

ACTIVE TRANSPORTATION



For Ohio's Strategic Highway Safety Plan



GOALS

- Reduce the number of bicyclist fatalities from 19 in 2017 to 18 in 2019.
- Reduce the number of bicyclist serious injuries from 183 in 2017 to 180 in 2019.
- Reduce the number of pedestrian fatalities from 117 in 2017 to 114 in 2019.
- Reduce the number of pedestrian serious injuries from 532 in 2017 to 522 in 2019.
- Increase the prevalence of adults (ages 18+) meeting physical activity guidelines for aerobic activity and muscle strengthening by 5 percent in 2018.
- Increase the percent of adults who report actively commuting

THE STRATEGIES



Education

Education strategies seek to teach all road users about how to be safe on roads, in crosswalks and on sidewalks.



Infrastructure

Infrastructure strategies work to improve the built environment so that it is easier and safer to participate in active transportation.



Policy

Policy strategies seek to change laws and/or policies so that safe active transportation is supported and encouraged.



Data

Data strategies focus on improving counting and collecting information on active transportation users and crashes involving them.

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THE TEAM

Ohio's multi-disciplinary active transportation Action Team, part of its Strategic Highway Safety Plan, draws from the public and private sectors, the advocacy and non-profit communities, as well as several individuals.

THE LEADERS

Ohio Department of Transportation Offices of Safety, Transit, Planning & Research, and its Local Technical Assistance Program; Ohio Department of Health Creating Healthy Communities Program; Ohio Department of Aging; Ohio Association of Regional Councils; Northeast Ohio Areawide Coordinating Agency; City of Canton; Greater Ohio Policy Center; Yay Bikes! and others.

TEAM MEMBERS

- AARP - Ohio
- Activate Allen County
- American Academy of Pediatrics – Ohio Chapter
- American Heart Association – Columbus Metro Office
- Athens Bicycle Shop
- Athens City – County Health Department
- Bike Cleveland
- Bike Miami Valley
- Buckeye Hills Regional Council
- City of Cleveland
- City of Columbus
- City of Shaker Heights
- City of Toledo
- City of Westerville
- Columbus Public Health
- County Engineers Association of Ohio
- Creating Healthy Communities – Local Projects
- Delaware County Health Department
- Ernie's Bike Shop
- Federal Highway Administration – Ohio Division
- Green Umbrella Regional Sustainability Alliance – Cincinnati
- Hocking Athens Perry Community Action
- Kaufman Development
- Lorain County Public Health
- Meigs County Health Department
- Miami Valley Regional Planning Commission
- Mid-Ohio Regional Planning Commission
- Ohio Bicycle Federation
- Ohio Commission on Minority Health
- Ohio Department of Aging
- Ohio Department of Development Services
- Ohio Department of Natural Resources
- Ohio Department of Public Safety – Driver Training
- Ohio Mid-Eastern Governments Association
- Ohio Public Health Association
- Ohio Public Transportation Association
- Ohio-Kentucky-Indiana Regional Council of Governments
- Ohio Valley Regional Development Corporation
- Queen City Bike
- Rails to Trails
- Richland County Health Department
- Richland County Regional Planning Commission
- Richland Moves
- Sandusky County Health Department
- Stark County Park District
- Summit County Public Health
- University of Akron
- Village Bicycle Cooperative
- Village of Yellow Springs
- YMCA – Toledo
- and more!



EDUCATION STRATEGIES

Increase safety and participation in active transportation through education and awareness.

Strategy 1: Incorporate additional active transportation knowledge into driver licensing requirements.

Timeline: 0-3 years

Leaders	Description	Performance Measure
ODOT, ODPS	Develop data-driven questions about active transportation for inclusion in license testing (including safety research and crash causation factors).	# of added questions Change in correct answers by test takers
ODOT, ODPS	Incorporate information about new laws or infrastructure into the licensing and registration/renewal process.	# of impressions Survey of knowledge/behavior
ODOT, ODPS	Seek approval to incorporate active transportation module in driver training/education curriculum.	Approval received to incorporate active transportation module in driver training/education curriculum
ODOT, ODPS	Develop an active transportation module for inclusion in driver training/education curriculum for instructors and students.	Instructor module developed Student module developed

Strategy 2: Develop and implement experiential education programs that teach road users and decision makers about safe active transportation.

Timeline: Varies by strategy

Leaders	Description	Performance Measure
Yay Bikes, ODOT, MPOs, RTPOs, transit agencies, Older Road User Emphasis Area Team	Identify and promote program for different audiences to feel more comfortable using active transportation and replace car trips with bike and/or transit trips. Ongoing	# of programs developed for key audiences
Yay Bikes, ODOT, ODH, Older Road User Emphasis Area Team	Train local and regional organizations to provide program to different audiences. 2 years	# of partners providing program(s)
ODOT, advocacy groups, LTAP	Recruit and deliver trainings to schools, worksites, communities, senior centers, transportation/planning decision-makers, school facility planners and project managers, enforcement, etc. 2 years	# of sites using program # of jurisdictions by program type # of people educated Before/after surveys of behavior change GOhio commute data
ODOT, LTAP, NOACA	Provide tools and resources that support demonstration projects around safe, active transportation infrastructure. 2 years	# of resources # trainings # demonstration projects # of permanent changes resulted
ODOT, ODPS, BMV, YayBikes!	Incorporate programs as a court tool, requiring program completion for road offenses. 0-3 years	# of judges using program # offenders trained survey of knowledge/behavior

Strategy 3: Expand community-at-large media campaign on active transportation.

