2020 Annual Report

Pedestrian and Bicycle Information Center
www.pedbikeinfo.org

Pedestrian and Bicycle Information Center 2020 Annual Report

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Letter from the Director

This year, perhaps more than ever before, we witnessed the critical nature and importance of our work as cities and towns across the country embraced the need for safety in our public spaces. People looking for relief from the pandemic took to walking, biking, and micromobility for recreation, commuting, and just as a way to connect with their community, even from behind a mask or six feet away. Bicycle sales soared in the US and internationally. Trail use doubled and parks and greenways quickly became overcrowded in some areas. As transit demand and operations were radically altered, essential workers and others changed their travel habits, sometimes opting for bicycle or shared micromobility.

COVID-19 was not the only event to impact our streets in 2020. Instances of police brutality ignited people to take to the streets to show solidarity in efforts to dismantle systemic racism. People convened in public spaces to share frustrations, sorrows, and to make their voices heard. In one city, we saw bicycles used as weapons by police officers on civilians. In other communities, we saw police and community kneeling together on sidewalks and in roads to observe 8 minutes and 46 seconds of silence.

While these events served as momentous markers of the year, they also underscored and amplified other deeply pervasive transportation challenges in the US. Pedestrian and bicyclist fatalities continue to be a public health crisis, and people of color are disproportionately impacted. The negative environmental and human health impacts of an auto-oriented transportation system continue to outpace the benefits of new technology and other mitigating efforts. Despite myriad new transportation resources and decision-making tools available, in many places there continues to be a wide gap between the work needed to serve pedestrian, bicyclist, and micromobility user needs and interests and the capital funding, policies, and agency practices in place.

There is an interconnectedness that exists between all these dilemmas. In 2020, much of our work involved highlighting examples and practices in places that were taking creative and resourceful approaches to “multi-solve” problems related to transportation, health, and broader social and environmental concerns, while simultaneously working to advance their community’s walkability and bikeability. In particular, we recognize the importance of centering the needs and the voices of those most marginalized in the transportation system, and our obligation to provide timely and evidence-based resources to help contextualize complex issues and illuminate possibilities for change. We also recognize that these challenges cannot be addressed by a single sector, and that a common vocabulary is needed as a basis for multidisciplinary problem-solving. Therefore, in creating resources and spaces for practitioners to share and learn, we consistently sought to engage new audiences and broaden the participation amongst those with a role in transportation beyond traditional engineering and planning groups.

We wish to thank the Federal Highway Administration and National Highway Traffic Safety Administration for ongoing direction and support in these endeavors. And in this annual report, as we summarize a year that will not soon be forgotten, we reflect on where we’ve been to help inform where we’re heading. PBIC continues to support the goals of FHWA, NHTSA, and USDOT, and we look forward to our collective work to advance safe, healthy, and equitable communities in the future.

Dr. Laura Sandt
Director, PBIC

2020 Highlights

The mission of the Pedestrian and Bicycle Information Center (PBIC) is to improve the quality of life in communities through the increase of safe walking and bicycling as a viable means of transportation and physical activity. PBIC supports walkable and bikeable communities by developing and sharing research, resources, and programming that advance safety, equity, mobility, and access for all. The Center monitors trends in practice and in research, provides technical assistance and evidence-based guidance, fosters engagement between Federal, State, regional, and local entities, and helps to cultivate a network of informed practitioners and stakeholders. PBIC also supports the implementation of Federal Highway Administration (FHWA), National Highway Traffic Safety Administration (NHTSA), and US Department of Transportation (USDOT) strategic goals and initiatives, including areas of interest highlighted in the current USDOT Strategic Plan for FY 2018-2022: networks, safety, equity, trips, infrastructure, innovation, and accountability.

In the fourth year of this five-year cooperative agreement, PBIC made marked strides toward supporting communities across the US in creating better places to walk and bike. Key accomplishments and platforms of engagement included:

- Launched an interactive crowd-sourced tool to collect immediate responses in cities and towns to changing demands on public space during COVID-19.
- Developed a background piece on pedestrian safety issues and risks, crash patterns and contributing factors, and resulting impacts to support the USDOT Pedestrian Safety Summit and Action Plan.
- Held a five-part Health and Transportation webinar series and offered many additional webinars on topics of interest related to walking and bicycling.

