Pedestrian/Bicycle Safety (as of March 10)

Explore Safe & Walkable San Antonio
Explore San Antonio on foot with a local traffic safety advocates who will point out the pedestrian safety improvements the city has implemented and what is still in the planning stages. It’s a great way to get some exercise, experience the city and expand your knowledge of proven roadway safety countermeasures! Meet in the Lifesavers Conference Registration area.

Vision Zero: Moving from Vision to Action
Vision Zero helps states, regions and communities define road safety in a simple way: No loss of life is acceptable. Many U.S. states and cities are following Sweden’s lead and adopting a zero fatalities goal. But after establishing a goal, what’s next? What does it take to move from vision to real action? Explore how to create actionable plans, build and maintain momentum with stakeholders and decision makers, and coordinate the work of engineering, education, enforcement, EMS and other sectors to end traffic violence in our communities.

Building Support for Bicyclist & Pedestrian Safety
Sometimes what pedestrian and bicyclist advocates deem urgent and necessary isn’t perceived in the same way by decision makers or the general public. This disconnect results in a lack of action and more injuries. What is needed to build political will along with agency and public support to bridge this divide? Learn how to get the ear and commitment of elected officials, change organizational mindsets and earn the public’s backing from a local advocacy group that strategically engaged with elected officials and created a broad-based plan to build community support. Also explore how cities are addressing speed limits and other political hot potatoes by focusing on school zones, and how a state Department of Transportation is using short- and long-term safety improvements to change minds about the importance of pedestrian and bicyclist safety.

Cops in the Crosswalk
Enforcement is critical for preventing pedestrian injuries and deaths but not the only thing. Discover how adding complementary low cost engineering treatments can support enforcement efforts like Pedestrian Safety Enforcement (PSE) which uses police officers as pedestrians. This "Cops in the Crosswalk" method is helping law enforcement officials objectively and effectively reinforce crosswalk laws in their communities. Other strategies that will be discussed include using multifaceted approaches to change the driving culture on a community wide basis and how to motivate the community to win solid support for the program. Law enforcement will also learn how to use data to better understand and target multiple threat pedestrian crashes in their communities and come up with workable solutions to address them.

Using Data to Address Distracted Walking
Injuries resulting from distracted walking are becoming so common, that the National Safety Council added them to its annual injury statistics report in 2015. Learn how to quantify the extent of the problem in your community and take action by conducting a pedestrian observational survey and implement public policy initiatives. Examine how one community used distracted walking data to move away from an outdated, ineffective program to one that is not only impactful, but also fosters relationships with major donors.

Does Technology Help or Hinder Bike & Pedestrian Safety?
Innovations in technology are fundamentally re-shaping the way we drive and plan for transportation safety and mobility. What does this mean for non-motorized road users; will it result in fewer collisions with motor vehicles or actually exacerbate the problem? This session will review current and emerging automated and connected vehicle technology and explore their potential positive and negative ramifications for pedestrians and bicyclists.
Putting Data to Work Solving Community Bike & Pedestrian Safety Problems
Learn what national, state and local data tell us about bicyclist and pedestrian safety and how it can be used cost-effectively and collaboratively through efforts undertaken by the National Highway Traffic Safety Administration, Federal Highway Administration and the Governors Highway Safety Administration. Whether your state or community is just beginning to address non-motorized safety or has been working on the issue for years, you’ll learn about evidence-based actions that can improve the safety of all roadway users in your community.

Protecting Children on Their Way to & from School
Ensuring a safe and healthy route to school for all children is the goal of the Child Health Initiative. A panel of experts will present the initiative and share domestic and global best practices, including urban street designs that prioritize safety where children live, learn and play. They will highlight strategies that increase safety while also providing access to healthier and sustainable modes of transport, and what advocates can do to help protect children on our roads.