Greater New Orleans Pedestrian and Bicycle Program

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Regional Planning Commission of New Orleans

2007 Louisiana Transportation Engineering Conference
Program Goals

1. Reduce the number of pedestrian and bicycle accidents in the region
2. Collect, analyze, and disseminate bike/pedestrian accident data
Main Program Elements

• Facility design training for engineers
• Formalize data collection and analysis
• Law enforcement training program
• Media Campaign
• TA to local groups
• First Training
  • June 2006
  • Instructor: Michael Moule
• Two workshops
  • Bicycle
  • Pedestrian
• Targeted New Orleans Area Engineers
• Approx 40 Participants
Design Workshop Series

- Second Training
  - June 2007
  - Joint bicycle/pedestrian workshop
- Expanded target audience across Louisiana
- Invitations will be sent this spring
- Public & Private sector engineers
Data Analysis 1999-2002

- Average of 3.2 bicycle/pedestrian crashes per day
- 49% of bicycle & 60% of pedestrian incidents occur in New Orleans metro area
- 29% of bicyclist & 25% of pedestrian fatalities
- Identified statistical hotspots based on location
- Identified patterns based on age, gender, day of the week, time of day
## Top 15 Bicycle Crash Locations

<table>
<thead>
<tr>
<th>Rank</th>
<th>Location</th>
<th># of Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Loyola &amp; Veterans</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Williams &amp; Veterans</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>St. Claude &amp; Elysian Fields</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Claiborne &amp; Esplanade</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Canal &amp; Camp</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Esplanade and Decatur</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Dauphine &amp; Conti</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>St. Charles and Henry Clay</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>St. Charles &amp; Josephine</td>
<td>4</td>
</tr>
<tr>
<td>10</td>
<td>Carrollton and Earhart</td>
<td>4</td>
</tr>
<tr>
<td>11</td>
<td>Iberville and Royal</td>
<td>4</td>
</tr>
<tr>
<td>12</td>
<td>Franklin &amp; St. Claude</td>
<td>4</td>
</tr>
<tr>
<td>13</td>
<td>Conti &amp; Bourbon</td>
<td>4</td>
</tr>
<tr>
<td>14</td>
<td>Broad &amp; Banks</td>
<td>4</td>
</tr>
<tr>
<td>15</td>
<td>Esplanade &amp; Broad</td>
<td>4</td>
</tr>
</tbody>
</table>
Data Analysis

Pedestrian Crashes 1999-2002
East Bank Core

Multiple Pedestrian Crash Locations
1999-2002 (East Bank Core)

Statistically Significant Pedestrian Clusters
Data Analysis

- Pedestrian & Bicycle Data Analysis Program
  - Provide in-depth analysis of dangerous intersections and corridors
  - Create a manual for replicating the process annually
- Site Review
  - Dr. John Renne, UNO, College of Urban and Public Affairs
  - Physical and social interactions to be studied to identify dangerous conditions and solutions
Law Enforcement Training

• Training class for law enforcement
  • Laws governing bicyclists, pedestrians and motorists
  • Techniques for successful enforcement
• Instructor Peter Flucke
• Target jurisdictions based on data analysis or previously established programs
Law Enforcement Training

- Targeted enforcement of common violations
  - Follows model of seat belt or DUI enforcement
  - Funding for overtime provided by LHSC
  - Aimed at educating public, not punishing
- Media campaign
- Enlist support of District Attorney’s office
Media Campaign: Branding Guidelines

Logo Usage

Colors Tint

Colors Alternative

Templates Examples (Labels, Stickers)

Templates Examples (3D Objects)
Media Campaign:
Earned Media
Media Campaign: Social Marketing

Did you know?
Cyclists keep right and ride in the same direction as traffic.

Don’t assume that drivers will stop.
Stop at the red light.
Technical Assistance

- Provide information and advise community organizations
- Represent bike/ped interests in policy meetings
Contact Information

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