Figure 1. pedbikeimages.org / Bruce Bursey

- Provided multiple resources focusing on youth active travel related to automated driving systems and routes to and from school and beyond.
- Moved the PBIC Messenger from a quarterly to monthly newsletter and distributed nine newsletters, as well as regularly shared news and resources using Twitter and Facebook.
- Provided technical assistance to diverse audiences, responding to more than 80 direct requests for information.
- Created website content to help practitioners and professionals during COVID-19, including a resource hub of organizational efforts to address shifting needs and a database of upcoming and archived webinars offered by other organizations.

This annual report highlights the services performed and noteworthy new tools and resources produced in 2020.

Responding to Local Actions to Rebalance Streets During COVID-19

The COVID-19 global health crisis called for community response on an unprecedented scale. One such response was immediate local actions to provide safe space and access for walking, biking, and taking transit. To accommodate shifting travel needs, communities adapted public spaces, streets, and roads. Anticipating the need for decision-making support, Dr. Tab Combs of UNC-CH's Department of City and Regional Planning partnered with PBIC to develop an open access dataset to crowdsource information and allow people to share their observations. The Local Actions to Support Walking and Cycling During Social Distancing Dataset was launched in March 2020 and communities were encouraged to share information about their city and town efforts to rebalance streets for walking, biking, and other forms of travel. Contributors were also encouraged to submit photos of local actions to PedBikeImages and visually document these rebalancing efforts.

PBIC and Dr. Combs teamed with America Walks to host a webinar in May, Research in Action: Trends in How Municipalities Are Addressing Increased Demand for Safe Public Space, highlighting how communities implemented strategies to respond to the increased demand for public space. Dr. Combs shared observations documented within the dataset on common intervention strategies while PBIC team member Dan Gelinne offered other tools and resources to help communities document project impacts.

The Local Actions Dataset served as the foundation for the next iteration of the project, a collaboration between multiple organizations and others also collecting data. The Local Actions Dataset was complemented by the COVID-19 Livable Streets Response Strategies dataset, created by Mike Lydon of Streetsplans, and the COVID Mobility Works dataset. Working with Bogotá, Colombia-based collaborator Carlos F. Pardo of the New Urban Mobility Alliance (NUMO), and with assistance from EpiAndes, the Epidemiology group at Universidad de Los Andes, the team integrated, harmonized, validated, and expanded the three original datasets. The new, enhanced dataset was launched as the Shifting Streets COVID-19 Mobility Dataset and has more than 1,300 entries documented from more than 500 locations. The dataset is the most comprehensive English-language inventory of mobility responses available. It has also been used as the basis for an open-source platform created by Columbian start-up DataSketch for visualizing COVID-19 mobility responses around the world. It continues to be a resource used by practitioners, students, and researchers around the world and has received extensive media coverage by Car and Driver, Wired Magazine, Streetsblog Chicago, IEEE Spectrum, The Guardian, El Diario, and Boston Globe.

Figure 2. pedbikeimages.org / Christiaan Abildso

Figure 3. Datasketch visualization platform / Screen capture

Contextualizing Pedestrian Safety Issues

In 2018 there were 6,283 pedestrians and 857 bicyclists killed in crashes with motor vehicles in the US. Together these vulnerable road users account for a growing share of total US traffic fatalities: in 2003, pedestrians and bicyclists represented 12.6 percent of total traffic fatalities, and in 2018 they accounted for 19.5 percent of fatalities. In some cities, such as Austin, Texas, pedestrian fatalities accounted for more than 40 percent of all traffic fatalities in 2018. These trends—and the enormous toll the loss of loved ones have on families and communities experiencing them—are deeply disconcerting and merit efforts to better understand why crashes happen and to develop strategies to make our streets safer for all road users.

