

#TxPedSafety2023



2023
TEXAS STATEWIDE
PEDESTRIAN
SAFETY FORUM



Center for Transportation Safety

Thursday, August 24, 2023

Norris Conference Centers | 618 NW Loop 410, Suite 207 | San Antonio, TX 78216



The 2023 Texas Statewide Pedestrian Safety Forum is hosted by the Texas A&M Transportation Institute and is funded through a grant from the Texas Department of Transportation Behavioral Traffic Safety Section through the National Highway Traffic Safety Administration's State Highway Safety Grant Programs.





8: 00 AM–9:00 AM **Check-In and Breakfast**

9:00 AM–9:30 AM **Opening Remarks & Keynote**

Opening Remarks

Ben Ettelman, Research Scientist, Texas A&M Transportation Institute

Opening Keynote

*Gina E. Gallegos, P.E, District Engineer, Texas Department of Transportation
San Antonio District*

9:30 AM–9:45 AM **Break/Session Transition**

9:45 AM–10:45 AM **Session Track 1**

Elm Room

Stepping Safely in Rural America: Prioritizing Pedestrian Safety Beyond Urban Centers

Theresa Parma, Traffic Safety Specialist, Texas Department of Transportation

Kshitij Sharma, Associate Research Fellow, North Dakota State University

Jonathan Feit, Co-Founder & Chief Executive Officer, Beyond Lucid Technologies

Pedestrian fatalities are on the rise across Texas, including rural parts of the state. Join our presenters as they share the state of pedestrian safety in rural Texas and best practices as well as innovative approaches to understanding the unique challenges that pedestrians face in rural communities. Presenters will also discuss the realities associated with emergency response times in rural areas and innovative approaches to addressing this challenge.

Pecan Room

The Evolution of Vision Zero in Texas

Josh Peterman, Principal/Dallas Office Leader, Fehr & Peers

Joaquin Rodriguez, Director–Grant Funded Programs, City of El Paso

Mary Vo, Vision Zero Program Manager, City of Austin

The vision of zero deaths attributable to our transportation system has gained significant momentum within the State of Texas. The Texas Department of Transportation has committed to the Road to Zero initiative, and several cities throughout Texas have adopted the Vision Zero approach to traffic safety. Join our speakers as we discuss how these zero-death philosophies differ from traditional traffic safety approaches, and discuss best practices and lessons learned from a city in Texas that is in the early phases of implementing Vision Zero and a city that was an early adopter of this approach.



Magnolia Room

Using Advanced Techniques to Data Mine Pedestrian Crash Data

Minh Le, Research & Implementation – Program Manager, Texas A&M Transportation Institute

Michael P. Pratt, Associate Research Engineer, Texas A&M Transportation Institute

This session will provide an overview of advanced data techniques that researchers at the Texas A&M Transportation Institute are utilizing to mine and improve pedestrian crash data. Researchers will share findings from applying Natural Language Processing and machine learning techniques to automate the classification of Pedestrian and Bicycle Crash Analysis Tool (PBCAT) crash types, determination of pedestrian intentionality, and predictive pedestrian crash severity based on crash types and intentionality. In addition, the session will cover findings from a comparative analysis between historical weather and sun glare data and those data included within CRIS.

10:45 AM–11:00 AM Break/Session Transition

11:00 AM–Noon Session Track 2

Elm Room

Fostering Safety Culture in Transportation Agencies Through Effective Communication

Tara Goddard, Assistant Professor, Landscape Architecture and Urban Planning at Texas A&M University

Joel Meyer, Acting Transportation Safety Officer for the Austin Transportation & Public Works Department

This panel will explore how language and communication impacts how pedestrian safety is prioritized within our communities and transportation agencies. Panelists will discuss how framing pedestrian safety language impacts safety culture and will share work that the City of Austin is conducting to determine how to ensure they are developing a strong culture of safety.

Pecan Room

Key Public Policy Steps on the Road to Zero in Recent and Coming Years

Jay Crossley, Executive Director, Farm&City

This session will feature a comprehensive overview of the transportation and pedestrian safety policy accomplishments during the most recent legislative session in Texas. In addition, speakers will discuss the wave of pedestrian safety funding that is being utilized within Texas, and the key policies that pedestrian safety advocates will be working on in the next two years.

