



MEETING AGENDA

TxDOT Bicycle and Pedestrian Advisory Committee (BPAC) Meeting
January 24, 2025 - 9:30 A.M.

Note: This meeting will be held remotely via Zoom
Teleconference instructions below

1.	Call to Order.
2.	Safety briefing.
3.	Approval of minutes from November 22, 2024 BPAC meeting. (Action)
4.	Chair's Report.
5.	Report from TxDOT's Public Transportation Division (PTN) Director regarding statewide bicycle and pedestrian matters.
6.	Update on TxDOT's Statewide Multimodal Transit Plan (SMTP).
7.	Presentation on Caracara Trails and Rio Grande Valley Initiatives.
8.	Updates from committee members on local and statewide issues.
9.	Public comment – Comments will be accepted during the meeting or submitted by email to BikePed@txdot.gov by February 3, 2025, to be included as part of the meeting record.
10.	Discussion of agenda items for future BPAC meetings.
11.	Adjourn. (Action)

The BPAC meeting will be conducted in English. If you need an interpreter or document translator because English is not your primary language or you have difficulty communicating effectively in English, one will be provided for you. If you have a disability and need assistance, special arrangements can be made to accommodate most needs. If you need interpretation or translation services or you are a person with a disability who requires an accommodation to attend or participate in the BPAC meeting, please contact Elizabeth Jones, PTN, at (214) 535-7261 no later than 4 p.m. CT, January 20, 2025. Please be aware that advance notice is required as some services and accommodations may require time for TxDOT to arrange.



BPAC Members

Eva Garcia, Chair, Brownsville
Philip Hiatt Haigh, Vice Chair, Dallas
Kim Hooker, Amarillo
Andrew Bernet, Austin
Norman Kieke, Austin
Ericka Cornejo, El Paso
Aimee Schultze, Houston
John Brigham, Houston
Lynnette Wood, Lindale
Will Parrish, San Marcos
Jaimie Lee, Wichita Falls

TxDOT Technical Staff

Eric Gleason, Director, Public Transportation Division (PTN)
Bonnie Sherman, Planning & Program Development Director, PTN
Noah Heath, Transportation Alternatives Program Manager, PTN
Greg Reininger, Bicycle & Pedestrian Planner, PTN
Greg Goldman, Data Manager, PTN
Brigida Gonzalez, Planner, PTN
Elizabeth Jones, Planner, PTN
Carl Seifert, Transportation Planner (Contractor), Jacobs
Lauren Osborne, Transportation Planner (Contractor), Jacobs

* * *

Teleconference instructions:

Event address for attendees:

<https://cmd-txdot-gov.zoomgov.com/j/1601937296?pwd=4THfI0TRD5vG43LvuwXZFEtCvyODH8.1>

Passcode: 258662

Or One tap mobile :

+16692545252,,1601937296# US (San Jose)

+14154494000,,1601937296# US (US Spanish Line)

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

+1 669 254 5252 US (San Jose)

+1 415 449 4000 US (US Spanish Line)

+1 669 216 1590 US (San Jose)

+1 646 828 7666 US (New York)

+1 646 964 1167 US (US Spanish Line)

+1 551 285 1373 US (New Jersey)

Webinar ID: 160 193 7296

MINUTES FOR ADOPTION

Bicycle and Pedestrian Advisory Committee (BPAC) – Virtual Meeting
November 22, 2024

BPAC Committee Members Present and Participating:

Eva Garcia, Chair, Brownsville
Philip Hiatt Haigh, Vice Chair, Dallas
Kim Hooker, Amarillo
Norman Kieke, Austin
Ericka Cornejo, El Paso
Aimee Schultze, Houston
John Brigham, Houston
Will Parrish, San Marcos
Lynnette Wood, Lindale
Jaimie Lee, Wichita Falls

BPAC Committee Members Absent:

Andrew Bernet, Austin

TxDOT Present and Participating:

Eric Gleason, Director (PTN)
Bonnie Sherman, Statewide Bicycle / Pedestrian Program Supervisor (PTN)
Greg Reininger, Statewide Bicycle / Pedestrian Planning Lead (PTN)
Elizabeth Jones, Bicycle / Pedestrian Planner (PTN)
Greg Goldman, Data Manager, PTN
Matthew Volkman, Bicycle / Pedestrian Transportation Engineer (PTN)
Noah Heath, Transportation Alternatives (TA) Program Manager (PTN)

Also, Present and/or Participating:

Carl Seifert, Jacobs Engineering Group
Lauren Osborne, Active Transportation Planner (Contractor), Jacobs
Stephen Stansbery, Kimley-Horn and Associates
Leticia Estavillo, Transportation Engineer / Bicycle / Pedestrian Coordinator (CRP)
Michael Medina, RGV MPO (Guest)

AGENDA ITEM 1: Call to Order.

Eva Garcia, called the meeting to order at 9:30 A.M.

AGENDA ITEM 2: Safety briefing.

Greg Reininger presented this item beginning at 9:32 A.M.

Comments/Questions: No Comments/Questions

AGENDA ITEM 3: Approval of minutes from April 12, 2024 BPAC meeting. (Action)

Eva Garcia introduced this item at 9:34 A.M.

MOTION Philip Hiatt Haigh moved to approve the July 26, 2024 BPAC meeting minutes.

SECOND John Brigham seconded the motion.

The motion passed unanimously at 9:36 A.M.

Comments/Questions: No Comments/Questions

AGENDA ITEM 4: Introduction of new BPAC members.

Eva Garcia introduced this item at 9:36 A.M.

Jaime Lee (New Member – Wichita Falls MPO for 14 years) and Aimee Schultze (Houston Harris County, Public Health) introduced themselves.

Existing members introduced themselves to the new members.

1 member absent: Andrew Bernet (Austin).

Others: Justin Morgan (FHWA), introduced himself.

Comments/Questions: No Comments/Questions

AGENDA ITEM 5: Report from TxDOT’s Public Transportation Division (PTN) Director regarding statewide bicycle and pedestrian matters

Eric Gleason presented this item at 9:42 A.M.

Eric Gleason provided updates on the TA program funding. 44% of projects complete/constructed/in use. 18% of projects are still under construction.

Next call for projects will be out early next year.

District Bike Plans – finished 4 initial projects. Kicking off the next round (8 TxDOT districts)

Public Transportation Division has been briefing Commissioner Vaughn on BPAC updates/program, he is a champion for the program on the commission level.

PTAC met yesterday. More info on participating in PTAC meetings is available on TxDOT.gov

Provided transit updates. Will keep the group up to date on any additional updates.

Comments/Questions: No Comments/Questions

AGENDA ITEM 6: Chair’s Report

Eva Garcia presented this item at 9:53 A.M.