To address these issues, PBIC developed an informational brief to provide context on pedestrian safety issues, crash patterns and contributing factors, and resulting impacts. Toward a Shared Understanding of Pedestrian Safety: An Exploration of Context, Patterns, and Impacts provided orientation for readers from diverse sectors – including advocates, roadway owners and operators, legislators and law makers, real estate developers, businesses and private industries, public health practitioners, researchers, and educators—to help identify shared concerns and opportunities to make a difference. Ultimately, the document aimed to support a more informed conversation around the nature of pedestrian safety problems that need to be addressed across diverse sectors.

Figure 4. pedbikeimages.org / Toole Design Group

Figure 5. pedbikeimages.org / Dan Burden

The document was released in time to support the USDOT Summit on Pedestrian Safety Virtual Series, a collaboration between FHWA and NHTSA. Originally planned as in-person sessions and roundtable events, the summit was moved to an online platform due to COVID-19. The document provided information to participants prior to virtual sessions and offered a broader landscape of pedestrian safety challenges to help stimulate thinking about the complexities and needs of pedestrian travel.

Focusing on Health through the Lens of Transportation

Concerns about health within the context of transportation are not new ideas, but the focus on the intersection between transportation and public health was sharpened in 2020 as communities planned for COVID-19 response and recovery. To support knowledge exchange, PBIC developed and hosted a five-part webinar discussion series in October 2020 featuring expert speakers from 21 different organizations leading health in transportation initiatives across the country. Through the series, panelists shared practices for advancing health and equity in transportation through the confrontation of power and privilege in communities, collaborative partnerships, data integration, project prioritization, and policy change. The series provides an opportunity for transportation practitioners to further explore how their work and specific practices impact public health and can lead to better health and equity outcomes.

In a post-webinar follow-up, participants shared how the webinars impacted their work:

- "My work is in building a national coalition of youth biking programs for historically underserved communities. As a white woman I consider it part of my job to listen to and learn from leaders such as these black women in order to keep my focus centered on the experiences and needs of the communities I aim to work with."
- "I'm leading a team that is developing a partnership between the Michigan Department of Transportation and the Michigan Department of Health & Human Services. The team is hitting as many of the webinars in this series as we can, as part of our research."
- "The seminar provided new perspectives on how to integrate health and crash related information. It also brought to my attention concerns with data covered or not covered by crash reports. The perception of Injury by the one providing the report is key in the determination and classification of injuries. These are key takeaways from the Seminar. Thank you."
- "There were some new phrases, data sets, and other perspectives that I can reference. It will certainly help structure how I focus my advocacy, better tailoring messaging depending on the audience. It also widened my understanding of perspectives that health stakeholders might have, whose value on transportation safety isn't immediately present."

Figure 6. pedbikeimages.org / Adam Coppola Photography

Figure 7. pedbikeimages.org / NYCDOT

Focusing on Youth Active Transportation Safety and Health

The COVID-19 pandemic led to a nationwide shutdown of schools, meaning that children's travel between home and school also ended. However, much work remained to support child pedestrian and bicyclist injury prevention in neighborhoods in the shorter and long term, and to plan for the return to school and needed modifications to student travel. PBIC pivoted its work to adjust to these new realities and aimed to help cities and communities address the changing conditions of walking and biking, with particular attention on youth.

Vision Zero for Youth: Beyond Safe Routes to School

Cities of all sizes are committing to eliminating traffic fatalities and serious injuries, often as part of Vision Zero initiatives. A growing number are also focusing on improving safety for youth. Vision Zero for Youth combines these two concepts by recognizing that safety programs that start with youth can be the catalyst to build community support for Vision Zero, and that Vision Zero should include a focus on youth. The initiative includes resources, ideas for taking action, opportunities for city leaders to commit, and national and international recognition programs. Support for the initiative is provided by PBIC along with FIA Foundation, and UNC Highway Safety Research Center.

