

# Texas Pedestrian Safety Coalition Meeting-20251211\_100352-Meeting Recording

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● **Gignac, Soleil** started transcription



**Ettelman, Ben** 0:15

OK, so teams made a new rule that in order to be recorded, you have to unmute yourself. So just that's why my camera popped off because we started recording these. I think folks are aware that we record these meetings so we can post them. So folks can view them later. But yeah, teams just always add a new functionality without letting us know. We love that. So again, I am Ben Edelman. I'm lead of the Texas Pedestrian Safety Coalition. I appreciate everybody joining today. I am joined by my colleagues, Kim Sailor.



**Buck Russel II** 0:48

Yeah.



**Ettelman, Ben** 0:52

Emmaline Shields and Soleil Jin Yang and you'll see Emi in a little bit. Very briefly, we'll look over the agenda and we'll start with welcome and introductions.

I was gonna ask everyone to drop their name and their organization in the chat and I was thinking of a fun a a fun kind of a holiday themed.

Introduction. And so I was thinking maybe everybody could share where their favorite walk is during the holidays. So I remember when I grew up on on Christmas Eve, there there was like the week our family would put out luminaries through all like our our neighborhood. So these little bags with sand and candles and everybody would go and walk through.

Through the neighborhood and it was dark except for the luminaries. And so that was always my absolutely absolute favorite walk when I was a kid. I know here in Austin there's like 34th St. in Central Austin always has a bunch of lights. It's really fun. So if you want to throw in a really cool walk in in your hometown or maybe even from.

Childhood that would be great. So other otherwise for the agenda today, we have a

lot to share in terms of the assessment and kind of what our next steps are in terms of implementing the the the plan and the recommendations from the assessment. And how that's going to work. So I know normally we have some presentations and today it's going to be pretty Ben heavy. I apologize up front. I'll move through as efficiently as possible. And again, my colleague Emmy Shields will be helping present as well. Mercifully, you folks will get a little bit, a little bit of a break from me. But we'll talk about our forum and then our task force for this year, the future of the task force and then we'll have some time for stakeholder updates. And so I appreciate everybody dropping in the chat their their favorite walks and I hope that everybody's kind of seeing those and if perhaps you're from an area. Maybe you'll maybe learn something new today. So the big announcement that we are very excited to share is that our our annual forum is going to be held on Wednesday, May 6th next year and it is going to be at the AT&T Hotel and Conference Center in Austin. We're super excited about this for this venue. It's going to provide a great opportunity for some some walking because it's obviously being right on the UT campus, very walkable for those Aggies among us. I apologize. You're going to have to, you know, enter, enter UT territory. But as a as a Longhorn myself, I've had to venture into Aggie country several times and I've never lit on fire, so I think y'all will be fine. But to that end, we're very excited about this this location. Some key notes and dates the the location. Right now we have a Max of 200 at.



**Sailor, Kimberly** 3:51

Ben.



**Ettelman, Ben** 3:57

Attendees, this is really important. We've always taken the approach that we've allowed everyone to register and then we have a certain amount of people that don't show up and then we allow on site registration. This year we're not going to be able to do that. So we're going to be thinking of some strategies to to approach addressing.

The the the individuals that you know things come up. We understand that that that that some folks just can't make it. But I think there's also folks that probably know well ahead of time that they can't make it. We've talked about this year over year

after year. So one of the things that we think I think we might do is make folks confirm. So when we open registration in February.

We will likely in April make individuals confirm and then we might have some additional room for folks and we might be able to inch over 200. But unlike previous years, we're not going to be able to do on site registration due to the very strict maximum that we are that we're under.

So again, registration is going to open in in February. We're going to have our call for presentations in January. The Forum Planning Committee is something that our task force has traditionally helped us out with. I am, I am going to talk a bit about the transition of our task force later on.

But we are likely to ask for folks to help us with the forum planning. For those that haven't participated in the past, what it typically is, is like an hour long call. Me and a couple of my colleagues typically show up with several ideas.

And and what we typically ask for is one, do we like these ideas, which ones are the are the most important, which ones are the most relevant for the time for this year and then for speaker ideas. So this really it's not much more than an hour call just to to.

Some folks in to provide input and ideas. So I will likely send out an e-mail in the beginning of next year in January to start getting some to start getting some ideas for session topics. And then the last thing is that we'll do a walking tour on Tuesday, May 5th in the evening.

The night before the forum and and the ideas will work with folks from either the probably the University of Texas, City of Austin. We'll kind of figure out where we'll hold that walking tour, but those are always really fun if anybody participated last year in San Antonio at Lozanososa.

It was really cool. It was really fun. It was hot. It was definitely hot because it was in June. So we're hoping it'll be a little cooler in May. Probably not that much, but but gosh, it was really fun and really well organized. And so for everyone that participated and and and and organized last year, again, tip of the cap, that was great and we'll be doing that again.



**Sailor, Kimberly** 6:50

Hey Ben, uh, when teams knocked you off, it stopped sharing your screen.



**Ettelman, Ben** 6:56

Oh, well, thank you. Thank you for letting me know. I apologize.  
Yeah, I'm not sure why. Bear with me, everyone. Apologies.  
OK, should be up now. Yeah, apologies. You guys didn't get to see so very briefly. I will show you the slide slides before maybe. Goodness gracious. So you can see the great slides that I made with the forum venue.



**Sailor, Kimberly** 7:09

There we go. Yep.



**Ettelman, Ben** 7:24

In in the AT&T Center they had this really cool mural in the in the like out area outside the the the the main ballroom. So figured I'd show you that it's a it's a cool mural and some of you have probably seen it before so.

In any case, moving along, I did want to kind of show, remind everyone and show them kind of our session topics, session tracks. These are typically the areas that we focus on making sure that we have some examples, some sessions, whether it's our breakout sessions or our keynote.

Out for each. So planning and engineering, obviously that's a big one. Last year we had a lot of of of those types of of sessions. Some of them are going to be a little bit more technical and then some of them are a little bit more on the planning and design side. So we want to have a range of those.

Sessions focused on policy. Several of those on the call today are individuals that have helped us in in those sessions over the years, like our friends from from Farm and City, like Scott White and Jay Crossley. I see they're on the call today. Education and outreach is always important. Law enforcement.

