# Street Coaching for Pedestrian & Bicyclists

## Putting Laws into Practice on University Campuses


**Task:** Baylor University:
Pedestrian & Bicycle Safety Mobilization Plan

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# Introduction

University and college campuses along with their cultural districts, are inter-connected by shared roadway systems co-located around them. These districts experience unique challenges in terms of interactions between pedestrians, bicyclists, personal vehicles, and transit units. These areas are typically dynamic environments, highly multimodal, and experience elevated motor vehicle, pedestrian, and bicyclist traffic which may result in increased conflict or crashes among the diverse road users. These unique factors and challenges provide context that prompted the commission of a Texas Department of Transportation (TxDOT) sponsored project entitled "Street Coaching for Pedestrians and Cyclists: Putting Laws into Practice on University Campuses".

This project is intended to be comprehensive; therefore the approach has been built on that premise. Transportation safety planning typically involves the five E's approach which includes engineering, education, encouragement, enforcement, and evaluation and planning. The purpose of this plan is to promote a comprehensive bicycle and pedestrian safety mobilization framework that is driven by the previously listed five constructs.

Subsequently, the goal of the project is to improve pedestrian and bicycle safety on and around college campuses, specifically Baylor University in the heart of Waco, Texas. To meet the project goal, TTI completed the following objectives:

- Developed a street coaching for pedestrian and cyclists project strategic plan for submission to TxDOT as part of the administration of this project.
- Established a group of local traffic safety stakeholders to serve in an advisory capacity. This group included campus transportation, community health & planning experts, and other campus administrators. The advisory group provides a consultative foundation for the development of content for this project.
- Facilitated two virtual focus group meetings with Baylor stakeholders who use surrounding university roadway systems. The discussion script and summary of the feedback from each meeting has been included in this mobilization plan and served as a foundation for some of the initiatives outlined in the plan.
- Conducted a crash analysis for Baylor University campus as well as its surrounding areas. The TTI team identified the boundaries for the crash analysis based on input from campus representatives in regard to housing and commuter patterns. The details of the analysis were included in a separate technical memorandum as well as summarized in this mobilization plan.
- Developed three pedestrian/bicycle law pocket guides for distribution to students, staff, and campus safety stakeholders. Each guide targets a specific audience on campus and was distributed accordingly as well as available for future use as part of the education outreach efforts.

- Developed pedestrian and bicycle safety maps designed to help students, faculty, and visitors safely navigate university campuses and nearby cultural districts. Recognizing that these areas often feature complex and unfamiliar traffic patterns, the maps provide clear, easy-to-follow routes that prioritize safety for pedestrians and cyclists.
- Distributed a pedestrian and bicycle traffic law training to ten university-based organizations in a digital format. The webinar format will be available through the educational portal so that each viewing can be tallied and reported as part of the project administration. The TTI team worked with Baylor University representatives to identify and ensure that campus organizations are aware of the training opportunity.
- Finally, the TTI team developed this law enforcement mobilization plan that addresses pedestrian and bicycle traffic law enforcement as well as education. The plan provides a comprehensive approach to addressing safe pedestrian and bicycle mobility.

The outcomes from these objectives were used to provide guidance in developing a mobilization plan that addresses areas of traffic safety concern for pedestrian and bicycle roadway users on or near the Baylor University campus. The resulting products can be used to support, inform and provide direction for users regarding reinforcement and compliance with pedestrian and bicycle state laws. The overarching intent is to advance awareness of state laws and improve overall safety for vulnerable roadway users in and around the Baylor campus.

View the resources products developed and distributed for the Street Coaching project here.

## Street Coaching Pedestrian and Bicycle Safety Plan Elements

There are many components to a comprehensive safety mobilization plan that formulate the basis for recommendations and priorities. Key elements are listed below and discussed in this section.

- Strategic Planning
- Big Ideas
- Stakeholder Engagement
- Pedestrian and Bicycle Laws and Regulations
- Traffic Safety and Crash Analysis
- Role of Educational Outreach and Law Enforcement
- Evaluation: Define Safety Goals and Performance Measures
- Street Coaching Mobilization

## Baylor University Strategic Plan – Top Priorities

Baylor University's current strategic plan identifies four top priorities: Equipping Students to Flourish**,** Broadening Interdisciplinary Research and Impact**,** Building a Vibrant, Caring, and Global Community, and Demonstrating Christian Stewardship. These priorities are reinforced by four cross-cutting imperatives: Affordability, Value & Completion; Health & Engineering; Human–Technology Interface; and Civil Discourse.

Among these, Equipping Students to Flourish and Building a Vibrant, Caring, and Global Community align most closely with the initiatives outlined in the Street Coaching blueprint. In addition, the imperative of Affordability, Value & Completion directly relates to transportation planning, as affordable, safe, and accessible mobility options help remove barriers to student success.

Baylor's strategic priorities emphasize student well-being, research impact, community partnerships, and stewardship. Investing in safer pedestrian and bicycle networks on and around campus supports these priorities by protecting students and staff, enhancing community engagement, and modeling sustainable, ethical resource use. As the Big Ideas for the Baylor Mobilization Plan were developed, the University's strategic priorities were intentionally incorporated to ensure alignment.[1]

### Equipping Students to Flourish

This commitment encompasses the whole student experience—academic, physical, spiritual, and emotional. Safe, reliable ways to get to and around campus are essential for student flourishing.

- Well-marked crosswalks, traffic-calming measures, and protected bike lanes directly support student health, reduce injury risk, and lower stress.
- Improved mobility also increases access to academic resources and student services, particularly for those who walk, cycle, or use scooters as their primary mode of transport.

### Building a Vibrant, Caring, and Global Community

A truly vibrant, caring campus is one where all people feel safe moving around.

- Creating connected pedestrian and bicycle networks fosters interaction between students, faculty, staff, alumni, and the surrounding Waco community.

[1] Baylor University. (2024). Baylor in Deeds: Strategic Plan 2024-2030. Retrieved from: https://strategicplan.web.baylor.edu/sites/g/files/ecbvkj2061/files/2024-08/BaylorStrategicPlan%202024_pages.pdf

- Accessibility improvements—such as ADA compliance, safer crossings, and better lighting—make the campus welcoming to all, including visitors and individuals with disabilities.

## Affordability, Value, and Completion

Affordable and safe transportation options reduce costs and eliminate barriers to completion, especially for students who do not own cars.

- Incorporating affordable transit, bike-share, and pedestrian infrastructure into campus planning supports retention and graduation goals while demonstrating Baylor's commitment to equitable access.

