



Houston **Bikeway** Program

# Bikeway News

January 2007

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## New Identities

The Houston Bikeway Program teamed up with the Art Institute of Houston to develop logo identities for two important efforts: the *Watch For Cyclists!* campaign, a motorist education campaign, scheduled to hit the air waves in February, and the *White Bike Program*, a bicycle fleet for employees of the City of Houston.

Mr. David Bennett and his class of graphic designers submitted 15 proposals for consideration. The top 5 designs were selected after a vote by administrative and technical professionals representing a broad spectrum of Houston's population. The winning logos were selected for their appeal and clarity to convey the message of these two efforts.

The winning *Watch For Cyclists!* logo was designed by Brittiane Johnson. Brittiane is a current Bachelor's Program in Graphic Design student at the Art Institute of Houston. She also works the Art Institute of Houston's Print Center. Brittiane is interested in Commercial Design, Print, Illustrating, and media drawing. Brittiane is expected to graduate this summer.

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Photo by R. Balchus

*Breaking ground at Halls Bayou Trail: (l to r) Ronnie Brown, principal of Forest Brook High School; Dr. James Simpson, NFISD Superintendent; Congresswoman Sheila Jackson Lee; Super Neighborhood President, Jacqueline Mayhorn; Council Member Jarvis Johnson; Director of Public Works and Engineering, Michael S. Marcotte, P. E. D.E.E.*

## 2.86 Miles of Trail...Coming Up!

A new trail is under construction to create a greenway along Halls Bayou. On October 30, 2006, Congresswoman Sheila Jackson Lee together with Council Member Jarvis Johnson; North Forest ISD Superintendent, Dr. James Simpson; Super Neighborhood President,

Jacqueline Mayhorn; Houston Texas Department of Transportation (TxDOT) Area Engineer of the

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The White Bike Program logo was designed by Crystal Smiley. Crystal has attended the Art Institute of Houston for the past two years, majoring in Graphic Design and is working towards a Bachelor's in Fine Arts. She graduated from Klein Forest High School in 2002, where she participated in the NAHS (The National Arts Honor Society). During her senior year, she was interviewed by the *Leader* newspaper for a mural depicting famous historians and artists for Black History month. When she graduates from the Art Institute of Houston she would like to take her degree and experience to work for a leading international publication as an art director.

We congratulate the winners and thank every student who took part in the logo competition. It has been a pleasure to work with the Art Institute of Houston and we appreciate the level of professionalism demonstrated by their students, a direct result of the effort put in by their instructors as well.

Look for more in depth information on the *Watch For Cyclists!* campaign and the *White Bike Program* in our next issue of *Bikeway News*. If you would like to find out more about these efforts, contact the Houston Bikeway Program at (713) 837-0003 or visit [www.houstonbikeways.org](http://www.houstonbikeways.org)

*(right) Crystal Smiley designed the logo for the White Bike Program. She attends the Art Institute of Houston and participated in the design competition.*



*(above) Brittiane Johnson was the designer of the winning Watch For Cyclists! logo. She is a current student at the Art Institute of Houston.*



## Bike to Austin?

Plans were announced to create a bikeway from Houston to Austin using the old Texas 20 Highway as a project under the Texas Bicycle Tourism Trails initiative.

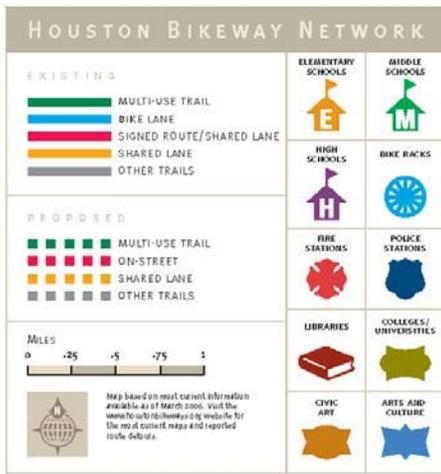
The trail would also connect Hockley, Waller, Hempstead, Chappell Hill, Brenham, Burton, Carmine, Ledbetter, Giddings, Paige, McDade, Elgin and Manor along the way.

The corridor mostly falls within the divide between the Brazos and the Colorado River Basins. It is thought that before the early 1860's this path was a foot and horse trail that later became a railroad connection between Houston and Austin.

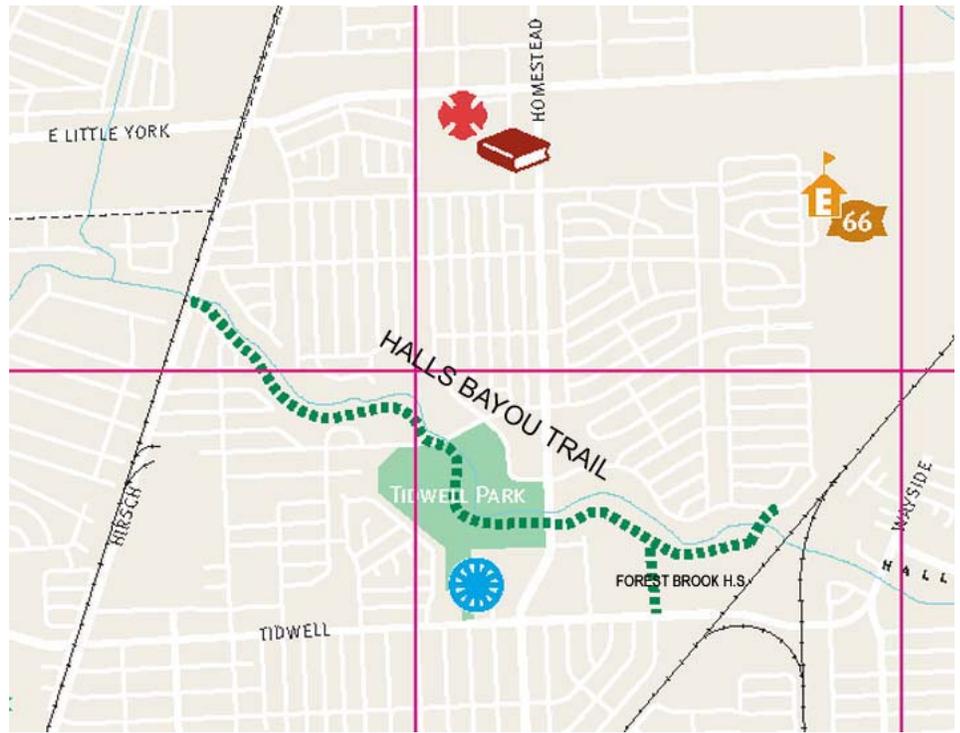
“Cyclists currently venture the route with difficulty in a few spots,” said Mark Stein, director of the Texas Heritage Cycling Experience. “The corridor can be trekked in three days while stopping at the various bed & breakfasts, 1950’s motels, and restaurants.”

