of bicycle and pedestrian improvements or new facilities	Improved bicycle and pedestrian safety	Ongoing	Small-Modest
5.2.3	KidsWalk Coalition, Naomi Doerner	School Zones – Consider school zones for overall neighborhood blocks surrounding the school area, in compliance with EDSRs for state routes.	# Schools Safety Zones # of countermeasures	Improved bicycle and pedestrian safety around schools Reduced motor vehicle speeds around schools	Ongoing	High
5.2.4	EA Team	Participate in RSAs to provide for multidisciplinary approach to provide safe transportation facilities for all users.	# RSA's EA Team participated	Improved bicycle and pedestrian safety	Ongoing	Small

Strategy 5.3: Identify and utilize ongoing DOTD programs in order to integrate Complete Streets approaches

Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
5.3.1	DOTD – District Operations Engineer 02 and 62/ RPC –	Support Complete Streets policy for Rightsizing the State Highway System Program. Coordinate with DOTD Complete Streets Implementation Team.	# of rightsizing[1] projects reviewed for Complete Streets Elements	Local jurisdictions take ownership of roadways that meet their operations goals	Ongoing	Medium
5.3.2	EA Teams, with support of DOTD	Coordinate efforts with Infrastructure Operations Emphasis Area	# of Ops EA projects that address pedestrian/bicycle	Ops EA actions advance pedestrian/bicycle safety goals	Ongoing	Small
5.3.3	DOTD Dist 02 & 62; RPC; local jurisdiction	When opportunities arise, participate in review of upcoming overlay projects by DOTD District 02 and 62 staff, RPC staff/CSAC and local jurisdictions	# of overlay projects reviewed for Complete Streets elements # of overlay projects including Complete Streets elements	Increased Complete Streets elements included in overlay projects	Ongoing	Medium

Objective 6: Create a unified, comprehensive, multi-modal traffic count program
Strategy 6.1: Coordinate vehicle count locations with identified safety concerns.
Strategy Leader:

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
6.1.1	RPC; DOTD District	Coordinate vehicle count locations with identified safety concerns	# of pedestrian/bicycle counts at high crash locations	Calculate pedestrian/bicycle crash rate for high crash locations	Ongoing	Small
6.1.2	RPC; DOTD District; UNO	Conduct counts following the National Bicycle and Pedestrian Documentation Project	# of pedestrian/bicycle counts conducted	Track impact of pedestrian/bicycle investments	Ongoing	Small
6.1.3	RPC; DOTD District	Explore opportunities to create a standardized multi-modal traffic count program, coordinate with District Traffic Engineer.	# of multi-modal counts conducted	Multi-modal count procedure Mode share calculations	1 year	Medium

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[1] Right-Sizing the State Highway System — The State presently owns over 27 percent of the public road mileage in Louisiana; the national average is approximately 19 percent. The Road Transfer Program has been established as the means to right-size the State Highway System to achieve the national average of 19 percent state ownership of public road mileage. Roads will be repaired prior to transfer and the receiving local governments will be credited for 40 years of routine and capital maintenance which can be applied to any highway capital project(s). Participation in the program is optional. For more information, http://www.dotd.la.gov/programs/RoadTransfer/

Step #	Action Step Leader	Description	Output Measure	Outcome Measure	Timeline	Budget
6.1.4	RPC; DOTD District; UNO	Expand local capacity to conduct pedestrian and bicycle counts	# of new pedestrian/bicycle count locations	Improved understanding of facility usage Increased coverage of count locations	Ongoing	Medium

Output measures generally refer to the calculation, recording, or tabulation of the results of an activity, effort, program, or process that can be expressed quantitatively.

Outcome measures generally are the results of an activity, plan, process, or program and how that result compares to what was originally intended.

Timeline: *3 to 6 months*   *Budget:*   *Small (under $25,000)*
                    6 months to a year   *Modest ($26,000 to $50,000)*
                    1 year   *Medium ($51,000 to $100,000)*
                    2 years   *High ($100,000 to $300,000)*
                    3 years+   *Substantial ($300,000+)*
                    Ongoing