

# PedsCount! 2014

**Change is Afoot!**

**Innovations in Communications, Safety, Data & Design**  
3rd Biennial PedestriansCount! Summit



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  Follow the Summit at [#PedsCount14](https://twitter.com/PedsCount14) and [@California Walks](https://www.instagram.com/CaliforniaWalks)

**May 14-16, 2014 | Sacramento, CA**

# HOSTED BY



## California Walks

Stepping Up for Health, Equity, & Sustainability

### Summit Partners



Safe Transportation  
Research & Education Center

**SafeTREC**



FEHR & PEERS

### Promotional Partners

Latino Coalition for a Healthy California

Pathways to Right-of-Ways

### Venue

The Tsakopoulos Library Galleria will be the main venue for PedsCount! events and sessions. Plenary sessions, lunch, breaks, reception, and exhibits will take place in the Galleria room of the Library. Breakout sessions will take place in the Library's East and West meeting rooms, as well as in the California Environmental Protection Agency Building, about 2 blocks away from the Library. Tours and mobile sessions convene at the Registration desk in the Library before departure. See page 29 for the Library floor plans.

Cover Photo Credit: WALKSacramento

# SCHEDULE AT A GLANCE

## Wednesday, May 14

11:00 AM - 1:30 PM	Registration Open
12:30 PM - 1:00 PM	Exhibitors Open
1:00 PM - 3:30 PM	Opening Plenary Session
3:30 PM - 3:45 PM	Refreshment Break/Exhibitors Open
3:45 PM - 5:00 PM	Concurrent Breakout Sessions
5:30 PM - 7:30 PM	Networking Reception

## Thursday, May 15

7:30 AM - 10:30 AM	Registration Open
7:30 AM - 8:30 AM	Breakfast
8:30 AM - 10:00 AM	Concurrent Breakout Sessions
10:00 AM - 10:15 AM	Refreshment Break/Exhibitors Open
10:15 AM - 11:45 AM	Concurrent Breakout Sessions
11:45 AM - 12:45 PM	Concurrent Walking Tours/ Mobile Sessions (Grab Lunch to Bring on Tour)
11:45 AM - 1:00 PM	Picnic Lunch
1:15 PM - 3:30 PM	Plenary Session
3:30 PM - 3:45 PM	Refreshment Break/Exhibitors Open
3:45 PM - 5:00 PM	Concurrent Breakout Sessions
5:30 PM - 6:30 PM	Concurrent Walking Tours/ Mobile Sessions
5:30 PM - 7:30 PM	New Belgium Brewery Happy Hour at Oshima Sushi Tap House  No-Host Dine-Arounds

## Friday, May 16

7:15 AM - 10:00 AM	Registration Open
7:15 AM - 8:00 AM	Breakfast
8:00 AM - 9:30 AM	Concurrent Breakout Sessions
9:30 AM - 9:45 AM	Refreshment Break/Exhibitors Open
9:45 AM - 11:30 AM	Closing Plenary Session

# ABOUT THE SUMMIT

The PedsCount! Summit is the only statewide conference focused on the latest developments and best practices for professionals, practitioners, and community residents working on pedestrian-related issues. Hosted biennially, PedsCount! regularly attracts high-level participation from Caltrans, the California Office of Traffic Safety, and metropolitan planning organizations' executive staff—making this the “go-to” pedestrian training in California.

## Getting Around Town

California's capital boasts a bustling walkable downtown that we hope you'll get to explore during your visit! Be sure to take some time to enjoy Sacramento's fair climate, delicious food, tree-lined streets, and wonderful people. Popular attractions include the State Capitol, Old Sacramento, Historic Sutter's Fort, the Crocker Art Museum, the California Railroad Museum, and the American River Parkway.

### **FREE Transit Passes**

Sacramento Regional Transit has generously provided complimentary light-rail passes for Summit attendees. Supplies are limited, and passes are available on a first-come, first-serve basis at the Registration Desk.



# Regional Transit

# SPECIAL EVENTS

## Summit Networking Reception

**Wednesday, May 14 | 5:30 PM - 7:30 PM | Galleria Room**

The first day of the Summit will close with a casual meet-and-greet for old friends and new colleagues. Enjoy light hors d'oeuvres and a complimentary beer and wine as you mix-and-mingle through the crowd.

## Dine Arounds

**Thursday, May 15 | Meet at Registration Desk at 5:30 PM | Reservations at 6:00 PM**

Experience California's Farm-to-Fork Capital at great restaurants in downtown Sacramento with pre-reserved tables for small groups of 8-10 people. Come sign-up for a group at the Registration Desk.

## New Belgium Brewery Happy Hour

**Thursday, May 15 | 5:30 PM - 7:30 PM | Oshima Sushi Tap House, 801 14th St, Ste. 200 Sacramento, CA 95814**

Relax and unwind with your fellow Summit attendees at Oshima Sushi Tap House! Streetsblog Los Angeles has teamed up with New Belgium Brewery to kindly offer discounted drink specials on seasonal New Belgium brews—don't forget to bring your Summit namebadge for the drink deals!



