Agenda

Identifying Stakeholders and Engaging Community Members *K. Burton*
- Long-term strategic planning
- Seeking input from stakeholders
- Engaging community
- Addressing concerns

Target Zero Statewide Safety Initiative *B. Young*
- Identification of behaviors leading to fatalities and serious injuries, target audience and regions
- Worldwide scan of effective behavior change campaigns
- Human factors research and focus groups
- Social marketing campaign development, media elements, and implementation phases
- Program evaluation

Current Status of Bicycle and Pedestrian Transportation in U.S. *B. Appleyard*
- History and current status of pedestrian travel
- History and current status of bicycle transportation
- Public health trends
- Public safety
- Development and economic trends

Active Transportation Plan *V. Suguri*
- Benefits of a Pedestrian Bicycle Master Plan
- Guidance on developing a Pedestrian Bicycle Master Plan
- Tools and Strategies that comprise a Pedestrian Bicycle Master Plan
- Working with our local and community partners

Cultivating a Target Zero Approach *J. Kubicki*
- Changing the culture
- Empowering through education
- Desk reference
- Safety scoping and target speed
- Empowering others

Added Value:
Enhance your learning - a recording of this webinar will be available for attendees to stream online for two weeks after the program date.
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Pedestrian and Bicycle Transportation Planning and Design
Live, Interactive Webinar - Wednesday, June 29, 2022

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Learning Objectives

You'll be able to:

Identify stakeholders and engage community members in pedestrian/bicycle transportation long-term strategic planning.

Identify behaviors leading to fatalities and injuries, and explore strategies for changing these behaviors.

Improve safety through research and the use of focus groups and social media.

Examine the development of bicycle and pedestrian travel in the U.S., and factor in public health and safety trends.

Describe the benefits of creating a Pedestrian Bicycle Master Plan, and get tips on developing a master plan.

Cultivate a culture that values safety and takes action to make pedestrian and bicycle transportation safer.

HalfMoon Education Live Webinars

Pedestrian and Bicycle Transportation Planning and Design

Live, Interactive Webinar - Wednesday, June 29, 2022



Learn to identify the stakeholders and engage community members when planning for pedestrian and bicycle transportation

Identify behaviors leading to fatalities and serious injuries, and explore effective behavior change campaigns

Receive guidance on developing a Pedestrian Bicycle Master Plan

Discuss the current status of bicycle and pedestrian transportation in U.S.

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Faculty

Kimberly Burton *P.E., AICP CTP, LEED AP ND*
Ms. Burton is the president of Burton Planning Services (BPS) in Ohio. She established BPS in 2008. Ms. Burton is a licensed engineer and certified planner with 23 years of experience working in the public, private, and academic sectors. She focuses on community and transportation planning, hazard mitigation, noise and air quality analyses, and education. Ms. Burton has degrees in Civil Engineering, City and Regional Planning, and Educational Learning Technologies. She is also an associate professor of Practice in City & Regional Planning at The Ohio State University where she teaches courses on sustainability and resiliency, transportation, green building, future cities, municipal planning and zoning, professional development, and energy.

Brenda Young *P.E., CPM*
Ms. Young has a 22-year transportation career in both the public and private sectors and it includes technical and management experience in planning, design, traffic operations, construction, modal development, and safety. She is active in the industry serving on various boards and statewide teams to advance transportation safety and mobility. In her role as FDOT's State Safety Engineer, Ms. Young leads the statewide Highway Safety Improvement Program as well as FDOT employee occupational safety and health, and she fosters support and collaboration among FDOT districts, technical disciplines, and partner agencies to create a "force multiplier" effect in Florida's vision zero charge as the department continues important work to eliminate fatalities and serious injuries. She earned her bachelor's and master's degrees in Civil Engineering from UCF, and she is a licensed professional engineer and certified public manager.

Dr. Bruce Appleyard
Associate Professor of City Planning and Urban Design at San Diego State University
Professor Appleyard works with people and agencies to help them make more informed decisions about how we all live, work and thrive, now and well into the future. He specializes in applied research of human settlement and behavior patterns at the intersection of urban design, transportation, land use, and environmental science, and he has published dozens of peer-reviewed and professional articles guiding policies and practices toward achieving a range of sustainability, livability, and social equity outcomes. Dr. Appleyard is also the Associate Director of SDSU's Center for the Study of Human Dynamics in our Mobile Age (HDMA), as well as SDSU's Active Transportation Research Center where he is leading research on the relationship between elements of safety and security related to crime and sustainable and active mode choices on the transportation land use integration, travel behavior, pedestrian/bicycle safety promotion, and demand analysis. He combines GIS and a variety visualization tools and methods to better engage members of the public in scenario planning, pedestrian and bicycle planning and design, and regional/local transportation & land use governance and policy integration. Dr. Appleyard recently published *Livable Streets 2.0* about the conflict, power, and promise of our streets. *Livable Streets 2.0* offers a thorough examination of the struggle between automobiles, residents, pedestrians, and other users of streets, along with evidence-based, practical strategies for redesigning city street networks that support urban livability.

Vitor Suguri *Ph. D.*
Dr. Suguri is a community planner for FDOT D1. He has worked at FDOT for the past two years as a community planner managing transportation projects and studies. Dr. Suguri holds a Master's in Public Administration from Florida Gulf Coast University (FGCU) and a Ph.D. in Urban and Regional Planning from Florida State University (FSU). Prior to FDOT, he taught Urban and Regional Planning courses at FSU and currently teaches Political Science courses at FGCU. At FDOT, he works on transportation planning studies that capture the community's vision for their transportation facilities, including how the land use relates to their transportation needs/vision.

John Kubicki RSP
Mr. Kubicki has had the privilege of working in the transportation industry for more than 10 years, both in the private sector and in-house as a consultant for the Florida Department of Transportation (FDOT). He has been involved in numerous multimodal transportation projects throughout Florida and the rest of the United States. His experience ranges from research, planning, and design to construction documents and traffic operations. This gives him a unique and comprehensive understanding of the safety strategies that work best in each specific circumstance. At FDOT District One, Mr. Kubicki has overseen the Highway Safety Improvement Program (HSIP), utilizing traditional crash data analytics and safe system approach to address a variety of safety challenges. District One has put special emphasis on education and culture change within the district; he has led the way in getting to the root of the challenges, including the human factors that lead to crashes and – more importantly – how to address them. These efforts have helped the district incorporate safety into their decision-making processes.

Webinar Information

Log into Webinar
8:30 - 9:00 am CDT

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11:25 - 11:55 am CDT

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