Eva Garcia applauded TxDOT on how much the agency has worked to increase public transport access. She asked to highlight how our committee (BPAC) intersects with other TxDOT programs, including public transportation. She said she will be asking for committee updates in advance, starting with the next meeting. She also gave an update on the Designing for Ped Safety 101 workshop was in Pharr (RGV), she appreciated the workshop and hopes TxDOT will have more like this.

Comments/Questions: No Comments/Questions

AGENDA ITEM 7: Discussion and confirmation of selection criteria weights for TxDOT's 2025 Transportation Alternatives (TA) Call for Projects (Action).

Noah Heath presented the item at 10:01 A.M.

Noah Heath presented on the 2025 TA Call for projects. See presentation for more details.

Eric Gleason reminded the group that the BPAC committee will be asked to weigh-in but will not be asked to take a position on selections or approval of project awards.

Kim Hooker moved to maintain the criteria as the same as previous year, at 10:28 A.M.

MOTION Kim Hooker motioned to maintain the criteria as the same as previous year.

SECOND Will Parish seconded the motion.

The motion passed unanimously at 10:29 A.M.

Questions/Comments: Eric Gleason, John Brigham, Philip Hiatt Haigh, Bonnie Sherman, Norman Kieke, Eva Garcia, Kim Hooker.

AGENDA ITEM 8: Presentation on The Loop Dallas.

Philip Hiatt Haigh presented the item at 10:30 A.M.

Questions/Comments: Eva Garcia, Lynette Wood, Will Parish, Aimee Schultze.

AGENDA ITEM 9: Update on TxDOT's Statewide Active Transportation Plan.

Eva Garcia introduced this item at 10:58 A.M.

Jeff Whitacre from Kimley-Horne and Associates, and Greg Reininger presented on this item at 10:58am.

Questions/Comments: Aimee Schultze, Lynette Wood, Eva Garcia, Will Parish, John Brigham, Philip Hiatt Haigh.

AGENDA ITEM 10: Updates from committee members on local and statewide issues.

Eva Garcia introduced this item at 11:36 A.M.

Eva Garcia mentioned a Rio Grande Valley and Brownsville event including the School of Public Health.

John Brigham said that the in Houston, Harris County Precinct 4, for 2024-2025 \$20 million has been committed for sidewalk improvements in this area. He explained that a lot of the work is going on now. About 20 miles of sidewalk is being installed. He also recommended TxDOT website with bicycle safety for those who may be on the meeting virtually and have concerns about bike safety in their area.

Will Parish described that the Buda / San Marcos area is working to get some easements to create trails. They are looking into the possibility of wildlife future trail crossings. He also recognized the San Marcos annual Halloween bike ride with over 500 participants. A ride is also done at Easter. He is working to create more trail connections and opportunities in his area.

Kim Hooker said they received the Safe Streets for All (SS4A) grant. They are at the point of project planning now.

Norman Kieke mentioned that about 80 bike/ped projects going on around Lady Bird Lake in Austin. Long range projects will be complete in 26 years. I-35 projects are ongoing with lane closures in the evenings.

Jaimie Lee said Wichita Falls is considered a “big-small town”. They don’t have a huge population; however, Circle Trail will be 26 miles. They are working on an ATIP grant. They are also working on a safety action plan to be able to apply for more grants under SS4A.

Lynette Wood described a few projects going on. The Rose Rudman Trail in town is getting a lot of renovations due to storm damage. Fall Grant Park has a trail down the right of way that they have been eyeing as a potential upcoming trail in her area. She also mentioned that tomorrow (November 23, 2024) is a bike food drive. A Christmas light bike ride is planned for December. Safety has become an issue because of the growing number of participants. They have worked to make it a safe downtown event in Tyler. Additionally, someone from TxDOT dropped off a lot of brochures at her bike shop recently.

Ericka Cornejo did not have any updates.

Eva Garcia added that if any data collection could be done in her area, she would be happy to receive it. She would like a way to share more data from her area as well. Additionally, the RGV MPO would be happy to share any TxDOT swag and education materials that she and other BPAC members can take back to their respective areas.

AGENDA ITEM 11: Public comment – Comments will be accepted during the meeting or submitted by email to BikePed@txdot.gov by December 2, 2024, to be included as part of the meeting record.

Eva Garcia opened the item at 11:51 A.M.

Eva Garcia stated that comments will be accepted during the meeting or submitted by email to BikePed@txdot.gov by December 2, 2024, to be included as part of the meeting record.

No public comments were submitted for the November 22, 2024 BPAC meeting.

AGENDA ITEM 12: Discussion of agenda items for future BPAC meetings.

Eva Garcia opened this item at 11:52 A.M.

Comments/Questions:

Will Parish asked about converting gravel roads to paved roads. Asked if there are requirements or if TxDOT takes that into consideration before making pavement adjustments to those facilities.

Philip Hiatt Haigh spoke to John Brigham’s comment regarding design build to sidewalk facilities. He mentioned that someone from Harris County spoke at the Texas Ped Forum in Houston, in May 2024 and may be a good presentation for a future meeting.

John Brigham said he attended the last TxDOT Short Course. Theresa Poer spoke about how TxDOT responds to drivers who exit their cars when vehicles are stalled on roadways. He would like for this to be addressed in a future meeting.

AGENDA ITEM 13: Adjourn. (Action)

Eva Garcia asked for a motion to adjourn at 11:58 A.M.

MOTION Will Parish motioned to adjourn the meeting.

SECOND Norman Kieke seconded the motion.

The motion passed unanimously at 11:58 A.M.

Prepared by:

Approved by:

Elizabeth Jones
Public Transportation Division

Eva Garcia
Chair, Bicycle Advisory Committee



Texas Statewide Multimodal Transit Plan

Bicycle and Pedestrian Advisory Committee – January 24, 2025



- 1 Preliminary Challenges and Potential Strategies
- 2 Fall Public Outreach Campaign
- 3 SMTP Development Timeline
- 4 Your Feedback

Preliminary Challenges and Potential Strategies Overview

Plan Vision



A safe, universally accessible and integrated network of transit mobility options that connects people seamlessly, both locally and across the state, supporting an improved quality of life and a resilient and vibrant economy by 2050 and beyond.