# PROGRAM AT A GLANCE

Wednesday, May 14		
Time	Session Title	Room
1:00 PM - 3:30 PM	<p>Opening Plenary Session</p> <p>Welcome Address</p> <p>Keynote Address: Secretary Brian Kelly, California State Transportation Agency (CalSTA)</p> <p>I [Walk] California: The Local Perspective</p> <p>Cultivating Sustainability in Transportation Planning: Active Transportation's Key Role in SB375 &amp; SB391</p>	Galleria
3:45 PM - 5:00 PM	Taking the Clearest Path: Leveraging Enforcement to Ensure Path-of-Travel/Roadway Safety	West, Library
3:45 PM - 5:00 PM	Working with the Media—New & Old	East, Library
3:45 PM - 5:00 PM	A Sea-Change in Assessing Multi-Modal Travel Effects of Urban Infill Development	Sierra, Cal/EPA



# PROGRAM AT A GLANCE

Thursday, May 15

Time	Session Title	Room
8:30 AM - 10:00 AM	Get On the Good Foot: Walking the Road to Grass-roots Community Participation in Policy Issues and Community Transformation in Contra Costa County	West, Library
8:30 AM - 10:00 AM	Harnessing the Teachable Moment: Risk Communication for Pedestrian Safety	East, Library
8:30 AM - 10:00 AM	Capturing Trips on Foot: An Introduction to the Benefits & Challenges of Pedestrian Counts	Sierra, Cal/EPA
10:15 AM - 11:45 AM	Realizing Vision Zero in San Francisco— What will it take?	West, Library
10:15 AM - 11:45 AM	Innovative Financing & Policies for Walking, Biking, & Complete Streets	East, Library
10:15 AM - 11:45 AM	Ongoing Challenges with Pedestrian Safety Data	Sierra, Cal/EPA
11:45 AM - 12:30 PM	Youth-Led VideoVoice Walkshop	Meet at Registration
11:45 AM - 12:30 PM	Everybody Walk with a Doc	
11:45 AM - 12:30 PM	Pedestrian Safety Assessment	

PROGRAM AT A GLANCE



# PROGRAM AT A GLANCE

Thursday, May 15 (continued)		
Time	Session Title	Room
1:15 PM - 3:30 PM	<p>Afternoon Plenary Session</p> <p>I [Walk] California: The Local Perspective</p> <p>Toward Vision Zero: Taking Action to Save Lives &amp; Improve Pedestrian Safety in California</p> <p>Charting a New Course for Healthy, Walkable Communities &amp; Complete Streets in California</p>	Galleria
3:45 PM - 5:00 PM	Grassroots Advocacy for Pedestrian Safety: Best Practices From 4 of California's Advocacy Organizations	West, Library
3:45 PM - 5:00 PM	Innovative Messaging Approaches to Mediate Pedestrian-Bicycle Conflicts	East, Library
3:45 PM - 5:00 PM	Trends in Camera Enforcement & Speed Management	Sierra, Cal/EPA
5:30 PM - 6:30 PM	R Street Walking Tour	Meet at Regis- tration
5:30 PM - 6:30 PM	K Street Walking Audit	Meet at Regis- tration





# PROGRAM AT A GLANCE

Friday, May 16		
Time	Session Title	Room
8:00 AM - 9:30 AM	What If People Really Did Get Out of Their Cars? The Tremendous Health & Community Benefits	West, Library
8:00 AM - 9:30 AM	Promoting Traffic Safety Through Cultural Norm Change	East, Library
8:00 AM - 9:30 AM	Combining Data with Online Tools to Promote Pedestrian Safety & Community Engagement	Coastal, Cal/EPA
9:45 AM - 11:30 AM	Closing Plenary Session  I [Walk] California: The Local Perspective  Connecting the Movement: Walking and Walkability across the Nation  Where Do We Go from Here? Closing Remarks	Galleria



## Opening Plenary Session

*Galleria, Library*

## Welcome Address

Phil Serna, Sacramento County Board of Supervisors

## Keynote Address

Brian Kelly, Secretary, California State Transportation Agency (CalSTA)

## I [Walk] California: The Local Perspective

Zelia Gonzales, California Walks Youth Leader

## Cultivating Sustainability in Transportation Planning: Active Transportation's Key Role in SB375 & SB391

*Plenary Panel | Galleria, Library*

This session will feature panelists from regions across the state that have recognized the importance and benefits of walking, biking, and active transportation. Learn why active transportation is critical for the implementation of regional Sustainable Communities Strategies and the California Transportation Plan 2040.

