



Safe Walking and Biking in Construction Zones

2022 Texas Statewide
Pedestrian Forum
August 18, 2022



12th St. to N. Loop 340



- Began in 2019 and expected to be completed in early 2023
- Largest project TxDOT Waco District has undertaken
- Improvements include:
 - Improving bicycle and pedestrian access
 - Widening mainlanes to 4 lanes in each direction
 - Improving frontage roads and ramps
 - Reconstructing bridges and improving interchanges
 - Adding U-turns



Be Safe Be Seen Initiative



Mission:

The BE SAFE BE SEEN program will increase awareness and share resources about how to prevent and reduce pedestrian and bicyclist injuries and fatalities.



Goals:

- Increase awareness and outreach about the shared responsibility of drivers, bicyclists and pedestrians to keep themselves and others safe on Waco area roads.
- Implement proactive communication and outreach with entities, organizations and business most directly impacted by the TxDOT – Waco 4B I-35 reconstruction project.
- Develop a consistent and continuous model for information sharing.
- Partner with local agencies, entities, organizations, businesses to conduct outreach.
- Design and develop communication tools and products that are useful and meaningful to a diverse set of stakeholders.
- Evaluate program effectiveness.

Be Safe Be Seen Initiative



Texas Strategic Highway Safety Plan

The Be Safe Be Seen campaign address the strategies highlighted in green:

1

Improve driver and pedestrian safety awareness and behavior



4

Improve pedestrian networks



5

Improve pedestrian crash reporting



6

Establish vehicle operating speeds to decrease crash severity



7

Develop strategic pedestrian safety plans tailored to local conditions



2

Reduce pedestrian crashes on urban arterials and local roadways



3

Increase pedestrian visibility at crossing locations

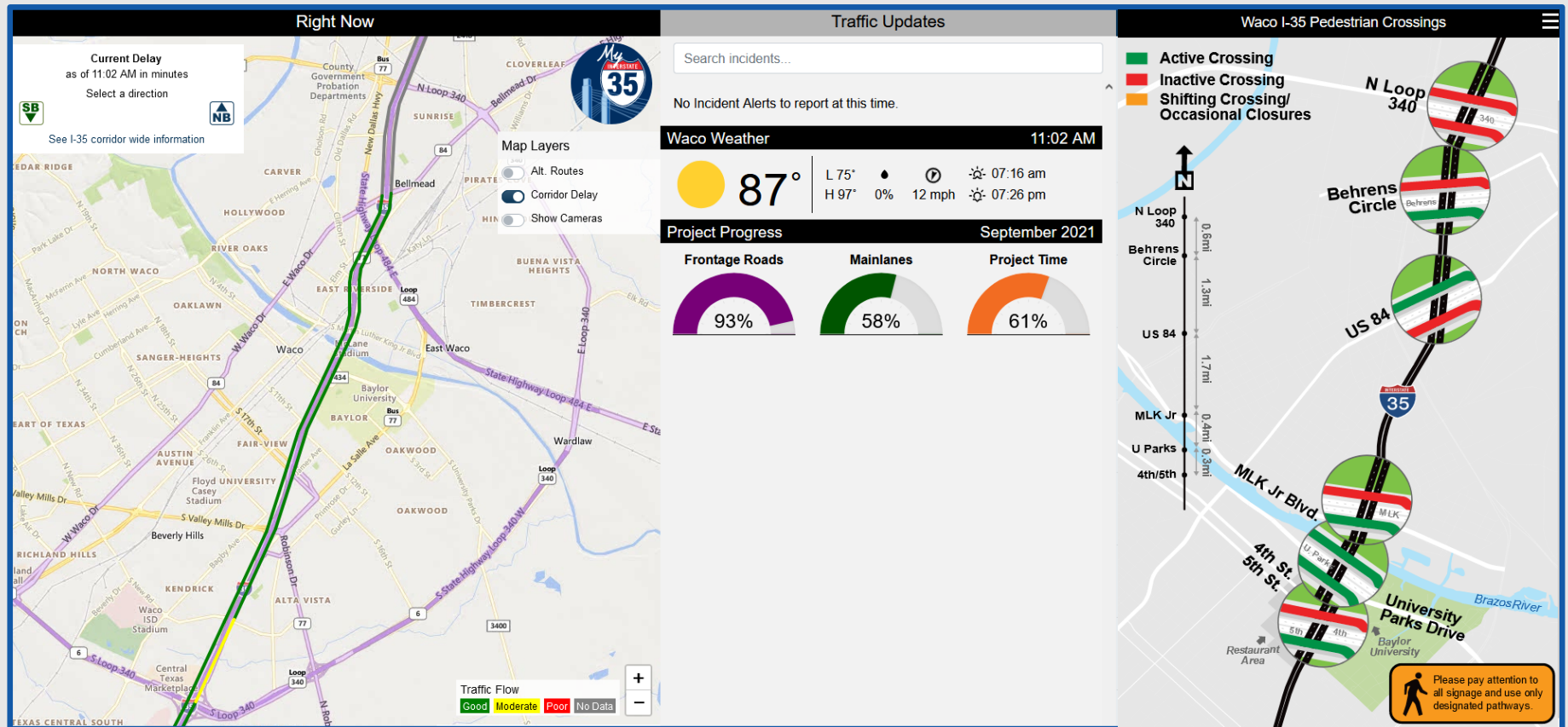


Pedestrian and Bicycle Subcommittee



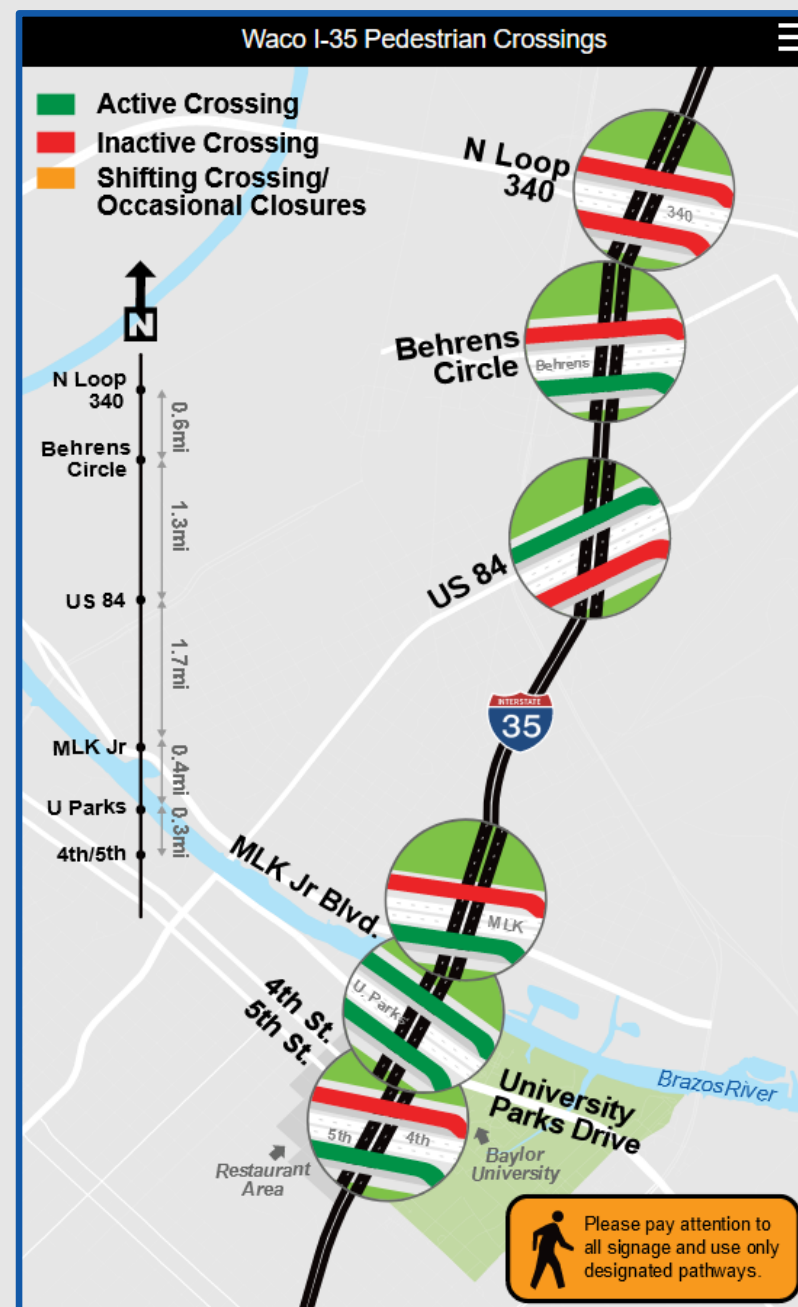
- Branch of the My35 Waco Communications Steering Committee
- Two-way communications about pedestrian/bicycle needs and safety in construction zone
- Information on pedestrian impacts and roadway closures shared regularly





- 508 compliant website
- Houses current and future lane closures and traffic incidents
- Promoted through several channels including social media, email and media coordination
- Responsive to mobile devices

- Pedestrian map feature launched in May 2020
- Indicates open and closed crossings
- Updated as needed and as work progresses



Pavement Clings – Summer 2020



- 21 installed in summer 2020
- QR codes connect to [Waco4bMap.org/#Ped](https://waco4bmap.org/#Ped)
 - 562 QR scans
- Partnership with City of Waco

Pavement Clings – Lessons Learned



- Damaged and missing clings
- Unique QR codes
- Redesign to focus more on QR code

Southbound Frontage Rd.