*Figure 1. Baylor Strategic Plan*

## Big Ideas

The following "Big Ideas" were identified to focus on critical pedestrian and bicycle safety concerns on and around Baylor University.

### Big Idea 1: Pedestrian Network

Baylor University has thousands of students, staff, and faculty accessing and navigating campus each day on foot. Like most higher education campuses, Baylor is embedded within a dense street and parking environment. Between campus vehicular circulation and patterns of movement that combine pedestrians, bicycles, scooters, and vehicles, vehicular–pedestrian conflicts must be carefully managed. The university has already taken steps such as a campus-wide 20 mph speed limit, marked crosswalks, and improved lighting. Integrating existing facilities with new enhancements and raising awareness of safe walking practices should remain a priority for Baylor and the surrounding Waco community.

### Big Idea 2: Bicycle Network

Many Baylor students, staff, and faculty also use bicycles or scooters to travel across campus. In addition to its internal bike routes, Baylor benefits from proximity to the Waco Riverwalk and regional trails, which connect to the campus at several roadway points. Similar to pedestrian movement, bicycle and scooter travel often overlaps with vehicle traffic and parking zones, creating potential conflicts. Building out protected bike lanes, clear signage, and expanded secure bike parking—and promoting safe riding behaviors—would strengthen Baylor's bicycle network and provide safer, more attractive alternatives to driving.

### Big Idea 3: Vehicular Network

Baylor has multiple ingress and egress points into campus, including major intersections along University Parks Drive and adjacent I-35 corridors. Vehicles share these transition points with large volumes of pedestrians and cyclists. While some entrances have recently been improved through the I-35 reconstruction project, other gateways lack strong visual cues or wayfinding. Partnering with the City of Waco and TxDOT to implement traffic-calming measures, signage, and crossing enhancements at these points can reduce risk for vulnerable users.

### Big Idea 4: Parking

Parking on the Baylor campus is distributed between surface lots and multi-level garages. Ingress and egress at these facilities can cause congestion and safety hazards where vehicle movements intersect with high pedestrian or bicycle activity—particularly during events. Raising awareness of vulnerable users at garage and lot access points, better separating travel modes, and exploring alternative event parking arrangements can all improve safety.

### Big Idea 5: Bear Pride – We Are All Baylor

The Baylor Family includes students, staff, faculty, alumni, visitors, and the surrounding Waco community. Keeping the Baylor Family safe on the transportation system is an essential part of caring for that family. One of the overarching Big Ideas is for Baylor to approach transportation safety holistically—covering both on-campus and off-campus activities—especially since so many students and employees commute to campus daily.

### Big Idea 6: Incorporating Community Engagement

Baylor's campus is located in a vibrant area of Waco that shapes its identity. By continuing existing partnerships and initiating new ones with the City of Waco, TxDOT, and local neighborhood organizations, Baylor can further integrate community voices into a comprehensive approach to transportation safety—especially for vulnerable users such as pedestrians, cyclists, and scooter riders in the area surrounding the University.

## Stakeholder Engagement

Baylor University is a nationally recognized private Christian research institution located in Waco, Texas. Its central location and strong academic reputation provide abundant opportunities for student development and community partnership. Situated at the intersection of downtown Waco, the Brazos River, and the I-35 corridor—an area undergoing significant transportation and mobility improvements—Baylor is uniquely positioned to engage with the City of Waco, TxDOT, and regional planning organizations on transportation safety initiatives. The university has already partnered with local agencies on projects such as the I-35 reconstruction and enhancements to University Parks Drive, which include pedestrian and bicycle improvements. Continuing and expanding these partnerships will be critical to advancing a safe, multimodal transportation environment that benefits both the Baylor Family and the broader Waco community.

As part of this grant and the development of the Mobilization Plan, TTI conducted two focus groups with Baylor stakeholders and an additional interview with the university's established advisory committee. Those findings are summarized below.

### Focus Group Findings: Key Safety Highlights

Focus group participants were current students or employees of Baylor University, all at least 18 years of age, who reported regularly traveling on campus or nearby roadways. A full summary of responses appears in the report *Findings from Pedestrian and Bicycle Safety Focus Groups at Baylor University*. Key highlights relevant to this Mobilization Plan include:

- **Perceptions of Danger:** Participants consistently emphasized how unsafe it feels to be a pedestrian leaving campus, with one remarking that students "feel as though they are taking their lives into their hands" simply to reach nearby restaurants or services. Comments included, "It's awful to be a pedestrian at Baylor," and "this is not a place for you if you are not in a car."

- **Specific Hot Spots:**
    - **I-35 Corridor:** Despite recent construction projects, the area adjacent to I-35 continues to be perceived as highly unsafe due to heavy traffic volumes, speeding motorists, and pedestrian islands that offer little separation from fast-moving traffic. During major events, participants expressed appreciation for law enforcement who guide pedestrians across crossings.
    - **La Salle Avenue/South 3rd Street:** Housing across La Salle Avenue is within walking distance of campus, yet there is currently no traffic light or marked crosswalk connecting the South 3rd Street student housing corridor to campus. Participants had heard that improvements are planned but were unsure of their status.
    - **Recreational Trails:** Trails along the perimeter of campus force runners and cyclists to cross intersections that are perceived as unsafe "recreational trails" at the crossing points.
- **Community Context:** Participants noted that the broader Waco community generally does not expect to see pedestrians or cyclists. Frequent cyclists reported feeling compelled to "watch their backs" downtown, citing experiences of being hit or injured. They attributed this to narrow roadways, a lack of sidewalks and bike lanes, speeding motorists, and distracted driving.
- **Campus Conditions:** While Baylor's campus layout is more conducive to walking than driving, participants said infrastructure unintentionally invites unsafe behavior. For example, cyclists often ride on sidewalks to avoid traffic, and pedestrians cross mid-block because existing crosswalks feel inconvenient. Some crosswalks, such as those near Moody Library along South 3rd Street, are placed in locations that discourage use.
- **In-Between Zones:** Areas where campus meets the surrounding streets—such as 5th Street with its residence halls, Bear Habitat, and heavy vehicle congestion—are particularly confusing. Participants cited faded striping and unclear bike lane designations.
- **Underutilized Infrastructure:** Participants mentioned a "hidden" underpass connecting the Arts District to the Athletics Facilities as a safer alternative to crossing University Parks Drive, but noted that it is poorly maintained and rarely promoted. They recommended maintaining and marketing this underpass as a strategic safety improvement.

