

A bicycle helmet is the central focus, hanging from a metal rack. The background is a blurred transit station with a sign that says "HOW TO" and "Need help?". The overall color palette is teal and blue with a green circular graphic element in the top right corner.

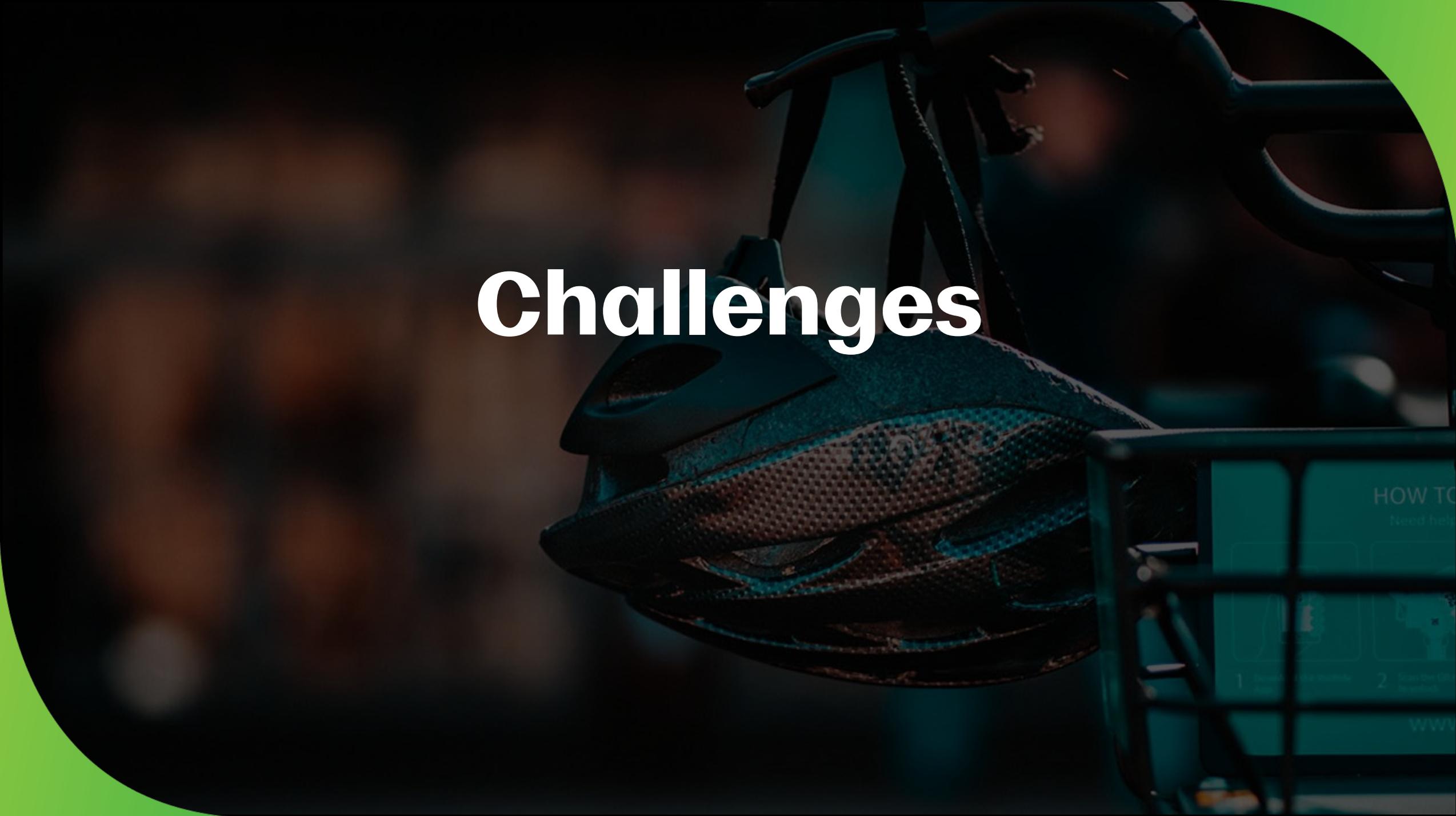
Transportation Safety & Etiquette Campaign

TSAC – March 6, 2024

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*Marketing & Communications Manager
Texas A&M University Transportation Services*

Challenges

The image features a bicycle helmet hanging from a rack in the foreground. The background is blurred, showing a person and a screen with some text. The overall color palette is dark with a teal tint, and there are bright green circular accents in the corners.

