

APBP 2020 WEBINAR SERIES

July 15

Victim Blaming in Crash Reporting: What It Is and How To Stop It

The World Health Organization characterizes traffic deaths as a “preventable health epidemic”. Yet, this issue has not generated a widespread, longstanding call to action. Why not? The field of media studies offers potential insights. News coverage is known to shape public opinion by framing issues for the public and via sentence-level editorial choices. With this in mind, we reviewed 200 local news articles and found that coverage tends to shift blame towards vulnerable road users and away from drivers. Worse still, crashes were almost always treated as isolated incidents, obscuring the public health nature of the problem. Next, we conducted an experiment to explore how these editorial choices affect readers. A thousand participants read one of three versions of a news article about a crash involving a pedestrian. Subjects were then asked to apportion blame, identify an appropriate punishment for the driver, and assess various approaches for improving road safety. In comparing the three groups, even relatively subtle differences in editorial patterns significantly affected readers’ interpretation of what happened and what to do about it. We close by offering advice to planners and advocates about how to engage the media to improve local coverage.

Presenters:

Kelcie Ralph, Rutgers, the State University of New Jersey
Tara Goddard, Texas A&M
Evan Iacobucci, Rutgers, The State University of New Jersey
Alidon Burdo, journalist (Philadelphia)

August 19

Transit Station Connectivity: How to Get it Done!

This webinar will cover: a review of principles for integrating walking and cycling with major transit stations (BRT, LRT, commuter rail); examples of successful integration in other jurisdictions; and an overview of a process for identifying connectivity gaps to stations for people walking and cycling; and how municipal government can establish an organizational process to close gaps.

Presenters:

Matt Pinder, Alta Planning + Design
Marc Magierowicz, Comtech Group
Kat Maines, Alta Planning + Design
Jason Lawrence, Charlotte Area Transit System

September 16

Innovative Applications of Pedestrian Crossing Guidance

Description coming soon!

Presenters:

Carrie Modi, Fehr & Peers
Sarah O'Brien, UNC Highway Safety Research Center

October 21

Thinking About Cycling Experience: Cycle Highways + Methods for Human-Centered Bikeways

How do you feel while riding a bike? The human experience of cycling is a critical yet understudied reason for why people choose to cycle. If we want cities where cycling is widespread and inclusive, we need to pay attention to everyday people's experiences. This webinar will provide two perspectives on the human experience: cycle highways, which are an emerging type of long distance, high quality bicycle route, and design methods, tools that practitioners can use develop bikeways that meet the needs of their communities.

Presenters:

Trey Hahn, Urban Cycling Institute - University of Amsterdam

George Liu, Urban Cycling Institute - University of Amsterdam

November 18

Night-time Street Safety: Discussion on Women's Mobility at Night

When looking at the potential for walking to be a feasible mobility option, safety is a critical factor. Safety and perception of safety must be ensured to encourage users to walk to their destination. Additional challenges for this mobility option arise at night, where visibility is hindered, and research has shown that a higher occurrence of traffic accidents take place. It is also critical to acknowledge that individuals perceive safety differently, and women often feel most threatened by their surroundings at night, negatively impacting their desire to walk. This presentation will discuss Circulate San Diego's preliminary findings as well as examples of other cities that are working to address the issue of women's mobility when walking at night. The goal of this presentation is to offer assessment findings, create a dialogue on perception of safety and night friendliness of cities, and identify innovative strategies to address women's mobility issues when walking at night. This presentation will focus on our process of collecting experience-based data from women living in various neighborhoods of San Diego and overlay this input with the concepts of environmental justice, accessibility, and equity.

Presenters:

Danielle Berger, Circulate San Diego

Angelica Rocha, Circulate San Diego

December 16

Are We There Yet? Best Practices in Speed Management

Cities, states, and national agencies are increasingly recognizing that managing vehicle speeds is an essential component to reducing serious injuries and fatalities from motor vehicles. National agencies including the National Traffic Safety Board and the National Committee on Uniform Traffic Control Devices have recommended removing or are considering removing guidance to set speeds based on the 85th percentile, and cities such as Boston and Seattle have lowered citywide speed limits as part of Vision Zero efforts. In this webinar, listen to change-makers working at the local, state, and national levels to improve speed management practices while including equity considerations. The speakers will discuss managing speeds while being responsive to community input, recent national research, and state efforts to consider alternatives to the 85th percentile for speed setting.

Presenters:

Kay Fitzpatrick, Texas A&M Transportation Institute

Rachel Carpenter, Caltrans

Additional speaker TBA