### Moderator:

Allison Joe, Deputy Director, California Strategic Growth Council

### Speakers:

- Kome Ajise, Deputy Director, Planning and Modal Programs, California Department of Transportation (Caltrans)
- Ahron Hakimi, Executive Director, Kern Council of Governments (KernCOG)
- Steve Heminger, Executive Director, Metropolitan Transportation Commission (MTC)
- Hasan Ikhathra, Executive Director, Southern California Association of Governments (SCAG)
- Mike McKeever, Chief Executive Officer, Sacramento Area Council of Governments (SACOG)
- Charles "Muggs" Stoll, Director of Land Use and Transportation Planning, San Diego Association of Governments (SANDAG)

## **Taking the Clearest Path: Leveraging Enforcement to Ensure Path-of-Travel/Roadway Safety**

*West Meeting Room, Library | Track: Innovative Enforcement Tactics to Improve Pedestrian Safety*

Peace officers, building inspectors, and traffic engineers too often overlook construction and maintenance practices that block or violate pedestrian right-of-way requirements, for example, an alternate and accessible path-of-travel is required during any construction but seldom properly provided; or the lack of timely follow-up to a complaint. Often, they are unaware who has what citation and/or enforcement responsibility. This session will share current construction conditions in downtown Sacramento that present safety problems in order to guide a discussion of possible enforcement and education remedies.

### **Moderator:**

Bob Planthold, Co-Chair, California Pedestrian Advisory Committee; Vice-President, Board of Directors, California Walks

### **Speakers:**

- Patrick J. Tobin, Founder, Safe Path of Travel; Master Instructor, Peace Officer Standards & Training (P.O.S.T.)
- Officer Jake Franklin, South Sacramento Area, California Highway Patrol
- Robert J. Mann, Master Instructor, P.O.S.T.
- Rod Rifredi, Traffic Officer, Davis Police Department; Instructor, P.O.S.T.
- Art Stellini, Commander, Broadmoor Police Department; Master Instructor, P.O.S.T.

## **Working with the Media-New & Old**

*East Meeting Room, Library | Track: Broadcasting the Right Message: Pedestrian Safety Education & Other Communications Strategies*

From print media to blogs, Facebook, and Twitter, our panel will equip participants with tools, tactics, and strategies to leverage new and old media technologies to get their message heard!

### **Moderator:**

Tony Dang, Deputy Director, California Walks

### Working with the Media-New & Old

(continued)

#### Speakers:

- Jonathan Bair, Board Member, Walk Oakland Bike Oakland
- Emily Alice Gerhart, WALKSacramento
- Damien Newton, Editor, Streetsblog

### A Sea-Change in Assessing Multi-Modal Travel Effects of Urban Infill Development

Sierra Meeting Room, Cal/EPA | Track: Pedestrian Data Collection

This session will provide an overview of transportation impact assessments for proposed land use projects and the types of data used, including current practice vs. the need for multi-modal “trip-generation rates” data for projects located in infill/downtown areas to facilitate and support “active” travel modes, such as walking, biking and transit. Panelists will share the results of two recent studies to provide the first trip-generation data for infill areas in California—including UC Davis’ effort to collect more infill travel data and use it to develop a tool for transportation studies of smart growth development projects in California—as well as the national Institute of Transportation Engineers’ (ITE) plans to update its guidance to incorporate the infill data and methods that these studies produced.

#### Moderator:

Terry Parker, Secretary, Board of Directors, California Walks

#### Speakers:

- James M. Daisa, P.E., Traffic Engineer | Urban Transportation Planner
- Susan Handy, PhD, Professor, Department of Environmental Science and Policy; Director, Sustainable Transportation Center, UC Davis



## **Get On the Good Foot: Walking the Road to Grassroots Community Participation in Policy Issues & Community Transformation in Contra Costa County**

*West Meeting Room, Library | Track: Innovative Collaborations, Partnerships, & Financing to Move Toward Implementation*

Authentic community engagement is an essential component of substantive community transformation, and one that necessitates the involvement of community voices, ideas and participation from the onset of policy change initiatives. This session will provide multiple examples of grassroots community engagement and capacity building strategies across Contra Costa County that have enabled for increased walkability evaluation, programming, and policy change within the county. Panelists, representing city government, county health services, community-based organizations, and community leaders- will highlight the variability of community needs and assets within a county, and how to engage differently to maximize impact.

### **Moderator:**

Janet Abelson, Mayor, City of El Cerrito; Immediate Past Chair, Contra Costa Transportation Authority; Board of Directors, California Walks

### **Speakers:**

- Eric Aaholm, Executive Director, Youth Enrichment Strategies
- Gabino Arredondo, City of Richmond Planning Department
- Coire Reilly, Manager, Injury Prevention & Physical Activity Promotion Projects, Contra Costa Health Services
- Ana Villalobos, Healthy Community Manager, Monument Community Partnership-Michael Chavez Center

## **Harnessing the Teachable Moment: Risk Communication for Pedestrian Safety**

*East Meeting Room, Library | Track: Broadcasting the Right Message: Pedestrian Safety Education & Other Communications Strategies*

The moment a pedestrian is hit, there is an increased concern for the community's safety. Will it happen again? How can we prevent it? What needs to change? Having a plan prepared for when that tragedy occurs allows agencies to respond effectively during the timeframe when people are open to the message and wanting to take action.

## **Harnessing the Teachable Moment: Risk Communication for Pedestrian Safety**

*(continued)*

Based on the workbook, *Communication for Pedestrian Safety: Risk, Response and Change*, attendees at this session will learn about risk communication practices, how to apply these strategies to improve pedestrian safety, and how to utilize the “It’s Up to All of Us” campaign materials to promote positive norm change messages. The session will be administered as a training, with interactive tools, models for implementing activities at the local level, and real-life examples.

