

Pedestrians Count: Data, Modeling and Advocacy 2010
David Brower Center
2150 Allston Way, Berkeley, CA

October 4 - 5, 2010

DRAFT AGENDA – as of September 28, 2010

Goals:

- Understand the benefits of collecting pedestrian data.
- Identify specific pedestrian data needs.
- Become aware of tools for pedestrian data collection and analysis.
- Understand how pedestrian data should be integrated into typical transportation analysis approaches.
- Recognize the need to institutionalize pedestrian data collection and analysis in the general transportation planning process.

Objectives:

1. Present the significant work accomplished by the Strategic Highway Safety Plan, California Pedestrian Safety Data Task Force as well as a broad overview of pedestrian data issues.
2. Outline what is needed to address pedestrian access and safety in metropolitan transportation planning & modeling processes.
3. Share the latest pedestrian data and modeling examples.
4. Provide time for the SHSP Challenge Area 8 Pedestrian Safety Committee to begin to update the Challenge Area 8 plan.
5. Provide California WALKS and its member advocacy organizations time to meet and define critical pedestrian advocacy issues related to influencing the implementation of SB 375 climate change emission reduction targets so as to accelerate the provision of infrastructure to support safe pedestrian transportation access.

Day One: Monday, October 4, 2010

7:30 – 9:00 **Registration and Continental Breakfast**

9:00 – 9:30 **Welcome and Introductions**
Wendy Alfsen, California WALKS
Anne Geraghty, WALKS Sacramento

Councilmember Jess Arreguin, City of Berkeley

Opening Remarks
Pat Minturn, Strategic Highway Safety Program,
California Department of Transportation

9:30 – 10:30

Building the Foundation: Pedestrian Data & Models 101

Barb Alberson, Moderator, California Department of Public Health

Better Pedestrian Data = Healthier Communities

Roger Trent, California Department of Public Health

Statewide Pedestrian Data Task Force

Holly Sisneros, California Department of Public Health

California Pedestrian Safety Data: Current Status, Evaluation and Recommendations

David Ragland, UC Berkeley, SafeTREC

Smart Mobility, Smart Data

Chris Ratekin, California Department of Transportation (Caltrans)

10:30 – 10:45

BREAK

10:45 – 12:15

Part One: Foundational Pedestrian Data

Breakout One: Quantifying Pedestrian Activity

Moderator: Nancy McGuckin, Travel Behavior Associates

San Francisco Manual and Automated Pedestrian Count Program

Laura Stonehill, San Francisco Municipal Transportation Agency (MTA)

Including Pedestrians in Trip Generation for Transportation Impact Analyses of Proposed Land Use Development Projects

Terry Parker, Office of Community Planning, Caltrans

Capturing All Pedestrian Travel in Shopping Trip Chains: Results from a Bay Area Intercept Survey

Bob Schneider, UC Berkeley, SafeTREC

New Insights into Pedestrian Travel from the California Add-on to the National Household Travel Survey

Leonard Seitz, Caltrans

Breakout Two: Quantifying Pedestrian Health & Safety

Moderator: Dahianna Lopez, UC San Francisco Injury Center

Health Data, Equity & Policy Making

Judi Larsen and George Flores, The California Endowment

The Cost of Pedestrian Injuries

Dahianna Lopez, UC San Francisco Injury Center

Performance Indicators for Safety: Burden or Risk

Rajiv Bhatia, San Francisco Department of Public Health

Health in All Policies Task Force

Linda Rudolph, California Department of Public Health

12:15 – 1:15

LUNCH

1:15 – 2:45

Part One: Foundational Pedestrian Data (continued)

Breakout Three: Pedestrian Infrastructure and Safety Data

Moderator: Jason Patton, City of Oakland

Pedestrian Infrastructure Data Collection for the Berkeley Pedestrian Master Plan

Eric Anderson, City of Berkeley

Pedestrian Infrastructure/Safety Data in the California SWITRS Crash Database

John Bigham, UC Berkeley SafeTREC

South of Market NHTSA Pedestrian Infrastructure & Counts

David Grant , San Francisco Walks & Rolls/BayWALKS

Santa Cruz County Sidewalk Inventory

Karena Pushnik, Santa Cruz County Regional Transportation Commission (SCCRTC) and Veronica Elsea, Pedestrian Safety Work Group, Elderly & Disabled Transportation Advisory Committee, SCCRTC

Breakout Four: Health Impact Assessments - Local Examples and Future Funding Opportunities

Moderator: Jeffery Rosenhall, California Department of Public Health

Pedestrian Safety and Health Impact Assessment in Environmental Review in San Francisco