Overall, focus group feedback highlighted:

- The lack of seamless transition between the pedestrian-centered campus and adjacent high-speed roads.

- A local culture not accustomed to seeing or accommodating pedestrians and cyclists.
- Aging infrastructure that has improved but still lags behind the needs of active transportation.
- Opportunities to use strategic educational campaigns to shift campus norms and promote safer behaviors.

Participants suggested that by integrating downtown Waco roadways with the campus, prioritizing bicycle and pedestrian safety, and harmonizing golf cart traffic with pedestrian movement at class-change times, Baylor can create a culture of safety through consistency, time, and perseverance.

Regarding safety communications, Baylor already uses an emergency notification system ("Baylor Alerts") and targeted newsletters for specific audiences. During large campus events, digital signage is deployed effectively to increase traffic safety awareness. Participants suggested expanding these tactics beyond special events to everyday operations. Consistent, clear, and frequent safety messaging could help shift culture and reinforce Baylor's commitment to pedestrian and cyclist safety. Examples included:

- Integrating tips for safe travel into campus newsletters and signage in dorms.
- Including pedestrian and bicyclist safety in freshman orientation and Baylor Line Camp materials.
- Using multiple departmental voices and platforms, such as the "Parking with Parker" Instagram page.
- Partnering with Environmental Health & Safety to feature tips on the Campus Safety webpage.
- Collaborating with Waco MPO to provide maps and safe-travel tips.
- Sending targeted safety recommendations to students who register bicycles with the university.

## Baylor Advisory Committee: Key Safety Highlights

Baylor University's Advisory Committee, working alongside TTI, convenes campus leaders and safety experts to identify and address pedestrian and bicycle harm reduction on and around campus. The committee emphasized that pedestrian and cyclist safety remains a critical issue, citing examples of near misses and collisions that underscore the urgency of intervention.

Three main themes emerged from its work:

- **Environmental Factors:** Inconsistent sidewalks, lack of protected bike lanes, poor lighting, unsafe or long-wait crossings, faded markings, and temporary detours due to

construction all increase risk—particularly at high-traffic corridors such as I-35, University Parks Drive, La Salle Avenue, and 8th Street.

- **Behavioral Factors:** Distracted driving, speeding, jaywalking, and unpredictable cycling behaviors undermine safety. Limited awareness of traffic laws and right-of-way rules among all road users creates confusion and heightens crash risk.
- **Temporal Factors:** Peak class-change periods, evenings, early mornings, weekends, and game days bring increased volumes, reduced visibility, and impaired or distracted behaviors that compound safety issues.

The committee recommends a comprehensive, multi-pronged approach—enhancing infrastructure, increasing safety education and awareness, improving enforcement of key laws, and strengthening partnerships with the City of Waco—to create a safer, more connected, and more accessible campus environment for all modes of transportation.

## Incorporating Countermeasures

University campuses are excellent locations to implement safety education programs. The National Highway Traffic Safety Administration (NHTSA) recommends several countermeasures involving educational campaigns and training to pedestrians, bicyclists, and drivers, including specific training for university students and staff. Targeting new students and staff that may be unfamiliar with walking, cycling, and driving on campus is an optimal treatment option to improve safety. Potential educational messages include:

- Right of way rules and the importance of yielding right of way
- Remaining visible and conspicuous during day, night, and during inclement weather
- Making eye contact with roadway users at conflict points
- Avoiding distractions
- Speed control

Education and outreach in the above listed areas was an expressed need voiced by focus group participants. Discussion centered upon how best to disseminate educational information to students, faculty, and staff employees. Suggestions included:

- Training (videos and/or printed materials) at new student and employee orientations. The focus group participants indicated that any training should be short and not exceed 30 minutes.
- Traffic safety modules integrated into annual mandatory compliance training.
- Information at campus events including appropriate educational items/swag.
- Traffic safety messaging at bulletin board/printed maps and apps.
- “Rules of the road” digital materials displayed campus screens.
- Campus maps with routes and rules.

## Pedestrian and Bicycle Laws and Regulations

On September 1, 2021, the Lisa Torry Smith Act went into effect across Texas. Also known as Senate Bill 1055, the law states that if a driver causes bodily harm to "a pedestrian, a cyclist or a person operating a motor-assisted scooter, at a crosswalk," they can be charged with a misdemeanor, and if the pedestrian is seriously injured, the charge could be a felony. Along with the criminal charges, the law also requires drivers to yield to pedestrians, as it did in the past, but additionally requires drivers to come to a full stop for pedestrians or cyclists who are properly in an intersection. The law does not allow pedestrians to step from a curb and move into a crosswalk into the path of a vehicle that is "…so close that it is impossible for the vehicle operator to stop and yield."

There is no Texas state law prohibiting riding a bicycle or an electric bicycle on sidewalks, however, local governments may create and enforce local ordinances prohibiting bicycles on sidewalks. There are a few examples in the United States, such as New York City, San Francisco, Chicago, and Berkeley, where bicyclists older than a defined age limit (e.g., age 13 in San Francisco), are banned from riding on the sidewalk. Similar laws exist in other cities and towns throughout the country, such as Columbus, Ohio, and Chapel Hill, NC. In Boston, MA, Washington, D.C., and Minnesota, sidewalk cycling is prohibited in downtown areas and/or business districts.

This section provides a snapshot of relevant pedestrian and bicycle laws governing these modes.

### Pedestrian Laws

Texas State laws governing use of a public roadway by a pedestrian are identified and summarized below.

- Texas Transportation Code §552.001 (Traffic Control Signals) – A pedestrian facing a green signal may cross a roadway in a marked or unmarked crosswalk unless the sole green signal is a turn arrow. A pedestrian facing a red or yellow signal may not enter the roadway.
- Texas Transportation Code §552.002 (Pedestrian Right-of-way If Control Signal Present) – A pedestrian facing a "Walk" signal may proceed across the roadway, and the operator of a vehicle shall yield the right-of-way to the pedestrian. A pedestrian may not cross the roadway in the direction of a "Don't Walk" signal or a "Wait" signal. A pedestrian who has partially crossed while the "Walk" signal is displayed shall proceed to a sidewalk or safety island while the "Don't Walk" signal or "Wait" signal is displayed.
- Texas Transportation Code §552.003 (Pedestrian Right-of-way at Crosswalk) – This law pertains to when the operator of a vehicle shall yield right-of-way to a pedestrian crossing a roadway, and the pedestrian not being able to enter the roadway such that it is impossible for the vehicle operator to yield.