Magnolia Room

Using the Safe Systems Approach to Enhancing Pedestrian Safety Through Speed Management

Steve Ratke, Senior Safety and Geometric Design Engineer, Federal Highway Administration

Implementing the Safe Systems approach when considering our roadway designs is a key component to reducing speeds and saving pedestrian lives. This session will provide a comprehensive overview of the state of the practice for designing infrastructure that protects our most vulnerable road users, with a special focus on how infrastructure plays a critical role in reducing vehicular travel speeds.

Noon–1:00 PM Lunch and Networking



1:00 PM–1:45 PM Keynote (Red Oak Ballroom B)

Reality Check: What Can We Realistically Expect from Our Drivers?

Patricia Tice, President, ProFound Insights

Over the last four years, the team from University of Central Florida has been going over driver behavior in the wild with some surprising results that may require a shift in our strategy. If we are serious about Vision Zero, we may need to come back to the original concept of Complete Streets, not completing each individual street. This discussion will lay out the realistic limitations we face and outline a strategy for how to move forward and details about where to focus our efforts.

1:45 PM–2:00 PM Break/Session Transition

2:00 PM–3:00 PM Session Track 3

Elm Room

Strengthening the Connection Between Pedestrian Safety and Law Enforcement

Scott White, Director Vision Zero Texas, Farm&City

Sydney Sepúlveda, Quality Public Realm Program Manager, Memphis Medical District Collaborative

Johnny Hardaway, Officer, San Antonio Police Department

This session will focus on how the pedestrian safety community communicates about key issues related to transportation safety. Presenters will discuss communication gaps that exist in pedestrian safety and lead a structured discussion about how the pedestrian safety community can create a common understanding among transportation professionals and advocates.

Pecan Room

Building Safe Cities for Pedestrian of All Abilities

Todd Hargroder, Founder & CEO, Soul Mobility

Scott Meyer, Orientation & Mobility Specialist, Texas Department of Assistive and Rehabilitative Services, Criss Cole School

This session will provide attendees with an overview of both the challenges and innovative approaches to ensuring our pedestrian facilities are accessible to Texans of all abilities.

Magnolia Room

Striding Towards Safer Streets: Developing a Statewide Pedestrian Safety Action Plan

Carl Siefert, Active Transportation Planner, Jacobs,

Greg Reininger, Bicycle/Pedestrian Planner, Texas Department of Transportation

Implementing the Safe Systems approach when considering our roadway designs is a key component to reducing speeds and saving pedestrian lives. This session will provide a comprehensive overview of the state of the practice for designing infrastructure that protects our most vulnerable road users, with a special focus on how infrastructure plays a critical role in reducing vehicular travel speeds.

3:00 PM–3:15 PM Break/Session Transition







3:15 PM–3:30 PM Closing Session (Red Oak Ballroom B)

*Elizabeth Jones, Pedestrian and Bicycle Safety Program Manager,
Texas Department of Transportation*



Scan the QR code and leave a comment.

 <p>Track 1 Evaluation</p>	 <p>Track 2 Evaluation</p>	 <p>Track 3 Evaluation</p>	 <p>Overall Forum Evaluation</p>
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Keynote Speaker Bio



Patricia Tice, ProFound Insights

Dr. Patricia Tice has nearly 30 years of experience studying urban walkable space as an engineer, planner, and researcher in transportation, land use, and behavior. Her recent research has focused on driver behavior in walkable urban space. She loves strategizing for sane suburban retrofits. Her think tank, ProFound Insights, specializes in identifying synergistic solutions for complex problems.



Gina E. Gallegos, P.E, District Engineer, Texas Department of Transportation

Gallegos graduated from Texas A&M University with a Bachelor of Science in civil engineering in 1993. She began her career at TxDOT in 1994 as an engineering assistant with the Bexar Metro Area Office in the San Antonio District. She rotated as a young engineer through various sections such as design, lab and construction. In 2006, Gallegos was selected as area engineer for the Bexar County Area Office. In 2010, Gallegos became the director of construction over a 12-county area in the San Antonio District. In November 2017, she became the director of the Construction Division where she oversaw the functions of the Construction Division, which included contractor prequalification, statewide highway improvement contract letting, bid analysis and providing technical assistance, training and expertise related to administration of the highway improvement program. On Jan. 1, 2021, she became the district engineer in the San Antonio District.

Gallegos is a recipient of the 2016 Innovative Transportation Solutions Award and the 2017 Gibb Gilchrist Award. She is also a recipient of the 2022 Outstanding Women in Texas Government Award.