Identifying Preliminary Challenges and Potential Strategies



Gathered feedback on challenges from public outreach, working groups and other stakeholders



Identified 250+ strategies informed by stakeholder input



Narrowed down strategies to 12 key recommendations



Sought public input on 18 challenges and aligned 12 key recommendations

Key Challenges

1. Growth

- Growth population, urbanization, congestion
- Rapid economic growth and lack of transit service to jobs
- Insufficient understanding of the importance of transit to Texas' economic prosperity
- Lack of understanding of the role of transit in the Texas multimodal transportation system

2. Rural, Urban and Intercity Connectivity

- Limited institutional structure to deliver transit in the Texas Triangle
- Limited rail passenger network in Texas
- Limited intercity connectivity – improve rural and urban transit connectivity

3. Increased, Better Service

- Need to expand rural transit service and hours of operation
- Need to expand urban transit service and hour of operation
- Aging transit infrastructure and assets
- State of Good Repair – need to maintain existing transit assets

Key Challenges

4. Funding

- Funding gap – need for additional funding for existing and new transit services
- Limited funding options for existing and new transit service

5. Coordination, planning and design

- Need for better integration of emerging technologies
- Inadequacy of coordination between land use planning and transit service
- Lack of coordination between businesses and transit agencies
- Insufficient consideration for transit in the transportation planning and design process

Key Strategies

1. Rural/Urban Connectivity

- Expand existing rural transit and connectivity
- Expand existing urban transit and connectivity
- Improve urban and rural transit connectivity

2. Passenger Rail & Bus Network

- Develop new urban and rural transit corridors
- Strengthen intercity and regional transit connectivity
- Expand passenger rail and network

3. Multimodal Connections

- Integrate all transit modes
- Expand connections between transit and other modes

4. State of Good Repair

- Enhance governance and institutional framework
- Maintain state of good repair

Key Strategies

5. Funding

- Increase funding for transit

6. Economic Opportunity

- Consider transit's role in economic development

Current SMTP Activities

- Working iteratively to refine key challenges and strategies
- Developing the initial SMTP Draft Plan
- Examining initial post-plan implementation activities
- Planning for spring/summer draft plan outreach


Fall Public Outreach Campaign

Fall Public Outreach Campaign Oct. '24

 Held **32 pop-up events** in all **25 TxDOT Districts**

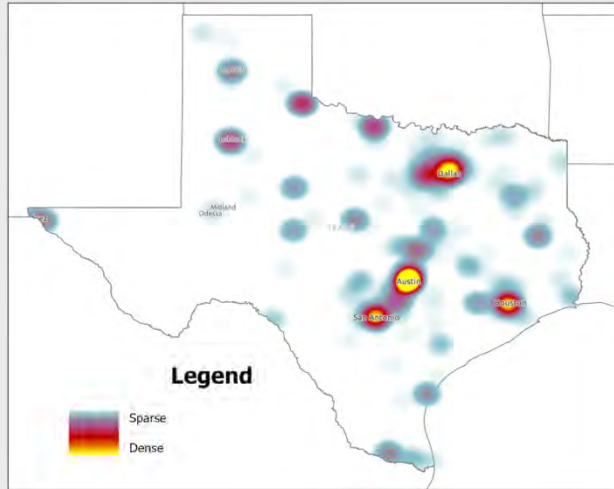
 Connected with **1,412 people** at these events

 **993 people** completed the survey

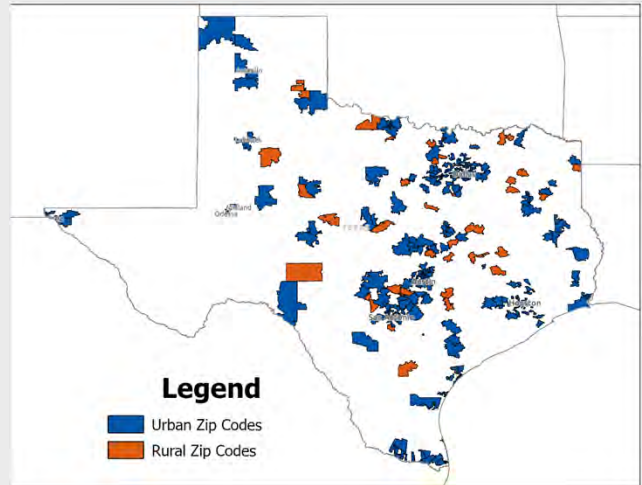
 **1,123 people** viewed the online virtual meeting



Density of Survey Responses

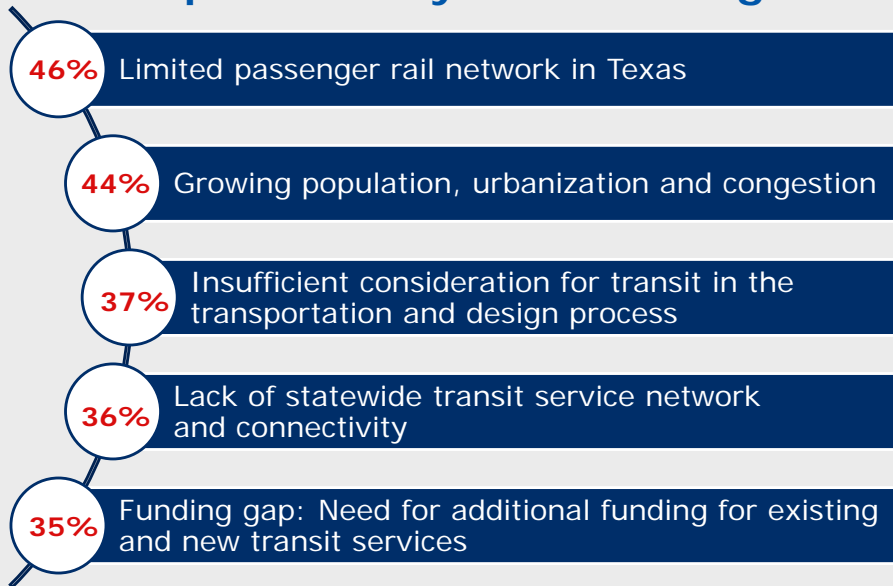


Responses by Zip Code



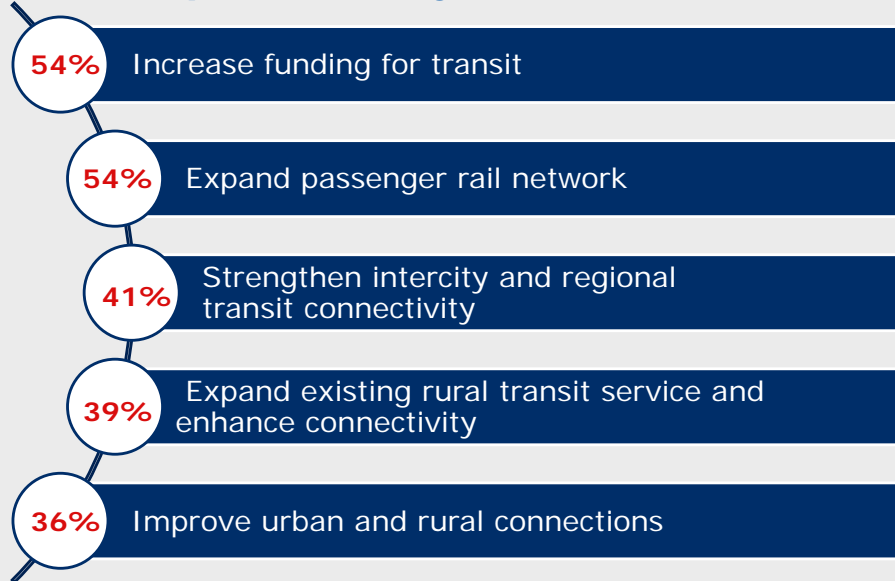
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Top Takeaways on Challenges