Timeline: Ongoing

Leaders	Description	Performance Measure
ODH, ODOT	Research and develop data-driven campaign messaging and images. Ongoing	Audience specific messages developed
ODH, ODOT, ODPS	Identify partners to distribute campaign message (e.g., local health departments, local transportation agencies, aging, transit, advocacy groups, health and auto insurance, etc.). Ongoing	# of jurisdictions/partners # of people impacted by jurisdictions/partners
ODOT, LTAP	House resources and trainings to educate all road users. Ongoing	# of visits # of downloads # of trainings # trained
ODH, ODOT, ODPS, local transportation or health departments	Roll-out campaign and evaluate results. Ongoing	# of impressions Survey showing knowledge of safety and behavior change Track public comments

Strategy 4: Emphasize enforcement of laws that directly impact Active Transportation user safety and behavior change in motorists.

Timeline: 2-4 years

Leaders	Description	Performance Measure
ODOT, ODPS	Provide input on active transportation-related crash reporting to improve consistency and accuracy	Pre/post survey to gauge knowledge More consistent data and information on OH-1 reports
ODOT, ODPS/ OTSO	Gather better data on situations in which road users are cited with violations.	# of citations, tickets and warnings
ODOT, ODPS	Develop curriculum for standardized law enforcement crash reporting.	Standardize curriculum # of officers trained on new curriculum
ODOT, ODPS	Develop law enforcement education program on enhancing safety of pedestrians and bicyclists.	# of trainings # trained Before/After knowledge survey

Strategy 5: Increase the availability of information on multimodal options in local communities.

Timeline: 0-3 years

Leaders	Description	Performance Measure
ODOT, MPOs/ RTPOs, Older Road User Team	Create a database of all transportation providers and options in Ohio.	Database with transportation options in every county
ODOT, MPO/ RTPOs	Expand public facing website (Gohio) to host multimodal transportation search functions	Website analytics
MPO, RTPO, AAAs, Mobility Managers	Pilot Gohio as resource with partners, finalize and promote resource	# of partners utilizing Gohio



INFRASTRUCTURE STRATEGIES

Strategy 1: Advance the use of new technology and roadway designs that encourage active transportation and make infrastructure safer for bicyclists and pedestrians.

Timeline: Varies by strategy

Leaders	Description	Performance Measure
ODOT	Identify, fund and evaluate projects that incorporate new technology and infrastructure designs (e.g. separated bike lanes). 0-3 years	# of projects evaluated Document and share results
ODOT, local and regional jurisdictions	Designate and implement State Bike Route System. Ongoing	% of State Bike Route complete
Older Road User Alternative Transportation Team	Expand rural and small urban transportation options statewide, especially publicly-funded and affordable transportation. Ongoing	# of options # of people served
ODOT, ODA	Emphasize safe and comfortable infrastructure that connects first/last mile to transit. Ongoing	# resources identified and distributed
LTAP, ODOT Safety Staff	Conduct walk and bicycle safety audits in high-priority corridors. Ongoing (plug in to safety applications)	# of audits and improvements
OPTA, ODOT	Research methods for tracking transit activities. 2-4 years	Methods identified
LTAP, ODOT	Provide training on proven countermeasures and design practices (active transportation Academy, Action Institute, etc.). Ongoing	# of trainings and people trained
ODOT	Share best practices statewide through GroundWork newsletter and archives. Ongoing	# of articles



POLICY STRATEGIES

Strategy 1: Improve and maintain accommodation for bicycles and pedestrians in Ohio.

Timeline: Varies by strategy

Leaders	Description	Performance Measure
ODOT/ Safety Office, Greater Policy Center	Develop Active Transportation Guidance to direct infrastructure. 1-2 years	Guidance adopted Guidance communicated to state and local partners Trainings on guidance provided
ODOT, ODH, LTAP	Provide local and regional training on active transportation-related policy adoption	# of trainings held # of local policies developed
ODOT/Safety Office	Incorporate review of all maintenance projects and identify areas for improvement on designated state and US bicycle routes. Ongoing	Implementation plan/process for Active Transportation Guidance
Greater Ohio Policy Center	Secure support for bicycle, pedestrian and transit projects/programs. 3-5 years	Funding programmed for active transportation
ODOT, Cambridge Systematics	Review best practices and adopt and recommend maintenance policies (including snow removal) and enforcement. 0-1 year	Number of policies in place in Ohio Quantifying maintenance enforcement activities

Strategy 2: Incorporate active transportation-related health and equity metrics into all transportation funding decisions.