HOW TO
Need help

1. How to... 2. How to...

www

What challenges are we facing?



Population

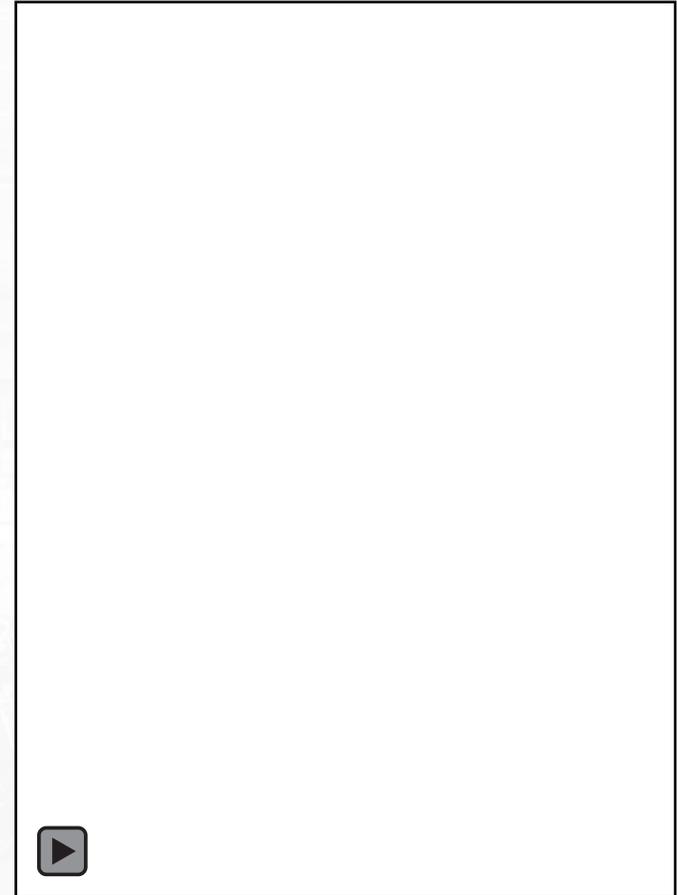


Traffic & congestion

What challenges are we facing?