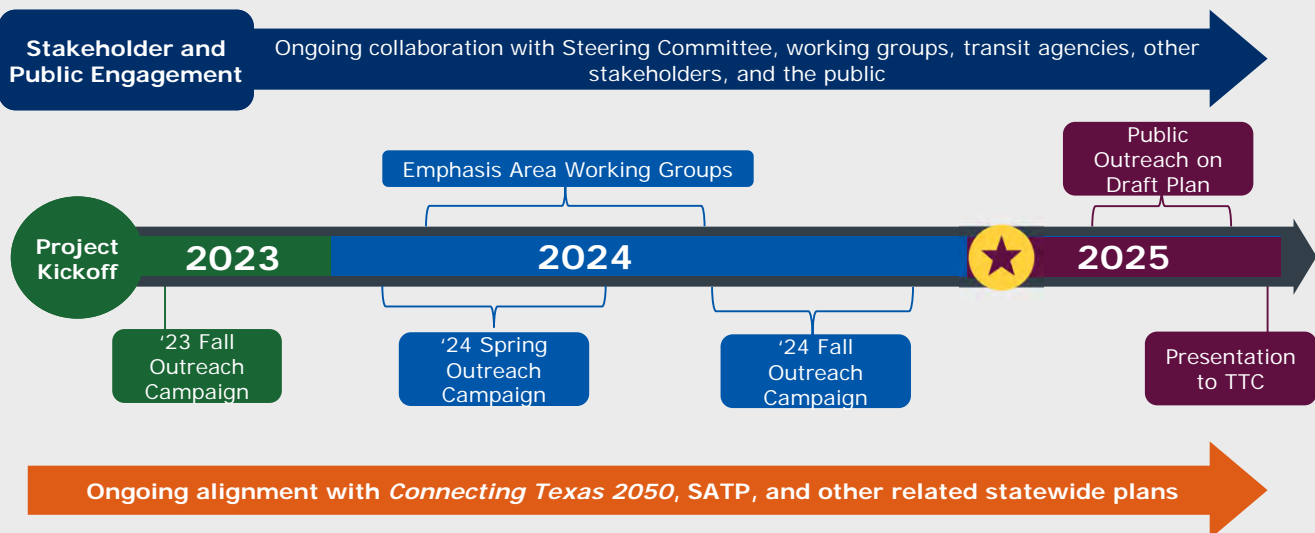


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Top Takeaways on Potential Strategies



Texas SMTP 2050 Development Timeline





January 16, 2025

THANK YOU

Tim Sorenson, PE

Transit and Mobility Practice Leader

CDM Smith

sorensontp@cdsmith.com

Theodore Kosub

Transit Planner

TxDOT Public Transportation Division

Theodore.Kosub@txdot.dgov



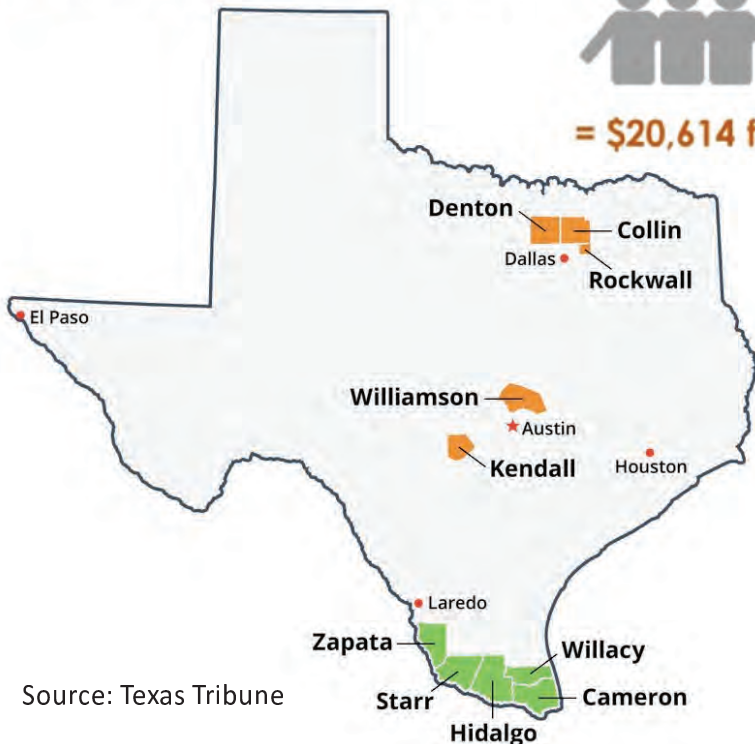
Caracara Trails & Rio Grande Valley Initiatives



The Lower Rio Grande Valley encompasses the four southernmost counties of Texas: Starr, Hidalgo, Willacy, and Cameron. Below them lies Mexico. (Map courtesy of Rio Grande Valley Partnership, Rio Grande Valley Chamber of Commerce.)

U.S. CENSUS BUREAU	Brownsville, TX	Cameron County, TX	Texas	United States
Population estimates, July 1, 2018	183,392	423,908	28,701,845	327,167,434
Hispanic or Latino %	93.9%	89.7%	39.4%	18.1%
Persons under 18 years, %	31.7%	30.8%	26%	22.6%
Language other than English spoken at home, % of persons age 5 yrs +, 2013-2017	86.3%	73.4%	35.3%	21.3%
High school graduate or higher, % of persons age 25 yrs+, 2013-2017	64.1%	66.2%	82.8%	87.3%
Bachelor's degree or higher, % of persons age 25 yrs+, 2013-2017	18.8%	17.2%	28.7%	30.9%
Households with a broadband internet subscription, %, 2013-2017	48.8%	53%	76.8%	78.1%
Median household income (in 2017 dollars), 2013-2017	\$35,636	\$36,095	\$57,051	\$57,652
Per capita income in past 12 month (in 2017 dollars), 2013-2017	\$15,030	\$16,085	\$28,985	\$31,177
Persons in poverty, %	31.4%	27.7%	14.7%	12.3%

- Five counties with highest poverty rates*
- Five counties with lowest poverty rates*