Emergency medical services, accessibility for all users, data, how we're using data, some unique data, some unique examples of how we're implementing data, making better decisions, and just of course, best practices. We always like to try to highlight some of the great work that's happening around the state.

Typically the host city gets to show us some of the cool stuff that they're doing, so we'll probably tap our friends from the city of Austin to show off some of the cool work they're doing. I'm certainly familiar with a lot of that living here, and so I think that they'll be good, some good stuff to share.

Again, I will convene those that are interested in participating in a in a meeting probably like I said January, but we want to make sure we're getting a good sense of

some of the things that are front of mind for folks. Certainly I have a lot of ideas for sessions that I want.

Want to put together, but again, this isn't the Ben Pedestrian Safety Coalition. This is the Texas Pedestrian Safety Coalition. So please go ahead and drop some ideas. I see Ricky dropped in rails to trails, the massive increase in funding for sidewalks and said yes, the.

Yes, we we were hoping that somebody from text out will be able to to come in and talk about that. But the the we have a ton of transportation alternative funding that the state got this year. We're very excited about that. So I think that'll be a very, a very important topic to talk about how how we got that funding, how that funding is being used. That's exciting.

Safety, safety and laws about pedestrian crosswalk safety continues to be really, really important. So we are, we are excited to to continue to talk about that topic. I know it's it's a big one and.

We have some, some, some Co sub grantees that work on a lot of that. Some on this call, Neil Johnson from TTI works a lot on that. We also have, I'm not sure if I didn't see if Gina Torre is on the call, but I think we all know Gina well and Gina does a lot of work in that area as well. So we always want to.

Kind of shine a light on the work that she's doing and I think many of you know that she also has a a pedestrian event that she puts on in I think in the fall for for Houston. So again you know more opportunities for everybody to kind of get together and and capacity build. Speaking of which Gabby, Gabby Kolata.

Capacity building to bring safety solutions to schools. Love that. Um, Freddie from text dot. Oh, Freddie's just uh.

Walking Freddy is just just checking in. Appreciate that. So as we move forward, please don't hesitate to drop ideas in. Excited to to to again start planning the forum. I think it's going to be a really good one. I'm excited for the venue. I'm excited for a lot of the work that's happened over the past year to talk about.

Of that. And so I think that, um, I think it's gonna be a great forum. It's always a great forum, but I think it's gonna be an extra great forum this year.

So with that, I am going to switch gears and start talking about our task force. And so I'm going to provide a little bit of background. Many of you are are aware of the work that we've done in previous years.

In terms of the task force, but in many ways you know we we we are have been thinking quite a bit about our the assessment and how we move forward. And so a

lot of this is a result of a lot of what we're thinking about with our task force is a result of the the successful.

completion.

Of the units of pedestrian and bicycle safety assessment that was completed and I think the final report went out to the coalition in October. If anyone hasn't had a chance to read that, please do. We do have. We did send out a link and I can. I can actually ask one of my colleagues to drop the link in the chat right now, just so everybody has it right.

At the front of on the right at their fingertips. So traditionally, so first of all, the task force is a relatively new component to the coalition. You know, we only added this in 2022.

And the group operated somewhat informally just to help with specific coalition activities. So we've always kind of leaned on our task force since 22 to assist with form planning. You know, we've had them develop pedestrian safety initiatives. This, this process was kind of a two-year process. Out of that came our Texas Pedestrian Resource Library as well as some other really cool initiatives that we have available to us to to implement and and and you know we've we've kind of passed that on to some of our colleagues.

But there's been a lot of really good work, but I will, you know, mention that again, it was much more of an informal group that that really focused primarily on kind of ad hoc initiatives. There's always been really strong interest in participation.

And especially last year during the NHTSA pedestrian bicycle safety assessment, we we really were very successful in that effort because of the because of the the task force, we had a lot of really positive input from.

The assessors and NITSA and one of the things they said is wow, you you folks have such an amazing breadth of knowledge and representation from throughout this huge state. And that was really a testament to the fact that you know again we we were able to tap into this, this huge body of of this huge body of of stakeholders within the coalition.

And those that stepped up to be part of the task force. So and and and as a direct result of the the the assessment is the successful outcome of the assessment is really a direct result of oversight. I went through and counted over 70 coalition members who served on on our executive and our subcommittees last year so.

So, and that wasn't 70 people that just showed up for a meeting. These were 70 people that did a lot of work. People that answered provided responses to the

assessment questions. Several individuals showed up in person. Some actually joined us via Zoom slash Skype on our Zoom Skype. My wife would.

I mean Zoom or Teams during the assessment when they were on vacation. So we really had individuals that showed out for that and that was noticed by by the assessors and and by TxDOT and and it really made the state look good. And so again I think I've said it several times, kudos.

But the the success really is a result of of all this, this, this, this work that folks have done. So but with that you know we're kind of at a transition point. So over the past month we've spent some time again digesting the outcome of the assessment, the final report and really thought carefully about you know how can we best move forward to to to kind of.

To make sure that we're not just letting this this plan and this work set on a shelf. And so you know the the assessment highlighted extraordinary work that's being done to enhance pedestrian safety across the state as we know and that includes you know obviously by text dot but as well as all these other all of the other agencies, cities and organizations.

That everybody on this call represents, but it also provided several recommendations that will serve as kind of the road map for the future of the task force. So moving forward, there's going to be a distinct difference in the role of the coalition versus the task force.

So the coalition will continue to provide kind of coordination, collaboration and capacity building. We're not changing anything in terms of how we're operating the coalition. You know, I think it's it's a, it's a really valuable resource for for individuals. You know, I don't think folks realize that I have, you know, calls maybe a couple times a week with individuals just to kind of get to know what they do. Because over the years, what I've always kind of become is a little bit of a matchmaker. You know, I don't always know everything about what's going on. I usually have to just tap someone else, but people will say.

Do you know somebody who knows a lot about X? And I usually say, oh, I know exactly who I can connect you with. Or I'll say, well, I don't know, but I know somebody who will know exactly who to connect you with. And that's really the power of what this coalition has done. So that work will continue.

And and you know we we feel very strongly that we want to continue to grow this, this, this coalition. So I I wanted to kind of emphasize up front that the commitment to growing and maintaining the the coalition is steadfast.

