

## Notes from the 9/2/2008 Strategic Research Symposium on Pedestrians & Walkability

The meeting was held at the Westin Hotel in Seattle during the ProWalk/ProBike Conference. Approximately 40 people attended.

- I. Welcome - Anne Vernez Moudon
- II. Presentation – Bob Schneider
- III. Working Groups - Strategic Research Needs
  - A. Introduction – David Levinger
  - B. Four Working Group tables
- IV. Working Groups – Funding opportunities
  - A. Introduction – Matthew Ridgway & Meghan Mitman
  - B. Four Working Group tables

*The notes below list the top pedestrian research topics suggested by the working groups for each of the four pedestrian research categories: 1) Planning & Policy, 2) Design, Operations, & Safety Analysis, 3) Human Capacity & Sensitivity to the Environment, and 4) Society, Culture & Behavior.*

## 1. PLANNING & POLICY Group

- 1) What motivates more people to walk? What incentive packages get the best bang for the buck?
  - a. distance
  - b. safety
  - c. amenities
  - d. costs
  - e. environmental concerns
- 2) How can we prioritize across the “E’s” of safety?
  - a. suggest evaluation of programs w/ non-motorized pilot cities (40 proposed in T4)
- 3) How many people currently walk & bike?
  - a. children, seniors
  - b. income & ethnicities
  - c. beyond commute trips
- 4) Why do retailers locate where they do?
  - a. case studies
  - b. where have we seen success?
- 5) How well do transportation education programs incorporate a systematic, multi-modal approach?
  - a. how can we change this?
- 6) How does the focus on climate change affect ped/bike research?
  - a. new funding partners
  - b. need for better data
- 7) How can we incentivize and what are the benefits of integrating land use & transportation?
  - a. how many trips can be replaced?
- 8) How can we transition from an “art” to a “science”?
  - a. with demand projections
  - b. with alternative LOS measures

### Funding ideas:

area 1) Developers/LEED-ND; Kaiser Permanente-Health; Social Psychology – NSF

area 5) Dissertation grants; Curriculum – NEH-NSF-FIPSE; Focus on improving undergraduate education to encourage more research champions;

area 6) Climate change Foundation; Dodge Foundation; NSF – carbon footprint; Utilities, energy companies; EPA; Needs—demonstrate how bike/ped research can meet other agenda needs

## 2. DESIGN, OPERATIONS & SAFETY ANALYSIS Group

- 1) Crash-Coding Ped/Motorist Incidents & Crash Factors
  - a. e.g., lane positioning, points of impact
  - b. law enforcement reporting: “Synthesis of Crash-Reporting for Ped-related Incidents: Implications for Training & Data Standards”
- 2) Impacts of Personal Electronics Use on Bike/Ped Safety
- 3) Design Elements Illustrating Ped/Bike Control Points & Crash Potential
  - a. Pavement markings & Signage Impacts on Motorist Yield
  - b. Roundabouts
- 4) Effectiveness of Ped Safety Stings: Impact On Compliance and Behavior & Attitudinal Results
  - a. Impacts of media coverage
- 5) Impact of In-Street Crosswalk Signage on Behavioral Change & Ped Crash Rates (e.g., Atlanta & other city campaigns)
- 6) Setting a Baseline for Bike/Ped Counts

Also:

- 1) Secondary Benefits of Active Transportation
  - a. Meta-data analysis of non-motorized transportation projects
    - i. economic development
    - ii. pedestrian & bicycle safety
    - iii. personal security
    - iv. health effects (including obesity & breathing disorders)
- 2) What are the Institutionalized Processes & practices of Implementing Standards to be Responsive to Users? or “Evaluation of Institutional Factors Associated with Walkable Design Products”
  - a. Quantify responsiveness to users
  - b. Organizational practices
- 3) Evaluation & Development of Latent Demand Models for Pedestrians
  - a. “State of the Practice” research
  - b. Identify best practices
  - c. Develop validation process

### **3. HUMAN CAPACITY & SENSITIVITY TO THE ENVIRONMENT Group**

- 1) Knowledge areas:
  - a. principles of CSS/Universal Design
  - b. Lacking user perception/perspective
  - c. different types of disabilities
  - d. technology transfer/training
- 2) Implementation Mechanisms
  - a. prescriptive standards vs. flexible & interpretive
- 3) Research
  - a. impact of environmental change on walkability (land use infrastructure)
  - b. secondary impacts of transportation choices (health, economic development, security, etc.)

#### 4. SOCIETY, CULTURE & BEHAVIOR Group

- 1) What are the characteristics of people who walk?
  - a. individual
  - b. cultural
  - c. neighborhood
  - d. choice/non-choice (necessity)
  - e. policy climate
- 2) How does the media portray walking and/or people who walk?
  - a. track changes over time
  - b. what is the impact on various groups?
  - c. do media messages create barriers that must be overcome by encouragement programs?
  - d. children's books
- 3) How do perceptions of neighborhoods & civic services differ between regular walkers and non-walkers?
  - a. How many neighbors can you name?
- 4) Why is walking seen differently in different communities? What encouragement programs have contributed to these differences?
- 5) What are the selling points of walking?
  - a. environmental stewardship
  - b. promoting community
  - c. public safety