Source: Texas Tribune

Poverty level
 More than **40%**
 = \$20,614 for a family of 4

80%
 either obese or overweight



1 in 3 people are diabetic

1 in 3 people are diabetic

20%
 higher than the rest of Texas

23%
 higher than the national average

More Health Challenges



↑ disability from chronic disease (RGV has high amputation rates)



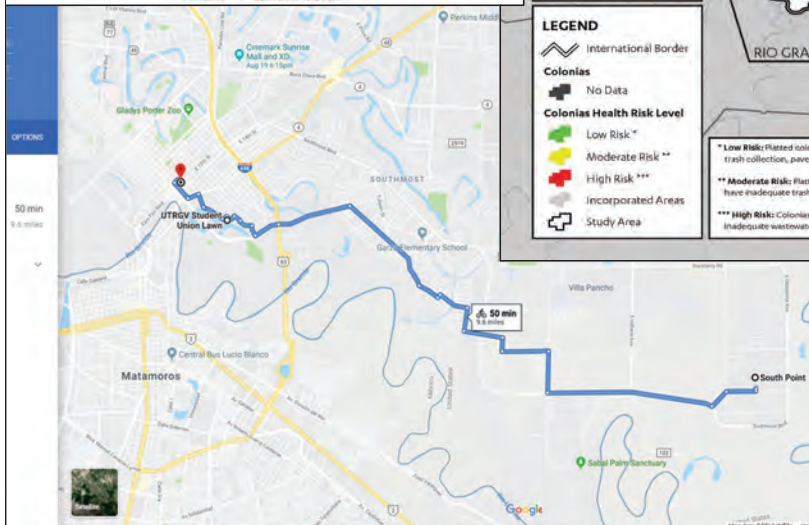
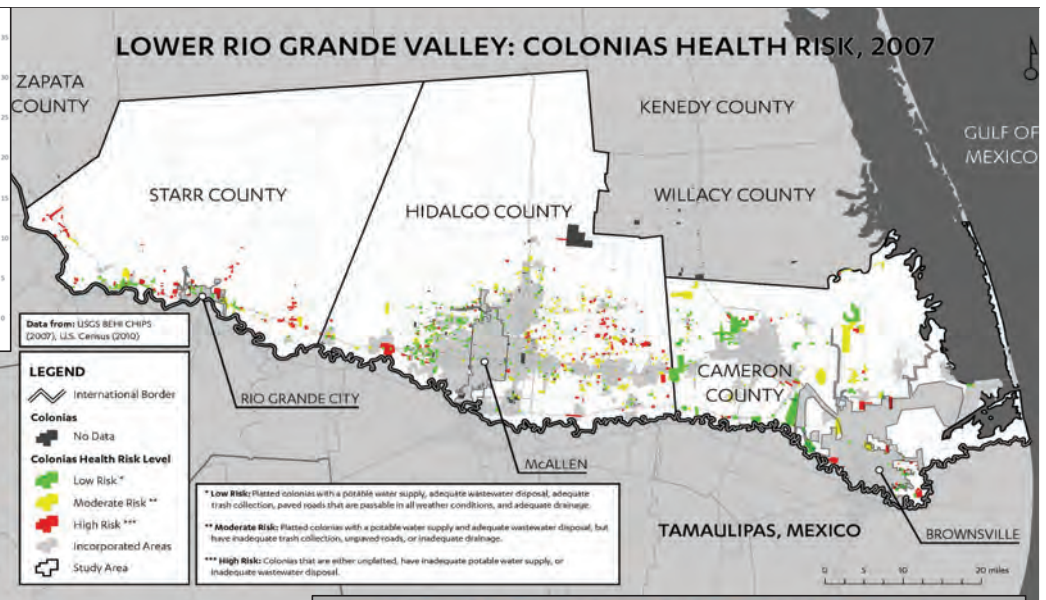
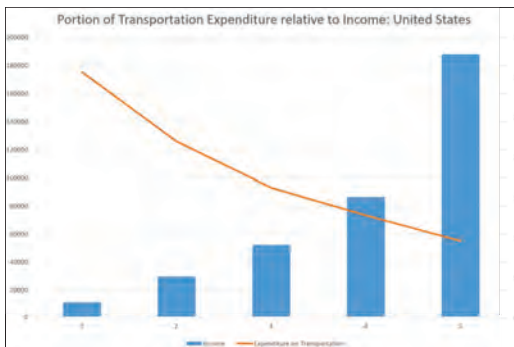
Higher rates of cardiovascular disease, cancer, liver, kidney and infectious diseases

Higher rates of morbidity and mortality than state and nation

Over 60% of adult population is uninsured

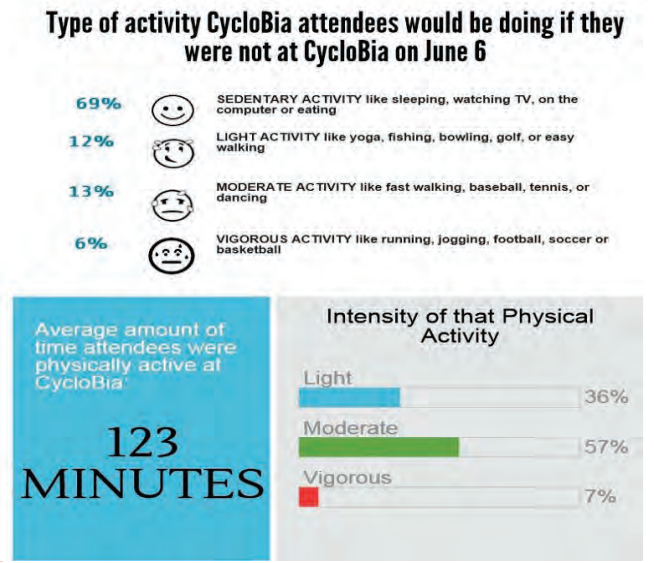
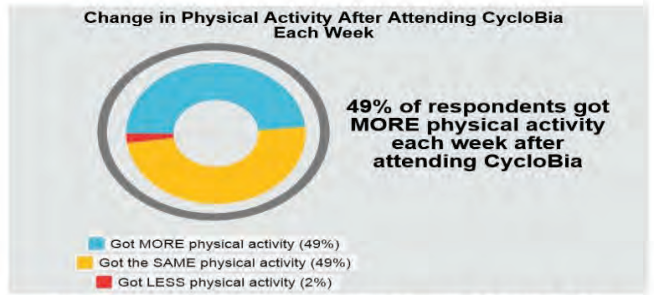
LB Thank you Bart, Working directly in healthcare, I've observed a significant no-show rate among patients residing in rural areas. A major contributing factor is the ongoing transportation challenge, which continues to hinder access to care. Without reliable transportation, these patients face increasing barriers to receiving timely medical attention, and this ongoing issue is likely to result in further decline in their health.

