

Pedestrian/Bicycle Workshops (as of 3/7/16)

Bike Share Programs: The Benefits & Successes

Explore how communities are successfully implementing bike share programs and the positive health, economic and safety benefits of doing so.

Doing It Right: Leveraging Data & Evaluation to Develop Pedestrian Safety Projects

Effective pedestrian safety programs require careful data analysis coupled with a comprehensive approach that includes not only education, enforcement and engineering but evaluation to ensure it's appropriate and effective. A growing incidence of pedestrian and distracted driving crashes in Baltimore City spawned the creation of a pedestrian safety social marketing campaign that used formative evaluation and behavior change program planning principles, as well as environmental and enforcement strategies. In Memphis, SafeKids worked with FedEx to address high pedestrian injury rates at an elementary school by examining crosswalks, street corners and signs to determine which countermeasures could have the biggest impact on safety. Using these initiatives as models, learn how comprehensive pedestrian safety initiatives can and should be implemented and evaluated to ensure they are outcome-driven and have maximum impact.

Every Life Matters: Take-Away Tools & Activities to Foster Collaboration for Community Pedestrian-Bicycle Efforts

Learn how traffic safety educators and specialists, law enforcement officers, and advocates can use varying tools and approaches, in tandem with engineering countermeasures, to advance community-based collaboration and meaningful pedestrian and bicyclist safety outcomes. Featured tools and ways to use them include: the GHSA report (Everyone Walks- Understanding and Addressing Pedestrian Safety) and NHTSA's new resource (Primer on Pedestrian and Bicycle Safety), an overview of pedestrian and bicycle safety engineering and behavioral countermeasures (for non-engineers). Featured activity is Iowa's local law enforcement and how they are working with engineers and educating the public to address and influence pedestrian, bicyclist and motorist safety behaviors. Referenced tools include the U.S. Department of Transportation's Pedestrian and Bicyclist Road Safety Assessments Final Report, the Mayor's Challenge, and Vision Zero, each discussed in detail in other conference sessions.

Safety Takes Synergy: Lessons & Successes from the Pedestrian Injury Prevention Action Team Program

Decreasing pedestrian injuries and fatalities requires strong partnerships between a variety of agencies at the state and local level. Developed by the Safe States Alliance and funded by NHTSA, the Pedestrian Injury Prevention Action Team Program is designed to enhance statewide pedestrian safety efforts by helping practitioners strengthen partnerships and align efforts between those working in public health, transportation, education, law enforcement, and advocacy. Action Team members will describe how they're using multidisciplinary collaborations to successfully advance initiatives that align with local pedestrian safety action plans. Learn how you can engage partners across a variety of disciplines to achieve shared goals and ensure that pedestrian safety efforts are meaningful and impactful.

Success Stories from the Mayors' Challenge for Safer People & Safer Streets

Discover how cities are leveraging U.S. DOT Secretary Anthony Foxx's Mayor's Challenge to improve and increase biking and walking. Explore how these cities plan to sustain these efforts, as well as new activities that were initiated as a result of their participation in the Challenge.