Modes of transportation, emerging technologies

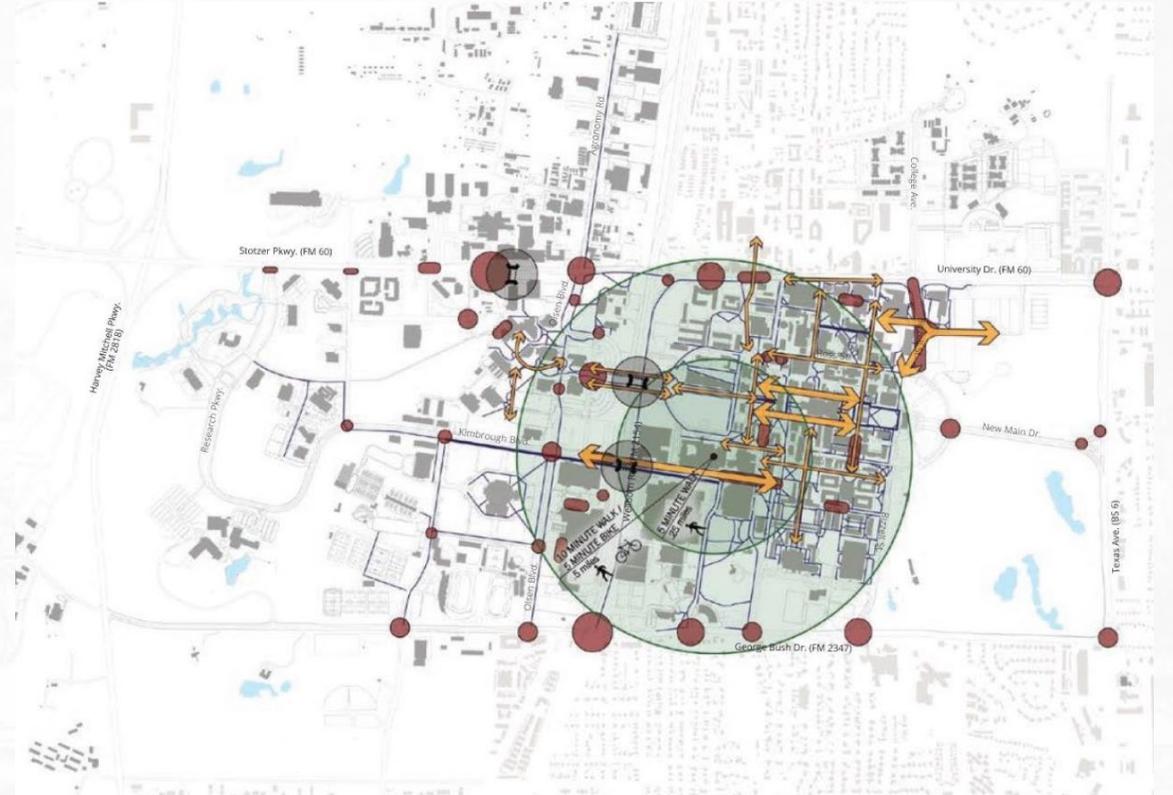


Devices entering buildings

What challenges are we facing?



Laws, regulations, best practice



Conflict points (*map from Mobility Master Plan*)

A bicycle helmet is hanging from a rack in the foreground. In the background, a laptop screen is visible, displaying a website with the text "HOW TO" and "Need help?". The scene is dimly lit, with a green circular graphic element in the top right corner.

**A campaign is
born**

Campaign overview

- Campus-wide university initiative
- Supported by President Welsh
- Official MarComm project
- Transportation Services is the leading contributor/SME
- Stakeholder and partner engagement

Campaign objectives

- Increase awareness of transportation safety
- Reduce transportation-related accidents & injuries
- Encourage responsible and respectful transportation behavior
- Make information engaging and relatable to students while fostering a sense of community responsibility

A bicycle helmet is the central focus, hanging from a dark metal rack. The background is a blurred image of a website with a teal color scheme. The text 'TS talking points and resources' is overlaid in white, bold font. A bright green circular shape is visible in the top right corner.

TS talking points and resources

HOW TO
Need help

1

2

www

TS talking points

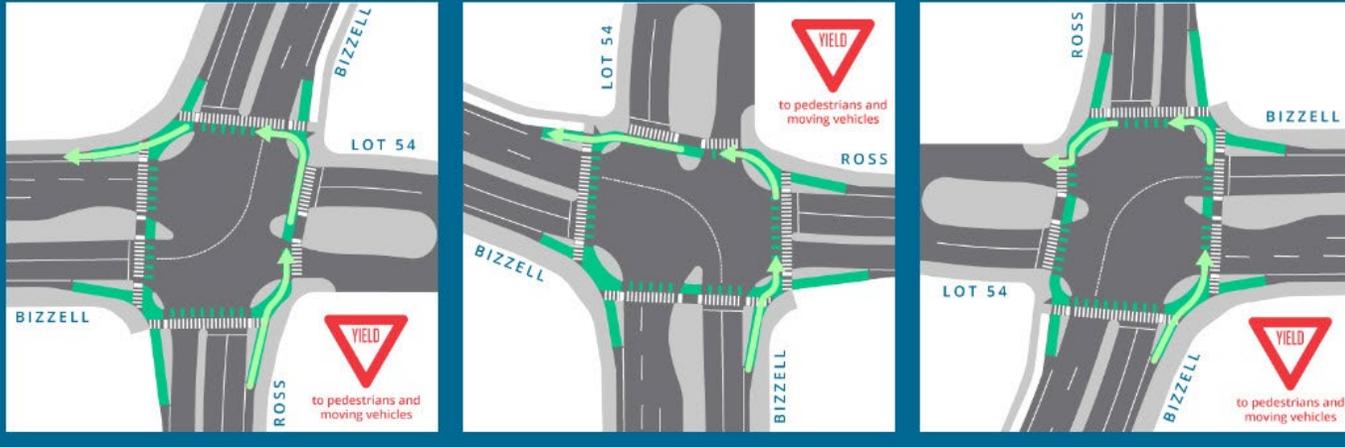
- When I am...



TS resources

USE GREEN LANES TO TURN LEFT

The green bike lanes provide a safer option to turn left than using the vehicle lanes to turn across the face of traffic. Yield to pedestrians and moving vehicles when riding through intersections.