### **Speakers:**

- Holly Sisneros, MPH, PedSafe Program Manager, California Department of Public Health
- Karissa Anderson, PedSafe Program Associate, California Department of Public Health

## **Capturing Trips on Foot: An Introduction to the Benefits & Challenges of Pedestrian Counts**

*Sierra Meeting Room, Cal/EPA | Track: Pedestrian Data Collection*

This breakout session is geared to those new in the field of pedestrian safety. Come learn what a pedestrian count is, what it’s used for, and what some of the potential shortcomings are with current methods.

### **Moderator:**

Jill Cooper, Associate Director, Safe Transportation Research & Education Center (SafeTREC), UC Berkeley

### **Speakers:**

- Offer Grembek, Associate Director for Research, Safe Transportation Research & Education Center (SafeTREC), UC Berkeley
- Frank Proulx, Graduate Student Researcher, Safe Transportation Research & Education Center (SafeTREC), UC Berkeley
- Dr. Sherry Ryan, Professor of City Planning, School of Public Affairs, San Diego State University

### **Realizing Vision Zero in San Francisco: What Will It Take?**

*West Meeting Room, Library | Track: Innovative Collaborations, Partnerships, & Financing to Move Toward Implementation*

Vision Zero has the clear goal of zero traffic deaths in ten years, giving safety and human life the highest priority in the transportation system. In response to advocates, multiple city agencies in San Francisco are taking steps to realize Vision Zero. The San Francisco Police Department has committed to the goal, the San Francisco Municipal Transportation Agency formally adopted Vision Zero, and additional departments are already taking steps towards zero deaths, including the Board of Supervisors, the County Transportation Authority, the Department of Public Health, and the District Attorney.

This session will discuss the history that led to Vision Zero in San Francisco, highlighting a strong foundation of collaborative, data-driven, targeted pedestrian safety initiatives. It will then focus on what it will really take to achieve Vision Zero, including agency roles, strategies and challenges to prioritizing safety and human life to achieve this ambitious goal by 2024.

#### **Moderator:**

Nicole Schneider, Executive Director, Walk San Francisco

#### **Speakers:**

- Mikail Ali, Commander, San Francisco Police Department
- Sunny Angulo, Legislative Aide, District Six, San Francisco Board of Supervisors
- Tilly Chang, Executive Director, San Francisco County Transportation Authority
- Timothy Papandreou, Deputy Director, Sustainable Streets, San Francisco Municipal Transportation Agency
- Seleta Reynolds, Section Leader, Livable Streets, San Francisco Municipal Transportation Agency
- Megan Wier, Epidemiologist, San Francisco Department of Public Health



### **Innovative Financing & Policies for Walking, Biking, & Complete Streets**

*East Meeting Room, Library | Track: Innovative Collaborations, Partnerships, & Financing to Move Toward Implementation*

Rates of walking and bicycling are rising steadily in California, even as supportive funding continues to hover at around 1 percent of transportation dollars. The State created a new Active Transportation Program in 2013 by combining several state and federal programs, but no new dollars were added. Caltrans has also developed the Smart Mobility Framework and Complete Streets Implementation Action Plan as guiding policies for the state. Meanwhile, advocates, funders, researchers, and local and regional agencies are looking for innovative opportunities to finance Complete Street improvements outside of the traditional state grant programs.

Hear about how advocates in the Bay Area worked with the Metropolitan Transportation Commission to institutionalize Complete Streets policies in nearly every county in the region in a few short months. Los Angeles County approved use of toll revenues for walk and bike infrastructure, and a private foundation in Los Angeles is getting involved by supporting grant-writing for Active Transportation Program proposals. How effective are these policies and are they moving toward implementation of safer streets? Learn what research is revealing and what Caltrans is planning to achieve complete streets and smart mobility.

#### **Moderator:**

Jeanie Ward-Waller, California Advocacy Organizer, Safe Routes to School National Partnership

#### **Speakers:**

- Marty Martinez, Bay Area Regional Policy Manager, Safe Routes to School National Partnership
- Jessica Meaney, Southern California Policy Director, Safe Routes to School National Partnership
- Swati Pande, Research Associate, Safe Transportation Research & Education Center (SafeTREC), UC Berkeley
- Christine Ratekin, Chief, Transit Planning Branch, Office of Community Planning, Division of Transportation Planning, California Department of Transportation (Caltrans)



# THURSDAY, MAY 15

Thursday, May 15 | 10:15 AM - 11:45 AM

## Ongoing Challenges with Pedestrian Safety Data

Sierra Meeting Room, Cal/EPA | Track: Pedestrian Data Collection

While California is ahead of many states in our data collection efforts around pedestrian travel and safety, there are many ongoing challenges with data collection efforts across the state. Our panelists will describe what those challenges are and help us come up with solutions to address them!

