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PBIC launches Designing for Pedestrian Safety Webinar series


This summer the Pedestrian and Bicycle Information Center (PBIC), a clearinghouse of the Federal Highway Administration (FHWA) housed within the UNC Highway Safety Research Center (HSRC), launched a new Webinar series entitled “Designing for Pedestrian Safety”. The Designing for Pedestrian Safety Webinar series is intended to help communities address pedestrian safety issues through design and engineering solutions. Modeled after the PBIC and FHWA in-person training courses, the new Webinar Series explores a variety of topics including road diets, intersection geometry and signalized intersections. Webinar presenters have included Charlie Zegeer, director of the PBIC and John LaPlante, director of engineering with T.Y. Lin International. The series consisted of eight parts, with each Webinar focusing in on a specific subject matter surrounding pedestrian safety.

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Three new summary reports from HSIS

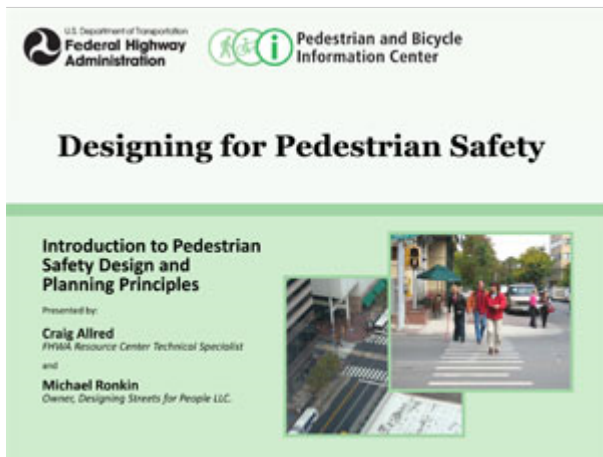
Booster seat law enforcement report released

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With attendance numbers reaching up to 1,000 viewers per Webinars, the series has been a success for PBIC. Attendees praised PBIC for the in-depth discussions and explanation of specific engineering treatments.

“These webinars are a great aid for those who work in traffic/transportation,” said one attendee. “It also helps focus attention on training for road design for pedestrians and bicyclists.” Each Webinar included a question and answer session for attendees to submit questions for response from the panelists.

This series is one of several Webinar series that PBIC offers. In addition to Webinars, PBIC also provides other resources for a variety of audiences. From in-person trainings to featuring success stories from around the United States, PBIC serves anyone interested in pedestrian and bicycle issues, including planners, engineers, private citizens, advocates, educators, police enforcement and the health community.

For more information on the Designing for Pedestrian Safety Webinar Series or to access archived Webinars, visit www.walkinginfo.org/training/pbic/dps_webinars.cfm.

Three new summary reports from HSIS

In recent months, the FHWA released three new Highway Safety Information System (HSIS) summary reports:



[Evaluation of Lane Reduction "Road Diet" Measures on Crashes](#) summarizes the findings of a before-after evaluation to determine the effectiveness of road diets (reducing the number of lanes along a roadway) on safety. Data for the analysis were acquired from California, Washington, and Iowa. The results showed road diets to reduce total crashes, on average across all sites, by 29 percent. More details are provided on the report on the levels of reduction associated with factors such as population and traffic volume.

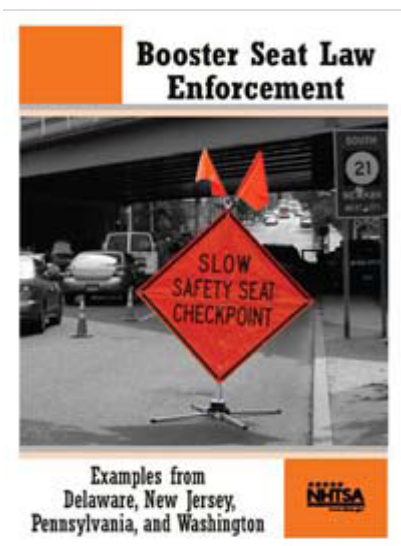
In [Factors Contributing to Pedestrian and Bicycle Crashes on Rural Highways](#), the authors examined the differences between pedestrian and bicycle crashes in urban and rural environments in North Carolina. Researchers combined HSIS roadway data and pedestrian and bicyclist crash data for which crash types had been assigned using the Pedestrian and Bicycle Crash Analysis Tool. The report identifies 11 specific problem areas for pedestrians in rural areas, such as walking along a two-lane rural road, and 5 specific problems areas for bicyclists, such as motorists overtaking bicyclists or rural two-lane roads.

[Development of a Speeding-Related Crash Typology](#) was designed to explore the characteristics of crashes that were deemed speed-related in order to provide guidance on the application of existing interventions and the development of new interventions. Researchers used crash data from the General Estimates System (GES), the Fatality Analysis Reporting System (FARS), and two of the HSIS states. The report describes the relationship between

speed-related crashes and a variety of environmental factors including speed limits, roadway alignment, and weather conditions.

The FHWA HSIS is a multistate database that contains crash, roadway inventory, and traffic volume data for a select group of States. For more information on these summary reports, contact David Harkey, director, HSRC at harkey@hsrc.unc.edu.