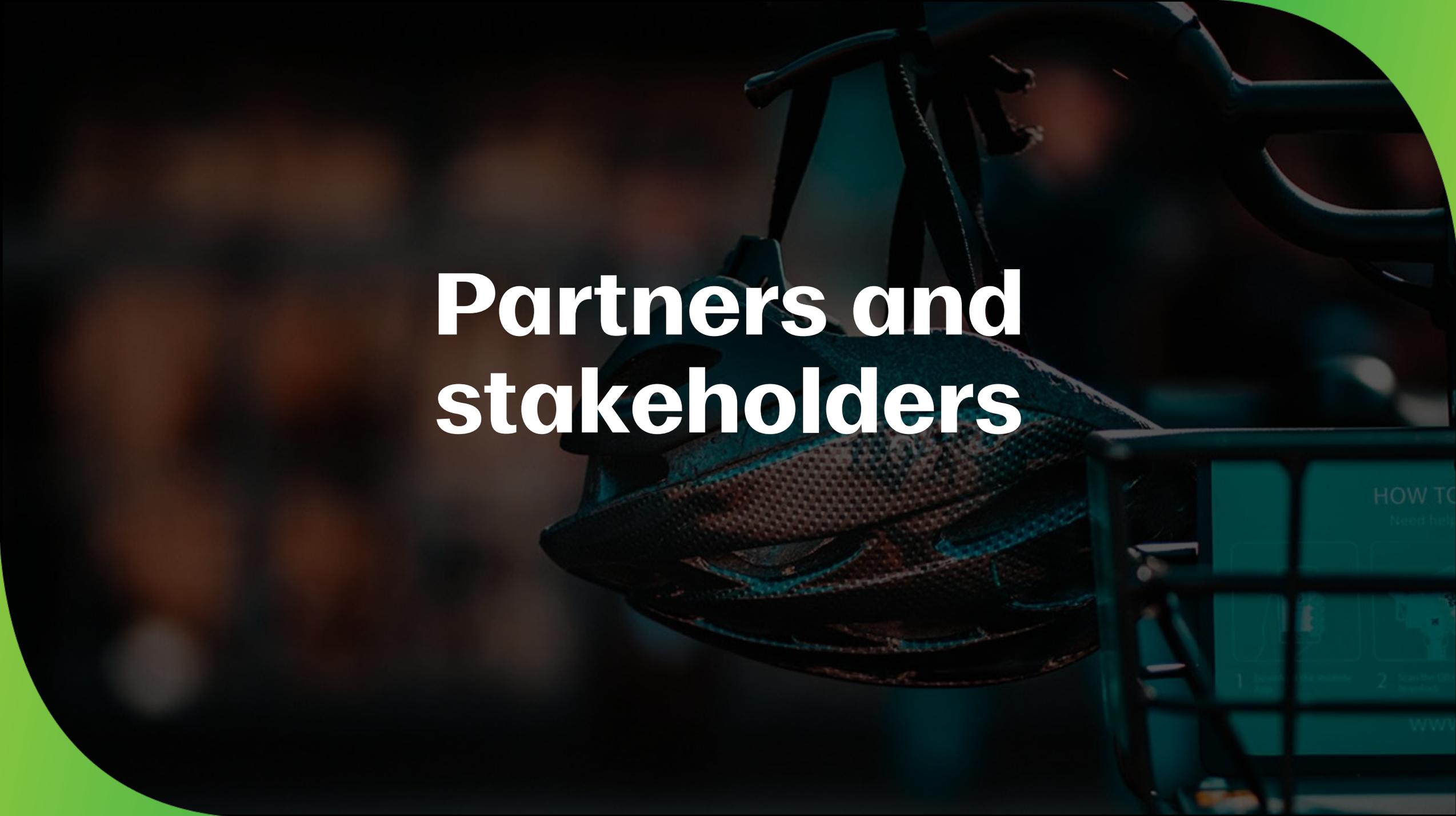


BRAND NEW BUS ROUTES APP & EXPERIENCE HELPFUL TIPS

The graphic shows three smartphones displaying the Bus Routes app interface. The phones show various features like route schedules, maps, and a Q&A section. A large question mark is overlaid on the right side of the graphic.

Q&A

ATM TEXAS A&M UNIVERSITY
Transportation Services

A bicycle helmet is the central focus, hanging from a rack. The background is blurred, showing a person and a screen with some text. The overall color palette is dark with a bright green circular element in the top right corner.