Health care infrastructure lacking: no public hospitals, median schools



PEOPLE MISSING OUT ON MEDICAL CARE BECAUSE OF LACK OF TRANSPORTATION

3.6 Million



ACTIVE PLAN

- 🚲 GENERATE NEW ECONOMIC OPPORTUNITIES THROUGHOUT CAMERON COUNTY.
- 🚲 DIVERSIFY THE LOCAL TOURISM MARKET.
- 🚲 LINK CAMERON COUNTY COMMUNITIES.
- 🚲 CREATE A REGIONAL BICYCLE AND PEDESTRIAN NETWORK.
- 🚲 PROMOTE HEALTHY LIFESTYLES.



LRGV MULTI-USE TRAIL NETWORK

LRGV MULTI-USE TRAIL NETWORK

The proposed LRGV multi-use trail network consists of over 230 miles* of existing and proposed bicycle and pedestrian shared-use paths extending throughout Cameron County along highways, irrigation canals, drainage channels, arroyos, levees, and more. The network of multi-use trails and side paths will offer short-distance recreation and transportation options for area residents, and the opportunity for multi-day biking and hiking tours of the region.

Map 3.2. LRGV Multi-Use Trail Network illustrates general network location. Key design features and considerations related to the proposed LRGV Multi-Use Trail Network can be found beginning on page 3.18.

FIGURE 3-1: LRGV MULTI-USE TRAIL NETWORK¹

CORRIDOR TYPES	KEY FEATURES ²
A. Arroyos and Resacas	Over 40 miles of existing and proposed multi-use trails follow arroyos, resacas, or the boundaries of other water bodies. Many segments of these waterways are under private ownerships.
B. Drainage Ditches	Multi-use trails are proposed along 54 miles of drainage ditches. Ditches often extend the boundaries of existing easements. Special consideration must be given to trail placement.
C. Highways	Side paths are proposed along 42 miles of highways where no alternate corridor exists.
D. Irrigation Canals	Multi-use trails are proposed along 11 miles of irrigation canals. These routes can pose challenges where there are steep embankments.
E. Railroads	Over 14 miles of multi-use trails are proposed to follow rail corridors. Proposed "rail to trail" or "rail with trail" options are limited to low volume spur lines or abandoned lines where possible.
F. Other	Proposed multi-use trails also traverse public properties and urban wilderness roads where possible.

¹ Design considerations discussed on pages 3.18 through 3.27.
² Mileages include alternate routes, but, alternate routes utilize the same corridor types described in the figure.

* Total does not include 65 miles of alternate multi-use trails.



UNITED STATES BICYCLE ROUTE #55

UNITED STATES BICYCLE ROUTE #55

The Cameron County segment of the United States Bicycle Route (USBR) #55 (Map 3.4, United States Bicycle Route #55) will be located within 120 miles of state and county highway corridors. Through ingress and egress points in northwestern Cameron County, USBR 55 would form a circuitous route through the County originating from, and terminating at, Combes. Proposed USBR 55 would incorporate low-cost facility enhancements on locally-popular cycling routes to attract bicycle tourists to the region while further legitimizing local cyclists' rights to share the road.

FIGURE 3-3: UNITED STATES BICYCLE ROUTE #55¹

USBR SEGMENT	GENERAL CONDITIONS
A. Hidalgo Co. - Combes (9.1 Miles)	SH 107 through Santa Rosa. Paved shoulders (8'-10' wide).
B. Combes - San Benito (8.5 Miles)	SH 107 to US281 (also US Bus. 77). Ditches to E. Flyer and F. Harlingen in downtown Harlingen via N. 4th/7th Streets. Paved shoulders (6'-10' wide) throughout, except N. 4th/7th Streets which have wide turn.
C. San Benito - Los Indios (9.4 Miles)	US Bus. 77 to US281. Paved shoulders (8'-10' wide).
D. Los Indios - Brownville (19.9 Miles)	US281 to downtown Brownville via Elizabeth Street. Paved shoulders (6'-8' wide) in Brownville. Jones Blvd. has bicycle accommodation between downtown Brownville.
E. Brownville - Port Isabel (21.5 Miles)	SH 4 in downtown Brownville to SH 48. Paved shoulders (6'-12' wide). Accommodates high speed and heavy vehicle traffic. Urban environment consisting of median separated through lanes.
F. Port Isabel - IRI (6.1 Miles)	SH 48 via the Queen Victoria Causeway. Paved shoulders in Port Isabel (8'-12' wide) also used for on-street parking. No current bicycle accommodation on the causeway.
G. Port Isabel - Laguna Atascosa NWR (13.7 Miles)	SH 48 to FM 500 through Laguna Atascosa and Laguna Vista to Buena Vista Blvd. Paved shoulders on SH 48 and FM 500 (6'-8' wide). Buena Vista being replaced or considered for closure. No bike inclusion. Cameron County Road used to Rio Hondo. Connecting to Hidalgo NWR.
H. Laguna Atascosa NWR - Rio Hondo (14.8 Miles)	SH 48. Cameron County Road being improved and widened to include bike shoulders. Paved shoulders on FM 500 (6'-8' wide).
I. Rio Hondo - Combes (10.2 Miles)	FM 500 to FM 502. Variable paved shoulder width (2'-10') throughout the segment.
J. Combes - Wilcox Co. (8.3 Miles)	US Bus. 77 - including Interstate Bridge Road to Sebastian. Paved shoulders (6'-8' wide). Some longer road segments lacking shoulders.

¹ Design considerations discussed on pages 3.28 - 3.37.









Photo from Trail Town program by Trail Waygroup

THE GREAT ALLEGHENY PASSAGE (GAP) IN PENNSYLVANIA & MARYLAND

Cost
\$80
MILLION
to complete

Generates up to
\$100
MILLION
in annual spending

Overnight
cyclists spend
\$114
PER DAY



Day
riders spend
\$24
PER DAY



Photo by Thomas Moore

THE SILVER COMET TRAIL IN GEORGIA

Generates
\$120
MILLION
in annual spending

Supporting
1,300
jobs

\$37
MILLION

in employee earnings

Upon completion, the trail will generate an estimated **\$180 MILLION** in annual spending statewide, supporting **2,000 JOBS** & **\$55 MILLION** in earnings.



Photo source: Americanhiking.org

ON THE WASHINGTON & OLD DOMINION (W&OD) TRAIL IN VIRGINIA

Spending by non-locals contributes



\$1.8 annual
economic
output
MILLION

34
full-time job
equivalents

\$642,000
of personal income
in the Northern
Virginia economy

Source: The Washington & Old Dominion Trail: An Assessment of User Demographics.