The 180 miles would create a unique tourist attraction right here in Texas. “While in Houston, visitors can take advantage of the local bikeways to visit historical and natural amenities,” said Lilibeth Andre, Houston Bikeway Program coordinator, “and our many restaurants with international flavor.”

The first workshop bringing representatives together was hosted by the Giddings Economic Development Corporation in November 2006. More will follow.



The Halls Bayou Trail begins at Hirsch Road and ends at Bretsbire Drive. The trail connects to Forest Brook High School. The project creates a greenway along the banks of the bayou and will include over 1,000 new trees.



## A Trail Near You

The Rails to Trails Conservancy, a national organization for the preservation and transformation of railway corridors into trails, announced a goal this fall to create a trail system within three miles of 90% of Americans by 2020.

Accomplishing this goal will connect more communities via trails and greenways making it easy to walk and bike. More outdoor enthusiasts would use the trails for commuting and recreation.

In the last 20 years, the Rails to Trails Conservancy has used their vision to take the country from 250 miles of open rails-to-trails to more than 13,500 miles of open rails to trails today, and more than 14,200 miles of trails currently in the works.

They recognize that the goal is ambitious and will require a lot of work by many people and organizations but they are confident

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*The Harrisburg-Sunset Rails to Trails. they can count on the efforts of many to make this goal possible.*

In Houston, the Harrisburg-Sunset Trail in the East End was built on Houston's first railway corridor created to distribute shipments received at the port.

Two new trail systems are designed for Houston. They are scheduled to begin construction

in 2007. The MKT/SP Rails to Trails in the Heights connects north Houston with Downtown. The Columbia Tap Rails to Trails and Extension connect the Texas Medical Center, the Third Ward and downtown Houston.

Learn more about the Rails to Trails Conservancy's goal at [www.railstrails.org](http://www.railstrails.org) or call their National Headquarters in Washington, D. C. at (202) 331-9696.

## Houston Cyclists...

- Bike Year-round
- Ride the Bayous
- Cross Town in 20 Miles
- Move Faster at Rush Hour
- Get the Best Parking
- Wear Brights
- Ride Day or Night
- Bring Water
- Have No Hills
- Ride to Eat

“Coming Up”...Continued from page 1.

East Harris County, Quincy Allen; and Director of Public Works and Engineering, and Master of Ceremonies, Michael S. Marcotte, met at Forest Brook High School to break ground on this new trail for northeast Houston.

The Halls Bayou Trail creates a multi-use path from Hirsh Road on the west, to Bretshire Drive on the east. The greenway links various neighborhoods, Forest Brook High School and Tidwell Park providing opportunities for cycling, walking and just catching up with the neighbors. The trail creates opportunities for positive traffic and adds visibility in the area by featuring the natural amenities. The project was designed by SES Horizon for the City of Houston. TxDOT is

constructing the federally funded project that includes local matching funds.

The project is scheduled for completion in May 2008. The trail will be maintained by the Houston Parks and Recreation Department.

Over 1,000 trees will be planted as part of this project. In recognition of outstanding residents in the Halls Bayou area, a select number of exemplary citizens will be chosen and honored with this grove. If you would like to nominate an outstanding resident for consideration, contact your Super Neighborhood # 47 President, Jacqueline Mayhorn at (713) 918-2267, or call the Houston Bikeway Program at (713) 837-0003 for more information.

## More Learning

The Houston Bikeway Program provides on-going opportunities for technical learning. This fall they sponsored a webinar to teach *Designing Bicycle Facilities*. Participants also earned professional development credit. The course was presented by Nazir Lalani, a Deputy Director with the Ventura County Transportation Department in California, and offered by the American Society of Civil Engineers.

The showing of the documentary, *Contested Streets, Breaking New York City Gridlock* featured a history of New York's transportation evolution and methods applied in Paris, London and Copenhagen to integrate the human component in transportation solutions to enhance livability. Look for this documentary in the Municipal Channel program lineup for 2007.

## Other Rides

-*Tour de Houston*

Saturday, March 17, 2007  
[www.tourdehouston.org](http://www.tourdehouston.org)

-*MS-150*

Saturday-Sunday, April 21 & 22  
[www.ms150.org](http://www.ms150.org)

-*Bike Month*

May 2007  
[www.houstonbikeways.org](http://www.houstonbikeways.org)

### City of Houston Bikeway Program

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*Forest Brook High School students offered a warm welcome to our groundbreaking. Proud Jaguars displayed their best during the Halls Bayou Trail event with a special presentation by the ROTC, the band and cheerleaders. We look forward to completing this trail that provides a connection to Forest Brook High School.*