Partners and stakeholders

HOW TO
Need help

1

2

www

Expressed interest or concern

- UPD
- EHS
- Res Life
- Risk & Compliance
- Athletics
- Student Affairs
- Campus Architect
- Facilities
- Faculty Senate
- TSAC
- SGA
- GPSC

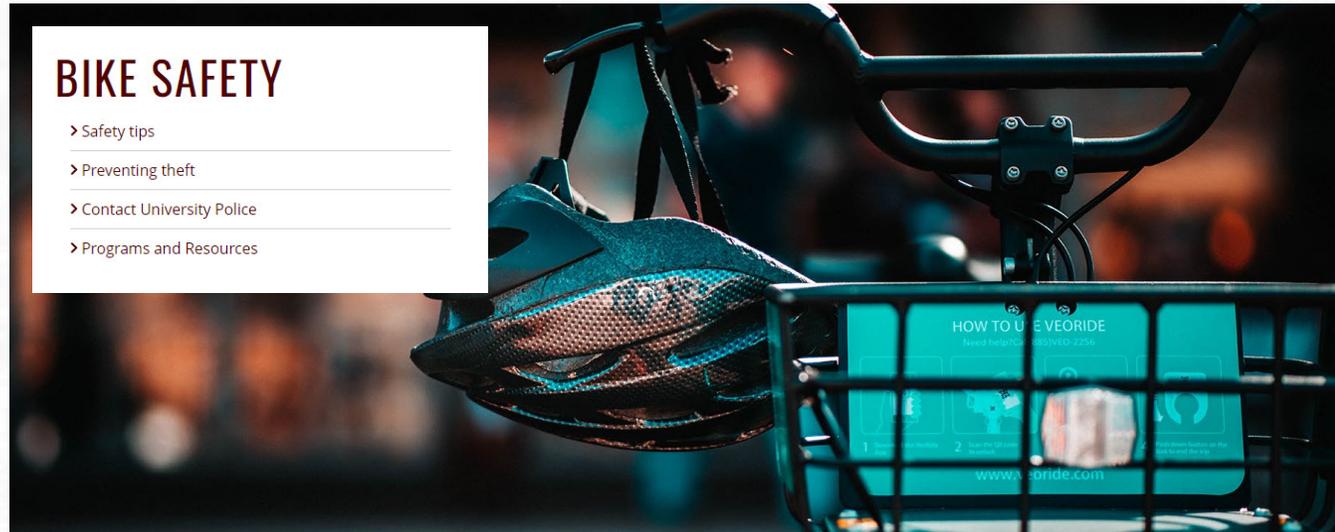
Potential partners or amplifiers of message

- VEO
- Corps of Cadets
- Greek Life
- Student Orgs/Activities
- Fish Camp/T-Camp/Howdy Camp
- Staff Council
- HR Onboarding (HROE)
- SSC
- Battalion/Media
- New Student Family Programs
- Disability Services
- Cities
- MPO
- TxDOT
- TTI
- Board of Regents/
Chancellor/President's
Cabinet/System
- RELLIS
- 12th Man Foundation
- Association of Former Students

A bicycle helmet is the central focus, hanging from a dark metal rack. The background is dark and out of focus, showing a computer monitor with some text like 'HOW TO' and 'Need help'. The overall lighting is low, with a teal or blue tint. A bright green circular shape is visible in the top right corner.

MarComm deliverables

University website, partner websites



BICYCLE SAFETY TIPS

Keep bike in good repair, checking tires, spokes, brakes, pedals and chains.

Be sure bell or horn works properly.

Be sure light is visible for 500ft and reflector for 300ft when riding at night.

Obey all traffic signs and signals.

Always give hand signals before turning.