- Texas Transportation Code §552.004 (Pedestrian to Keep to Right at Crosswalk) – A pedestrian shall proceed on the right half of a crosswalk if possible.
- Texas Transportation Code §552.005 (Cross at Point Other Than Crosswalk) – This law pertains to when a pedestrian should yield right-of-way to a vehicle.
- Texas Transportation Code §552.006 (Use of Sidewalk) – This law pertains to the use of roadway by pedestrians depending on whether sidewalks are present or not, and also includes requirements of operators of vehicles when pedestrians are approaching on a sidewalk while crossing an alley, building entrance or exit, road, or driveway.
- Texas Transportation Code §552.007 (Solicitation by Pedestrians) – A pedestrian may not stand in a roadway to solicit anything from an occupant of a vehicle unless it is a charitable contribution that is authorized by the local authority having legal control over the roadway.
- Texas Transportation Code §552.0071 (Local Authorization for Solicitation by Pedestrian) – This law pertains to requirements of local authorities granting authorization for a person to stand in a roadway to solicit a charitable contribution.
- Texas Transportation Code §552.008 (Drivers to Exercise Due Care) – The operator of a vehicle shall exercise due care to avoid colliding with a pedestrian in a roadway, give warning by sounding a horn when necessary, and exercise proper precaution when observing a child or an obviously confused or incapacitated person in the roadway.
- Texas Transportation Code §552.009 (Ordinances Relating to Pedestrians) – A local authority may require pedestrians to comply strictly with the directions of a traffic control signal, and/or prohibit pedestrians from crossing a roadway in a business district or designated highway except in a crosswalk.
- Texas Transportation Code §552.010 (Blind Pedestrians) – This law pertains to requirements related to blind pedestrians.
- Texas Transportation Code §552.011 (Train Occupying Crossing) – A pedestrian may not move in front of, under, between, or through the cars of a moving or stationary train occupying any part of a railroad grade crossing.

Link to state laws and regulations in the Texas Transportation Code for Pedestrians: https://statutes.capitol.texas.gov/Docs/TN/htm/TN.552.htm

## Bicyclist Laws

Texas State laws governing use of a public roadway by a bicyclist are described below.

- Texas Transportation Code §551.101 (Rights and Duties) – A person operating a bicycle has rights and duties applicable to a driver operating a vehicle unless this chapter alters the right or duty, or a right or duty applicable to a driver operating a vehicle cannot by its nature apply to a person operating a bicycle.
- Texas Transportation Code §551.102 (General Operation) – This law pertains to bicycles only being operated with passengers that the bicycle was designed or equipped to carry,

and also requires the vehicle operator not carrying objects so that they are not able to have one hand on the handlebars.

- Texas Transportation Code §551.103 (Operation on Roadway) – This law pertains to where an operator should ride a bicycle in a roadway (right curb or edge of roadway) and exceptions thereof.
- Texas Transportation Code §551.104 (Safety Equipment) – This law pertains to requirements related to bicycle brakes and lights.
- Texas Transportation Code §551.105 (Competitive Racing) – A sponsoring agency may hold a competitive bicycle race on a public road with approval of the appropriate law enforcement agencies, and the local law enforcement agencies may agree on safety regulations governing the movement of bicycles during the race or associated training.
- Texas Transportation Code §551.106 (Regulation of Bicycles by Department or Local Authority) – This law pertains to regulation of bicycles by local authorities, including electric bicycles. In addition, the law allows local authorities to prohibit bicycles on sidewalks and establish speed limits for bicycles.
- Texas Transportation Code §551.107 (Operation of Electric Bicycle) – A person may not operate an electric bicycle unless the electric motor disengages or ceases to function either when the operator stops pedaling or when the brakes are applied.
- Texas Transportation Code §545.107 (Method of Giving Hand and Arm Signals) – An operator of a vehicle who is permitted to give hand and arm signals shall extend the left hand horizontally for a left turn, left hand and arm upward for a right turn (except a bicycle may use right hand), and hand and arm downward to stop or decrease speed.
- Texas Transportation Code §545.302 (Stopping, Standing, or Parking Prohibited in Certain Places) – This law pertains to standing, stopping, or parking vehicles, including bicycles.

Link to state laws and regulations in the Texas Transportation Code for Bicycles: https://statutes.capitol.texas.gov/Docs/TN/htm/TN.551.htm

## Local Ordinances – Waco & Baylor University

The City of Waco and Baylor University both implement policies to improve pedestrian and bicycle safety. At the municipal level, Waco follows Texas Transportation Code requirements while promoting safe multimodal travel through local signage, speed management, and infrastructure projects (such as the I-35 reconstruction and University Parks Drive improvements). Drivers must give cyclists at least three feet of clearance when passing, and cyclists are required to ride with traffic, signal turns, and use lights at night.

On Baylor's campus, these standards are reinforced by its own traffic and transportation policies. Baylor limits vehicle speeds to 20 mph, bans texting while driving or cycling, and requires all bicycles to be registered and parked at designated racks. Cyclists are considered vehicle operators under Texas law and must yield to pedestrians in crosswalks, stop at stop signs, and follow campus-specific rules for scooters and other wheeled devices. Baylor Police—

empowered by Waco ordinance—enforce these regulations on and around campus to ensure consistency with city and state laws.

At Baylor University, micromobility devices such as motorized scooters, e-bikes, and similar personal-wheeled conveyances are governed by refined policies designed to balance mobility with safety and fire risk (e.g., fire hazards associated with charging lithium-ion batteries). These devices may only be parked at designated bicycle racks outdoors; storage or charging within campus buildings is strictly prohibited unless granted special written permission by the Director of Parking and Transportation Services. Users are expected to follow Texas traffic laws—obeying stop signs, yielding to pedestrians, and stopping at signals—and are highly encouraged to wear helmets and operate at low speeds in pedestrian-dense areas. [2]

## Safety and Crash Analysis Summary

From 2019 to 2023, an analysis of pedestrian, bicyclist, and e-scooter crashes in and around Baylor University revealed that vulnerable road users face significantly higher risks of injury and death compared to other road users. More than 76% of these crashes resulted in fatalities or injuries—ranging from suspected serious to minor. In total, the study documented 9 fatalities, 21 suspected serious injuries, 50 suspected minor injuries, and 19 possible injuries during this period. While most crashes were non-incapacitating, the occurrence of serious and fatal incidents remains a pressing concern.