### Moderator:

David Cohen, Safety Specialist, California Division, Federal Highway Administration (FHWA)

### Speakers:

- David Ragland, Director, Safe Transportation Research & Education Center (SafeTREC), UC Berkeley
- Commander Isaac Tillman, Information Management Division, California Highway Patrol
- Yuanyuan Zhang, Post-Doctoral Researcher, Safe Transportation Research & Education Center (SafeTREC), UC Berkeley

Thursday, May 15 | 11:45 AM - 12:30 PM

## Walking Tours/Mobile Sessions

Meet at Registration Desk

### Everybody Walk with a Doc

Come join Permanente Medical Group physician and Chief of Health Promotion for Sacramento & Roseville, Renee Nelson, MD, for a walk around downtown Sacramento. After a quick walk to the Capitol Mall Farmers' Market, you'll meet up with hundreds of walkers who have joined our walking club and come out to Kaiser Permanente's weekly physician-led one-mile Walk to Thrive loop around downtown. Hear how our physicians use exercise as a vital sign and prescriptions for walking to reinforce a healthy lifestyle in our communities. And while you're at it, grab some fruits and veggies at the market!

### Tour Leader:

Renee Nelson, MD, MS, Chief of Health Promotion, Kaiser Permanente Sacramento and Roseville

## Walking Tours/Mobile Sessions

*Meet at Registration Desk*

### Youth-Led VideoVoice Walkshop

Experience a youth-led walkability assessment using VideoVoice—a technique for community residents to document existing health and safety conditions and desired improvements through video—with the California Walks Youth Leaders! The walkshop will start inside with a short briefing on real-world applications for VideoVoice projects and examples of completed projects. Then we'll take it to the streets where you can practice VideoVoice for yourself!

#### Tour Leaders:

- MariaJose Diaz, VideoVoice Trainer, California Walks Youth Leader
- Christopher Chavez, VideoVoice Trainer, California Walks Youth Leader

### Pedestrian Safety Assessment

Join an official Pedestrian Safety Assessment (PSA) evaluator on a walk to a nearby intersection to develop suggestions for potential improvements. Along the way, she will describe the PSA program offered through UC Berkeley's Tech Transfer program courtesy of an annual grant from California's Office of Traffic Safety. Each PSA is a collaborative effort with agency staff and may include other stakeholders to develop planning and engineering solutions. The result is a report that summarizes the community's existing policies, programs, and practices, along with identification of best practices, and site-specific conceptual improvements identified during the walking audit.

#### Tour Leader:

Kamala Parks, Senior Planner, Kittelson & Associates



## Afternoon Plenary Session

### I [Walk] California: The Local Perspective

#### **Toward Vision Zero: Taking Action to Save Lives & Improve Pedestrian Safety in California**

*Plenary Panel | Galleria, Library*

Pedestrian deaths now total nearly 25% of all California traffic fatalities. Investment of money & resources, in conjunction with coordinated actions from stakeholders as well as state and local government, is necessary for California to reduce such roadway deaths. This session will feature the current and ongoing initiatives and programs of state agencies working to reduce pedestrian fatalities and injuries, as well as to chart new directions for State action on pedestrian safety.

#### **Moderator:**

Linda Rudolph, MD, MPH, Co-Director, Center for Climate Change and Public Health, Public Health Institute

#### **Speakers:**

- Rhonda Craft, Director, California Office of Traffic Safety
- Joseph Farrow, Commissioner, California Highway Patrol
- Steve Takigawa, Deputy Director, Maintenance and Operations, California Department of Transportation (Caltrans)

#### **Charting a New Course for Healthy, Walkable Communities & Complete Streets in California**

*Plenary Panel | Galleria, Library*

This plenary session will feature speakers presenting on new and innovative programs and policies the State has led to promote and improve walking in California. Come hear how California has committed itself to promoting active transportation as a key component of a healthy and sustainable transportation system.

#### **Moderator:**

Kate White, Deputy Director for Environmental Policy and Housing Coordination, California State Transportation Agency (CalSTA)

# THURSDAY, MAY 15

Thursday, May 15 | 1:15 PM - 3:30 PM

## Charting a New Course for Healthy, Walkable Communities & Complete Streets in California

*(continued)*

### Speakers:

- Louise Bedsworth, Deputy Director, Governor's Office of Planning & Research
- Dr. Ronald Chapman, Director, California Department of Public Health
- Malcolm Dougherty, Director, California Department of Transportation (Caltrans)

Thursday, May 15 | 3:45 PM - 5:00 PM

## Grassroots Advocacy for Pedestrian Safety, Best Practices From 4 of California's Advocacy Organizations

*West Meeting Room, Library | Track: Innovative Collaborations, Partnerships, & Financing to Move Toward Implementation*

Learn from pedestrian safety advocates around the state how they are building grassroots community coalitions to influence grassstops decision makers and win results around safer streets. Examples highlighted will include the formation of Bike Walk Committees in the San Diego region, collaboration with high school students to produce a video documentary and petition for a neighborhood traffic light in Sacramento, neighborhood surveys and mapping for pedestrian improvements with Safe Routes to Seniors in Santa Barbara, and the formation of a broad coalition to advocate for and participate in the Vision Zero project in San Francisco. Attendees will learn about the outreach process involved, advocacy training, and details on the specific wins.

