# Pedestrian/Bicycle Safety (as of 2/18/17)

### **Bicycle Safety Laws: The View from behind the Handlebars**

Law enforcement officers are familiar with motor vehicle laws, but their frame of reference is typically motorist-centric. The view from a bicycle is different: a bicyclist is not surrounded by a sturdy metal structure of a car, and a road user's rights and duties are different from the bike seat. Learn how law enforcement officials are protecting bicyclists by enforcing these important transportation laws.

## Forward to the Future: Technologies for Safer Walking & Biking

Cutting edge technological advances - such as smart helmets, walking and biking apps, and autonomous vehicles - will change the safety landscape for walking and biking. In lightening round fashion, engage with and learn from technology mavens who will discuss the research, benefits, and concerns behind these technologies and will help you enhance your own innovative safety efforts.

# It Takes a Community to Make Walking & Biking Safe

Biking and walking are back in style! After a half-century where communities sought to attract investment by being more accommodating to cars, many communities now see an economic future in providing safe and attractive places to walk and bike. These efforts are leveraging branded initiatives such as Bicycle Friendly Community, WalkUPs, Walkscore, and the Mayors' Challenge for Safer People, Safer Streets to galvanize inter-disciplinary approaches to safety and economic development. Learn how traffic safety has become a core issue for economic development in many communities and the impact that dynamic is having on safe walking and biking.

# Let's Share! Changing Roadway User Behavior through Engineering

Communities support walking and biking as transportation modes that can help increase physical activity, reduce transportation costs and make neighborhoods safer and friendlier. Learning how to share the road is one of the most important public safety responsibilities for motorists, bicyclists, and pedestrians. Roadway user behavior is often influenced through education and enforcement, but what about engineering? Explore how incorporating innovative engineering into roadway projects that allow all users to share the road safely and comfortably can be used to educate and influence safe driving, walking and biking behaviors.

#### Planning for Change: Initiatives & Campaigns to Improve Pedestrian & Bicycle Safety

To be effective, educational campaigns designed to enhance pedestrian and bicycle safety have to be both evidence-informed and engaging. Join local police and city representatives, state DOT, and national leaders to learn about creative, collaborative, and effective campaigns that are increasing pedestrian and bicyclist safety.

## Saving Lives & Engaging the Public through Pedestrian Enforcement

Pedestrian deaths in the U.S. surged 10% in 2015, making enforcement of pedestrian safety laws more critical than ever. Not only will regular enforcement prevent crashes and the resulting injuries and fatalities, but it also presents an opportunity for community engagement. Identifying the appropriate locations for focused and highly visible enforcement of unsafe behaviors coupled with public education is a proven strategy for changing behavior, but what's known about how to maximize the impact of this strategy when it comes to pedestrian safety? Learn about local pedestrian safety enforcement and education programs that are improving driver and pedestrian crossing behaviors and what it takes to replicate the results and engage the public in effective and rewarding ways in your own community.

#### **Walking Tour of Charlotte**

Tired of being indoors and want to get out and enjoy the beautiful city of Charlotte? Here's your chance. The Queen City is home to one of the finest greenway systems in the nation with more than 37 miles of paths for walking, running or biking. Bring your walking shoes and join us on a guided walking tour of the city. Our tour guide will highlight some of Charlotte's pedestrian and bicycle crash hotspots and what has been done or is in the works to make them safe for all roadway users. Join us at the "Walking Tour of Charlotte" sign in the Lifesavers Registration area, Concourse A of the convention center.