Given Baylor's high levels of walking, cycling, and e-scooter activity, the campus area accounted for over one-third of all vulnerable road-user crashes in Waco, and approximately 43% of all pedestrian and bicyclist fatalities citywide.

**Crash Characteristics**

- Collision Patterns: Most injury-causing crashes occurred when vehicles were traveling straight, followed by vehicles turning left. Pedestrian crashes were concentrated in non-intersection areas—often on roads without traffic controls—while bicyclist crashes were more common near intersections or stop signs.
- Lighting & Conditions: Over half of pedestrian crashes happened under dark conditions, with nearly 25% occurring in unlit areas. Although weather and surface conditions were typically clear and dry, construction zones contributed disproportionately to pedestrian crashes.
- Demographics: Males were more frequently involved than females, and the 18–25 age group—reflecting Baylor's student population—represented a large share of victims. Most involved individuals were White or Black.

[2] Baylor University. (n.d.) Alternative Transportation Guidelines. Retrieved from: Alternative Transportation | Department of Public Safety | Baylor University

- Helmet Use: Helmet use was low among bicyclists and undetermined for e-scooter riders (marked “Not Applicable” in the crash database).

**Contributing Factors**

Analysis of contributing factors (Table 1) shows a consistent theme: failure to yield the right of way.

- Drivers: Most frequently failed to yield to pedestrians (11 crashes) and bicyclists (8 crashes), followed by inattention (7 pedestrian-involved crashes; 6 bicyclist-involved crashes).
- Pedestrians: The most common factor was failure to yield to vehicles (n=31).
- Bicyclists: The most frequent factors were “Other – Explain in Narrative” (n=4), “Disregard Stop and Go Signal” (n=3), and “Failure to Yield at Stop Sign” (n=2).
- E-Scooter Riders: Two cases—one failure to yield and one inattention.

*Table 1. Top 3 Contributing Factors of Drivers, Pedestrians, Bicyclists, and E-scooter Riders*

| Person Type | Crash Type | Severity | Top 1 Contributing Factor | Top 2 Contributing Factor | Top 3 Contributing Factor |
|---|---|---|---|---|---|
| Driver | Pedestrian -involved Crashes | All Severity | Failed to Yield the Right of Way - To Pedestrian (n=11) | Driver Inattention (n=7) | - Under Influence (alcohol) (n=4)<br>- Failed to Drive in Single Lane (n=5) |
| | | KABC | Failed to Yield the Right of Way - To Pedestrian (n=8) | Driver Inattention (n=6) | - Under Influence (alcohol) (n=4)<br>- Failed to Drive in Single Lane (n=5) |
| | Bicyclist-involved Crashes | All Severity | Failed to Yield the Right of Way – Stop Sign (n=7) | Driver Inattention (n=4) | - Failed to Yield the Right of Way – Turning Left (n=2)<br>- Failed to Control Speed (n=2) |
| | | KABC | Failed to Yield the Right of Way – Stop Sign (n=5) | Driver Inattention (n=4) | Failed to Control Speed (n=1) |
| Pedestrian | | All Severity | Pedestrian Failed to Yield the Right of Way to Vehicle (n=31) | Other (Explain in Narrative) (n=16) | Under Influence (Drug or Alcohol) (n=6) |
| | | KABC | Pedestrian Failed to Yield the Right of Way to Vehicle (n=29) | Other (Explain in Narrative) (n=10) | Under Influence (Drug or Alcohol) (n=6) |
| Bicyclist | | All Severity | Other (Explain in Narrative) (n=4) | Disregard Stop and Go Signal (n=3) | - Failed to Yield the Right of Way – Stop Sign (n=2)<br>- Failed to Control Speed (n=2) |

| | | | | |
|---|---|---|---|---|
| | KABC | Other (Explain in Narrative) (n=3) | - Failed to Yield the Right of Way – Stop Sign (n=2)<br>- Wrong Side – Approach or Intersection (n=2) | |
| E-scooter Rider | KABC | - Failed to Yield the Right of Way to Vehicle (n=1)<br>- Inattention (n=1) | - | |

**Implications & Recommendations**

Although most incidents occurred under normal traffic and weather conditions, the concentration of crashes in low-light areas, low helmet usage, and widespread right-of-way violations highlight clear opportunities for safety improvements. Recommended strategies include:

- Upgrading street lighting in and around campus, especially in known crash locations and construction zones.
- Promoting helmet use and other protective behaviors among cyclists and e-scooter riders.
- Increasing driver, pedestrian, and cyclist awareness of right-of-way rules through campaigns and enforcement.

Implementing these measures would help reduce both the frequency and severity of crashes, supporting Baylor's broader commitment to student well-being, community engagement, and a safe multimodal transportation environment.

View the full crash analysis report here.

## Key Pedestrian and Bicycle Safety Concerns

Considering the key issues and concerns that were identified through outreach efforts and analysis of crash, a matrix connecting these concerns to the applicable state law has been detailed in Table 2.

*Table 2. Key Issues and Concerns and Applicable State Law*

| Issue/Concern | Applicable State Law |
|---|---|
| Increase compliance of bicyclists to stop at STOP signs. | • §551.101 (Rights and Duties) |
| Lack of No Wheels Zone Compliance; Need for enforcement of bike disengagement in designated areas during class change times and high traffic periods (i.e., special events, game-days, etc.) | • §551.106 (Regulation of Bicycles by Department or Local Authority) |

