

Vulnerable Populations (Bicyclists/Motorcyclists/Pedestrians/Older Drivers) Track Workshops (as of January 22, 2015)

1. Performance Measures Matter: Tips and Techniques for Collecting & Leveraging Bike/Pedestrian Data

Knowledge is Power. Learn how to go beyond old school traffic counts and police reports to design useful performance measures, secure funding and plan robust evaluations for your pedestrian and bicycle safety programs. Hear about new methods for getting accurate pedestrian and bicyclists counts, while gaining an understanding of the data sources (and how to access them) that can help you gain an accurate understanding of your bike and pedestrian safety issues. Spoiler Alert: Police reports are useful for determining high risk areas and whether a safety device was used, but EMS/hospital reports are better for determining the severity of injuries. This session is appropriate and useful for all -- regardless of your data comfort level!

2. Officials That "Get It:" Making Communities Pedestrian & Bike-Friendly

Don't miss this opportunity to hear from a panel of local elected officials from across the country who have prioritized walking and biking in their communities. Join them for a lively and informative discussion about how they've built public support for walking and biking, utilized creative funding and policy approaches to advance pedestrian and bicycle-friendly city planning, and succeeded in leading communities that emphasize livability, connectivity and safety for all roadway users.

3. Partnerships & Strategies for Leveraging the 3 E's for Bike and Pedestrian Safety

It's an exciting time as interest and investment in walking and bicycling continue to expand. Plus, working in the individual silos of the 3 E's of traffic safety are out. What's "in" this year and beyond is collaboration and partnership among not only federal, state and local transportation officials, but also community groups and individual advocates. Hear about best practices that are sparking collaboration between education, enforcement and engineering-focused organizations, public health officials and community members. Working together, they're identifying pedestrian and bicycle safety problems and implementing traffic safety solutions.

4. Bike Share Programs: Promoting Ridership & Ensuring Rider Safety

Since 2007, more than 35 cities have implemented bike share systems to provide residents and visitors healthy transportation options. What's even more impressive is that users have made more than 23 million trips without a single fatality. With many potential disadvantages - inexperienced riders, few or no helmets, riders unfamiliar with streets, and high traffic urban environments - how have these programs achieved such a remarkable safety record? Learn how bike share systems are using education, infrastructure enhancements and partnerships to get people to ride safely.

5. Technology & Enforcement Strategies to Prevent Bike and Pedestrian Injuries

How is technology improving bicycle and pedestrian safety and enhancing enforcement strategies? Communities that are leveraging technology to improve bike and pedestrian safety will be highlighted with a particular focus on Rectangular Rapid Flashing Beacons (RRFB), Hybrid Crosswalk systems, and side guards, which are installed on large trucks to protect bicyclists and pedestrians from falling underneath the vehicle.

6. Keeping Adult Roadway Users Safe Via Community-Based Coalitions

Traffic safety coalitions are often successful in developing creative partnerships that leverage a variety of resources to reduce injuries involving older drivers and pedestrians. Members include community organizations, government, law enforcement, business, transportation providers, public works, driver licensing agencies, education, and health and injury prevention. Learn how to build and grow a local coalition as well as implement effective initiatives from members of state and intra-state coalitions.

7. Rx for Safety: The Medically Impaired Driver...Connecting the Dots

If not managed properly, physical and medical conditions -- impaired vision, lack of flexibility, reduced reaction time, dementia, diabetes, seizures, sleep disorders -- can increase an older driver's crash risk. Increased use of medications is also common as a person ages. Join with experts who will discuss the facts and what agencies are doing locally to help older drivers understand the risks while properly managing their health. States that have a mandatory reporting law will also be examined, along with law enforcement's role, and how local transportation officials are dealing with an aging population and growing concerns about older driver safety.

8. New Approaches to Accommodate Older Pedestrians

Having to give up the keys, coupled with new intersection designs can be confusing and dangerous for older adults who are now walking rather than driving. What can be done to ensure that older pedestrians have the information they need to safely traverse local roadways? Best practices for educating older pedestrians as well as improving infrastructure for those on foot such as more extensive and complete sidewalks, improved pedestrian intersections and crossings, and technologies that support older walkers will be examined. Current practices will be discussed from the perspective of accessibility, multimodal mobility, environmental justice, and sustainability.

9. Real World Solutions (you can implement today) for Addressing Older Drivers

There is much discussion concerning older drivers and mobility, and it's often difficult to separate the facts vs myths. This workshop will review how the aging process affects the skills and abilities necessary for safe driving and discuss existing programs that conference attendees can take home and replicate. Best practices will include the formation of statewide coalitions, health care assessments, education and training opportunities, survey feedback from consumers and promotion of this important issue - all with the goal to help older drivers extend their safe driving years.

10. Fewer Fatalities Involve Older Drivers. Is the Problem Solved?

Why have projections about mounting motor vehicle fatalities involving older drivers failed to materialize? Are vehicles safer? Is there better information and access to alternative transportation? Are medical referrals and/or more discriminating license renewal policies helping to remove unsafe older drivers from the road or are they simply self-regulating? Experts will examine the projected trends in crash and fatality data; the relationships between driver capabilities, driver behavior and roadway safety; and discuss best practices in applying human factors to improving the safety of older drivers.

11. DUI or Dementia, Older Driver Medical Impairments

Older medically impaired drivers often exhibit behaviors resembling DUI, attracting the attention of law enforcement. It can be difficult to distinguish cognitive impairment during a traffic stop without a targeted assessment. Training, Research and Education for Driving Safety at the University of California, San Diego, collaborated with the California Highway Patrol and the California Department of Motor Vehicles to develop and deliver a POST-certified training for law enforcement. Don't miss this opportunity to update your skill set and knowledge, as well as experience a demonstration of a clinically-proven tool to assist officers in assessing a driver's cognitive awareness.

12. Motorcycles and Integrated Technology on Highways

Intelligent Transportation Systems (ITS) is a term that's been around for decades, but how are motorcycles being considered in the work being conducted in that arena? How can motorcycles communicate with other vehicles within an ITS environment? Speakers will discuss how naturalistic studies are aiding in the development of ITS technologies for motorcycles and how ITS can aid in helping identify risk exposure for motorcyclists.

13. States and the Motorcycle Safety Incubators

Program Evaluation - what's that? Tighter budgets and greater program scrutiny are the new norm. Learn what states are doing to better evaluate their own and grant-funded motorcycle safety programs and how the measurement of outcomes and impact is driving future investments.

14. Teachable Moments and Advances in Motorcycle Rider Training

Rider training remains one of the most viable options for reaching a niche audience with lifesaving highway safety information and best practices. While rider training has been around for more than 40 years, hear how new technologies are providing new ways to deliver and teach safety education, as well as test the efficacy of this curriculum.

15. Successful Strategies to Ward Off Repeal or to Pass Motorcycle Helmet Laws

Regardless of where you stand on the issue of mandatory motorcycle helmet laws, the process for maintaining a law or spearheading a campaign to repeal an existing one are similar. Join in the discussion as advocates in the trenches share legislative war stories and the arguments and techniques being used by both camps to bolster support.