ECONOMIC IMPACT FACT SHEET



Projected benefits of active transportation and outdoor recreation trails proposed in the Lower Rio Grande Valley Active Transportation and Tourism Plan for Cameron County, Texas, communities.

428 Miles of hiking, biking, and paddling routes.	120 miles on-street US Bicycle Route #55
	230 miles multi-use trails (75 new, 18 existing)
	78 miles paddling trails (68 new, 10 existing)

Economic Benefits of the Completed Network

Trail Construction
1,377 full-time jobs
\$44.3 million wages
\$173 million total economic impact

3 million walkers, hikers, bicyclists & paddlers each year

Trails = Active People

In Brownsville, people who live near trails exercise **22% more** than those who do not.

Yearly health care cost savings from increased physical activity on new multi-use trails. **\$5.9-\$12.3 million**

Constructing New Trails & Routes = 1,377 Local Jobs, \$44 Million Wages

	Multi-Use Trails 57 new miles - \$64 million construction cost		780 jobs, \$25 million wages \$98 million total impact \$3.8 million local & state taxes
	Paddling Trails 68 new miles - \$2 million construction cost		25 jobs, \$802,000 wages \$3.1 million total impact \$120,500 local & state taxes
	US Bicycle Route #55 120 miles - \$47 million construction cost		572 jobs, \$18.4 mill. wages \$72 million total impact \$2.8 mill. local & state taxes
\$1	one-time trail construction investment	\$8.84	impact from visitor spending over 10 yrs.

Economic Study Supporters



TIMELINE OF BRAND DEVELOPMENT FOR CARACARA TRAILS



Resolution Adoptions

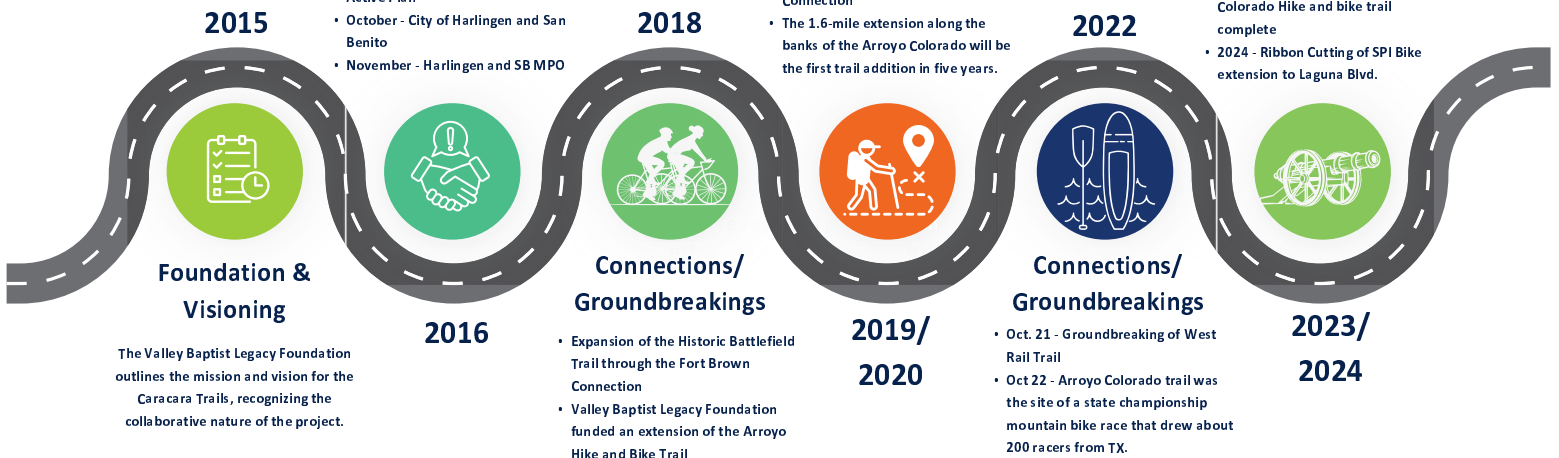
- September - City of Brownsville, LV, and LF adopt resolution to support the Active Plan
- October - City of Harlingen and San Benito
- November - Harlingen and SB MPO

Connections

- Expansion of the Historic Battlefield Trail through the Fort Brown Connection
- The 1.6-mile extension along the banks of the Arroyo Colorado will be the first trail addition in five years.

Connections/ Groundbreakings

- June 2023 - 2nd phase of Arroyo Colorado Hike and bike trail complete
- 2024 - Ribbon Cutting of SPI Bike extension to Laguna Blvd.



2024 Events

- May 4th - Bike Rodeo
- May 7th - Groundbreaking Ceremony - Palo Alto NB to Los Fresnos
- May 9th - City Hall for All (San Benito)
- May 11th - Jubilee Health Fair and Bike Event
- June 1st - National Trails Day
- June 14th - Blue Tie Affair (Pete Benavides County Park)
- July 3rd - Independence Day Celebration (Laguna Vista)
- July 11th - City Hall for All (San Benito)
- Fill the Kayak (South Padre Island)
- August 21st - National Night Out
- October 9th - Halloween-Trick or Treat (Sheriff's Office)
- October 12th - Walk for the Wild (Friends of Laguna Atascosa & STEC)



CARACARA
TRAILS

2024 Events

CARACARA
TRAILS

National Trails Day - Saturday June 1st

- **Attendance:** Over 180 participants, not including vendors.
- **Vendor Feedback:** Positive responses from all vendors, with commitments to participate again next year.
- **Event Objective:** To raise awareness of the local trail at Resaca de la Palma Battlefield and the Caracara Trails.
- **Community Impact:** Many attendees were unaware of the nearby trail prior to the event, highlighting its success in increasing local trail visibility.

Fill The Kayak - Full week in August

- We partnered with a waterpark on South Padre Island for a week-long event called 'Fill the Kayak,' aimed at raising awareness of our paddling trails.
- At the event, we showcased two kayaks and engaged with visitors, educating them about our trail system while connecting with a broader audience.
- For every \$10 worth of school supplies donated—placed in the kayaks—visitors received a 50% discount on a waterpark ticket.
- We collected over \$5,000 in school supplies, which were distributed to five school districts within our county.



Website Updates

Home Page

01

The marketing team has made updates to the Home page. The focus was to make it more user-friendly for the customer versus for our partners.