Vision Zero for Youth Demonstration Project

Since 2019, PBIC and Toole Design Group team members have been partnering with the city of Philadelphia Office of Transportation, Infrastructure and Sustainability to provide technical support for a Vision Zero for Youth Demonstration Project. This has included assistance to help advance Philadelphia's work on Vision for Youth with an emphasis on communities of color and low income neighborhoods, an assessment of how high risk roads for child pedestrian crashes relate to the High Injury Network, and a focus on sharing lessons learned through the demonstration project to help other cities advance their own programs.

Figure 8. Philadelphia Vision Zero Action Plan Chapter on Vision Zero for Youth

In 2020, the team delivered findings from a youth pedestrian crash analysis to the Vision Zero Pedestrian Safety Study and Action Plan (VZPSSAP) Steering Committee and helped to inform recommendations for the city's Vision Zero Action Plan update. The city released its five-year Vision Zero Action Plan in November 2020, including a feature chapter on Vision Zero for Youth and its objectives to improve youth pedestrian safety. Concurrent to the Demonstration Project, PBIC developed and finalized the Safety-Based Prioritization for Youth Pedestrian Travel Planning resource. This resource describes a process for identifying and prioritizing high risk locations for child pedestrians and applying countermeasures to prevent serious pedestrian crashes, and adaptation of the National Cooperative Highway Research Program (NCHRP) Research Report 893 -Systemic Pedestrian Safety Analysis, which was co-authored by PBIC staff under a separate contract.

Vision Zero for Youth Leadership Awards

The Vision Zero for Youth Leadership Award recognizes cities that are leading the way in prioritizing children's safety while also improving pedestrian and bicyclist safety for all ages through Vision Zero, thanks to the efforts of city leadership and community support.

Figure 9. pedbikeimages.org / Fremont, CA

In February 2020, the city of Fremont, California, received the Vision Zero for Youth USA Leadership award because of their impressive reduction in child crashes (from 12 to one over a six-year period) and 400 quick build projects to improve pedestrian and bicyclist safety near schools. The PBIC announced the award via a press release and developed a case study to highlight how the city has taken steps to improve road safety, specifically for its children and youth. The city immediately used their new award to inspire its newly-formed Mobility Commission to take action to protect young pedestrians.

Vision Zero for Youth Resources

Building off the concepts offered through Vision Zero for Youth and Walk to School Day, PBIC developed two resources to better explain and illustrate how community actions focusing on improving walking and biking for youth can motivate safety improvements for all:

- Events as Tools for Change shows how events, such as Walk or Bike to School Day, can serve as powerful catalysts for improving safety and building community health.
- The Benefits of Slowing Down Traffic Starting Where Children Walk and Bike describes lessons learned about addressing speed through roadway design and operations changes that benefit youth walkers and bicyclists.

Other Health and Safety Resources for Schools and Caregivers

With school-based travel affected greatly by COVID-19, guidance was needed to address these challenges and speak to the collective, flexible approach necessary for fall school re-opening plans. PBIC developed Planning Considerations for Walking and Rolling to School in Fall 2020. The document describes how walking and rolling to school can be part of the solution to school re-opening challenges. It describes the benefits of active travel to school and addresses four main planning questions.

PBIC also recognized that little is known about pedestrian injuries among school bus riders. The team conducted an original media scan to characterize crashes to pedestrians on the way to school bus, identifying 45 crash events impacting 60 child pedestrians between January 2018 and March 2020 as part of a report on pedestrian injuries to school bus riders (submitted to USDOT in December 2020). As part of this work and at the request of NHTSA for School Bus Safety Week, PBIC also developed Safe Steps to the School Bus Stop: How Parents Can Encourage Safe Walking. An outreach tool for school districts, national school bus safety organizations, and other community members to share with parents and caregivers, the brief provides eight tips for parents and caregivers to coach their child to adopt safe behaviors while walking for any trip, with some special considerations for the trip to and from the school bus.

National Walk and Bike to School Days During COVID-19

Figure 10. Bike to School Day Celebration Photo

As the global pandemic called for physical distancing and disrupted in-person learning at schools and school-related travel, it was clear that both Bike to School Day (May 2020) and Walk to School Day (October 2020) would look very different this year. Despite challenges, communities across the country celebrated the benefits of active travel and recognized the importance of safety together in spirit, while physically apart.