Speaker Bios

Jay Blazek Crossley, Farm&City



Jay Blazek Crossley is executive director of Farm&City, a 501c3 nonprofit dedicated to high-quality urban and rural human habitat in Texas in perpetuity. Farm&City improves Texas public policy at the intersection of transportation, urban planning, sustainability, and equity (<http://www.farmandcity.org>).

Among other public roles, Jay serves on the board of the Central Texas Regional Mobility Authority, the TxDOT External Stakeholders Workgroup on System Safety, the Texas Strategic Highway Safety Plan Stakeholder Group, Capital Metro's Project Connect Advisory Network, and the Capital Area Regional Transit Coordination Committee. Jay contributed significantly to Houston Complete Streets policy, Houston Metro's New Bus Network, Austin CapMetro's CapRemap, Vision Zero Houston, TxDOT's Road to Zero program, the Texas Stop for Pedestrians law, and PlanHouston.

Jonathon S. Feit, Co-Founder & Chief Executive of Beyond Lucid Technologies



Jonathon is proud to oversee the team that developed the first Fire & EMS-accessible registry of end-of-life medical orders (POLST forms), and America's first statewide registry of pediatric special health needs/medical complexity, both in Oregon. In May 2022, he received a Civilian EMS Award from the California EMS Authority. In 2019, Beyond Lucid Technologies won the Frost & Sullivan Technology Leadership Award for "EMS Data Communications Platform." Jonathon has forged collaborations with Dell, AthenaHealth, Lockheed Martin, General Dynamics, and Xerox / Conduent, and helped to found the Congress of Mobile Medical Professionals. In 2020, Jonathon was a University of California San Francisco (UCSF) Digital Health Hall of Fame 2020 Nominee, and he is a member of Startup Health.

Tara Goddard, Texas A&M University



Tara Goddard is an Assistant Professor in the Department of Landscape Architecture and Urban Planning at Texas A&M University. After earning a master's degree in Civil Engineering from UC Davis, she worked as an Associate Transportation Planner for the City of Sacramento and then served 2007-2011 as the Bicycle/Pedestrian Program Coordinator for the City of Davis, CA. Realizing she was a research geek at heart, Dr. Goddard returned to school and earned her PhD in Urban Studies at Portland State University. She joined the faculty of Texas A&M in 2017, where her research focuses on transportation safety, particularly the interactions of transportation culture, behavior, and infrastructure on the experiences and safety outcomes for people who walk and wheel.



Todd Hargroder, Center for Advancing Research in Transportation Emissions, Energy, and Health

Todd Hargroder sustained a spinal cord injury at the age of 19. After completing his initial rehabilitation, he enrolled in a local college where he studied engineering. In addition, he started Accessible Designs, Inc (ADI) with one product and over a twenty-year period grew ADI to be a leader in designing cutting edge products for the wheelchair mobility industry gaining worldwide recognition, sales and distribution. In 2015, Todd sold ADI to Stealth Product a division of Pride Mobility.

Todd is a serial entrepreneur and has designed and commercialized Assistive Technology for over 35 years. He studies many industries and the technology they use for design inspiration. He holds multiple US patents and has been awarded multiple SBIR and NIH grants to further the study of mobility products. Recently Todd was recognized as one of the top innovators in the history of wheelchair mobility.

Currently, Todd holds an Adjunct Faculty position at the University of Pittsburgh, Department of Rehabilitation Science and Technology providing guidance with product development for the Healthy Home Laboratory and instructs a master course in assistive technology design.

Through new endeavors in design, innovation and research, he continues his work of developing life changing technology for ALL.



Elizabeth Jones, Texas Department of Transportation

Elizabeth Jones is the program manager for the TxDOT Pedestrian and Bicycle Safety Program. She manages statewide pedestrian and bicycle safety grants and campaigns through the Behavioral Traffic Safety Section. She has spent most of her career in pedestrian and bicycle safety with an emphasis on child pedestrian safety advocacy. Previously, she managed the district's School Crossing Guard program for Atlanta Public Schools in Atlanta, Georgia. There, she developed a program to train parents and community leaders to be volunteer crossing guards, which created a broader understanding of child pedestrian safety in the city of Atlanta. Later, she was a school outreach coordinator for Georgia Safe Routes to School. She helped to make school zones safer for students to walk and bike to school by introducing alternative routes in the North Georgia region. She also coordinated community outreach events and bike rodeos throughout the region she served. After moving to Texas, she began her career with TxDOT as a traffic safety specialist in the Dallas District. Elizabeth holds bachelor's and master's degrees in communication and public affairs.