| Issue/Concern | Applicable State Law |
|---|---|
| Increase bicycle helmet usage. | *Although there are not specific laws regarding bicycle helmet usage, studies have shown that wearing helmets significantly reduces the risk of head injuries from bicycle crashes.* |
| Increase visibility of bicyclists and pedestrians during nighttime operation. | • §551.103 (Operation on Roadway)<br>• §551.104 (Safety Equipment)<br>• §552.006 (Use of Sidewalk)<br>• Code §552.008 (Drivers to Exercise Due Care) |
| Reduce bicycle and pedestrian conflicts at busy intersections and shared pathways. | • §545.107 (Method of Giving Hand and Arm Signals)<br>• §551.103 (Operation on Roadway)<br>• §552.001 (Traffic Control Signals)<br>• §552.002 (Pedestrian Right-of-way If Control Signal Present)<br>• §552.003 (Pedestrian Right-of-way at Crosswalk)<br>• Senate Bill 1055 |
| Increase education and enforcement on bicycle and pedestrian laws, particularly at high volume traffic locations. | • §551.101 (Rights and Duties)<br>• §551.103 (Operation on Roadway)<br>• §552.001 (Traffic Control Signals)<br>• §552.002 (Pedestrian Right-of-way If Control Signal Present)<br>• §552.003 (Pedestrian Right-of-way at Crosswalk)<br>• §552.005 (Cross at Point Other Than Crosswalk) |
| Pedestrians distracted by mobile devices. | • §552.003 (Pedestrian Right-of-way at Crosswalk)<br>• §552.005 (Cross at Point Other Than Crosswalk)<br>• §552.008 (Drivers to Exercise Due Care) |
| Pedestrian failure to yield right of way to motor vehicles. | • §552.005 (Cross at Point Other Than Crosswalk)<br>• §552.006 (Use of Sidewalk)<br>• §552.008 (Drivers to Exercise Due Care) |
| Mid-block crossing or other risky crossing behaviors. | • §552.003 (Pedestrian Right-of-way at Crosswalk)<br>• §552.005 (Cross at Point Other Than Crosswalk)<br>• §552.006 (Use of Sidewalk)<br>• Code §552.008 (Drivers to Exercise Due Care) |
| Bicyclists' failure to yield right of way while turning left. | • §545.107 (Method of Giving Hand and Arm Signals)<br>• §551.103 (Operation on Roadway)<br>• §552.003 (Pedestrian Right-of-way at Crosswalk)<br>• §552.005 (Cross at Point Other Than Crosswalk)<br>• §552.006 (Use of Sidewalk)<br>• Code §552.008 (Drivers to Exercise Due Care) |
| Failure of bicyclists to obey stop signs and traffic signal laws. | • §545.107 (Method of Giving Hand and Arm Signals)<br>• §551.101 (Rights and Duties)<br>• §551.103 (Operation on Roadway)<br>• §552.001 (Traffic Control Signals) |

| Issue/Concern | Applicable State Law |
|---|---|
| | • §552.002 (Pedestrian Right-of-way If Control Signal Present)<br>• Code §552.008 (Drivers to Exercise Due Care)<br>• Senate Bill 1055 |
| Increase bicycle and pedestrian safety awareness in high volume areas. | • §551.101 (Rights and Duties)<br>• §551.103 (Operation on Roadway)<br>• §552.001 (Traffic Control Signals)<br>• §552.002 (Pedestrian Right-of-way If Control Signal Present)<br>• §552.003 (Pedestrian Right-of-way at Crosswalk)<br>• §552.005 (Cross at Point Other Than Crosswalk)<br>• Senate Bill 1055 |
| Bicycle speeds for conditions. | • §551.101 (Rights and Duties)<br>• §551.103 (Operation on Roadway)<br>• §551.106 (Regulation of Bicycles by Department or Local Authority) |

## Role of Educational Outreach and Law Enforcement

College students often return to bicycling and walking as a mode of transportation after a long break in their high school years. As young walkers and bicycle riders, some may not have received instruction on the vital components of safety. Educating users on applicable bicycle and pedestrian right-of-way laws and behaviors that contribute to crashes is an important element of the enforcement component of any mobilization plan. There are many types of educational materials and avenues through which these can be disseminated. Potential pathways could include:

- Radio
- Print and digital delivery (fliers; safety tips and laws being posted at cafeterias, residential housing, and on bulletin boards, etc.)
- Social media
- Public service announcements at sporting events,
- Promoting safety information at university safety events throughout the year and during orientation periods
- Free giveaways such as bicycle lights and reflectors
- Static and dynamic message signs

In addition, there are partnership opportunities to help share this message including campus and community groups along with campus and city law enforcement. Focused enforcement and outreach can occur at key conflict points or specific roadways/locations. A hard-hitting educational campaign is important to help change behaviors that negatively impact bicycle and pedestrian safety. It is important that the university continue to prioritize pedestrian and bicycle safety on and around campus through effective messaging, enforcement, and improved

environmental design. A consolidated effort between multiple safety partners will produce a wider impact in the community.

Campus and local law enforcement can leverage their expertise in leading and supporting pedestrian and bicycle safety education. They are often the first responders to the results of many of these conflicts and have a unique perspective on the issues which is valuable when reaching out to and gaining support from the community. Several ideas that officers can implement to improve pedestrian and bicycle safety include:

- Attend and/or help conduct pedestrian and bicycle safety training
- Examine and report crash data and share information
- Identify partner opportunities and shared goals
- Engage the community in safety initiatives
- Measure results and update policies and plans

This specific mobilization plan expands on the community engagement section and provides contextually relevant community education opportunities for law enforcement. Equally important is the feedback loop between facility workers, engineers and planners looking to make infrastructure improvements that support safe pedestrian and bicycle behaviors.

## Evaluation: Define Safety Goals and Performance Measures

The goal of the bicycle and pedestrian safety mobilizations is to reduce the frequency and severity of bicycle and pedestrian crashes. This is accomplished by increasing awareness and following of traffic laws which are in place to protect the safety and mobility of walkers and bikers. The success of any program can only be determined if it is measured. Safety program performance measures may include:

- Documenting the number of bicycle and pedestrian safety mobilizations per year
- Documenting the number of participants in mobilizations
- Recording before and after mobilization(s) traffic law observations
- Tracking annual crash frequency and severity
- Conducting regular campus observations similar to the walkabout taken by campus administrators to collect anecdotal evidence of changes in compliance
- Conducting before and after mobilization surveys on bicycle and pedestrian traffic law awareness/understanding

While the overall goal is to reduce the number of crashes, performance measures like before and after mobilization surveys of user awareness are important for assessing the effects of the mobilization safety countermeasure(s). Surveys can be designed to assess specific student groups or populations, specific aspects of understanding of the governing laws, and performed at targeted locations and intervals, as appropriate.

## Street Coaching Mobilization Plan

The final step in the bicycle and pedestrian safety plan is to identify mobilizations that would provide the greatest influence on pedestrian and bicyclists safety for the Baylor University Campus. These mobilization activities will require a dedicated and coordinated effort between education and enforcement.

The mobilization plan process is intended to Increase awareness and compliance with bicycle and pedestrian safety laws for all road system users. The activities need to be data-driven and provide for a direct path towards reducing and eliminating serious injury and fatal crashes for bicycle and pedestrian road users. Any activities should be aligned with safety initiatives put forward by the City of Waco's Planning and Development Department as well as local law enforcement.