But at the same time, we we want to establish a task force that's really responsible for implementing the initiatives that were identified within the the assessment, as well as other actions that further pedestrian safety.

So the task force is going to going to work on on a range of items and and really the the starting point is going to be the assessment recommendations, tracking the progress of of the 54 recommendations made across the six program areas, making sure that we're continuing to continually aligned with the Strategic Highway Safety Plan.

But again at the same time recognizing additional additional areas of need. So while the the the the assessment report and recommendations within provide a great again road map and starting point you know.

TTI and text and text dot really envision this task force being much bigger and doing much more. So we're we're we're very excited about that. But I did want to kind of share that as we kind of you know we hit this, this, this.

This kind of transition point that the coalition will will continue to be a big part of the work that we're doing.

Sorry, I'm just checking the chat really quickly.

OK. I think some folks are just providing some information. So very briefly, I want to just touch on kind of how we structured the the task force previously. So you'll have a better sense of how we're structuring it moving forward. So when we started this process, you know we we pulled individuals from the coalition.

And they kind of served on what we called our executive committee. And it wasn't really an executive committee in that it was still an informal group of individuals. You know, TTI typically led that. And again, as mentioned, we just kind of, you know, initiated, implemented kind of ad hoc items in an ad hoc manner.

Last year we implemented the program area subcommittees, EMS, accessibility, enforcement, education, program management and engineering as those aligned with the the program areas for the assessment, but moving forward and kind of with the transition point that we're at.

We gave a lot of thought as to what's the best first step to take this year to make sure that we hit the ground running with in terms of of how to establish a larger to establish a task force that is going to be as effective in implementing.

The the recommendations within the the assessment report. So rather than the traditional approach of establishing a large committee, something like an executive committee and then setting up subcommittees downstream, we're flipping that. We

decided that it's actually going to be more impactful and a better use of of task. Force members time to take more of a bottom up approach and and there's really two reasons that that we've decided to take this route. One is that I really think it's important that we we you know when folks commit their time.

To whether it's our task force or attending our coalition meetings or coming to our forums, our webinars, even just, you know, taking 1/2 an hour to talk to to me about something. I really value that. I understand how little time, extra time we have. So the time that you're here is taking away from time that you have.

In your in your work life, it's taking away from time you have in your personal life, from your family's hobbies. I feel like I don't have any of those anymore, but you know, this is important. So I want to make sure that one, we are being as respectful of individuals time. So I don't want to just get folks together to be, you know, part of a of an executive committee.

When they don't have a charge. And secondly, I really want to make sure that each of these committee areas is set up with the right mix of of individuals. I'm going to hand this over again mercifully to my colleague Emmy, who will talk a bit about what we've thought through in terms of the structure.

Of the composition and structure of each of the committees. But we think it's really important to focus on ensuring that we have the right mix of individuals on each of these committees because as opposed to, you know, previously when these were kind of more informal groups.

These groups are going to be, you know that we're going to ask individuals to sign a commitment to come to these meetings. We don't know what the time commitment is right now. We'll talk more about the the, the, the lift. I will tell you upfront and then you will re reiterate this TTI is going to be responsible for doing the bulk of the work. We need folks who can provide leadership.

And and and you know, direction, vision, oversight. But we also need individuals who are leaders in these areas. So for EMS, we need to get folks from DSHS, from for law enforcement, we need to get folks from DPS. So we're going to make sure that we have the right mix of people and we'll talk a bit about that, but we want to get some really solid.

Footing for each of these committee areas. So when we have the recommendations that align with each of these committee areas, we're really set to hit the ground running and and start to to do some work and have some outputs this year moving into next year. So we'll have again some, some, some really positive outcomes.

So again, this is my way of saying we're really not looking to check the box here. We're really not looking to get people to sit in a room to talk. We're really looking for this to be the the groups that provide guidance to TTI to provide outputs that will support text dot, all the cities and all the agencies that are that are doing everything that they can to enhance.

Pedestrian safety. So that's how we're we're structuring this. I'm going to hand it over to Emmy very briefly. I want to see, does anybody have any questions? I did see a couple notes in the chat. So Jay asked, will the SHSB still have a pedestrian safety emphasis area team? Yes.

This doesn't. So we are going to make sure that we are aligned with the SHSP and and work closely with them. But we don't we're we're they're not changing anything that they're doing with respect to how we're operating we we're going to identify. Where there are, where there is alignment and of course anything that comes out of the SHSP will help guide what we do. So no overlap. They'll continue to have a a vulnerable user emphasis area team and and then just make sure that everything is working in in.

In alignment.

Yeah, um.

OK, so Ron and Casper, Ron and Casper are gonna touch base about the penalties outlined. I think there's some interesting stuff there. So John Verastique, not sure if this is what you had in mind putting together a team slash research group.

To develop use of signing pavement markings. Interesting.

OK. So this is, this is interesting and John, I'm sorry, Josh, I'll follow up with you on that. I think that's that's some interesting stuff that you provided. I appreciate that. So it doesn't look like we have any questions. If anybody has any questions about this, I think y'all know my my contact info will will drop that in the chat at the end. You can always reach out.

To myself or Emmy, who I'm going to go ahead and and hand the mic over to now and she's going to discuss more about what each of the each of the committees will kind of look like, the overall composition will look like. And from there we'll talk a bit about next steps. So, Emmy, are you there?



**Shields, Emmaline** 25:29

Yep, Yep, I'm here.

Can you go to the next slide for me?

There we go. Thanks Ben. So like Ben said, we've talked a lot about kind of how we're going to transition this task force into being a more action-based implementation body. And you know, I want to start by saying, you know how we're going about structuring this task force, it's.

We're modeling it after other statewide task forces and other Traffic Safety program areas who have also been through NITSA assessments, who have also been through the process of trying to prioritize and create action plans to address these safety needs.

So first, let's kind of start by going over kind of the composition of the types of stakeholders we want to participate on this task force. So we will have chairs that will lead our committees in the different program areas. These chairs will likely be appointed. They will like.

Be able to provide a more statewide perspective, likely from statewide agencies and their goal and kind of charge is really to provide that strategic leadership to ensure the alignment with the SHSP and overall statewide safety goals.