Booster seat law enforcement report released



This past spring, the National Highway Traffic Safety Administration released a report on a study that investigated the implementation of booster seat laws (enhanced child restraint laws) and examined the most effective strategies that law enforcement agencies can use to enforce booster seat laws. The study included a literature review, updating an inventory of the Nation's booster seat laws, evaluating enforcement strategies and activities among law enforcement agencies and recommendations for booster seat law enforcement techniques. Bill Hall, manager of the UNC Highway Safety Research Center's occupant protection program contributed to the study by conducting the inventory of the States' Booster seat laws.

Eight law enforcement agencies throughout Delaware, New Jersey and Pennsylvania participated in the evaluation. The 72-page NHTSA document details the study's findings including analyzing the most effective methods to enforce booster safety laws. Officers from the eight law enforcement agencies were debriefed after the study and shared their observations from the six-month enforcement period which ran from March to September 2008. To read more about the Booster Seat Law Enforcement study and the examples outlined, visit <http://www.nhtsa.gov/staticfiles/nti/pdf/811247.pdf>.

HSRC News Briefs

HSRC awards annual scholarships

The Highway Safety Research Center (HSRC) takes pride in recognizing students with innovative ideas in the field of highway safety. This fall, the Center awarded the 2010 UNC Highway Safety Research Center Scholarship to Catherine J. Vladutiu and Michael Ousdahl. Vladutiu is a doctoral candidate at UNC-Chapel Hill in the department of epidemiology. Ousdahl is a master's candidate at UNC-Chapel Hill in the departments of city and regional planning and public administration.

"I am honored to receive the 2010 UNC Highway Safety Research Center Scholarship in recognition of my dissertation research," said Vladutiu. Vladutiu's research utilizes probabilistic record linkage methodology to examine the risk of adverse maternal and fetal outcomes from motor vehicle crashes during pregnancy in North Carolina. Vladutiu and Ousdahl will present their research and interests in highway safety to the staff of HSRC.

The purpose of the Highway Safety Research Center Scholarship is to foster the education and professional development of graduate students with an interest in transportation safety-related areas, including but not limited to, engineering, driver behavior, planning, public health and environment. The \$1,000 scholarship is available to a full-time graduate student with an interest in transportation safety who will be enrolled during the following semester at any of the University of North Carolina campuses. Applicants are asked in a 500 - 1000 word essay to explain how their field of study could be used to prevent motor-vehicle-related deaths and injuries on North Carolina roads. Candidates are also evaluated based on academic performance, extracurricular and professional activities, and work experience.

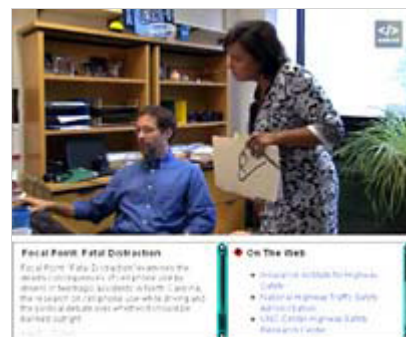


Award winner Catherine Vladutiu with HSRC Director David Harkey.

Distracted driving documentary features HSRC researcher

"I think the research is clear on cell phones and driving; cell phones increase the risk of a crash," said Arthur Goodwin, senior research associate at HSRC in a documentary entitled "Fatal Distraction." The documentary aired on August 26 on WRAL news in Raleigh, NC. The segment brought light to the issue of distracted driving and the risks involved with cell phone use while driving. "Research shows if you use a cell phone while driving, you are at a four times higher risk of being involved in a crash," stated Goodwin during the documentary. Hosts of the documentary also talked to North Carolina law enforcement, as well as the families of two crash victims whose lives were lost due to distracted driving. North Carolina passed a ban on texting while driving in the state last year.

To view the documentary, visit <http://www.wral.com/news/local/documentaries/video/8175675/#/vid8175675>



Senior Researcher Arthur Goodwin discusses study with WRAL reporter in documentary.

HSRC in the news

The following is a highlight of recent media stories that include information and research from the Center. Web links to the following news stories are time sensitive, so some stories might not be accessible after the initial publication date without required registration.

[UNC researchers: Ban cell phones while driving](#)

WRAL

May 10, 2010

[Congress targets teen driving, mulls federal driver's license standards](#)

ABC News

June 02, 2010

[Fewer 16-year-olds with licenses = more 16-year-olds alive](#)

Chicago Tribune

June 22, 2010

[Senate pushes for phone-free driving](#)

News & Observer

June 22, 2010

[Children and sunbathers most likely to be hit on Volusia beaches](#)

Orlando Sentinel

July 01, 2010

[State closer to cell phone driving ban](#)

Freedom ENC

July 12, 2010

[Driven to distraction](#)

Rocky Mount Telegram

August 06, 2010

[Congestion concerns: Charlotte-area traffic raises worries about luring businesses](#)

Mecklenburg Times

August 10, 2010

[Back to School Program Protects Kids, Neighbors](#)

AOL Rented Spaces

August 31, 2010

[Man driving scooter held on DWI charge](#)

News & Observer

September 02, 2010

[Restricted licenses help curb teen traffic fatalities](#)

Fayetteville Observer

September 05, 2010

[Teen driver safety: The GDL Kickback](#)

Auto Week

September 13, 2010

[Motorcycle deaths up as traffic deaths drop](#)

News & Observer

September 28, 2010