### Moderator:

Kathleen Ferrier, Policy Manager, Circulate San Diego

### Speakers:

- Terry Preston, Complete Streets Project Coordinator, WALKSacramento
- Nicole Schneider, Executive Director, Walk San Francisco
- Rebecca Waid, Project Director, Coalition for Sustainable Transportation (COAST)

## Innovative Messaging Approaches to Mediate Pedestrian-Bicycle Conflicts

*East Meeting Room, Library | Track: Broadcasting the Right Message: Pedestrian Safety Education & Other Communications Strategies*

Learn the innovative steps the cities of Davis and San Jose are taking to address pedestrian safety concerns. In Davis, the high use of its pathway network for bicyclists and pedestrians has prompted a creative approach to outreach and education. Seniors in San Jose concerned with sidewalk bicycling have encouraged the city to take steps to improve conditions for both pedestrians and bicyclists. Both cities' strategies make use of limited resources while partnering with their communities for support.

In Davis, promoting positive messaging within schools and on pathways is going a long way toward improving conditions for school-children. In San Jose, balancing the mobility needs of multiple constituencies while responding to public input has resulted in a multi-faceted strategy to improve conditions for pedestrians and bicyclists. Experiences from both communities emphasize the importance of positive messaging and leveraging community resources.

### Moderator:

Ann Mahaney, Chief, Sustainable Mobility Branch,  
Office of Community Planning, Division of Transportation Planning,  
California Department of Transportation (Caltrans)

### Speakers:

- John Brazil, Associate Transportation Specialist, Active Transportation Program, Department of Transportation, City of San Jose
- Jennifer Donlon Wyant, Senior Associate, Alta Planning + Design
- David "DK" Kemp, Active Transportation Coordinator, City of Davis Community Development and Sustainability Department
- Ryan Smith, Active Transportation Program, Department of Transportation, City of San Jose



# THURSDAY, MAY 15

Thursday, May 15 | 3:45 PM - 5:00 PM

SESSION DESCRIPTIONS

## **Trends in Camera Enforcement & Speed Management**

*Sierra Meeting Room, Cal/EPA | Track: Innovative Enforcement Tactics to Improve Pedestrian Safety*

Cameras can provide enforcement around the clock, allowing peace officers to pursue other duties. Yet, cameras are seldom used in California for red-light violations let alone for speed enforcement or keeping intersections clear (aka “don’t-block-the-box”). Negative media portrayals of camera enforcement generally overlook the fact that a motorist is not ticketed from a camera device until and unless viewed by an active peace officer who verifies the identity of the driver. This session will delve into the problems, limits, benefits, and future prospects for this oft-neglected enforcement tool.

### **Moderator:**

Captain Al Casciato, Co-Founder, Security Training Institute; Retired Officer, San Francisco Police Department

### **Speakers:**

- Mikail Ali, Commander, San Francisco Police Department
- David Cohen, Safety Specialist, California Division, Federal Highway Administration (FHWA)
- Officer Kevin Holt, South Sacramento Area, California Highway Patrol
- Timothy Papandreou, Deputy Director, Sustainable Streets, San Francisco Municipal Transportation Agency

Thursday, May 15 | 5:30 PM - 6:30 PM

## **Walking Tours/Mobile Sessions**

*Meet at Registration Desk*

### **R Street Walking Tour**

The R Street Corridor, once a warehouse district in Sacramento’s Central City, has transformed into a new transit-oriented, mixed-use neighborhood. A significant catalysts for this redevelopment was a reconstruction of the public realm that simultaneously maintained and respected the corridor’s unique historical character while encouraging multi-modal transportation options. This required the incorpora-

tion of unique design elements including 4" vertical raised walkways with special concrete coloring admixtures, 20' wide pedestrian "plaza" areas, special texturing and score marks to establish the pedestrian environment, extra-wide curb ramps, customized LED lighting, preservation of historical cobblestones and railroad tracks in the roadway, and customized drainage structures. Enhanced streetscape elements were also incorporated into the project including a roadway arch, pedestrian arch, decorative pillars, benches, historical plaques and customized bike racks to enrich the active transportation environment. Join Adrian Engel, Principal at Echelon Transportation Group, for a walking tour of historic R Street.

**Tour Leader:**

Adrian Engel, Principal, Echelon Transportation Group

**K Street Walking Audit**

The City of Sacramento recently returned limited vehicle traffic to K Street to induce increased business activity. How was this done and how has this affected pedestrian and bicycle travel? Come see how a "complete streets" approach can benefit all users! Join Complete Streets Coordinator Terry Preston of WALKSacramento on a "walk audit," a diagnostic tool used to assess the walking and bicycling environment of a street, school environment, or neighborhood, to identify complete street components as well as any potential deficiencies on K Street, such as missing sidewalks or curb ramps, obstacles, and dangerous street crossings. Through observation, conversation, and a Walkability Checklist tool, you will learn to conduct walk audits to generate the understanding among community members that leads to correcting pedestrian and bicycle deficiencies.