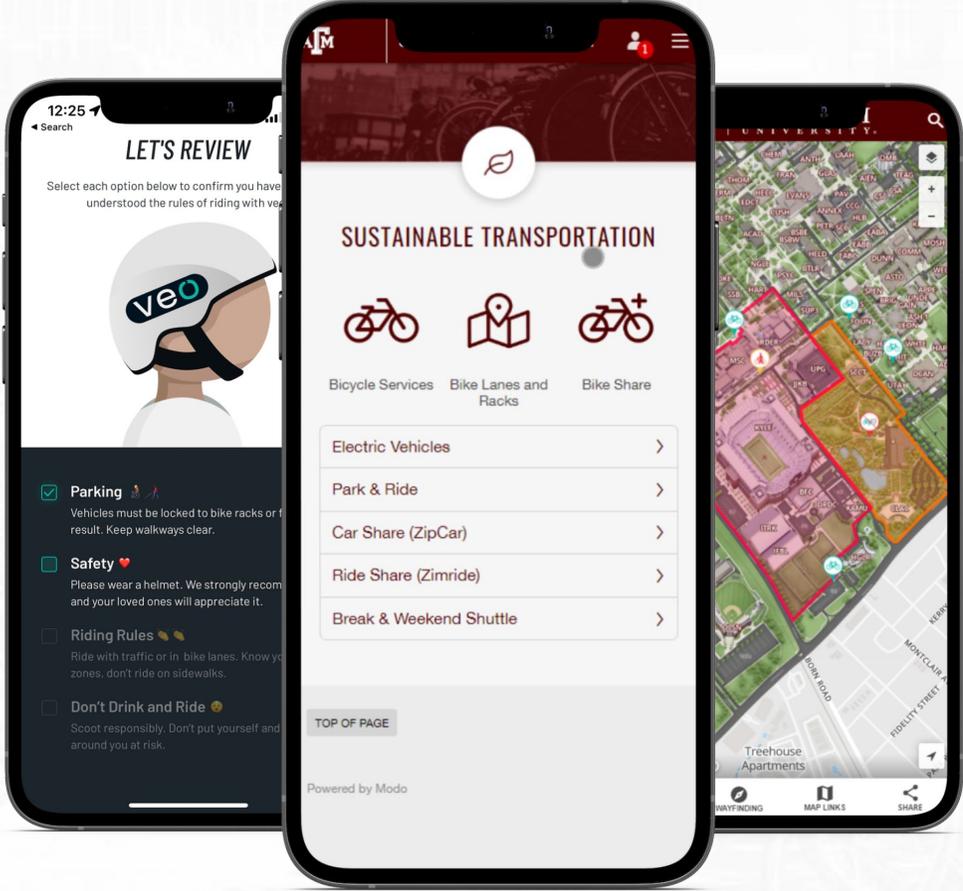
Yield to pedestrians at crossings or on sidewalks.

Never race or play games on public streets.

Wear a helmet for best protection.

[More tips >](#) [Avoiding cars >](#)

Texas A&M mobile app



Logo and branded graphics package



**THIS VEHICLE DOES NOT MEET REGULATIONS
AND IS SUBJECT TO BOOTING OR IMPOUND**
TRANSPORTATION SERVICES | BIKES & WHEELS REGULATIONS

SUSTAINABLE TRANSPORTATION

 **bike share, bike services, programs & registration**
transport.tamu.edu/bicycles

 **car share, rideshare, shuttles & other mobility programs**
transport.tamu.edu/alternative

 **out-of-town shuttles and airport shuttles**
transport.tamu.edu/alternative



Are you ready to be a part of the 12th Man this year but don't know how to prepare?

Find Destination Aggieland in the Texas A&M app for maps, parking, traffic, shuttles & more!