### Outreach and Enforcement Initiatives

There are numerous national and state initiatives aimed at increasing knowledge and awareness of bicycle and pedestrian laws. These programs can be leveraged along with new mobilizations that are geared towards specific needs and uniqueness of college campuses. Regardless, the mobilizations should be structured to build on traditions and messages that speak to the campus population. Based on the analysis of bicycle and pedestrian safety, as well as information obtained from stakeholders and campus planning documents, the following list of mobilization strategies are recommended.

1. **STOP means Stop**

   This initiative focuses on educating and enforcing compliance with STOP signs and traffic signals among bicyclists on Baylor's campus. By pairing on-site enforcement with hands-on educational engagement on an alternating cycle, the program aims to increase awareness of traffic laws and improve safety for all road users.

   Initial priority areas for enforcement and education have been identified based on crash history, near-miss reports, and infrastructure conditions:

*Table 3. Priority Enforcement Locations*

| Location | Issue Identified | Actions Taken / Noted Risk |
|---|---|---|
| 11th & Speight | Sight obstruction, repeated crashes | Upgraded to four-way stop, added signage and stop lines |
| 10th & Bagby | Sight obstruction due to fencing | Added warning signage, refreshed stop lines |
| 12th & James | Multiple crashes reported | Enhanced traffic control markings and signage |
| University Parks Dr & Franklin Ave | Complex signals, heavy pedestrian flow | Highlighted as a dangerous intersection |

| | | |
|---|---|---|
| S. University Parks Dr near I-35 | High-speed traffic adjacent to campus | Identified as a high-risk corridor |
| 3rd Street near Moody Library | High pedestrian traffic, safety concerns | Partial closure implemented for improved safety |
| Fifth Street & Esplanade Fountain | Vehicle intrusion affecting pedestrian area | Incident highlights the need for stronger protections |

2. **Who's Right? – Shared Space and Crosswalk/Intersection Right of Way**
   **Shared Space/Sidewalk**

   Class change is an extremely busy time with a large number of people trying to get around campus quickly. This leads to conflicting interactions between bicycles and pedestrians in small spaces. Concentrated education and focused enforcement of traffic safety laws and regulations for shared roadways, pathways, and sidewalks should be used in this mobilization.

   **Who's Right? – Crosswalk/Intersection Right of Way**

   Crosswalks and intersections are prominent conflict locations for bicyclists, pedestrians, and vehicles. This initiative focuses on crosswalk and intersection traffic safety laws and promoting how bicycle riders and pedestrians can safely navigate them. The effort should also educate drivers on what their driving responsibilities are at intersections and crosswalks.

3. **No Wheels Zone**

   A "No Wheels Zone" is an area of campus where bicyclists are required to dismount in an attempt to reduce the potential for crash conflicts. These types of zones should be considered to reduce pedestrian and bicycle conflicts as well as emphasize the right of way others have when bicyclists traverse parking areas or high pedestrian volume areas of campus.

   While no wheels zone restrictions are intended to be in effect on a continuous basis, additional areas and/or boundaries of existing areas can be increased during special events including football games, ceremonies, and other large campus activities.

4. **Bears Care: Be Safe, Be Seen**

   Laws pertaining to bicycle light/reflector requirements and the safe practice of wearing light colored or reflective clothing when walking or riding at night should be highlighted during this mobilization effort. Additionally, bicyclists should be reminded of the importance of always wearing a helmet. There should be reminders communicated to pedestrians and bicyclists to always make eye contact with motorists before crossing the roadway.

5. **Expect the Unexpected: Remember to Slow Down**

   Speeding is a contributing factor to pedestrian- and bicycle-involved crashes and near misses. This is evidenced by the majority of crashes occurring on straight sections of roadways. This mobilization effort emphasizes the importance of slowing down while on campus. This is especially important since there is an increase in the number of interactions between pedestrians, bicyclists, and motorized vehicles. Ongoing enforcement of traffic laws should be used as a deterrent and educational information about the dangers of speeding while on campus should be promoted.

6. **Eyes Up Bears… and Ears Open**

   Distracted pedestrians and bicyclists pose a considerable safety issue. This includes pedestrian safety distractions among mixed traffic modes as well as with fixed objects along pathways. Additionally, inattention by motorists is a contributing factor to crashes and near misses. This mobilization effort emphasizes the importance of paying attention, remaining vigilant, and focusing on the importance of getting to your destinating safely. The effort should emphasize the importance of staying visually and audibly aware of the travel environment and minimizing distracting activities while walking, biking, or driving. Education and outreach efforts should be used to emphasize the importance of paying attention to the travel environment and eliminating cell phone use while walking, cycling, or driving.

Public safety mobilizations (e.g., car seat safety awareness, impaired driving, seat belt compliance, distracted driving, etc.) include a targeted approach to education and enforcement efforts that integrates a diverse set of stakeholders.

## Mobilization Scheduling

The recommended mobilization schedule is designed to address the issues and concerns identified in Table 4 through a coordinated, phased outreach plan. While a lead entity may be designated for each activity, successful implementation will require a broad coalition of stakeholders—including Baylor University Police, Transportation Services, Student Affairs, Student Housing, Athletics, and other key campus partners.

What makes Baylor's mobilization plan distinctive is its emphasis on collaboration beyond the campus boundaries. By partnering with the City of Waco and the Greater Waco community, Baylor can create a comprehensive and integrated approach to pedestrian and bicycle safety. This joint effort not only supplements available resources but also ensures that safety initiatives extend into adjacent neighborhoods, benefiting students, faculty, staff, and the broader community.

*Table 4. Mobilization Plan Schedule and Key Issues and State Laws*

| Initiative/Mobilization (Lead Party) | Issue/Concern | Applicable State Laws | Mobilization Year |
|---|---|---|---|
| 1. STOP means Stop (University Police) | > Need to increase compliance of bicyclists stopping at STOP signs.<br>> Motorists fail to yield to pedestrians and bicyclists at STOP signs or 'roll' through the STOP sign. | §545.107<br>§551.101<br>§551.103<br>§552.001<br>§552.002<br>§552.003<br>§552.005 | 1 and 3 |
| 2. Who's right? - Shared Space: Sidewalk, Crosswalk, Right-of-Way (University Police) | > Conflicts between bicycles and pedestrians need to be reduced on busy shared paths (e.g., sidewalks)<br>> Bicyclists can be both vehicles and pedestrians, which leads to confusion on how they operate. There needs to be education and enforcement on the laws, particularly at critical, high shared traffic locations.<br>> Bicyclists sharing roadway space with newer bike lanes and parked cars. | §545.107<br>§551.101<br>§551.103<br>§551.106<br>§552.001<br>§552.002<br>§552.003<br>§552.005<br>§552.008 | 1 and 3 |
| 2. Who's right? – Shared Space: Crosswalk, Intersection, Right-of-Way (University Police) | > Motorists failing to yield to pedestrians and bicyclists<br>> Pedestrians failing to yield right of way to motorists<br>> Most pedestrian crashes happen outside of intersections. There are issues with mid-block crossing or other risky crossing behaviors.<br>> The majority of bicycle crashes happen at intersection-related locations. | §545.107<br>§551.101<br>§551.103<br>§552.001<br>§552.002<br>§552.003<br>§552.005<br>§552.008<br>Senate Bill 1055 | 2 and 4 |
| 3. No Wheels Zone (Transportation Services) | > Lack of No Wheels Zones<br>> Need for strict enforcement of ped-bike disengagement in respective designated areas during class change times, high traffic periods like special events, game-days, etc. | §545.107<br>§551.101<br>§551.103<br>§551.106<br>§552.001<br>§552.002 | 1 and 4 |