**Tour Leaders:**

- Terry Preston, Complete Streets Coordinator, WALKSacramento
- Lisa Rawson, Project Coordinator, Safe Routes to School Technical Assistance Resource Center



### **What If People Really Did Get Out of Their Cars? The Tremendous Health and Community Benefits**

*West Meeting Room, Library | Track: Pedestrian Data Collection*

Walking may be the only form of exercise available to many people, especially the elderly and low-income, but in today's environment, places where people can walk safely are rare. Today's communities are designed for the efficient flow of vehicles, making pedestrian and bicycle travel unsafe, and the distances between homes and employment, shopping, and other daily needs are often too great to traverse on foot or bike. And in some communities, the threat of violence is a deterrent to walking and biking, especially among children. However, there have been significant recent successes in getting people back onto their feet or wheels, and clear health benefits to go with them. In this session, we'll hear from the Watts community in Los Angeles about a multi sector collaborative to address the barriers to mobility and increased safe passage for students. Then we'll hear about the Safe Routes to Transit study in the Bay Area that showed promising increases in active transportation and other positive community impacts after infrastructure improvements were made for biking and walking around transit stations. And lastly, we'll hear about a "What If?" scenario: *What if half of all short car trips were replaced with walking and biking?* The health benefits would be nothing short of amazing.

Join us for this cutting-edge review of what we know today about the possibilities for improving community well-being by making our environments more suited to walking, biking, and riding on transit.

#### **Moderator:**

Teri Duarte, Executive Director, WALKSacramento

#### **Speakers:**

- Sean Co, Active Transportation Planner, Metropolitan Transportation Commission (MTC)
- Gilberto Espinoza, Policy Analyst, Urban Peace, Advancement Project
- David Weinzimmer, Graduate Student Researcher, Safe Transportation Research & Education Center (SafeTREC), UC Berkeley



Friday, May 16 | 8:00 AM - 9:30 AM

## **Promoting Traffic Safety Through Cultural Norm Change**

*East Meeting Room, Library | Track: Broadcasting the Right Message: Pedestrian Safety Education & Other Communications Strategies*

Understanding how to promote cultural norm change strategies is key to creating safer environments. This session will highlight examples set by California's Tobacco Control Program and leading traffic safety culture change models as a means for impacting traffic safety within our state. The essential building blocks of norm change campaigns and successful practices will be described. Current and future efforts of the Strategic Highway Safety Plan, Traffic Culture Change Workgroup will also be presented.

### **Moderator:**

Karissa Anderson, PedSafe Program Associate,  
California Department of Public Health

### **Speakers:**

- Bayliss J. Camp, PhD, Research Manager, Driver Competency Unit, California Department of Motor Vehicles (DMV)
- Peter Jacobsen, Consulting Engineer
- Sergeant Scott Loso, Research and Planning Section, California Highway Patrol
- Mary Strode, M.S., Stop Tobacco Access to Kids Enforcement (STAKE) Act Coordinator, Tobacco Control Program, California Department of Public Health

## **Combining Data with Online Tools to Promote Pedestrian Safety & Community Engagement**

*Coastal Meeting Room, Cal/EPA | Track: Pedestrian Data Collection*

Pedestrian safety is a pressing issue in San Francisco and other cities around the nation. To craft a program of capital improvements aimed at reducing severe pedestrian collisions, the city of San Francisco employed novel data collection and analysis methods. By pairing crash data with physical and environmental factors, city planners created a set of crash typologies and associated countermeasures. The City then teamed with lowercase productions to create an interactive website to engage and inform the public of the goals and challenges of the

Friday, May 16 | 8:00 AM - 9:30 AM

## Combining Data with Online Tools to Promote Pedestrian Safety & Community Engagement

*(continued)*

WalkFirst program. Engaging communities to promote walkability and safety has always been a fundamental challenge to urban planners. Increasingly, people have come to expect to be able to engage not only online, but on their mobile devices as well. OpenPlans builds tools to address street-scale planning challenges. This session will demonstrate new ways of combining data with online tools to gather authentic and actionable input.

### Moderator:

Theresa Rogerson, Health Educator, County of Santa Cruz Health Services Agency

### Speakers:

- Frank Hebbert, Director, OpenPlans
- Devan Morris, Data Analyst and Cartographer, Environmental Health Branch, San Francisco Department of Public Health
- Charlie Ream, Planner and GIS Specialist, Livable Streets Subdivision, San Francisco Municipal Transportation Agency
- Daniel Reider, lowercase productions

Friday, May 16 | 9:45 AM - 11:30 AM

## I [Walk] California: The Local Perspective

### Connecting the Movement: Walking & Walkability across the Nation

*Galleria, Library | Plenary Panel*

Our closing plenary will explore walking mobilization, policy and investment opportunities to increase the scale and impact of work across the states and nation. We'll place a special focus on realizing the health, economic, ecological and equity outcomes from walking and walkability, as well as meeting the imperative of pedestrian safety.

