

# 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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](mailto: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 WALKSacramento Executive Director Anne Geraghty.

Richard was selected for his decade-long state leadership of California's pedestrian safety efforts. As Co-Chair of the Making Walking and Street Cross-

ing 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 pre-eminence. 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 Engineer, 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.

For more information on the artist, please visit:

[www.borisbally.com](http://www.borisbally.com)



# Missed the Conference?

To access the agenda and presentations, please go to:

[http://safetrec.berkeley.edu/news/pedestrian\\_counting.html](http://safetrec.berkeley.edu/news/pedestrian_counting.html)

# We would like to thank our Conference Sponsors:



THE Strategic Growth Council

**SafeTREC** Safe Transportation Research & Education Center



**SFMTA**

Municipal Transportation Agency



# 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](mailto: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](mailto: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>

Newsletter Contributors:

- Rhianna Babka (California WALKS)
- Wendy Alfsen (California WALKS)
- Holly Sisneros (California Department of Public Health)
- Anne Geraghty (California Department of Public Health)
- Dahianna Lopez (UCSF—San Francisco Injury Center)

Questions? Please contact:

Wendy Alfsen at [wendy@californiawalks.org](mailto:wendy@californiawalks.org) or  
Dahianna Lopez at [lopezd@sfghsurg.ucsf.edu](mailto:lopezd@sfghsurg.ucsf.edu)

**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, WALKSacramento

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; Fundidng Pedestrian Data Collection;*



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**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**