

The Initiative for Bicycle and Pedestrian Innovation (ibpi) announces a new professional development course Making the Case for Bicycle and Pedestrian Investments: Collecting and Using Data to Tell Your Story Thursday, February 25, 2010 • Portland State University



Description

Reliable data is critical to obtain support for bicycle and pedestrian improvements. In this course, participants will learn why data collection on bicycle and pedestrian travel is important and how to use data to gain political and funding support for bicycle and pedestrian facilities. The course will review existing data sources and reasons for collecting data, and overview of methods and technologies commonly used for counts and surveys. Logistical considerations, including location selection, costs and how to set up and maintain a data collection program will be covered. Field exercises will help participants understand the realities of data collection and potential pitfalls to avoid.

Who should attend

Professionals who are planning or advocating for bicycle and pedestrian networks at the community or regional level.

Instructors

Mia Birk is a principal with Alta Planning + Design with 17 years of experience in bicycle, pedestrian, trail and greenway planning, design and implementation. She was the Portland Bicycle Program Manager from 1993 -1999, and serves as adjunct faculty at Portland State University where she teaches bicycle and pedestrian planning and design for graduate students in urban planning.

Bob Schneider is a researcher at the UC-Berkeley Traffic Safety Research Center and Ph.D. Candidate in the UC-Berkeley Department of City and Regional Planning. He has published research on pedestrian and bicycle data collection, demand analysis, and safety, and has served as the Chair of the TRB Pedestrian Committee's Research Subcommittee since 2005. Bob gained practical experience in pedestrian and bicycle planning through his work with Toole Design Group from 2001-2007.

Sponsored by

This course is sponsored by the **Initiative for Bicycle and Pedestrian Innovation (ibpi)** and **Alta Planning + Design**. The IBPI's purpose is to enhance policies, programs, and projects that promote pedestrian and bicycle travel through research, education, and outreach.

Registration

The fee for this professional development course is \$295. This includes morning coffee, snacks, lunch, and course materials. The fee does not include travel, lodging, or other meals while in Portland. To register for the program please use the form on the next page and fax or mail it in to our office. **Registration deadline is February 11, 2009.**

For more information

Contact the IBPI at 503-725-4024 or ibpi@pdx.edu

Course Registration Form

Making the Case for Bicycle and Pedestrian Investments: Collecting and Using Data to Tell Your Story

Thursday, February 25, 8 am – 5 pm

Portland State University, Portland, OR

To Register: Mail, fax, email, or call in this form by **February 11, 2010**

Mail: IBPI Course Registration
Center for Transportation Studies
Portland State University - CTS
PO Box 751
Portland, OR 97207-0751

Fax: 503-725-8480
Email: ibpi@pdx.edu
Phone: 503-725-4024

Professional Development and Continuing Education

Courses offered by IBPI may satisfy continuing professional competency requirements for professional development as a condition for licensure or certification renewal. It is the responsibility of the individual to check with the certifying board or agency to determine if the course qualifies, and, in most cases, to maintain records to support credits claimed. IBPI provides a completion certificate for each course that documents attendance, course title, date, location and course instructor. Additional information can be provided upon request to satisfy certification requirements.

Participant Information

Name _____
Title _____
Organization _____
Address _____
City _____ State _____ ZIP _____
Phone _____ Fax _____
Email _____

We will use email to confirm your registration and provide additional course information. If, after registering, you do not hear back from us in a timely manner, please contact us to confirm your registration.

Dietary Needs Vegetarian: _____ Other: _____

Payment

\$295 - Includes morning coffee, snacks, lunch, and course materials.

Group Discounts: Groups of three or more from the same agency, registering at the same time, each receive a discount of \$50 off the registration fee.

Check enclosed. Make checks payable to Portland State University - IBPI

Credit Card payment (*Visa and Mastercard only*)

Visa Mastercard

Card number _____ Expiration _____

Name on card _____

Signature _____

Refunds, credits & substitutions

To cancel your registration and receive a refund less a \$50 processing fee, you must notify the Center for Transportation Studies at least three working days before the course is scheduled to begin. Notification must be made in writing, sent by e-mail to ibpi@pdx.edu, or by fax to 503.725.8480. In lieu of canceling a registration, you may send a substitute in your place by notifying us at least two working days before the class is scheduled to begin.

When you register for a workshop, we'll add you to our mailing list. Please check here if you DO NOT want to be added.

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PRELIMINARY AGENDA

8:00 Welcome & Overview

8:15 Purpose of Data Collection for Bicycle and Pedestrian Travel

- Why collect data and types of data
- Potential uses for the data
 - o individual
 - o community
 - o modeling inputs

8:45 Considerations for Data Sources

- When to use existing data sources, when to collect your own data
- Existing data sources: what they are, how to use, strengths and weaknesses: U.S. Census, American Community Survey, National Household Travel Survey, and regional/state sources, such as agency household travel surveys.
- Compare to motor vehicle/driver data sources

9:00 Data Collection: Counts

- Manual and automated methods
 - o strengths and weaknesses of each; comparisons
 - o use of data as selection criteria
 - o overview of technologies
 - o Selecting locations
 - o Variability in volumes (time, location, weather, season)
 - o National Documentation Project
- Practical Issues
 - o Time, cost
 - o Institutionalizing counts

11:00 Data Collection Field Exercise

12:00 Lunch & Discussion of Field Exercise

1:00 Data Collection: Surveys

- Types of surveys
 - o how to conduct them
 - o strengths and weaknesses of each

2:00 Survey Exercise

2:45 Break and Discussion of Survey Exercise

3:15 Data Analysis

- Practical examples from communities
- Resources for data analysis

3:45 Setting Up and Maintaining a Data Collection Program (Roger)

- Integrating with existing data collection efforts
- Exclusive bike/ped procedures
- Using existing data
- Budget (start up and on-going costs)
- Site selection
- Volunteers – use and training
- Institutionalize/sustain

4:30 Other Types of Data and Collection Methods

- Pre and post evaluation
- Behavioral data
- Safety data
- Resources and links to existing data sets

4:45 Summary and Evaluations