To provide support for families, school officials, community leaders, and champions for walking and biking, the National Center for Safe Routes to School, with support from PBIC, provided event ideas to encourage safe participation in Bike to School Day at home. The menu of ideas included decorating sidewalks or windows with signs of encouragement to bike and walk, conducting a bike safety and helmet fit check, contacting officials about safety concerns on local streets, and interviewing family members about walking and rolling. Across the country, communities put their own spin on the celebration. Over 300 social media posts included the #WalktoSchoolDay hashtag in October, creating a digital sense of community for participants. While registration was closed for this year's event, a survey of 2020 participants reflected celebrations in 31 states.

Figure 11. Walk to School Day Celebration

For Walk to School Day, the team changed online registration for the first time, opening it to neighborhoods and families in addition to schools, to encourage participation regardless of whether learning was happening virtually or in-person. Detailed reports on Walk to School Day and Bike to School Day for 2020 provide more information about each event.

Walk to School Day champions across the country again stepped up to adapt their events to fit the times. Some marked the day by taking a walk around their neighborhood with their families before the school day began at home, while others organized modified walk to school or walk at school events. Throughout the month of October, more than 1,275 events were registered in 44 states and Washington, D.C., with the majority taking place at schools. More than one-half of event organizers reported that their events led to changes that can improve daily walking and biking such as policy, infrastructure, and signage improvements.

Beyond the events, the Walk and Bike to School Day team continued to provide resources related to safe walking and rolling on social media. From January 2019 to December 2020, Walk and Bike to School Day social media audiences grew 30 percent overall, including a 70 percent increase in Twitter followers.

Automated Driving Systems and Safety Around Schools

Since its 2017 release of the Discussion Guide for Automated and Connected Vehicles, Pedestrians, and Bicyclists, PBIC has been increasingly sought out by media and professionals interested in the topic of automated vehicles, bicycling, and walking. The Discussion Guide continues to serve as a background and orientation piece for researchers and practitioners addressing related issues. In 2020, the Discussion Guide was cited by at least seven publications, including journal papers from Accident Analysis & Prevention, Transportmetrica A: Transport Science, and IEEE Transactions on Human-Machine Systems.

Expanding on the issues identified in the original AV Discussion Guide, in 2020, PBIC developed resources specific to the challenges of automated driving systems (ADS) in school zones. To date, there has been no coordinated effort to assess the unique challenges of deploying ADS in school zones or to systematically identify relevant research gaps, and there is little guidance for AV developers regarding school zones. To fill this need, PBIC developed a white paper to reach ADS developers designing for ADS navigation through or in the vicinity of school zones. Considerations for Deploying Automated Driving Systems Around Schools is also beneficial to a variety of stakeholders in communities affected by those deployments. The white paper summarizes the challenges of ADS deployment from technical, policy, infrastructure, and educational perspectives, and stakeholders will gain a general understanding to inform conversations before ADS are deployed broadly near schools. The result of the research is a set of ten recommendations that highlight the variety of challenges that will need to be addressed by ADS developers and local stakeholders prior to broad deployment.

PBIC also developed a companion piece to summarize the ten recommendations proposed within the white paper. Ten Actions Needed by Developers Before Deployment of Automated Driving Systems Around Schools also acknowledges that although the global pandemic prevented students from attending schools, ADS research and development continues to advance so urgency for attention continues.

Michael Clamann, lead author of both resources, gave talks to increase awareness about this issue and share recommendations, including at the Safe Routes to School National Conference and the Transportation Research Board Annual Meeting. In addition, Partners for Automated Vehicle Education (PAVE) included the white paper in its online Resource Library, which is a database of resources collected from PAVE members, academic institutions, agencies, and other experts in the field.