And like I said, those members will probably be appointed. Me, Ben, Texas will probably be reaching out to these individuals to see if they'd be interested in leading these groups. We will also have general membership that will be applying to participate on these task forces committees.

And this will help us ensure a broader representation and you will also be providing guidance, strategic direction on where we are going to take these NHTSA assessment recommendations and other safety initiatives that we identify in our committee meetings.

We will also in our committee meetings, we'll also be sort of creating these implementation plans or coordination plans to address the NHTSA assessment recommendations.

And the difference between these, there are some recommendations that like there are things that we can actually, there's a plan of implementation for and there are things that just require like coordination between state agencies. So that's kind of the difference between those two and once we get into really diving deeper into these. Assessment recommendations will kind of be creating and putting together these plans of action to make sure that we are accomplishing the goals that we want to. And then TTI, like Ben mentioned, like we plan on taking on the majority of the work. So like all the resources or dashboards or toolkits.

That we will be creating through this project, TTI will bear the burden of that time

and resource commitment. We're really just looking for experts who are going to be able to provide guidance and make sure that everything that we are doing is actually. Going to be pushing the needle forward and reducing pedestrian injuries and fatalities. So that's really what the goal of our task force membership is going to be. Um, you can go to the next slide then.

So I'm going to go into a little bit more about kind of what we're envisioning for all these different committees and some action items that Ben and I have talked about. Some of these are stemming from the NET assessment recommendations. Others are just other statewide initiatives that we think would be.

Helpful and.

When we get into our committee groups, like we will talk about these at length, this is not going to be something where Ben and I are telling you, hey, like this committee is going to do XY and Z. We really want this to be a collaborative effort. These are just sort of examples. You can see how action-oriented we plan on these groups being.

So for program management, kind of the overall charge is going to be ensuring that the task force is aligned with statewide transportation safety goals and also are monitoring and advancing the progress of strategic initiatives. So we plan on tracking and reporting the progress on the NITSA society.

Assessment recommendations and then other statewide safety initiatives, again ensuring that alignment with SHSP, sharing and communicating text dot safety initiatives, tools, resources with the task force members and our other partners.

And then this is something that we pulled from the assessment is maybe maintaining a statewide pedestrian dashboard. In this group, we kind of envision it being more like our tech stop partners, folks that work on SHSP or other like statewide initiatives. You can go to the next slide.

For our Outreach and Education Committee, these are going to be folks who are focusing on promoting public awareness, engagement, understanding of pedestrian safety laws, safe travel practices, community programs. These are folks who focus on behavior change through education, toolkits, campaigns.

In this group, again, they'll be focused on kind of creating those education outreach materials, toolkits that local coalitions or local partners could use, coordinating with enforcement to align education with high disability enforcement efforts.

And then also promoting perhaps like driver education that also focuses on pedestrian and bicycle safety so that motorists are also aware of their duty on the

road to protect vulnerable Rd. users.

And.

And I want to say that all of these groups will also kind of be responsible for will be meeting and then we'll go into it in a little bit on how we plan on prioritizing the NITSA assessment recommendations. That will be a big topic of conversation, especially this year, but that is by no means an.

Exhaustive list or where the bus stops. If there are needs or gaps identified through these committee meetings, like those are also on the table to be addressed. Just because it's not wasn't in the NITS assessment recommendations doesn't mean that that's.

Off the table. So I just want to clarify that as well. For our planning and engineering folks, they're going to be focused on the integration of safety focused design, planning strategies into transportation projects and local planning efforts.

Some actions could be data-driven infrastructure improvements to enhance pedestrian safety, improving statewide planning documents, developing and maintaining again a data warehouse to facilitate access of sharing safety related data among state.

Order groups.

You can go to the next slide. Um.

For our EMS folks, this will be their primary charge will be strengthening response systems, post crash care to minimize fatalities, improving recovery outcomes for pedestrians involved in crashes this group.

Coming out of the assessment, they're going to be very data focused. So strengthening data collection and sharing between EMS hospitals and tech stock crash systems, collaborating with hospitals and trauma centers and other public health offices or agencies to monitor trends and identify high risk areas.

And then again, sharing that post cross data with other emphasis areas to inform perhaps engineering or enforcement efforts.

For our enforcement committee, we kind of envision them ensuring the consistency and effectiveness of data-driven enforcement of pedestrian and bicycles or pedestrian safety laws, focusing on reducing collisions and promoting compliance, so.

This could be reviewing pedestrian related traffic laws and enforcement strategies or procedures and kind of identifying gaps, also identifying gaps in training and enforcement practices and then again that coordination between enforcement and

education.

Really emphasizing that partnering also with local law enforcement to conduct data-driven enforcement campaigns. Then also an idea we floated around was recognizing law enforcement too, who are doing great work in reducing pedestrian.

Fatalities and injuries, perhaps an award at the forum to get them more involved in this type of work.

And then lastly, for our accessibility folks, this group will be focused on ensuring pedestrian safety strategies address the unique needs of people with disabilities, older adults, or other vulnerable populations. Key actions could include identifying and addressing barriers to mobility for individuals.

With disabilities or limited access, again, that partnership with education and outreach to promote awareness of accessibility needs, perhaps helping in the development of inclusive design guidelines for pedestrian infrastructure.

Collaborating with other advocacy groups to identify underserved communities and high-risk populations, and then ultimately recommending policies for prioritizing improvements to areas with high vulnerable user density.

I think that was the last committee group. So this is kind of our plan for this year. This we may combine some committees or form subcommittees out of these as we see fit moving forward or as specific needs are identified.

And as Ben said this year, I think we really want to focus in these silos for now. I think ultimately in the future we want to bring everyone together to kind of increase that interdisciplinary like collaboration because as you see like there are things that are. Going to be partnerships with enforcement and outreach, accessibility and outreach, engineering and enforcement. So that's kind of our general plan. That was a lot. Ben, am I missing anything?



**Ettelman, Ben** 36:24

No, no, thank you, Emmy. And and I want to make it clear that so y'all will be seeing a lot of Emmy moving forward as we know Mike, Mike, I don't know if Mike is on this call. I didn't see her join, but as as you all know, Mica, I moved on from TTI and so Emmy is the new Mica and so she's been.



**Shields, Emmaline** 36:25

OK.