We'll explore the potential of the proposed Surgeon General's Call to Action On Walking and Walkability, Every Body Walk!, Dangerous by Design, worldwide Vision Zero, the forthcoming federal transportation bill and exciting developments across the country.

**Moderator:**

Tyler Norris, Vice President, Total Health Partnerships, Kaiser Permanente

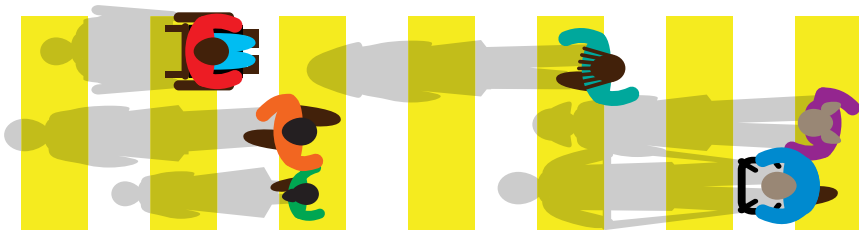
**Speakers:**

- Wendy Alfsen, Executive Director, California Walks
- Scott Bricker, Executive Director, America Walks
- James Corless, Executive Director, Transportation for America
- Rear Admiral Nadine Simons, MS, RN, Assistant Surgeon General; Regional Health Administrator, US Dept. of Health & Human Services, Region IX

**Where Do We Go From Here?**

**Closing Remarks by**

- Anne Geraghty, President, Board of Directors, California Walks
- Wendy Alfsen, Executive Director, California Walks



# PedsCount!

# SPECIAL THANKS

## Summit Planning Committee

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Safe Routes to School National  
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# SPECIAL THANKS

Thank you to our many friends and supporters for volunteering their expertise and countless hours to help make PedsCount! 2014 a success!

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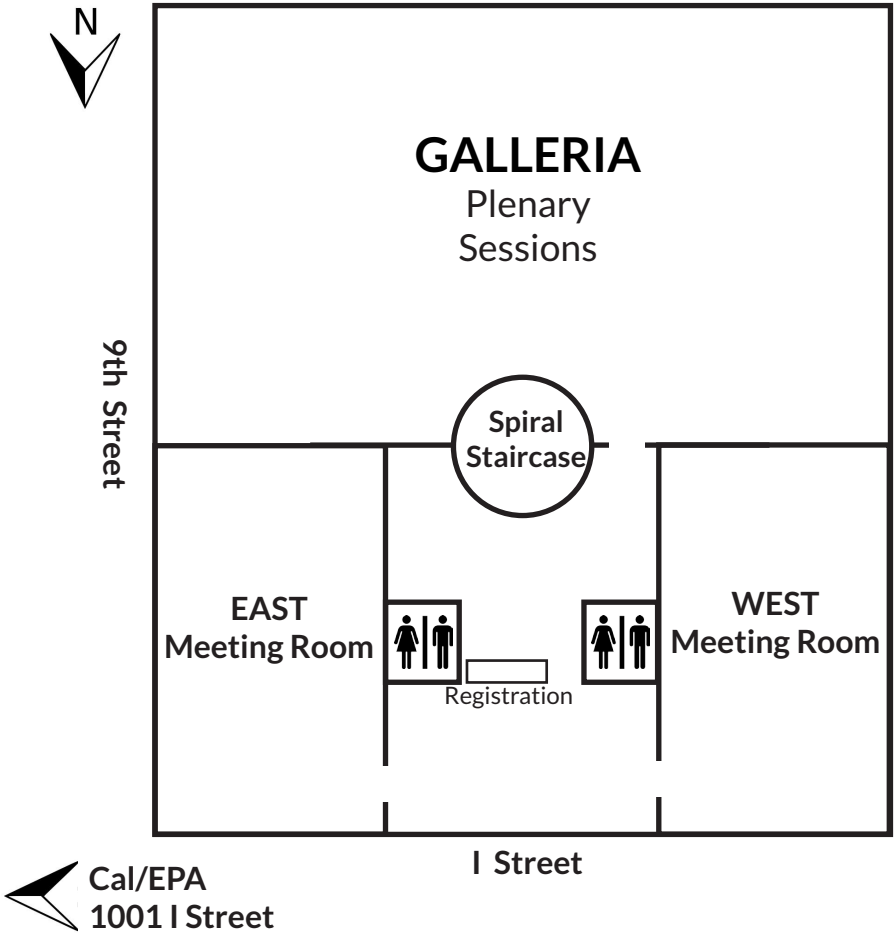
**Jeff Thom**

Chair, Governmental Affairs  
Committee,  
California Council of the Blind

**Carla Virdee**

Operations Manager,  
WALKSacramento

# LIBRARY FLOOR PLAN



- Summit registration is just inside the foyer of the Library from the I Street entrance.
- Plenary sessions, sponsor/exhibitor displays, refreshment breaks and Networking Reception will take place in the Galleria room.
- The Cal/EPA building requires all visitors to sign in.
- Summit organizers have provided Cal/EPA building management with a list of attendees to expedite this process, but please allow a few extra minutes to get to your session.

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