CONNECTING YOU TO CAMPUS

Getting you from Point A to Point A+



 Transportation Services

NEW PERSONAL ELECTRIC VEHICLE REGULATIONS



REGULATIONS

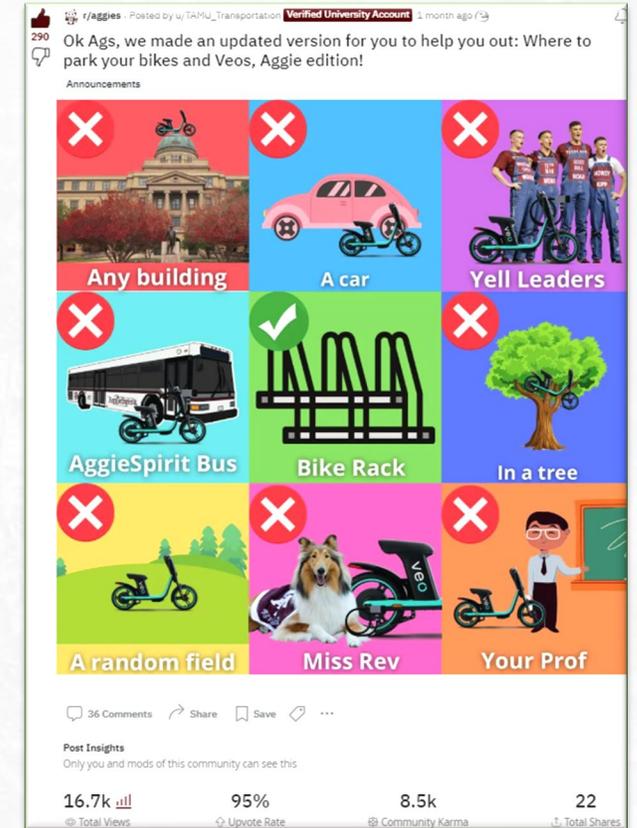
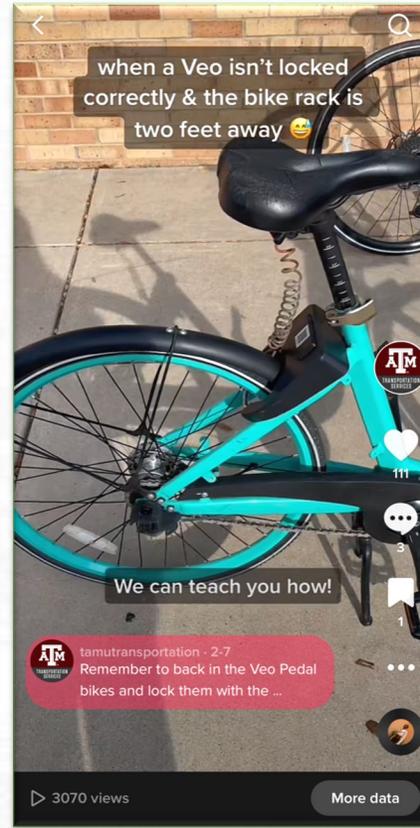
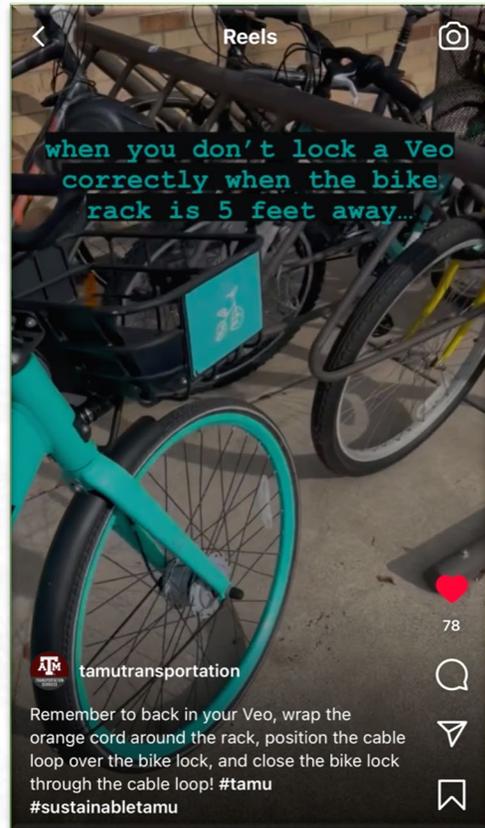
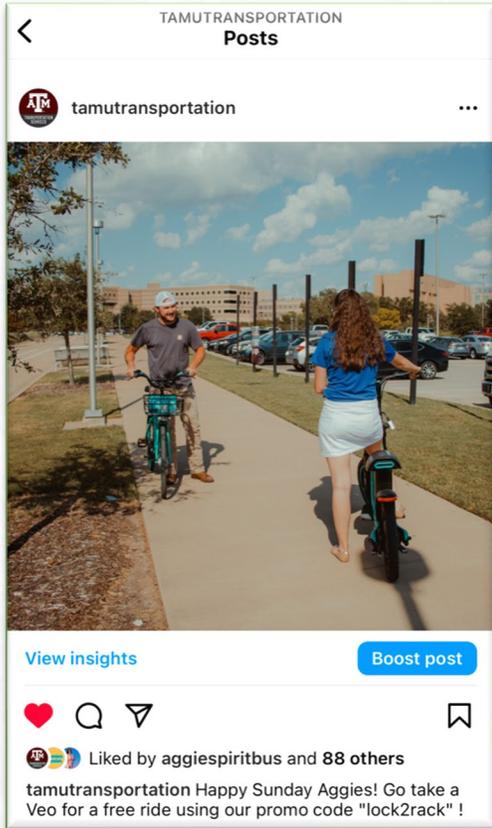
1. PEVs must be registered with Texas A&M Transportation Services and have a registration label affixed to the vehicle.
2. PEV users must obey traffic and bike rules on campus, including stopping at stop lights and stop signs.
3. PEVs must be secured to a bike rack with a lock when not in use on campus.
4. PEVs are not allowed inside any Texas A&M University building.
5. PEVs are only allowed in university buses if they can be stowed underneath a passenger seat.
6. PEVs with power over 750 watts (IHP) are not compliant and prohibited for use on campus.