**Ettelman, Ben** 36:43

Drinking from the fire hose over the past several months, but she's been doing a lot of work and she helped really kind of helped me and she she helped me and and and with text dot envisioned the structure for the task force moving forward and and I can tell you a lot of thought went into it.

And and yes, Craig, I was gonna say silos. We don't say that anymore. They're cylinders of excellence. But Peter also made the point that there's a lot of overlap between engineering and accessibility. To clarify year one, this fiscal year, so essentially 2026 until October of 26.

We are going to be focusing the the each of the committees to align with the program areas from the assessment to ensure that we can, that we can focus on each of those program areas, the recommendations made within and then from there we'll figure.

Figure out some of those. Those committees might go away. Some of the committees might be combined. You might notice that that the the the the program area within the assessment was called. There's one called the engineering.

But I changed that to planning engineering because there was a ton of questions about planning. Greg Reininger, who I didn't see if he's on the call, but Greg, again, big tip at Cactus Cactus. Greg was hugely instrumental in helping us pull information together. So a lot of the questions in the engineering module were actually about planning, so.

You know, as time goes on, we're gonna, you know, we're gonna, we're gonna learn more and more about what these right committee makeup, right committee makeup will be. And then over time, we also, I think starting with next fiscal year, we're going to transition to having an executive committee comprised of our chairs and perhaps. A handful of other individuals, but just to reiterate that these groups are again going to be formal. We want to make sure that we have the right chair chairs in place to be able to, you know, to be able to implement change. So we're not just kind of sending recommendations into the ether.

And and and and individuals that are are committed and we have a lot of those. I mean as I as I mentioned 70 individuals that they you know heavily contributed to the assessment. So there there's no shortage of of folks that will will support this. But yeah this year we're aligning with the assessment using that as our road map and then we'll grow from there.

Um, we have a couple comments. So does anybody have any questions? Um. Chris, just FYI, we'll make sure that everybody who participates today is added to the mailing list. Can you just make sure, Chris, you add your e-mail to the chat and we'll go ahead and make sure we add you to our coalition mailing list. Gil from and I'm sorry, I don't know the.

The I don't know what FAEMS is. I'm assuming it's. I'm assuming it's EMS, which is wonderful. I'm so excited you're here from Willacy County. So I'd like to include the below link to discuss having a coalition participate in the Governor's, Governor's EMS and Trauma Advisory Council Committee meetings.

That consists of ambulance services and hospitals across the state of Texas and they collect trauma data throughout the state from pre from the pre hospital through the hospital setting. Heck yes, that is amazing. Thank you Gil. We appreciate that. We will look at that and then I will follow up with you directly because this is the type of stuff that we exactly want to do.

You know, again, we're trying to make sure that we're breaking down these cylinders of excellence and we're working across disciplines. A lot of folks on this call have invaluable information that can help you folks and then you have invaluable information that will help us and many people on this call. So we'll follow up with you. Thank you so much. Scott White, perhaps a program to train police.

Police on pedestrian safety to further engagement opportunities with law enforcement connect. Making better connections with law enforcement is a major goal. This year we have some things going in our favor. Our program, our project manager Ben Ben James Mayfield.

It is, you know, I think he might still work in law enforcement. The new lead of the Behavioral Traffic Safety Division at TxDot is a former law enforcement individual. You know, he he was somebody that David Palmer who worked on the street and also worked for DPS. We have some strong relationships, but we need to kind of strengthen those.

As I've discussed several times, 2020 was this pivot point where we stopped getting as much in interaction with law enforcement on the coalition. For those involved in the early days, we used to have, you know, not a ton, but we used to have a good. You know dozen individuals for law enforcement that we would have come to our coalition meetings, present, come to our forums and present and and that has fallen off and and it's simply it's not a lack of support, it's simply just the fact that folks don't have as much capacity.

Within law enforcement. So we're looking to strengthen those connections. We've I've been talking quite a bit with the law enforcement liaisons in Austin, San Antonio and Houston. So, so we'll be doing more to strengthen those connections. And then the other thing I'll note is that Scott, we have some folks doing that work. I mean again as I mentioned earlier, Neil Johnson has.

Has grants with tax dot where he works, you know he works very diligently to train the law enforcement and and so he can if he wants he can maybe at the end of this call he can share a little bit about what he has planned this year. Well kind of putting Neil on the spot but I know he he does great work and I think others in the state are doing that but.

I think it's important to shine a light on that so everybody's aware of what everybody else is doing. And then I think it looks like Christopher Nelson is is is kind of doubling down on on my appreciation of of of Gil Torres comments saying it's very relevant studies indicate Chris Dana misses some crashes and so.

We really, I mean I think meshing those two is really important to us. It was something that was discussed during the assessment. Txdot has excellent data. It was called, you know, basically state of the state of the class, the best in the country in terms of how Txdot collects and manages data, but we.

All know there are deficiencies in every data set. And so one of the ways that we identify to strengthen that is to make sure we're working with all of these different disciplines and that will be committee activity that happens this year. Okey doke. So why don't I switch to next steps? I will give a quick second. Does anybody have any questions?

Questions. Any other follow-ups? Oh, and an injury prevention committee. It's another group that we'd like to talk to in the EMS data committee. Gil, I'm definitely we'll we'll discuss all this. Thank you so much for coming today and thank you for for sharing all this. This is, this is wonderful.

Any other questions before I I kind of move on to the next steps and and move on?

OK. Well, if at any time anybody wants to go ahead and raise their hand, please, please do feel free to do so. So we wanted to talk about next steps for the task force, kind of what's going to happen this year we are going to.

Oh, very quickly. Oh, it looks like Ron Layton indicated that he wanted to to go ahead and participate and that he he and his wife were hit in a crosswalk in in June of last year and she she passed away. Ron, I'm, I'm so sorry to hear about that. Um.

That's that's that's very sad. Obviously something that we are working to try to to to

avoid and and I I'm happy to have you on the call and I'm happy to have you help. We'll certainly follow up with you if if you're if your information, if your information isn't in the chat, please do drop that in there.

So moving forward, we've developed a prioritization criteria for the assessment recommendations. So the notion is that we have over over 50 recommendations across the six program areas.