Timeline: Varies by strategy

Leaders	Description	Performance Measure
ODOT, ODH	Determine meaningful health and equity measures for each program (health, income, HH without cars, minorities, etc.). 0-1 year	Number of minorities served
ODOT	Work with ODOT management and funding managers on policy to incorporate meaningful health and equity metrics in all transportation funding scoring. 0-2 years	Funding distributed to priority communities Finalization of scoring process

Strategy 3: Develop education policy to institutionalize bike/pedestrian best practices.

Timeline: Varies by strategy

Leaders	Description	Performance Measure
ODOT, ODE, Advocates	Include bike/pedestrian safety into K-12 schools. 2-5 years	Curriculum developed
ODOT/ODPS	Require bike/pedestrian safety in driver training. 2-5 years	Curriculum added to driver training
ODH/OFCC	Add walkability as part of application for school building sitings (and all government buildings). 2-4 years	Application revised
ODOT Safety Office	Develop policy that requires agencies that install bike/pedestrian designs to educate the public on what they are and how motorists, peds, cyclists are to use them. 0-2 years	Policy developed Education materials developed
OPTA, ODOT	Disseminate information on optimal placement of bus stops to determine best infrastructure. 3-5 years	# of resources provided

Strategy 4: Implement active transportation outreach campaign to raise awareness of issues and best practices among state and local government officials and property owners.

Timeline: 3-4 years

Leaders	Description	Performance Measure
ODOT Safety, ODH	Develop campaign materials and the method(s) for distribution to officials/property owners.	Materials developed Distribution methods identified
ODOT Safety	Prioritize communities to receive campaign materials and outreach efforts.	Metrics to prioritize communities determined Prioritized list of communities developed
ODOT Safety, ODH	Identify events or opportunities within communities where outreach materials can be discussed with public officials or distributed to the community.	List of events and opportunities for presentations to public officials List of communities to receive outreach materials
ODOT Safety, ODH	Schedule presentation with public officials at events or opportunities to present.	# of presentations scheduled



DATA STRATEGIES

Strategy 1: Improve volume data collection and roadway inventory data pertaining to active transportation.

Timeline: Varies by strategy

Leaders	Description	Performance Measure
ODOT Safety and Planning	Establish a statewide non-motorized traffic monitoring program, including state-funded (locally maintained) permanent count stations, a statewide database/repository and statewide count protocols in coordination with Ohio's Regional Planning Organizations. Ongoing	# of count stations Network volume coverage
ODOT Planning	Establish statewide user-generated database for conflict points and other safety issues. 2-4 years	Complete database
ODOT, MORPC	Identify, acquire and maintain non-motorized data from private organizations that is relevant to active transportation. (e.g., data from ODNR and other public organizations). 0-2 years	Amount of usable data obtained
ODOT, ORIL TAC	Develop methodology to measure Level of Traffic Stress on the Statewide Bike Route network. 2 years	Methodology for generating Level of Traffic Stress on Ohio roadways

Strategy 2: Improve and standardize data quality, reporting and effectiveness of data related to pedestrian and bicycle crashes.

Timeline: Varies by strategy

Leaders	Description	Performance Measure
ODOT Safety	Update ODOT's system's classification for bicycle and pedestrian crashes to mirror crash types of motor vehicle crashes. 0-12 months	Crash type analysis of bicycle and pedestrian crashes
ODOT Safety	Conform data collection efforts to national standards or best practices. 0-12 months	Developed standards
ODOT	Develop measure to determine active transportation infrastructure and education funding. 3-5 years	Measure developed

Strategy 3: Improve and standardize data integration abilities so that collected pedestrian and bicycle data can be linked and used concurrently.

Timeline: Varies by strategy

Leaders	Description	Performance Measure
ODOT Planning and Traffic Management	Link non-motorized volume and crash data to roadway and intersection datasets by sharing ID's. 0-12 months	ID's that can be linked between datasets
ODOT Safety	Coordinate pedestrian and bicycle data with community demographic information such as user surveys, characteristics of individuals involved in crashes and equity details. 1-2 years	Survey responses (collected characteristics and equity trends) # of types of demographic info to link to crashes
ODOT	Develop process to ensure potential projects coordinate with existing plans (STPs, Bike Plan) and needs by overlapping data. Ongoing	Existing projects incorporated with potential plans for efficiency

Strategy 4: Improve and standardize data sharing and coordination between partners for which pedestrian and bicycle data would be beneficial.

Timeline: Ongoing

Leaders	Description	Performance Measure
ODOT	Establish, publicize and provide training on public data portals for non-motorized crash and volume data.	Crash and count layers added to the TIMS # of users accessing data # of users receiving training
LTAP	Use systems like TIMS to display data depending on the level of complexity desired by the user and provide tools for analysis.	Amount of data displayed