Explore our Trails

02

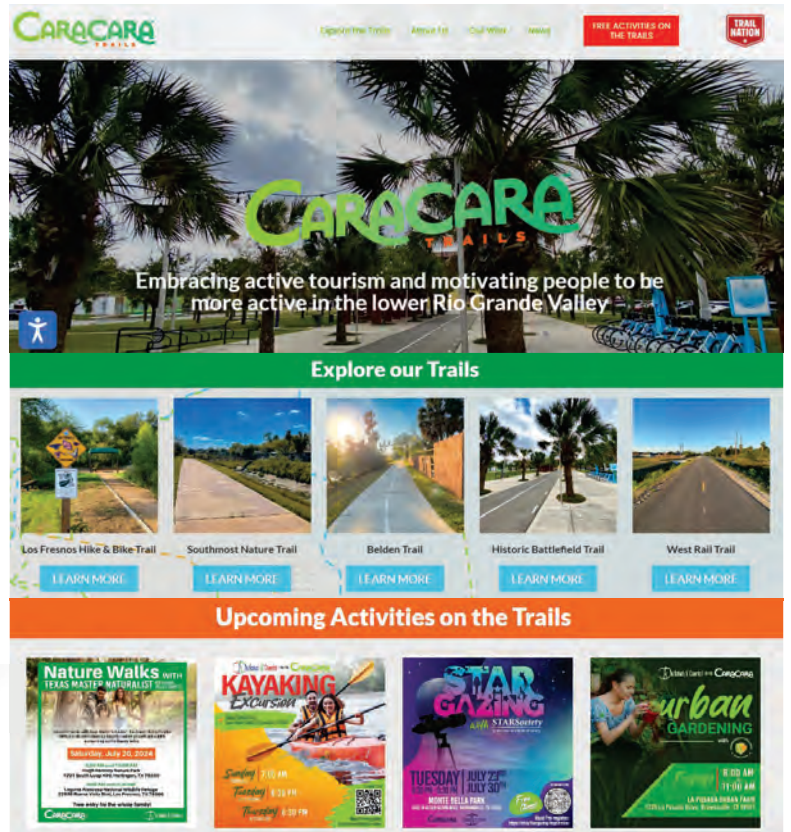
This can now be found on the website's home page. The LEARN MORE buttons will take them to specific information about the individual trail.

Upcoming Activities

03

Newly added feature prominently displays classes and free activities directly on the homepage, ensuring immediate visibility for all visitors upon site entry. This strategic placement highlights our commitment to community engagement through easily accessible programming.

Los Fresnos Nature Park



CCT Social Media Marketing



Facebook

Started: 951 Followers

Last Quarter: 1.1 K



Instagram

Started: 581 Followers

Last Quarter: 608



CARACARA TRAILS



Facebook

In the past 90 days:

76.9K
Accounts
Reached



Instagram

In the past 90 days:

208.1%
INCREASE
Profile Visits

Social Media Highlights: Our Top Posts



Los Fresnos Nature Trail



This post's reach (9,844) is 737% higher than your median post reach (1,176) on Facebook.

Los Fresnos Nature Trail



This post received 1,900% more reactions (380 reactions) than your median post (19 reactions) on Facebook.

National Trails Day - Boosted Post

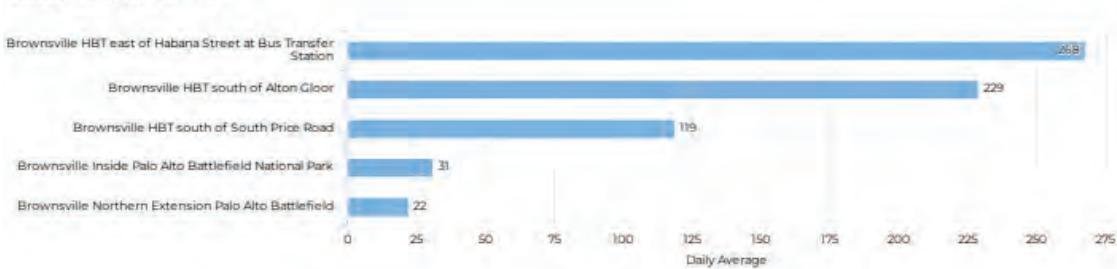


This post reached 24,294 accounts, had 68,418 impressions, 311 interactions, and 818 Link clicks.

Trail Counter Impact

Historic Battlefield Trail Data (2023)

Daily Averages Per Trail

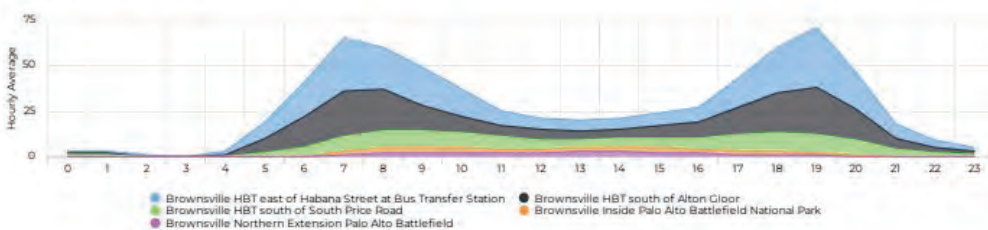


Total Visits



183,965

Hourly Visitation Trends



Total Pedestrains



135,098

Total Cyclists



48,867

RGVMPO ACTIVE TRANSPORTATION PLAN, 2020



1. USBR 55 Combes-San Benito
2. USBR 55 San Benito-Los Indios
3. USBR 55 Los Indios-Brownsville
4. USBR 55 Brownsville-Port Isabel
5. USBR 55 Port Isabel-SPI
6. USBR 55 Port Isabel-Laguna Atascosa NWR
7. USBR 55 Laguna Atascosa NWR-Rio Hondo
8. USBR 55 Rio Hondo-Combes
9. USBR 55 Combes-Willacy Co.
10. USBR 55 Combes-Elsa
11. La Paloma-Bayview
12. Laguna Vista-San Pedro
13. Brownsville-Los Fresnos
14. Rio Hondo-San Benito
15. Harlingen South
16. Progreso-Los Indios
17. Weslaco-Progreso
18. Weslaco-Elsa
19. Elsa-Delta Lake Park
20. Edinburg-Elsa
21. McAllen-Edinburg
22. 83 Bypass
23. McAllen-Weslaco
24. Hidalgo-Progreso
25. Southern Nature Connecto
26. Mission-Sullivan City
27. Mission-Alton
28. Monte Cristo Connector
29. Edinburg-Willacy Co.
30. McCook Connector
31. Mission-McAllen
32. McAllen-Hidalgo
33. Weslaco-Harlingen



Figure 16. Regional Bicycle Routes from the RGVMPO ATP



HIDALGO COUNTY ACTIVE TRANSPORTATION & ACTIVE TOURISM PLAN

- Advocating for regional priorities **enhances access to state and federal** funding.
- Embracing collaboration **fosters inclusive growth and prosperity**.
- Aligning resources **ensures efficient use** and avoids duplication of efforts.