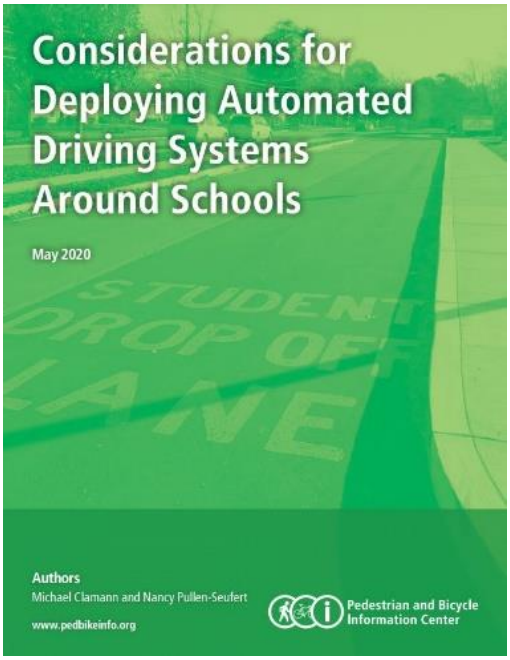

Figure 12. Cover of PBIC white paper on Automated Driving Systems around schools

Supporting Data-Informed Action with School Travel Data

Since 2007, FHWA has supported the development and operation of a Student Travel Data System by first the National Center for Safe Routes to School, then the PBIC. The database supports a standardized set of travel information using two National Center-developed instruments: a Student Travel Tally Form and a Parent Survey. State SRTS Coordinators uniformly promoted—and often required—use of the data system to support program planning and evaluation during peak years of the Federal SRTS program. The travel data has benefited schools and local and State SRTS programs in planning, evaluation, and performance management. It has also supported student travel research. In 2020, programs in 15 states submitted 3,763 tallies from 332 schools and 9,037 parent surveys from 137 schools.

Some State SRTS Programs rely on the Data System as part of their work to prioritize projects and evaluate the impact of their programs and greatly value it. Below are a few reflections from State SRTS Coordinators:

> *"The [Safe Routes] Data System plays a vital role in Florida's application process. Not only do we use this information in determining which applications to award, we use it to help us in determining the effectiveness of the project. The University of Florida reviewed all of the projects programmed with the before and after surveys and schools that had implemented an educational component. They found more students were biking and walking once an infrastructure project went in as well as a decline in vulnerable road users crashes. And where there was a combination of both infra and no-infra the numbers of users was even greater. Because of this information, we feel the Safe Routes Data System is needed to continue with the evaluation of the program."*
>
> -Sarita Taylor, Florida DOT Safe Routes to School Coordinator

> *"The Safe Routes to School program and movement's success is dependent on having a solid evaluation plan in which we can track and analyze. For us this means having a centralized, standardized data collection system that we can utilize from year to year in our grant program. Our Advisory Committee has made participation in the parent surveys and collection of student tallies a requirement of our grant application and uses this information to assess the applications. Then, upon completion of the grant, the applicant is required to conduct these data collection mechanisms to understand the impact of their work. This year, due to the impacts of COVID-19, for the first time ever, we gave applicants the option of creating their own evaluation plan in case collecting the parent surveys and student tallies weren't feasible due to school closures or remote learning. Only one applicant decided to go this route. This tells us that given the chance of developing their own evaluation plan, the Safe Routes Data System was the preferred mechanism for evaluation."*
>
> – Melissa Houghton, Colorado DOT Safe Routes to School Coordinator

Drawing upon data from the Data System, PBIC investigated factors associated with high rates of bicycling to school at the individual school level to identify replicable ways that teachers, administrators, Safe Routes to School coordinators, and community leaders can facilitate active transportation. PBIC released What Makes a "Biking" School? How Some Schools Have Pulled Ahead in Cycling Rates to share what was learned. The team identified multiple publications that used the Data System for its analysis.

Webinar Offerings and Conference Presentations

PBIC works in coordination with peer organizations, thought leaders, and others to deliver training and webinars focused on existing and emerging topics related to biking and walking. PBIC webinars highlight innovations and best practices, provide guidance, share new resources, and encourage discussion on key issues. Other programs, such as the FHWA Office of Safety, helped support a number of them.