Megan Wier, San Francisco Department of Public Health

Collaborating with local youth to assess pedestrian conditions in East Palo Alto

Jennifer Lucky, Human Impact Partners

Health Impact Assessment as part of Humboldt County General Plan Update

Jen Rice, Humboldt Partnership for Active Living (HumPAL)

2:45 – 3:15

BREAK

3:00 – 4:15

Where Pedestrians fit in Regional Transportation Modeling

Moderator: David Grant, San Francisco Walks & Rolls/Bay WALKS

Challenges of Modeling Pedestrian Activity and the Need for Smaller Scale Models

Incorporating Pedestrian Activity into SACOG's Blueprint Model

Bruce Griesenbeck , Sacramento Area Council of Governments

Pedestrian Travel as part of MTC's Regional Demand Model
David Ory, Metropolitan Transportation Commission (MTC)

Planning Models, Pedestrian Activity, and the Region's SB 375 Sustainable Community Strategy
Ted Broettboom, Association of Bay Area Governments (invited)

4:15 **End of Day Notes & Logistics**
Wendy Alfsen & Anne Geraghty

4:30 – 6:00 **Pre-dinner Break**

6:00 – 9:00 **Walk to Dinner and Discussions**
Participants are invited for dinner discussions at nearby restaurants – *Topics to be announced at the conference – may include: Pedestrian Research Needs; Pedestrian Advocacy Reports from around the state; Proposed SHSP Strategic Actions; Health & Injury Research; Funding Pedestrian Data Collection;*

Day Two: Tuesday, October 5, 2010

7:30 – 8:30 **Continental Breakfast**

8:30 – 10:00 **Strategic Highway Safety Plan (SHSP): Pedestrian Safety Data**
Moderator: Richard Haggstrom, Co Chair, SHSP Challenge 8 Committee

Pedestrian Safety Data & Action on Rural Roads
Tom Mattson, Humboldt County

Inventory & Action on Upgrading marked Crossings Treatments on State Highways
Roland Au-Yeung, Caltrans District 4

Sidewalks and Curb Ramp Inventory & Implementation Progress
Kevin Jensen, AIA & Kenneth Spielmann, PE

What the Data Tell us About Pedestrian Safety & Speed?
Roberta McLaughlin, Caltrans Operations

Data & Pasadena's Pedestrian Program
Fred Dock, City of Pasadena DOT

10:00 – 10:30 **BREAK**

10:30 – 12:00 ***Part Two: Pedestrian Analysis Methods (continued from Day One)***

Breakout Five: GIS-Based Pedestrian Volume Models that Can Run from a Spreadsheet
Moderator: Oliver Gajda, San Francisco Municipal Transportation Agency

Alameda and San Francisco Counties
Bob Schneider, UC Berkeley SafeTREC

Santa Monica
Matt Haynes, Fehr & Peers

San Diego
Jennifer Donlon and Michael Jones, Alta Planning & Design

Breakout Six: Pedestrian Behavior Analysis
Moderator: Rochelle Wheeler, Bicycle Pedestrian Program, Alameda County Transportation Commission

Safe Routes to School Analysis Techniques
Jill Cooper, UC Berkeley SafeTREC

Safe Routes to School Analysis Techniques
Jessica Meaney, Safe Routes to School National Partnership

Pedestrian Crossing Behavior Analysis and Applications
Meghan Mitman, Fehr & Peers

12:00 – 1:00

LUNCH

1:00

Pedestrians Count! Building Sustainable Communities

Gregg Albright, Deputy Secretary for Environmental Policy & Integration, State of California Business, Transportation & Housing Agency

Heather Fargo, Executive Director, California Strategic Growth Council and Former Mayor, City of Sacramento

1:30

Final Panel: Moving Pedestrian Data Forward

Moderator: Bob Planthold, California Pedestrian Advisory Committee (CalPED)

This panel will discuss important issues for improving pedestrian data in the future. These issues include identifying data needs, increasing capacity to analyze the existing databases, merging different databases with important pedestrian data, improving data quality, addressing legal issues related to data sharing, and using data for advocacy and networking to push for evidence-based practice. Audience members are encouraged to ask questions and participate in the discussion. Panelists will include:

Dahianna Lopez, UCSF San Francisco Injury Center

Bob Schneider, UC Berkeley SafeTREC

David Ragland, UC Berkeley, SafeTREC

Megan Wier, San Francisco Department of Public Health

Nancy McGuckin, Travel Behavior Associates

3:00

Vision Zero

Rajiv Bhatia, San Francisco Department of Public Health

3:15

Reflections & Closing Remarks

Wendy Alfsen, California WALKS

Anne Geraghty, WALKSacramento

3:30

Workshop Adjourns