

Pedestrians Count! 2010

DATA MODELING AND ADVOCACY WORKSHOP
BERKELEY, CALIFORNIA | OCTOBER 3-5, 2010

Conference Summary &
January 2011 Newsletter

Discovering the Latest Trends in Pedestrian Safety

We know that walking keeps us healthy, connects us to our community, helps the environment, and even saves money. However, when pedestrians are hurt or killed, walking suddenly becomes hazardous. For this reason, it is essential that we learn about the patterns of drivers and pedestrians so that we can predict danger zones and work to prevent pedestrian collisions. This was one of the major goals of a recent gathering of experts and advocates at the Pedestrians Count! Data, Modeling and Advocacy Workshop in Berkeley on October 3-5, 2010.

The event was sponsored by several state local agencies, in-

cluding California Walks, California Department of Public Health (CDPH)/ PedSafe Program, California Office of Traffic Safety (OTS), Caltrans, and the Universities of California, San Francisco and Berkeley. The workshop reached across disciplines to include a variety of attendees, such as local and regional transportation planners and engineers, researchers, educators, law enforcement, local public health and community advocates.

The event featured leading researchers and experts from the field of pedestrian safety who highlighted the most current data, interventions and best practices being conducted within California and nationally. Over 120 attendees participated in the workshop, along with several vendors who exhibited the latest in education, technology, engineering, policy development, and community organizing.



“To see such important data being shared shows how critical this workshop is.”

- Dr. David Ragland, Director of the Safe Transportation Research & Education Center (SafeTREC) at the University of California, Berkeley.



Advocates Discuss Strategies for Improving Pedestrian Safety

The Advocacy Day on October 3rd kicked off the Pedestrians Count! Workshop with over 40 statewide advocates, community leaders, researchers, and state transportation professionals. The purpose was to bring advocates and those who support them together to begin building greater capacity statewide for effective pedestrian advocacy. The primary questions we asked were: "in order for you to do your job as an advocate, what do you need?" And, "how can California WALKS and other partners assist you in achieving your goals?" The ultimate goal of this work is to build a strong and cohesive statewide movement to increase visibility of and resources for walkability throughout the state. The day's activities were full of interactive and group learning activities emphasizing the importance of advocacy in pedestrian planning, identifying data needs, strategizing for a statewide message, and networking.

This work is timely in light of the SB375 (2008) mandate that each regional metropolitan planning organization (MPO) set new greenhouse gas (GHG) reduction targets as part of Sustainable Communities Strategies (SCS) for the Regional Transportation Plan (RTP). Walking and systems that support walking, walkability and safety are natural strategies that support the climate action reduction of regional GHG emissions from private vehicles. Advocates around the state are working to include walking as a SCS, and the advocacy day is the beginning, bringing advocates together to share successes, challenges and begin developing a stronger statewide unified voice for walkability and safe routes for all!

The work conducted on October 3rd included identifying ways that California

WALKS can assist in supporting a statewide effort as well as six statewide priority areas and advocacy action plans. The six priority areas identified were: 1) ensuring transportation equity (under Title VI of the civil rights act), 2) California WALKS serve as a statewide clearinghouse of statewide equity and walkability resources, 3) California WALKS identify and disseminate best practices of walkability, complete streets, and safety measures, 4) increased funding for pedestrian and bicycle facilities (prioritize strategies under SCS mandate), 5) multi-layered strategies for safe routes to transit for all, and 6) community and advocacy engagement in regional SCS strategy development that support equitable, walkable, and safety strategies.

The day concluded with a group acknowledgement of the hard work, commitment and devotion that participants have in the work that they do. In keeping the day's momentum, engagement and identified actions alive, individuals joined working groups in their areas of interest. All in all, the Advocacy Day was an enormous success and illustrated the enormous commitment from statewide stakeholders to increase walkability and pedestrian safety throughout California.

To learn more about or to join *California WALKS*' six statewide advocacy priority areas, contact Rhianna@californiawalks.org

CONFERENCE
EVALUATION
DID YOU ATTEND
THE CONFERENCE?