And we're going to kind of look through to sort and prioritize these. And TTI is going to kind of take the first shot at this, work with text dot and then work with each of the committees to kind of ground truth it. But I wanted to share with everyone the framework that we've put together.

We're looking at at each at each recommendation and looking at feasibility, time frame, cost, safety, impact and alignment with the SHSP and that will provide us with a priority score. And so this is the process that we are going to follow.

To at the at the very beginning to try to identify what within the state we think are the the highest prioritized, the high most highly prioritized recommendations. I do want to clarify that and and we've talked with text out about this, we are not beholden.

We can pick what we think is going to be the most impactful. So I think that is where the committees are really going to say, OK, this might have ranked really highly, but this this recommendation that was only ranked 6th is one that I think is most important and here is why and if we get concurrence within each of those committees.

We can go ahead and and move those up the list and identify those as as candidates for developing implementation slash coordination plans. Ultimately we want to implement as much as possible from this report, but I think ultimately we we do want to have some some sort of ranking process.

Internally to understand what we think are the highest priority. So we're gonna go through and finalize that by January and then we'll finalize and invite committee members, many from this call as well as some specific agency leaders and some other folks.

By February and then we'll have in February or early March, depending on on how things unfold, we'll have a call, a wide call for our coalition. So if you don't get tapped on, if you don't get tapped on the on the.

The first phase and you're interested in participating, please, please do apply. We are going to be including as many folks as possible. We want these groups to be kind of

in the 10 to 12 and we don't, we don't plan on appointing that many people or and I say appointing but inviting, identifying key, key individuals.

But, but the idea is that we still want to make sure that we have plenty of opportunities for folks who represent, you know, kind of other areas of the state. We want to make sure that we're representing geographically from a discipline perspective. We want to have experts within this, within each area, but that doesn't mean that.

We don't want to have individuals that don't have different perspectives, etc. Kind of the same approach that we've always taken. So we'll go through that process. We'll have a meeting before that, another coalition meeting before that call goes out. But I did want to just reiterate that we will make sure that folks have the opportunity to participate.

If they are interested to apply to participate and again, we know that a lot of folks, a lot of folks on this call are interested in helping.

So we'll have our kickoff meetings in in May, in the May, June timeframe and and really those first meetings, it's going to be a review and get feedback on the prioritization of the recommendations. So you know, does this look right? This is how we rank them. We'll have a discussion about that and we'll revise as needed.

And and as importantly, and Emmy alluded to this, the group's going to kind of discuss of of those items that Emmy mentioned and she mentioned, you know, these are some ideas that we have, but the group says the group is really going to decide what does this group need to do? What is the role that we think this task force should fill with respect to coordination, data research?

It'll be unique for each. For example, I think we understand that with EMS there needs to be some data coordination, some processes put in place for data coordination, so we can better work with the EMS community. We've had just wonderful engagement with the folks at DSHS and.

And and so we expect many of them will participate in our committee. I don't know if any of them are on the call today. I hope that they are. But to that end we we we kind of, we have some ideas, but we really want that group to decide what is the most important aspect of EMS, what is the most important aspect of enforcement? What is it that this group needs to do?

And and again it it, it will vary, but they will also help us identify which recommendations we want to develop implementation slash coordination plans for. And this year there will be the output by the end of the year. And so you'll see over

the summer we'll be developing the implementation slash.

Coordination plans as well as other action items that come out of the committee.

And then in August, we'll have our second committee meeting where we'll kind of share these outputs and then the last thing that I kind of wanted to mention.

While the task force is kind of branching off into its own entity, the coalition is still a critical component of the success of the task force. So we'll continue to be sharing out what at these coalition meetings what.

Task forces doing what they're finding and and soliciting input from individuals and we'll always be looking for members of our task force to to provide input and and to participate where appropriate. So you know there there's this isn't going to be a black box approach.

It's going to be a we're going to get the right people in the room who are going to do some work and then TTI is going to do the heavy lifting. But we want to make sure that I want to make sure that it's very clear that that the the coalition is going to continue to be very heavily involved as as the the folks on on this call and the many.

Folks that have participated over the years who perhaps aren't on this call could make it today, you know, are key to the success of of what we've done here and are making critical, critical advances in pedestrian safety in Texas. So as I've always said, it's about building the tent and getting as many of us under it and the task force.

There's just going to be one more group that's under the 10, but we'll all continue to work together and and pull in the same direction. So that is everything that I have.

And the last thing that I will say is I am sorry, this was a very Ben heavy meeting. I hate to do it.

We have been working a lot over the past two months to to pull this together and make sure that we can hit the ground running. I feel very strongly that it is important that we don't, we don't spin our wheels and we don't waste time the the the assessment process.

Was really eye-opening and was the the actual process of working with the assessors and getting the report and working with text dot was was was really amazing in the sense that it identified some great opportunities, it it identified some great work that we're doing but.

It also provides this really strategic road map and and again that is the way that NHTSA envisions this. They said from the beginning, we're not here to throw darts, we're here to to help you understand if you don't already what opportunities that you have. So to that end we really feel like what we needed to do was make sure we

hit the ground running so.

Apologies for all of the Ben, it won't happen again. We're going to have another meeting in the spring, likely in the February, March timeframe, not during spring break, don't worry. And then we'll get back to kind of our our standard approach where we'll have updates, provide you some input on on kind of what we've been doing.

And and then have some some other smarter, more eloquent individuals talk about the work that they're doing in the state. So this will be the only meeting this year that will be so bad heavy. So I apologize for that and I appreciate everybody's time. And with that actually we'll just turn it over to stakeholder updates.

And I'll open the floor to see if anybody has anything that they're working on or anything that they want to share. Please, please go ahead and let us know what's going on.

And if we don't have any, that's OK. We think everybody would be happy to get a an extra half an hour back of their day. But again, I I I'm hoping that somebody has something to share.

I think the one thing I would also ask folks is if you're interested in participating on our our planning committee call, you know we we have that sometime in either probably late January, would you mind dropping in the chat your interest?

The chat's gone very quiet.

Amanda from Waymo. Amanda, do you want to maybe unmute yourself and talk a bit about this? This is very exciting.

