PRELIMINARY AGENDA

CROWNE PLAZA HOTEL
SYRACUSE, NEW YORK
September 13-14, 2016
WHAT IS A
WALKABLE AND BIKEABLE COMMUNITY?

Recent polls and media stories show a strong demand for communities where people of all ages and abilities can safely and comfortably walk and bike. Walkable and bikeable communities have many benefits: opportunities for people to be healthy and active, reduced pedestrian injuries, less traffic congestion and air pollution, reduced crime due to more “eyes on the street,” and economically viable downtowns where people can walk, bike and shop. Creating walkable and bikeable environments requires the active collaboration of people with interests in safety, land use, economic development, transportation, education, law enforcement and health promotion. This symposium will bring together people from these various disciplines and provide participants with the tools to work together to create walkable and bikeable communities in the State of New York.

A LIVEABLE COMMUNITIES SYMPOSIUM
SPONSORED BY:

National Highway Traffic Safety Administration
New York State Governor's Traffic Safety Committee
New York State Department of Health
Federal Highway Administration
New York State Department of Transportation
New York State Department of State
Cornell Local Roads Program
Institute for Traffic Safety Management & Research

Additional planning agencies and organizations:

New York Bicycling Coalition
New York State Association of Chiefs of Police, Inc.
New York State Metropolitan Planning Organization Associations
Parks & Trails New York
TUESDAY

8:00 REGISTRATION OPENS

9:00-10:15 OPENING PLENARY
Welcome Remarks
Chuck DeWeese Assistant Commissioner, NYS Governor’s Traffic Safety Committee
Michael N. Geraci Regional Administrator, National Highway Traffic Safety Administration Region 2

Keynote Address
From Trauma Activation to Critical Care: Current Approaches to the Care of the Injured Roadway User by Kaushal Shah, MD, Associate Professor of Emergency Medicine at Mount Sinai School of Medicine, Director of the Mt. Sinai Department of Emergency Medicine Residency Program

Alive Again: One Singer's Triumph over Tragedy on a Manhattan Street Corner by Theresa Sareo, Singer/Songwriter
Theresa Sareo's life was forever changed when she was hit by an impaired driver on a Manhattan street corner in June 2002. Her crash injuries resulted in the loss of her entire right leg at her hip joint. Theresa discusses her accident, recovery and courageous return to her music career. Her aim is to help heal and inspire, demonstrate how to cope with traumatic loss, heighten awareness to disabilities and the necessities of comprehensive traffic/bicycle and pedestrian safety laws.

10:15-10:45 NETWORKING BEVERAGE BREAK / POSTER PRESENTATIONS

10:45-11:45 PLENARY SESSION
Keynote Address
Building Health through Community Design by Mark Fenton, National Public Health, Planning and Transportation Consultant

Health professionals tell us it’s clear that Americans must be more physically active to fight rising rates of chronic disease; but it’s also very clear that simply telling people to exercise is not working. Increasingly, engineers, planners, public works, law enforcement professionals and others are being sought as allies in the effort to create “healthier” communities by design. This engaging and thought-provoking keynote will explore the evidence that planning and design actually matters and will share practical lessons on Complete Streets, enlightened land use and related approaches that are actually working to increase safe walking and bicycling in communities large and small across New York and the country.

11:50-12:35 LUNCHEON BUFFET

12:40-1:40 PLENARY SESSION
Implementing Healthy Community Designs - from Pilots to Policy
Three of the common challenges to implementing healthy design principles, from traffic calming to trails to mixed-use development, is that: 1) it will cost too much, 2) we lack the technical expertise to implement these ideas, and 3) frankly, we’ve never done it that way before. This session will discuss simple approaches to these and other challenges for healthy community design that include low cost and, in some cases, even reversible pilot projects, while always working toward policy and procedural changes that can make healthier designs the natural default.
Presenter: Mark Fenton National Public Health, Planning and Transportation Consultant
PLENARY SESSION
Pedestrian Safety Action Plan
This is New York State’s 3E approach to improving pedestrian safety across the state.