Please fill out a
3-minute
evaluation to
help us improve
the next
conference!

Please click on the
following:
[Survey](#)





Richard Haggstrom

Honored as *Pedestrians Count Awardee*



Richard Haggstrom, Caltrans' HQ Traffic Operations Non-Motorized Traffic Branch Chief, is the first Pedestrians Count Award honoree. Haggstrom receives this annual Award—a Boris Bally recycled pedestrian traffic sign artwork--in the presence of California's Business, Transportation & Housing Agency Deputy Secretary Gregg Albright and Strategic Growth Council's Executive Director Heather Fargo. The Award was presented jointly by California WALKS' Executive Director Wendy Alfson and SHSP CA8 Walking Safely Co-Chair and WALKS Sacramento Executive Director Anne Geraghty.

gineer, who graduated Summa Cum Laude from California State University Los Angeles in 1989, following upon a MA in Sociology and BA in English, both from the University of California, Los Angeles.

This Pedestrians Count! Award annually recognizes outstanding contributions to improve pedestrian safety in California. Pedestrians Count thanks Boris Bally for his generous contribution. This Award was organized by Dahianna Lopez, RN, Prevention Director of the San Francisco Injury Center at UCSF.

Richard was selected for his decade-long state leadership of California's pedestrian safety efforts. As Co-Chair of the Making Walking and Street Crossing Safer Challenge Area of the California Strategic Highway Safety Plan, he has been instrumental in bringing to State traffic safety attention the nearly 20% pedestrian fatality rate. He has led California's FHWA Pedestrian Safety Action Plan program to national preeminence. His achievements include production of the 2010 Complete Intersections Guide following the 2005 Pedestrian Synthesis to guide Caltrans and local traffic engineers and planners. A key member of the Caltrans' team effort to obtain in-depth pedestrian and bicycle travel data through the National Household Travel Survey-California Supplement, Richard Haggstrom also coordinated the California Pedestrian Safety Task Force, precursor to the California Pedestrian Safety Advisory Committee, and serves on a variety of national ITE, FHWA, NHTSA and APBP pedestrian safety initiatives. With more than twenty years' state and local engineering experience, Richard Haggstrom is both a professionally-licensed Traffic Engineer and Civil En-



For more information on this nationally renowned recycled traffic sign artwork, please visit:

www.borisbally.com



Missed the Conference?

To access the agenda and presentations, please go to:

http://safetrec.berkeley.edu/news/pedestrian_counting.html

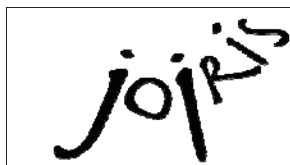
We would like to thank our Conference Sponsors:



SafeTREC Safe Transportation Research & Education Center



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Upcoming Events

Topic: Estimating Pedestrian Injuries Attributable to Excessive Vehicle Speeds in San Francisco: Methodology and Policy Implications

Presented by: Ben Gerhardstein, MPH—San Francisco Department of Public Health, Program on Health, Equity, and Sustainability (on temporary assignment from CDC/ATSDR)

Date/Time: February 8, 2011, 10:30 – 12:00 noon

Location: San Francisco Department of Public Health 1390 Market Street - Room 910

To participate via conference call: Please send an email to megan.wier@sfdph.org

Topic: Communication for Pedestrian Safety: Risk, Response and Change (2 Separate Sessions at the Office of Traffic Safety Seminar)

Presented by: The California Pedestrian Safety Program

Date/Time: April 20th (10 am -3 pm), April 21st (time TBD)

For more information, contact: Holly Sisneros at holly.sisneros@cdph.ca.gov.

Topic: What Healthy Communities Need from their Transportation Networks (Webinar Series)

Presented by: The American Public Health Association

Date/Time: February 15, March 15, April 5.

For more information, please visit: <http://www.apha.org/advocacy/priorities/issues/transportation/Webinars.htm>

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Questions? Please contact:

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