 **Amanda Ventura, Waymo** 54:15

Sure. Yeah. I didn't want to take away since I know this has been a a long call, but this is really exciting news hearing about all the new committees. And on the Waymo side, we did just announce that all of our Texas cities, which are Dallas, San Antonio, Houston and of course Austin.

We have fully autonomous vehicles that are driving on public roads, which means there's no one in the front seat. We're not quite taking passengers in all those cities, but this is an exciting next step for technology that we know operates 12 times safer than a human driver around pedestrian, cyclists, motorcyclists and.

We are very, very excited to be at this next phase in rolling this out to the public.



**Ettelman, Ben** 54:58

Thank you, Amanda. Brief question. So you you mentioned 12 times safer around pedestrian cyclists. I know, I know in the past I've seen some some research that you folks have done and and and released. Do you have research that that talks about some of what you found especially with?

The Y the the Y deployment that you have.

**AW** **Amanda Ventura, Waymo** 55:20

Yeah, absolutely. If you go to [waymo.com/safety](https://waymo.com/safety), we have all of our white papers and data published there and the most recent data, the one that has allowed us to say that we are confident we're 12 times safer than a human driver around VR use.

Comes from a partnership with a reinsurer. So that's an insurance company that insures insurance companies. So they have access to human driving data and they compare us apple to apple here where it's human drivers in the same exact cities where we're operating.

To evaluate how safe our Waymo driver the technology is. So all of that's there, and I'd be happy at some point too to set up some time to give a very brief presentation or have someone from our safety research team do so.



**Ettelman, Ben** 56:09

Yes, absolutely. I think that's that's very apropos. I think that we've all certainly here in Austin, we most have have have have really they're everywhere and I don't know if everybody's had the opportunity to to ride in one. I've been very impressed with.

With a lot of this the the with the autonomous driving's ability to see uh pedestrians, I will just share you know I I have a car that has the the the full self drive and I was very tentative about it, but I've been very impressed with how um.

With with with I've been very impressed with how the technology sees things well before I do. So to that end I would really, I really think that having some of the experts from Waymo tell us more about this would be great. So Amanda, can you make sure you drop your text, your your e-mail if you haven't already in the chat and. This is where you're gonna you're gonna regret having having gotten to know me 'cause I'm gonna bug you a bunch, but we would definitely like to hear from from you folks.

**AW** **Amanda Ventura, Waymo** 57:07

Never regret this is one of my my passions, so I'll drop my e-mail in. Thanks for letting me chat.



**Ettelman, Ben** 57:13

Of course. Thank you, Amanda. Thank you for sharing. Michael, good to see you. Do you, do you want to really quickly share? We have a little bit more time, but talking about the the, the safety campaign that you folks are going to launch in March.



**Michael Teran** 57:29

Yes. Can you hear me? OK, yeah. So the calendar just came out and so the campaign will run from the 16th to the 31st. Txdot along with our vendor will be going around the state to various markets where the.



**Ettelman, Ben** 57:31

I can, Yep.



**Michael Teran** 57:48

Numbers are high and we don't have those selected yet, but once we do and we make the decision to go to these places, we will have.

Well, I can't. We help brand ambassadors walking with street signs on their back with walking billboards and going through the high impact areas. And again, we don't have those markets yet, but when they do, I can share them with everybody. But. We're still in the process of getting all that nailed down, but it's a it's a big success. We just had our Walker campaign in October and for the first time that campaign went statewide to all tech 25 tech dot districts and it was a huge success, a lot of media coverage.

And all of our districts, a lot of them don't get campaigns because the numbers don't dictate to go there. But this year the the funds were available and so we took it statewide and it was a huge success. So I'm hoping that one day we can have the funds and the ability to take the pedestrian and bicycle.

Campaign statewide, so be looking For more information coming on that as soon as I have some I can share.



**Ettelman, Ben** 59:02

Sounds great. Thank you, Michael. Yeah, it sounds it's it's better, better for us to hear

earlier rather than later. And please, you know, let us know if there's anything that we can do to help you support. Certainly you guys do. I know that you you in particular learned a lot during the assessment about a lot of Michael's work. So you know, again, I know they do great work, but again.

And we're we're here to support and absolutely let us know. Keep up, keep, keep us in the loop and we can, you know, we can get the word out as much as possible. But excited, excited for that. Anything else?

Jay, I I I don't know if you want to share this, but I I I know we've talked a bit about this, but do you want to maybe give everybody an update on efficiency on on farm and city?

 **Jay Crossley** 59:52

Sure. Just real quick. Hi everybody. We like many nonprofits. Farm City has had some funding struggles and basically been on pause for the last nine months and I think it's time to have been sorting a lot of things out and so it's time to slowly start. Rebuilding and that has to start with bringing in some new people, but also just talking to everybody across the state about how do we want transportation advocacy to work in our state. So if anyone is interested in contributing or just talking about that, would love to talk to you.

In the next month or two.

So reach out my emails in the in the thing.

 **Ettelman, Ben** 1:00:33

Thanks, Jay.

Yeah, and and I think many of you have heard me say this before, but you know the work that that that Jay and and Scott and and and his colleagues environment said he have done over the years is is is undeniably made.

An impact on pedestrian safety, pedestrian, bicycle safety in Texas, among other safety. But in terms of vulnerable Rd. users, which is obviously our focus here, obviously Jay's been a fixture of the coalition since we started. He always donates his time, you know, during Capitol Hill season, he usually.

Jumps on the jumps on. I guess we don't saw get Capitol Hill season, cap, capital season, bill season, whatever it is, he'll, you know, he'll always jump on the phone with me to give me an update on what's going on. I personally cannot say enough about how appreciative I am for Jay and his colleagues work and I and I think that.



**Jay Crossley** 1:01:14

OK.



**Ettelman, Ben** 1:01:30

This discussion, we broached this this summer when we had a presentation from Safe Streets. We are at kind of a crisis point with how we are going to support our nonprofits. And I know the individuals on this call, many of us, we're the individuals that are working for, you know, for the state of Texas working.

For a city, we're not the individuals that have the the the the ability to fund non nonprofits and and that's that's problem because we we we don't how how are we going to bridge this gap. Jay's group's not the only group that I've talked to. I've actually talked to probably about 6 in the past.