Presenters:
- Regina Doyle, Senior Transportation Analyst, NYS Department of Transportation
- Robert Limoges, Director, Safety Program Management Bureau, NYS Department of Transportation
- Thomas Benware, Pedestrian and Bicycle Program Manager, NYS Department of Transportation

NETWORKING BEVERAGE BREAK / POSTER PRESENTATIONS

CONCURRENT SESSIONS
Syracuse Area Bicycle Commuter Corridor Study
The Bicycle Commuter Corridor Study was developed to identify opportunities for multiple road owners to create a seamless, multi-jurisdictional bike corridor network. The network links suburban residential areas with urban employment centers to encourage commuter cycling. The study suggests commuter corridors and bike facility improvements based on input provided by a travel demand model assessment, commuter cyclist input, field observations, bike facility guidelines, and road-owner feedback. Corridor improvements could occur as part of future roadway resurfacing, restoration and reconstruction activities. This presentation will focus on a variety of inputs used to identify appropriate bicycle commuter corridors and potential facility treatments.

Presenter: Michael Alexander, Senior Transportation Planner, Syracuse Metropolitan Transportation Council

The Who, What, Why and How about Sustainable Investing
Investing with impact is an emerging financial management practice that places personal financial management in the realm of supporting long-term growth in sustainable, livable communities. This session explains how investing with impact directly benefits communities pursuing more livable transportation environments and seeks to generate above-average returns with below-average volatility alongside positive social and/or environmental impact. Participants will also understand the lack of validity to the common myth that investing with impact means sacrificing returns. I’ll answer everyone’s first question, “Yes, you can make money!”

Presenter: Julie Wendholt, Financial Advisor, Morgan Stanley Smith Barney LLC. Member SIPC

CONCURRENT SESSIONS
Erie Canalway Trail – Syracuse Connector Route
The Syracuse gap in the Erie Canalway Trail is one of the largest gaps in the state and is considered to be one of the most difficult sections in the state to complete due to the urbanized area it will traverse, along with its associated cost and the need for a local champion(s) to spearhead the effort. The objective of the Syracuse Metropolitan Transportation Council’s (SMTC) Erie Canalway Trail-Syracuse Connector Route Project was to re-establish a working group of interested agencies to discuss how and where to locate the Erie Canalway Trail through Syracuse, and ultimately have a documented plan for how to achieve implementation through the City of Syracuse with connections to the towns of DeWitt & Camillus. The project was organized into two components: Part I involved developing a short-term, on-road route to be signed and utilized until a permanent route is developed and implemented; Part II examined options for a permanent route that is off-road to the extent possible and desired. This presentation includes a discussion of both components of the SMTC’s Erie Canalway Trail project and where the project stands today.

Presenters:
- Danielle Kroll, Senior Transportation Planner, Syracuse Metropolitan Transportation Council
- Harvey Botzman, New York Bicycling Coalition Board of Directors
TUESDAY

4:20-5:20  Active Transportation and Higher Education in Rochester NY
The Greater Rochester NY Region is now home to 19 colleges and universities with more than 86,000 students and 19,000 graduates per year. Colleges and universities in the Rochester area are major employers and economic anchors. The schools are also innovators of active transportation and catalysts for progressive sustainability in the larger community. Active transportation is tied to both community health issues and the sustainability and innovation goals of local colleges and universities. As the role of higher education continues to evolve, local schools are becoming increasingly intertwined with community re-development. Creating active transportation options is a key opportunity for colleges and universities to save money, improve health, protect the environment and connect with the surrounding community. This presentation gives an overview of how active transportation in the Rochester area is benefiting from “town-grown” synergies focused on community sustainability and active living.

Presenter: Thomas Robinson Senior Managing Landscape Architect, Barton & Loguidice, D.P.C.

5:30-6:30  Bicycle & Pedestrian Working Group Meeting

WEDNESDAY

7:00  REGISTRATION OPENS

7:00-7:45  CONTINENTAL BREAKFAST for Tuesday overnight guests

8:00-9:15  PLENARY SESSION
Welcome Remarks
Robert Limoges Director, Safety Program Management Bureau, NYS Department of Transportation

Keynote Address: The Interstate I-81 Corridor Project
by Matthew Driscoll Commissioner, NYS Department of Transportation

9:15-9:45  NETWORKING BEVERAGE BREAK / POSTER PRESENTATIONS

9:45-10:45  CONCURRENT SESSIONS
Integrated Marketing Communications and Vision Zero
The success of Vision Zero policies comes from their multi-faceted approach: strong enforcement, better roadway engineering and high visibility educational campaigns. A robust interagency communications plan is a key component to NYC’s Vision Zero Initiative. This workshop will discuss essential elements for an Integrated Marketing Communications approach to injury prevention campaigns using owned, earned and paid media, as well as the importance of data-driven approaches, identifying target audiences, brand building and promising media strategies. In our connected world, social media and online advertising are essential tools for advocacy, communication and education. Tips will be shared for successful engagement with the public, and ways to overcome some of the challenges organizations face as they grow their marketing presence will be highlighted.