Minh Le, Texas A&M Transportation Institute

Mr. Le joined TTI in 2008 as an Associate Research Engineer with the Research and Implementation Division. He is the Dallas Program Manager and has 50 years of experience in transportation engineering and planning. His primary research and professional interests include roadway safety, traffic operations, performance measures, integrated corridor management, transportation management systems, intelligent transportation systems, and GIS.

Mr. Le leads and supports a variety of roadway safety studies that apply the latest HSM methods, from network screening to project evaluations. He has worked on the Dallas Annual Safety Plan, the Dallas-Fort Worth Truck-Lane Restriction Safety Study, and the Dallas Pedestrian Safety Analysis.



Joel Meyer, City of Austin

Joel Meyer is currently serving as the Acting Transportation Safety Officer for the Austin Transportation & Public Works Department, leading the city's Vision Zero program. He helps lead a number of strategic initiatives to operationalize a Safe Systems approach to traffic safety in Austin, including reforming ATD's Speed Management Program, enhancing citywide street lighting, developing a comprehensive access management strategy, and developing safety analytics to help prioritize safety investments. Prior to joining the Vision Zero team, Joel served as ATD's pedestrian coordinator and was the lead author of Austin's Pedestrian Safety Action Plan.



Scott Meyer, Criss Cole School

Scott Meyer is a certified Orientation & Mobility Specialist (COMS). He has taught O&M for the Texas Workforce Commission (TWC) – Criss Cole Rehabilitation Center (CCRC) for over 26-years where he has been the O&M Supervisor for 20-years. Scott Meyer has worked with traffic engineers, the City of Austin, Capital Metro, TXDOT and more assisting with ADA compliance serving on committees, providing training, or answering questions. Scott Meyer is legally blind and has a hearing loss. Scott Meyer primarily walks and buses around Austin. With working in O&M and not driving, he spends numerous hours every day as a pedestrian.



Theresa Parma, Texas Department of Transportation

Theresa Parma has served the TxDOT Yoakum District as the Traffic Safety Specialist since 2017. Theresa co-chairs the Golden Crescent Traffic and Safety Coalition that meets on a monthly basis, bringing individuals together to promote traffic safety in those communities within the Yoakum District. Theresa actively promotes traffic safety initiatives in the Yoakum District, by participating and presenting safe driving messages to all age groups, from elementary school children to high school and college students, to parents and senior citizens. Theresa has been a Child Passenger Safety Technician and a CarFit Technician since 2017. Theresa also manages several federally funded traffic safety grants in her local Yoakum District, as well as assists with grant management for several suburban communities and counties within neighboring TxDOT districts.



Josh Peterman, Fehr & Peers

Josh Peterman, PE, RSP1, is a principal and Dallas office leader at Fehr & Peers. For over 20 years, he has involved himself with the planning and design of multimodal transportation infrastructure, working to integrate it within the context of the local environment. He manages a variety of work at Fehr & Peers, from layered network planning to traffic signal design. His technical research lives within Fehr & Peers' Multimodal Safety and Smart City groups. Josh is a graduate of The University of Texas at Austin and lives in Plano with his wife, two daughters, three cats, and one dog.



Mike Pratt, Texas A&M Transportation Institute

Michael Pratt serves in the Signs & Markings program at TTI. He has 19 years of experience. He received his Bachelor of Science degree from UCLA in 2003 and his Master of Engineering degree from Texas A&M University in 2004. His areas of interest include traffic operations, geometric design, signal timing, and safety. Mr. Pratt has led or assisted with research projects examining speed and safety trends on highway segments, curves, and intersections, focusing on traffic and roadway variables as well as weather. He has presented workshops for TxDOT practitioners on topics such as curve advisory speeds, signal timing, and pedestrian safety.



Steve Radke, Federal Highway Administration



Steve is a member of the Federal Highway Administration’s Resource Center - Safety and Design technical service team as a Senior Safety and Geometric Design Engineer. His primary duties with the Resource Center include safety analysis in project development and advancement of the safe system approach. His 19 years with the FHWA includes time in various offices with work in highway design, general project delivery, operations and ITS, and primarily in highway safety. He has been supporting zero fatalities/vision zero programs since 2009, and has been involved in activities to adopt the safe system approach in the United States for the last five years. Steve is originally from Milwaukee, Wisconsin and received a BSCE from the University of Wisconsin – Madison, a MSCE from the University of Texas at Austin, is a Professional Engineer in Nevada, and is a Road Safety Professional level 2 infrastructure certificate holder.