Webinar Topic	Month Held
Considerations for Selecting Pedestrian Hybrid Beacon Locations	Apr 2020
Enhancing Mobility, Access, and Safety for Pedestrians: Part 1	Apr 2020
Enhancing Mobility, Access, and Safety for Pedestrians: Part 2	Apr 2020
Quick Build Networks for All: Part 1	May 2020
Quick Build Networks for All: Part 2	May 2020
STEP UP Campaign for Pedestrian Safety	May 2020
Developing and Delivering Pedestrian Safety Projects	Jun 2020
Evaluating Road Diets: Recent Research and Case Studies	Jul 2020
Going Dutch: Translating Dutch Cycling Ideas to an American Context	Jul 2020
MPO and DOT Partnership for Complete Streets Projects	Jul 2020
Health and Transportation Webinar Series: Confronting Power and Privilege in Transportation Planning for Healthy and Equitable Communities	Oct 2020
Health and Transportation Webinar Series: Health and transportation partnerships: agency structures for collaboration / Health in All Policies	Oct 2020
Health and Transportation Webinar Series: Health and transportation partnerships: integrating health data into transportation planning	Oct 2020
Health and Transportation Webinar Series: Planning and prioritizing projects for health	Oct 2020
Health and Transportation Webinar Series: Bringing public health to the transportation policy table	Oct 2020

In prior years, PBIC frequently participated in several conferences throughout the year to deliver technical content and new resources, serve on panels, share posters, attend workshops, and exhibit information and resources. Conferences also provided an opportunity to engage with key partners and peer organizations to collaborate and develop ideas.

Plans for 2020 conferences were disrupted early in the year, as host organizations cancelled, postponed, or shifted their events to virtual platforms. PBIC adapted to these changes, and while TRB and SAE conferences served as the only conferences PBIC members could attend in-person, team members participated in many online offerings that were available for sharing and learning.

On-Demand State and Local Assistance

One of the key services PBIC provides is on-demand technical assistance and response to requests for more information. PBIC staff responded to more than 80 requests for assistance via email or calls from practitioners, researchers, graduate students, and other people advancing safe active travel. PBIC also responded to requests from media throughout the year. The topics discussed are wide ranging. The short list below provides just a small sample:

- Crash Data
- Micromobility
- Safe Routes to School Programming
- Countermeasures for Bicycles
- Bicycle Helmets
- Count Data and Analytics
- Recent Rise in Pedestrian Fatalities
- Driver Yielding
- Uncontrolled Crossings
- Community Responses to COVID-19
- Bicycle Detection and Signals
- Speed Management
- Traffic Calming
- Walkability Checklists and Audits
- Costs for Ped/Bike Infrastructure
- Economic Benefits Metrics

Beyond requests for technical assistance from practitioners in the field, PBIC provided technical assistance to FHWA and NHTSA throughout 2020, including providing support for the development of USDOT Summit on Pedestrian Safety. PBIC also coordinated with FHWA and subcontractor Toole Design to deliver technical assistance to Alabama as part of a special technical assistance initiative for state departments of transportation.

Figure 13. PBIC webinar on laptop screen

Stakeholder Meetings

PBIC engaged regularly with partners and peer organizations to stay informed and learn about current and emerging trends, opportunities, and needs in pedestrian and bicycle research. We also routinely sought to coordinate across webinar programs and cross-promote resources of mutual interest. Additionally, PBIC supported a national network of state pedestrian and bicycle coordinators by developing resources and providing ongoing support. PBIC facilitated discussions between State DOT and FHWA division coordinators and convened bimonthly conference calls to provide an opportunity to share information and discuss activities.

Online Presence

Professionals and practitioners turn to the PBIC website as a comprehensive source of quality, objective information on pedestrian and bicycle issues related to safety, access, equity, and much more. In addition to updating the website frequently as new resources from PBIC and other organizations are available, PBIC also worked on improving functionality across the site in 2020. PBIC developed a resource hub of organizational efforts to help transportation professionals when many were searching for socially distanced educational opportunities by providing quick access to tools, guidance, webinar series and more. Additionally, given the inability for in-person meetings and conferences during COVID-19, many organizations moved training and learning opportunities to virtual sessions or webinars. PBIC developed a listing of upcoming and archived webinars provided by partner and peer organizations on active travel and related topics. PBIC created a sortable digital database with assigned primary topic keywords to improve search results and functionality. The webinar listing is also available as a calendar view for upcoming webinar events.