| | | | |
|---|---|---|---|
| | > Conflicts between bicycles and pedestrians need to be reduced on busy shared paths and intersections. | §552.003<br>§552.005 | |
| 4. Bears Care: Be Safe, Be Seen (Transportation Services) | > Incorporate staff and faculty outreach since the majority of pedestrians and bicyclists involved in crashes are older than the average student.<br>> Vehicles need to reduce speeds on and around campus.<br>> Need to increase visibility of bicyclists and pedestrians during nighttime.<br>> Most pedestrian crashes happen outside of intersections.<br>> Bicyclists were more prone to being inattentive and failing to yield right of way while turning left.<br>> Bicycle helmet usage needs to be increased. | §545.107<br>§551.103<br>§551.104<br>§552.003<br>§552.005<br>§552.006<br>§552.008 | 2 and 4 |
| 1. Expect the Unexpected - Remember to Slow Down (Transportation Services) | > Bicycle and motorist speeds are too fast for conditions.<br>> Newer bike lanes and traffic patterns | N/A (Although campus regulations apply to speed limits) | 2 |
| 6. Eyes Up Bears --- and Ears Open (University Police) | > Leading contributing crash factor for pedestrians, bicyclists, and motorists is inattention<br>> Pedestrians and motorists are distracted by mobile devices. | §545.107<br>§551.103<br>§552.001<br>§552.002<br>§552.003<br>§552.005<br>§552.006<br>§552.008 | 3 |

### Mobilization Priorities

The highest priority locations for safety mobilizations at Baylor University should be informed by crash analysis data, Advisory Committee feedback, and stakeholder input. Based on these findings, the following locations on or near campus are recommended as initial focus areas:

- 11th Street & Speight Avenue – Sight obstructions; history of repeated crashes
- 10th Street & Bagby Avenue – Visibility issues due to fencing and parked vehicles
- 12th Street & James Avenue – Multiple crashes reported; high pedestrian and vehicle volumes
- University Parks Drive & Franklin Avenue – Complex signals and heavy pedestrian flow
- South University Parks Drive near I-35 – High-speed traffic adjacent to campus; limited pedestrian protection
- 3rd Street near Moody Library – High pedestrian traffic; safety concerns; partial closure already implemented
- Fifth Street & Esplanade Fountain – Vehicle intrusion affecting pedestrian area; need for stronger protections
- Major campus parking garage entrances (East and West) – Frequent vehicle-pedestrian conflicts during peak periods and events

Each mobilization should combine educational outreach with targeted enforcement at these key locations. Efforts should extend beyond on-site engagement to include multi-channel messaging—social media, transit ads, posters, banners, digital message boards, enhanced traffic signing, and printed materials sustained throughout the mobilization period.

Because the most effective safety messaging is delivered by peers, Baylor should partner with student groups, faculty, and local bicycling organizations to develop and deliver outreach content. Classroom projects in areas such as Public Health, Communications, and Business can be leveraged to design campaigns, evaluate outcomes, and sustain engagement.

Finally, Baylor can involve students and staff in pre- and post-mobilization observations or surveys to gauge effectiveness and identify which activities yield the greatest impact. This feedback loop is essential for refining and scaling future safety mobilizations.

## Conclusion

Baylor University leadership recognizes that pedestrian and bicycle safety is a critical issue on campus and is taking concrete steps to improve conditions for students, staff, faculty, and visitors. Two primary goals guide these efforts:

1. Increase pedestrian and bicycle safety outreach and education.
2. Improve pedestrian and bicycle infrastructure on and around campus.

To achieve these goals, Baylor leadership acknowledges that all road users—drivers, cyclists, and pedestrians—need to understand the laws and best practices associated with active transportation. As new crosswalks, bike lanes, and traffic control measures are implemented on and near campus, the university and the City of Waco must also ensure that the campus community and surrounding residents know how to navigate and share this infrastructure safely.

For many new students, attending Baylor is their first experience traveling in a truly multimodal environment or relying on walking and biking as their primary modes of transportation. This makes orientation and first-year programming a key opportunity to build safe habits early. Recommended strategies include:

- Interactive learning modules (virtual or in-person) where students and staff can learn the rules of the road.
- Peer-to-peer advocacy and education, leveraging Baylor's mascot, athletic teams, student leaders, and popular faculty to deliver safety messages.
- Visually striking signs and pavement markings at high-conflict areas reminding motorists to slow down and watch for pedestrians and cyclists.
- Educational materials distributed at the visitor center, new student/staff orientation, and campus tabling events.
- Partnerships with local businesses and property managers to provide safety materials for commuters and residents in the Greater Waco community.

Continuing to expand walkability and bikeability both on campus and in surrounding neighborhoods is critical to the area's growth and mobility. Recent improvements, such as safety upgrades along University Parks Drive, enhanced crossings near Moody Library, and partial street closures around Fifth Street, demonstrate Baylor's commitment to a safer, more connected campus. Planned actions include increasing the number of bike racks, adding pedestrian beacons at high-risk crossings, and collaborating with the City of Waco on corridor-level safety upgrades.

The Baylor Advisory Committee has engaged the Texas A&M Transportation Institute (TTI) to augment campus efforts to address pedestrian and bicycle safety concerns. TTI will provide Baylor with resources such as detailed crash analyses, focus group summaries, digital and print educational materials, links to virtual training modules, tip cards, and this mobilization plan. TTI will continue to collaborate with Baylor's Advisory Committee and leadership groups to integrate education, enforcement, and engineering improvements into future mobilization activities.