Several months that I've just kind of reached out to say, do you have any ideas of how we can, you know, find some support? These groups aren't looking for, you know, for boat money. They're they're looking for just enough to be able to continue to do the work that they're doing. And I think we all understand the role that they play, so.

I'd like to continue to talk about this moving forward. I know Waymo supported Jay and like one of the Vision Zero Summits. So that's a group that that's that's kind of put their money where their mouth is. But you know it's it's it's a discussion that I think might be an appropriate one for a future coalition meeting is.

You know, how can we as practitioners, as advocates, as professionals, bridge this gap between between the work that we do to make sure that our advocate community, you know, doesn't have to, doesn't have to close down, doesn't have to shutter because we rely on that.

We rely on Jay. I don't know what this group would be without folks like Jay, without folks like Suzette. May is another that I will mention who's in who who who just joined us. She does amazing work for visually impaired in in in in in really throughout Texas. But she's she's focused in Waco.

There's a group called We Hike out in out in El Paso and they're doing great work. So really we rely on these groups and I think that it's worthy of us having a conversation. I recognize that it's not in the purview of the majority of our work, but that doesn't mean that we can't.

Provide insight and start to think as a group how we can support the the advocacy,

the advocates and the advocacy groups and and I'll just say during the the the assessment. So again you know kind of going back to having independent assessors come in.

Having NHTSA look across all of our program areas, the amount of kudos to non-profit organizations that that provide a wide range of services that enhance pedestrian and bicycle safety, it was significant. It was notable. You know that that's not taking.

Taking away from the work that cities are doing, that states are doing, it's just a recognition that that those groups are, you know, those groups are are are a huge part of the piece of the puzzle. And I think I think we all understand that, but we got to figure out how we can do more to support to support those groups. So this is something that I've certainly been thinking about. I know many of you.

Have as well. So perhaps something we could put a pin in. Jay, thanks for sharing and and as always you know we appreciate you and let us know if there's anything we can do and we'll we'll we'll stay in touch and please do reach out to Jay if you if you want to help support Farm City.

It's a big deal.

Anything else before we sign off?

Well, I think that's that's about it. I I just want to say I appreciate everybody's time. I always look at the number of people in the meeting and I can always tell how well we're doing depending on how sharply that number drops. And I will say that it's it's always.

Very hardening when everybody stays on the entire time. Oh, Freddie, do you want to speak up real quick before we drop off?

FS

**Freddie Summer** 1:05:32

Yes, thanks, Ben. So I didn't hear it said, but I just did want to remind the group that the request for proposals for FY27 is posted and it's out there for anybody and everybody that.

Has a good idea for behavioral changes when it comes to pedestrians, so please reach out. Van James is on the call, so he's our program manager can give you some details there if you know Van James. If not, you can go to text dot if you want to Google.

Text dot E grants. Don't just put E grants in there cause there's a lot of E grants out there. You can see our RFP if you go to the E grants help page in the upper left

corner it says request for proposals. We're open for business if there's anybody looking for funds.

We are closing. It's currently open until January 16th. That's a hard 5:00 PM date if you haven't proposed or haven't come to TxDOT for funding.

Please sign up as a new user in E grants and we'll set up an account. You'll find the proposal availability in my tasks and you can sign up as a general sub grantee, not a step grant. That's for law enforcement only.

So we are looking for proposals for pedestrian safety. Again, it's not for infrastructure changing, changing any of the engineering problems we see out there. This is focused on Rd. user behavior.

Studies, outreach, education. If there's anything you guys have a great idea on, please, please, please apply with our RFP. We would love to. We have a very broad tent and this project that TTI is putting on is funded.

And and so please participate. That's all we can ask is for people to show up. So that's all I had, Ben. Thank you.



**Ettelman, Ben** 1:07:46

Yeah, thank you, Freddie. And Jessica dropped Jessica's son from the behavioral Traffic Safety section dropped the the link to the grants in the chat. So that's right there. As always, we'll send and give us a couple days, but we'll send this out and post it to our website. So all of the resources, all of the.

Emails all of that stuff and and the links it will be. The chat will be at the bottom of the notes. So we we provide a little summary but we we include that in the notes.

Jessica, do you want to you want to unmute and speak up?



**Jessica Son** 1:08:24

Sorry, what was working on it there, Ben. Thank you. I just wanted to add to, I want to piggyback on what Freddy said that we have a change, a pretty significant change this year, which is that our the BTS staff here at TxDOT is allowed to talk with potential proposers like we have had for time immemorial like while the RFP is active, we cannot talk to anybody.

Anything other than technical things like how do I like this button on E grants? But our new section director, David Palmer, has initiated this new practice where we are able to talk with folks about the projects they're wanting to submit and in the hopes that we'll be able to better align the proposals we're receiving so that we can

actually.

Do a better job saving lives. So reach out Van James. I am opening the floodgates, but we're we're we're excited about that over here, so please reach out if you'd like.



**Ettelman, Ben** 1:09:16

Thank you, Jessica, and thanks both for for for unmuting yourself. Jay's asking who they should reach out to. Jessica, do you want to answer that?



**Jessica Son** 1:09:29

Yes. Well, Van James is our program area manager on for the Bike Ped program. So I would start with Van James and then if we need to have a larger discussion, he can pull in anybody that he he would like to. But yeah, Van James is on this call. I think probably most of y'all, a lot of y'all know him, but he's he's your first stop.



**Ettelman, Ben** 1:09:48

Ben, do you mind if you drop we drop your your e-mail in the chat?



**VanJames Mayfield** 1:09:58

Yes, Sir. Working on it now. Thank you.



**Ettelman, Ben** 1:10:00

OK. Thank you, Pam. Well, and and thanks everybody for unmuting and talking. I think everybody on this call appreciates hearing a little less of me. So I think that's it. I think the last thing I'll just say is that everybody please have a happy and safe holidays. We we hear.

I certainly appreciate all the time that you've contributed over the last year. We accomplished a lot this year and and I I certainly appreciate all the time that that folks on this call have contributed over the years. There's fancy now in the in the chat, so.

If anybody needs anything, please don't ever hesitate to reach out. I'll put my e-mail in here, although I think most of y'all have it. And then beyond that, have a have a safe and happy holidays and thank you so much for joining us today. We'll we'll see you soon.

Take care. Bye bye.

● **Gignac, Soleil** stopped transcription