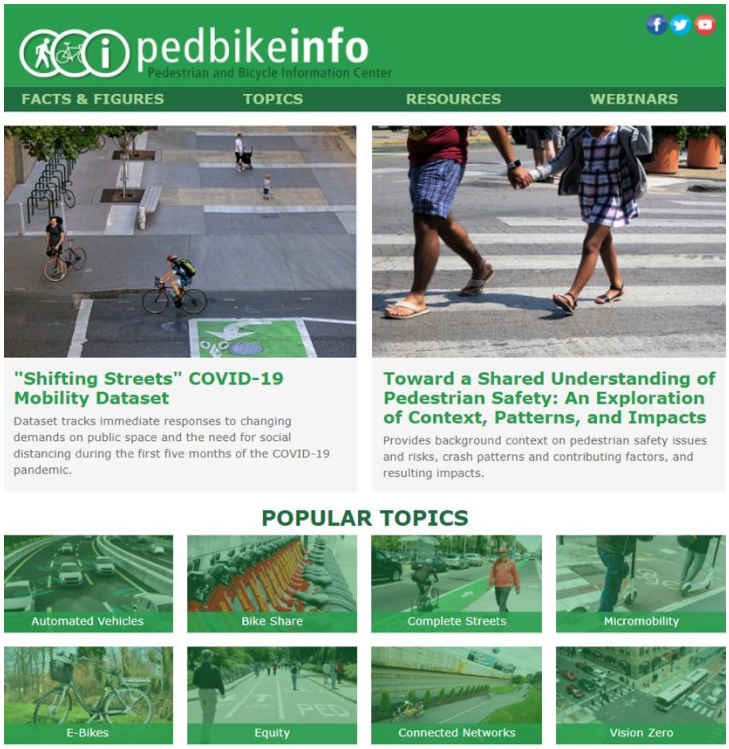

Figure 14. Screenshot of PBIC website home page

Among PBIC's most popular and requested resources is the pedbikeimages library. In 2020, PBIC added several new tags and synonyms to the image library, including those related to COVID-19 responses, micromobility, as well as seasonal elements. The PBIC team also received hundreds of images from partners to help fill gaps in the image library and feature subjects such as e-scooter users, individuals using wheelchairs and assistive devices, innovative designs, and a better representation of diversity among bicyclists and pedestrians. The image library now hosts more than 2,300 searchable, downloadable images.

PBIC continues to use social media as another mechanism for sharing the latest and greatest information about news, resources, research, and other announcements related to non-motorist road safety. Social media interactions via Facebook and Twitter (@pedbikeinfo) provided an active forum for conversations and dialogue.

In spring of 2020, PBIC joined forces with Linda Tracy, the longtime editor of CenterLines, a biweekly newsletter publication supported by Project for Public Spaces. With this new partnership, PBIC Messenger was also able to move from a quarterly to a monthly schedule and diversify and expand the information shared through its newsletter.

PBIC Staff

The PBIC is led by the Highway Safety Research Center at the University of North Carolina at Chapel Hill with support from subcontractors: Toole Design Group (TDG), PeopleForBikes (PFB), and Institute of Transportation Engineers (ITE). A host of independent consultants, including Peter Koonce, Janet Barlow, Civic Eye Collaborative, Linda Tracy, and others provided additional technical expertise in 2020.

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Since its inception in 1999, the Pedestrian and Bicycle Information Center's mission has been to improve the quality of life in communities through the increase of safe walking and bicycling as a viable means of transportation and physical activity. The Pedestrian and Bicycle Information Center is maintained by the University of North Carolina Highway Safety Research Center with funding from the U.S. Department of Transportation Federal Highway Administration.