COMPLETE STREETS

HSRC to guide practitioners through program implementation

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PBIC director receives Lifetime Achievement Award

Charlie Zegeer, UNC Highway Safety Research Center (HSRC) researcher and director of the Pedestrian and Bicycle Information Center (PBIC), was recognized by the Association of Pedestrian and Bicycle Professionals (APBP) with a 2012 Lifetime Achievement Award. The award was presented at the Pro Walk/Pro Bike conference in September. It recognizes individuals who have made a substantial commitment to the profession and who have shown excellence in the field of bicycle and pedestrian planning, design, advocacy or education. The award distinguishes those whose vision and determination have made their communities better places to bicycle and walk and who inspire others.

“Charlie is incredibly deserving of this honor,” said David Harkey, HSRC director. “His work has had a tremendous impact on making our roads safer and more accessible for pedestrians and cyclists in communities across the nation and internationally.”

Zegeer is a highly respected author in the field of transportation research, a leader in pedestrian and bicycle safety and a strong mentor to young professionals. His numerous reports and publications (150 and counting) are often cited and continue improving pedestrian and bicycle safety in the U.S. and around the world.

Nine new Walk Friendly Communities announced

The Pedestrian and Bicycle Information Center (PBIC) announced in September nine new Walk Friendly Communities, bringing the total number of communities recognized under the program to 33. The “Walk Friendly” designation means the city or town is being recognized for success in working to improve a wide range of conditions related to walking, including safety, mobility, access and comfort.

To learn more about selection criteria, browse a complete list of all 33 Walk Friendly Communities across the nation, and view information on how to apply for the next round of selections in November, visit www.walkfriendly.org.

GOLD LEVEL
Washington, D.C.

SILVER LEVEL
Long Beach, Calif.
Redwood City, Calif.

BRONZE LEVEL
Essex Junction, Vt.
Fort Collins, Colo.
Gainesville, Fla.
Northampton, Mass.
Rochester, Minn.
Shorewood, Wisc.

Washington, D.C. earned Gold Level designation in September.
HSRC to guide practitioners through implementing Complete Streets program

Active transportation is on the rise in North Carolina, but while more people are seeking alternative methods of travel, not all roads offer safe facilities for pedestrians and cyclists. Statewide, more than 2,200 pedestrians and around 1,000 bicyclists are struck by cars in reported collisions each year.

One approach to helping communities better serve all road users is Complete Streets. Across the country, cities and states are beginning to adopt and implement Complete Streets policies that promote roadway designs that safely accommodate all road users, including motorists, transit riders, pedestrians and bicyclists. The North Carolina Department of Transportation (NCDOT) adopted a Complete Streets policy in 2009 and completed the Complete Streets Planning and Design Guidelines to provide direction for the design and construction of complete streets in July 2012.

“Communities need realistic solutions for the growing demand for safe and accessible active transportation options,” said Laura Sandt, HSRC senior research associate. “Complete Streets offers an approach to balance the needs of all road users and represents the future of roadway design and planning.”

Examples of Complete Streets generally include streets that have sidewalks, appropriate bicycle facilities, transit stops, right-sized street widths, and context-based traffic speeds, and are well-integrated with surrounding land uses. More on this policy is available on the Complete Streets website, wwwCOMPLETESTREETSNC.ORG.

Over the past several months the HSRC has coordinated four free one-day workshops in North Carolina to describe a process for training practitioners and implementing the Complete Streets policy. These introductory workshops will be followed by more detailed, two-day training courses on Complete Streets implementation to be held in 2013.

“The two-day courses will go into depth on how to determine what transportation modes best serve the area and what facilities are needed, demonstrate how to design a roadway that integrates the needs of all users, and explore the tradeoffs and alternatives and how to incorporate Complete Streets into a community’s long term plans,” said Sandt.

The training events will occur each month in locations across the state. Training is open to NCDOT staff, local agencies and developers, and others with an interest in roadway design. Check the Complete Streets website training page in December to register or learn more about these training events.
UNC-Greensboro student awarded HSRC’s 2012 Scholarship

HSRC selected UNC-Greensboro student Laura Peoples as the recipient of the Center's 2012 Megan Cornog Memorial Highway Safety Scholarship. The scholarship is awarded each year to a graduate student with an interest in transportation safety-related areas. Peoples is pursuing a master’s degree in public health education, with an emphasis on community health education. After graduating, she says she plans to work towards improving bicycle and pedestrian infrastructure in North Carolina.

“Public health educators and transportation safety researchers are essential in establishing and improving built environments that are conductive to safe multi-modal road use, thereby preventing motor vehicle-related deaths and injuries,” said Peoples. “I’d like to see our roadways become safer for everyone.”

In addition to her studies, Peoples is an advocate for the Coalition of National Health Education Organizers and a graduate research assistant for the Prevalence of Bicycling and Walking Prior to a Major Natural Experiment in Greensboro project. She expects to graduate in May 2013.