Digital signage and a-frames



Social Media



Engagement

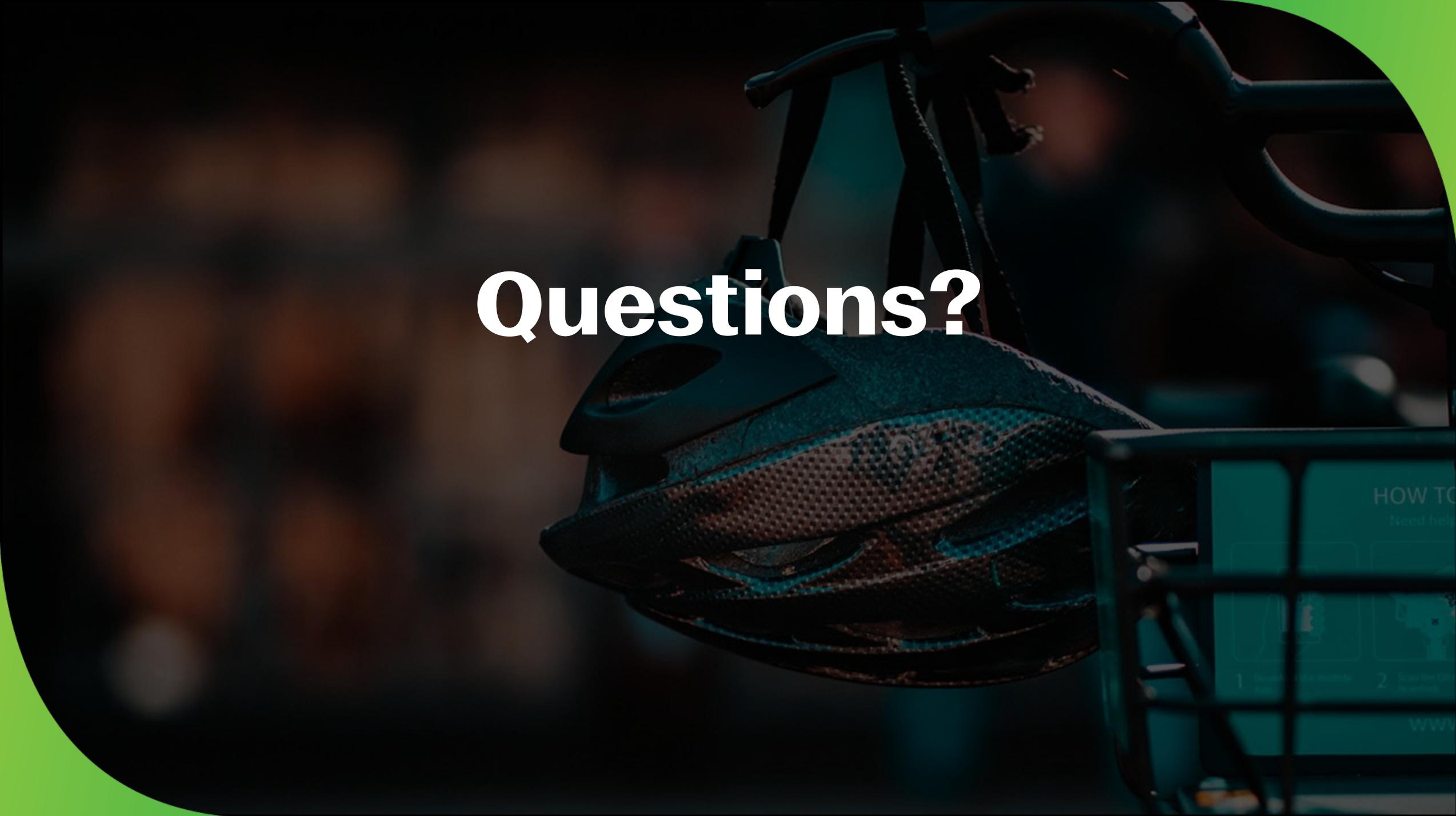


Moving forward

A close-up photograph of a bicycle helmet hanging from a handlebar. The helmet is dark with a textured surface. In the background, a smartphone screen is visible, showing a website with the text "HOW TO" and "Need help". The image has a dark, teal-tinted color palette with a bright green circular shape in the top right corner.

Current status and next steps

- Campaign kickoff meeting tomorrow, March 7
- Engage partners and stakeholders at appropriate stages
- Targeting Family Weekend to formally announce campaign
- Targeting NSCs for (near) full implementation
- Identify other onboarding and engagement opportunities

A bicycle helmet is hanging from a rack in the background. In the foreground, a laptop is open, displaying a webpage with a grid layout. The text "Questions?" is overlaid in the center of the image. The background is dark and blurred, with a bright green circular shape in the top right corner.

Questions?

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Need help

1. How to... 2. How to...

www