Dutton Ave. Near Baylor



University Parks Dr.



Pavement Clings – Summer 2021



- 12 installed during summer 2021
- QR codes connect to Waco4bMap.org/#Ped
- Different QR codes for different sections



Partnerships

- City of Waco
- City of Bellmead
- Baylor University
- Waco Walks & Waco Bike Club
- Waco Transit
- Downtown Waco
- Waco Chamber of Commerce
- McLennan County Emergency Management
- Texas Trucking Association
- Waco MPO



Other Be Safe Be Seen Outreach



- Table tents for hotels and businesses
- Materials to local businesses, organizations and churches
- Promotion in email campaigns
- “DO NOT CROSS” symbol on barricades



Hand Fan



Backpack



Mainlane Barrier



- Placed at heavily traveled intersections
- Analyze how many pedestrians are crossing I-35
- Guide next steps for pedestrian safety and outreach following construction

4th Street West of I-35 August 10 – 24

34

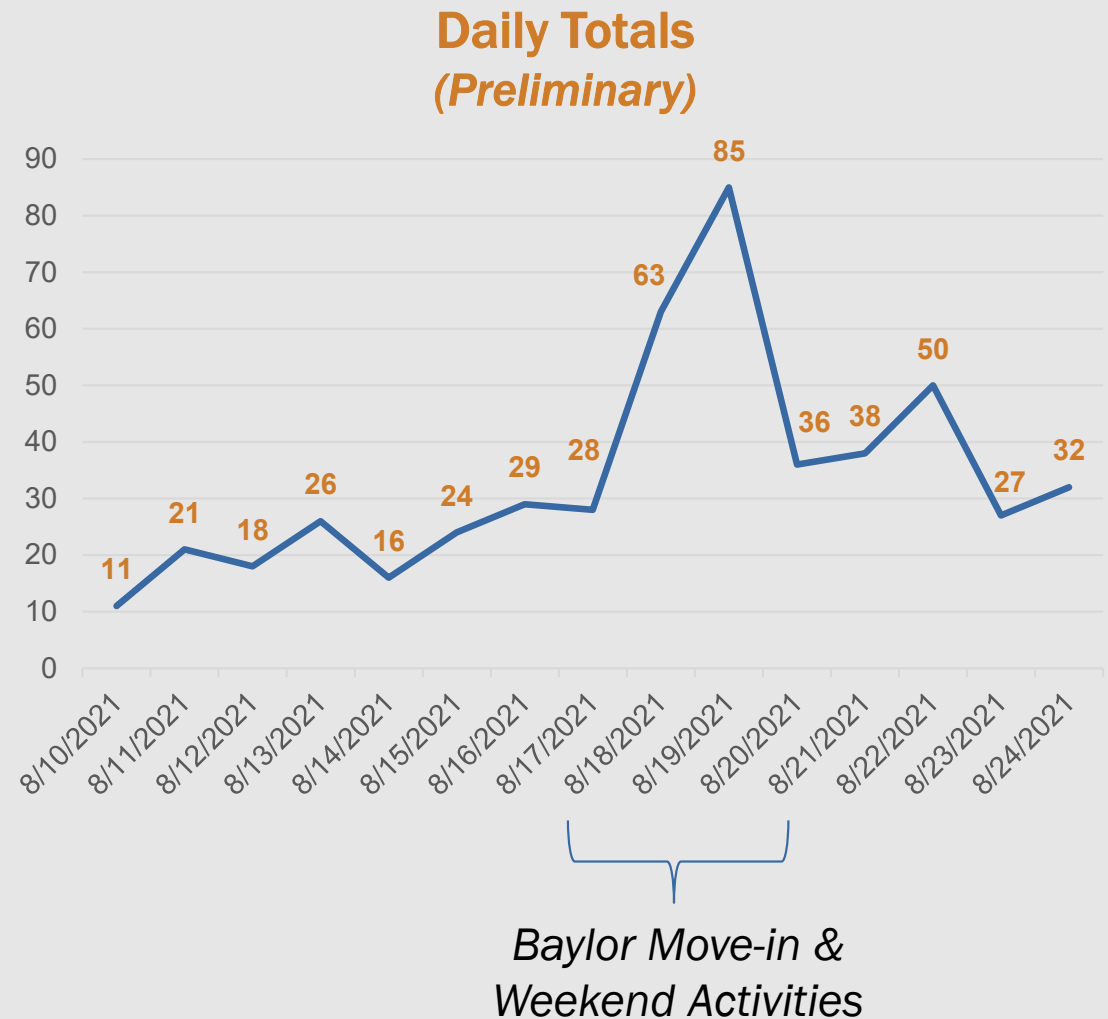
Average daily volume

45

Average daily volume
during Baylor move-in

504

Total pedestrians





Questions?