Greg Reininger, Texas Department of Transportation



Greg Reininger has been a statewide Bicycle & Pedestrian Planner with TxDOT since 2022. While at TxDOT, he has participated in efforts such as the Pedestrian Safety Action Plan, District Bicycle Plans, and Statewide Active Transportation Plan. Greg’s background includes multimodal transportation and bike and pedestrian safety.

Joaquin Rodriguez, Director, Grant Funded Programs, City of El Paso



Joaquin Rodriguez serves as Director of Grant Funded Programs for the City of El Paso, TX. He is an engineer and urban planner with a diverse background in public service. Rodriguez received both his bachelor and master’s degrees in mechanical engineering from UTEP before working in a variety of roles focusing on renewable and sustainable design. Rodriguez started his career as an urban planner with the City of El Paso in 2012. He then worked with EPISD where he helped manage the urban planning, design, and rollout of the district’s \$668 million-dollar 2016 bond.



Sydney Sepúlveda, Memphis Medical District Collaborative

Sydney Sepúlveda currently resides in Memphis, TN and manages the Memphis Medical District Collaborative's (MMDC) Quality Public Realm program. She is a native of San Antonio and received her master's in Community and Regional Planning from the University of Texas at Austin. Sydney is driven by a love for cities and a desire to help cultivate vibrant, safe, welcoming, and equitable places for the people that inhabit them. A strong and passionate advocate for pedestrians and bike riders, Sydney started an Instagram platform, @girlswhobicycle, to encourage and support other women bicyclists like herself.



**Kshitij Sharma, Upper Great Plains Transportation Institute
North Dakota State University**

Sharma is an Associate Research Fellow at the Advanced Traffic Analysis Center program of Upper Great Plains Transportation Institute at North Dakota State University, Fargo, ND. His concentration at ATAC is Traffic Operations. He has experience in Traffic Operations Analysis, Corridor Timing Analysis, Crash Analysis, Transportation Network Microsimulation Modeling, Travel Demand Model Applications, Pedestrian Safety Studies, Access Management, Traffic Data Collection and Analysis etc.



Carl Siefert, Jacobs

Carl is a transportation planner with 12 years of experience with the last seven focused almost exclusively on bicycle and pedestrian modes. He is passionate about modal choice and safe active transportation. Carl has a thorough understanding of Transportation Alternatives funding, bicycle tourism, pedestrian and bikeway design, and active transportation datasets due to his seven-year tenure as an on-site consultant for the Texas Department of Transportation. He has also worked on various statewide efforts related to pedestrian safety action planning, long-distance bicycle network development, safe bikeway design, improving project development processes and corridor studies.



Scott White, Vision Zero Texas



Scott White earned both his Bachelors and Masters degrees from the University of Texas at El Paso. Scott is a League of American Bicyclists certified instructor and has been accredited by the Congress of New Urbanism. Scott is based in El Paso, where he continues to serve on the Velo Paso Bicycle-Pedestrian Coalition board, and as a member of the local Safe Routes to School and Complete Streets coalitions. He is also a member of the El Paso Vision Zero workgroup, helping to create the City's, Vision Zero safety action plan.

His primary focus with Farm&City is leading their Vision Zero Texas program, including their statewide advocacy, outreach and education initiatives, as well as building their programing capacity.

Mary Vo, City of Austin



Mary Vo is a Vision Zero Program manager in the Austin Transportation Department. She has over five years of experience working in the City of Austin, previously working in communications and policy development around transportation safety and multimodal operations. Mary's work includes implementation of low-cost, high-impact safety treatments and coordination with partners within and outside the City of Austin for holistic, impactful projects with a Safe System approach.

The Texas Pedestrian Safety Coalition would like to thank all the stakeholders, advocates, and pedestrian safety professionals who make the coalition successful. Our goal of creating opportunities for collaboration, knowledge sharing, and capacity building would not be possible if not for all the amazing coalition members who donate their time and resources to the quarterly meetings, webinars, and our annual forum. We sincerely appreciate the time and energy that our members spend ensuring that Texas eliminates serious injuries and fatalities to our pedestrians.

Thank you one and all!

We would also like to thank the Texas Department of Transportation for their continued support of the Texas Pedestrian Safety Coalition.