The purpose of the annual Megan Cornog Memorial Highway Safety Scholarship is to foster the education and professional development of graduate students with an interest in transportation safety-related areas. Candidates are evaluated based on an essay, as well as academic performance, career goals, extracurricular and professional activities and work experience. Since establishing the scholarship in 2006, HSRC has awarded seven scholarships to graduate students in the UNC system.

The scholarship is named in memory of a former HSRC staff member, Megan Cornog, who died Sunday, Nov. 7, 2010 at her home in Carrboro, N.C. after a courageous battle with cancer. After earning her master’s degree from UNC-Chapel Hill in May 2009, Megan began her career working as a project coordinator for HSRC, focusing on pedestrian and bicycle issues.

Laura Peoples
2012 Megan Cornog Memorial Highway Safety Scholarship recipient
Recent HSRC events

HSRC has had a busy fall season, coordinating the following events:

**Walk to School Day**
On Oct. 3, thousands of students, parents and communities representing more than 4,200 schools across the U.S. walked and bicycled to school to celebrate International Walk to School Day. This one-day event, coordinated by HSRC’s National Center for Safe Routes to School, is part of an international effort to encourage more families to get out of their cars and on to their feet to enjoy the many benefits of safely walking and bicycling to school.

**Patricia Waller Lecture**
Dr. Daniel Webster, co-director of the John Hopkins Center for Gun Policy and Research, and Tard Carter, outreach supervisor of Safe Streets East Baltimore, shared their insight on the topic of violence prevention on Oct. 8. The Patricia Waller Lecture is co-sponsored by the UNC Injury Prevention Center (IPRC), HSRC, and the UNC Department of Psychology and is held in memory of Patricia Fossum Waller, Ph.D. Dr. Waller was the founding director of IPRC and a UNC professor. She also worked for nearly two decades as a researcher at HSRC where she developed the concept for graduated licensing that would become adopted nationwide.
National Center receives Harvard award, reaches data milestone

The National Center for Safe Routes to School recently received a Harvard Bright Ideas in Government award for its efforts to engage communities in school travel data collection and information-driven decision making. The award recognizes innovative initiatives that demonstrate creative solutions to issues such as urban and rural degradation, environmental problems, and the academic achievement of students.

The National Center serves as the information clearinghouse for the federal Safe Routes to School (SRTS) program that enables and encourages children to safely walk and bicycle to school. Its resources make collecting, entering and analyzing school travel data as easy and straightforward as possible for communities and states.

“The National Center is honored to receive the Harvard Bright Ideas in Government award,” said Lauren Marchetti, director of the National Center for Safe Routes to School. “The wealth of data available through the National Center exists because of the commitment of Safe Routes to School State Coordinators, program coordinators and local supporters who have used this system and provided data.”

The National Center also reached a data milestone in July of this year – collecting its one millionth data form. Data collected through the National Center is beneficial to SRTS programs in many ways. At a local level, the information available can serve as a guide during the event planning process and provide feedback on how well a program is working. At the state level, participation in the national data collection effort is often required in order to apply for and receive SRTS funds. At the national level, researchers can analyze the data compiled by the National Center to identify and understand national trends and effective SRTS program strategies.

For more information, visit saferoutesinfo.org/data-central.

PBIC releases final results of national Bike Share Study

PBIC recently completed a national study on Bike Share programs. The study explores the evolution of bike sharing in the U.S., defines success factors, examines funding models, explains demographic and geographic trends affecting the implementation of programs, recommends a step-by-step approach for implementation in cities in the start-up phase, and discusses measures to increase demand and expansion of existing programs.

In addition, PBIC developed a free webinar series covering the updated American Association of State Highway Transportation Official’s (AASHTO) Guide for the Development of Bicycle Facilities. The updated guide, released in June 2012, serves as a key resource for creating and designing bicycle facilities in the U.S. This seven-part webinar series covers all aspects of the updated guide.

Download the full Bike Share report at www.bicyclinginfo.org/bikeshare.

ONLINE
Download the full report at bicyclinginfo.org/bikeshare. View AASHTO presentations at bicyclinginfo.org/aashto, or at PBIC’s YouTube channel at youtube.com/pedbikeinfo.
HSRC publications and presentations

Recent conference presentations:

Many HSRC staff participated at the 17th annual Pro Walk/Pro Bike conference in September in Long Beach, Calif. The following staff members participated in presentations during the event:

- Getting to Platinum: Walk Friendly Seattle – Carl Sundstrom
- Implementing Education and Enforcement Components of a Pedestrian Safety Action Plan, Part 1 (State Level Coordination) – Laura Sandt
- Making Tough Choices Easier: Prioritizing Pedestrian Infrastructure Improvements – Nancy Pullen-Seufert
- Motivated to move: Fostering students’ intrinsic motivation for active school travel – Seth LaJeunesse and Mathew Palmer
- Pedestrian Safety Action Plan (PSAP) Implementation – Charles Zegeer
- Toward Zero Deaths for Pedestrians and Bicyclists – Charles Zegeer, Libby Thomas and Carl Sundstrom

Recent articles published/accepted:


To learn more about current and past research publications of HSRC, browse www.hsrc.unc.edu/research_library.