Presenter: Michelle Kaucic Director of Strategic Communications, NYC DOT

ADA Transition Plans and Improving Pedestrian Accessibility
All state and local government entities in the US are required to have an Americans with Disabilities Act (ADA) Transition Plan that identifies barriers to accessibilities for pedestrians in the public right of way. This presentation will define these requirements, share recently published guidance for local agencies and discuss the New York State Department of Transportation’s cost-effective and innovative use of college student interns and geographical information system (GIS) data to complete their inventory of sidewalks and curb ramps.

Presenter: Kara Hogan Civil Rights Specialist, Federal Highway Administration
CONCURRENT SESSIONS

Lessons for Bicycle Infrastructure Planners and Advocates from Kingston NY

This presentation will explore the challenges faced by one small city while attempting to improve its bicycle infrastructure. What seemed a straight-forward capitol project exposed deeply-rooted fears and misconceptions held about alternative transportation and its effects on a community and its culture. This exploration and discussion will focus on this experience and include a discussion on possible steps that might have been taken to avoid this confusion so advocates and planners might prepare themselves for negative perceptions regarding bike lane development.

Presenters: Rose Quinn Traffic Safety Assistant, SUNY Ulster
Kristen Wilson Live Well Kingston Coalition Coordinator, Cornell Cooperative Extension
Tom Polk Chair, Kingston Complete Streets Advisory Council

Strategic Countermeasures to Address Pedestrian Safety: Law Enforcement Perspectives

Police officials from Schenectady, Ramapo and Saugerties will provide an overview of their pedestrian safety education and enforcement efforts. Speakers will touch on the successes and challenges that have come with implementing pedestrian safety operations in their communities and will offer tips and best practices for the effective use of programming and countermeasures aimed at reducing pedestrian injuries and fatalities. Topics will include the Route 5/Central Avenue pedestrian safety corridor project in Albany and Schenectady Counties, Ramapo’s decoy enforcement program, rewards system and school-based educational programming in a diverse community, and Saugerties’ proactive and creative solutions to pedestrian safety through the use of artistry to encourage positive behavior and through aggressive enforcement of pedestrian safety laws.

Presenters: Omar Olayan Police Officer, Town of Ramapo Police Department
Joseph A. Sinagra Chief, Town of Saugerties Police Department
Todd Stickney Lieutenant, Schenectady Police Department

LUNCHEON BUFFET

CONCURRENT SESSIONS

Two Dynamic Rail Trails

Rail trail conversions in NYS are complicated and time-consuming projects. Once completed, these public/private ventures are wildly popular in providing recreation, tourism and healthy lifestyle opportunities at low-cost maintenance for the communities they serve.

Presenters: Lucas Griff Recreation Director, City of Oneida Parks and Recreation Department
Jamie Kowalczyk Assistant Director, Madison County Planning Department
J. Scott Lewendon, RLA Mohawk Hudson Land Conservancy

Summer Streets New York City

In August 2008, NYC initiated the Summer Streets program. This event opened Park Avenue from Brooklyn Bridge to Central Park to pedestrians, cyclists, rollerbladers and joggers and created vehicle-free streets on three consecutive Saturdays to promote sustainable forms of transportation. Automated computer vision video analysis techniques were used to analyze video data during the operation of 2015 NYC’s Summer Streets Program at a major signalized intersection. The main objectives of this study were to: 1) diagnose pedestrian and cyclist safety issues during the “shared space” operation and 2) demonstrate the feasibility of the automatic extraction of road user (e.g. pedestrian, runner, rollerblader or cyclist) data required for microscopic behavior analysis. Road users’ speeds and pedestrian gait parameters (step frequency and step length) were automatically extracted and analyzed. In addition, an analysis of spatial violations show that some road users were not observing traffic rules in the transition period after Summer Streets ceased to operate.

Presenters: Tarek Sayed Director, Bur. of Intelligent Transportation Systems & Freight Security University of British Columbia
Lee Kim Technical Director, AKRF, Inc.
CONCURRENT SESSIONS

Pedestrian and Bicycle Engineering and Education in NYC
Using a Multimodal Level of Service tool for the Manhattan East Side Coastal Resiliency Project allowed all users, including bicyclists, runners, walkers, and others to be considered. Complimenting all of the engineering improvements and emphasis of all road users, the NYCDOT has developed innovative ways to analyze, and develop educational programs to allow safe streets for all.

**Presenters:**
Matthew Carmody, P.E. Senior Technical Director, AKRF, Inc.
Eric Miu Senior Community Coordinator, Safety Education and Outreach, NYCDOT
Holly Malone Safety Educator, NYC Department of Transportation

Eyes on the Sidewalk: Sidewalk Inventories from Macro to Micro
Communities across the state are looking to become more walkable. A key first step is to understand the current pedestrian infrastructure, including where sidewalks exist and what condition they are in. A community can then make informed decisions about how and where to invest in improvements. This panel will present three approaches: a county-wide assessment; a village-scale study and an Americans with Disabilities Act (ADA) Transition Plan inventory, including the methods, tools and outcomes.

**Presenters:**
Emily Dozier Senior Planner, Poughkeepsie-Dutchess County Transportation Council
Kate Mance Senior Transportation Planner, Adirondack/Glens Falls Transportation Council
Aaron McKeon Senior Transportation Planner Syracuse Metropolitan Transportation Council

CLOSING REMARKS
POSTER PRESENTATIONS
by James M. Ercolano, Pedestrian Specialist
NYSDOT Pedestrian Program, Pedestrian and Bicycle Section

Engineering that Encourages Reasonable Pedestrian Behavior & Complements Public Education, Information & Enforcement Efforts

- Optimal engineering and operational tweaks can make pedestrians and motorists more inclined to comply with traffic safety education and enforcement campaigns
- Defining reasonable expectations for pedestrian/motorist compliance, when users are attempting to be law abiding (to traffic control devices and state vehicle/traffic laws)
- How adjustments to signal cycle length, phasing, and coordination improve compliance
- Spacing crosswalks 1200 feet or less apart encourages use of pedestrian crossings
- How raised refuge medians and islands can improve safety and shorten cycle lengths
- Better management of speed differential from speed transition zones, vehicular turn movements, lane changing, etc…improves overall safety

Safety & Operational Benefits of Raised/Curbed Pedestrian Refuge Medians & Corner Islands

- Historical use/prevalence of raised refuge or traffic calming elements in highways
- Research findings and summary of both national and state transportation guidance
- Safety benefits of raised/curbed refuge areas versus flushed/textured refuge areas
- Operational benefits of raised refuge areas versus flushed/textured refuge areas
- ADA compliance, snow removal and maintenance implications of raised refuge areas
- Their impact as a data-driven intervention for systemic/behavioral factor mitigation

Applying Appendix C (Highway Design Manual Exhibit 18-19) for Countermeasure Selection in the NYSDOT Pedestrian Safety Action Plan (PSAP)

- Based on a landmark 2002 FHWA funded survey and database for 2000 uncontrolled intersections with and without pedestrian marked crosswalks and refuge medians
- How federal guidance from the above FHWA intersection study were adopted into the NYSDOT Highway Design Manual, Chapter 18 – Pedestrian Facility Design
- Became national best practice for guidance as to where to install marked crosswalks and other needed pedestrian improvements at uncontrolled crossings
- How posted speed, AADT, number of travel lanes and the presence or absence of raised medians impact the type of pedestrian treatments that are appropriate
- Different adaptations of the same data and criteria for guiding pedestrian treatments from other sources

Defining Traffic Safety Culture (TSC): A Historic & Contemporary Overview of Where We Have Been & Where We Are Going in the US

- Brief historical summary including defining events from Europe, US, Australia, etc…
- Evolution of 2009 efforts to develop a nation strategy on highway safety (partially based on vision zero) became “toward zero deaths,” which included “culture change”
- Culture, safety culture in general and traffic safety culture (TSC) for users/providers
- Individual and organizational obstacles to improving traffic safety culture in the US
- Applying the iceberg diagram and the scientific method to change TSC in the US
- Challenges ahead for meaningfully changing traffic safety culture (TSC) for users and providers to save lives beyond existing engineering, education and enforcement

Walking is the Foundation of all Travel