

PBIC Messenger October 2025

1 message

PBIC Messenger <pbic@pedbikeinfo.org>

Reply-To: PBIC Messenger <pbic@pedbikeinfo.org>

To: michael.ziarnek@cityofclarksville.com

Wed, Oct 22, 2025 at 11:15 AM



Monthly Newsletter — October 22, 2025



Image Source: pedbikeimages.org / Kristin Blank

Announcements

- [NHTSA Celebrates National Pedestrian Safety Month](#)
- [Vision Zero for Youth Opens Applications for U.S. Leadership Award](#)
- [Smart Growth America Selects Three Communities for Community Connectors Program](#)

News

- [NHTSA Approves More Than \\$800M for States to Make Roads Safer](#)
- [Arkansas: State DOT Awards \\$20M in Grants for Transportation Alternatives](#)
- [Knoxville, TN: Breaks Ground on \\$18.9M Road Safety Project Near School](#)
- [Milwaukee, WI: Reduces Speeding by 27 Percent Through Traffic Calming Projects](#)
- [Cambridge, MA: Kicks Off Speed Hump Pilot Program](#)
- [Raleigh, NC: Construction Begins on Long-Planned Pedestrian Bridge](#)
- [San Francisco, CA: Speed Cameras Reduce Speeding](#)
- [Minneapolis, MN: Launches Traffic Safety Camera Pilot](#)
- [Sonoma County, CA: Local Leaders Reflect on "Week Without Driving"](#)
- [Arkansas: Highway Safety Office Launches "Extreme Safety" Campaign](#)
- [Why Your Next Car Could Be an Electric Cargo Bike](#)
- [Arizona: Hundreds of Abandoned Burning Man Festival Bikes Delivered to Families and Schools](#)
- [Hawaii: Local Organizations Promote Bike Share](#)

Resources

- [Managing Speed: A Special Issue for a Complex Issue](#)
- [Pedestrian Safety Showcase](#)
- [Texas: Traffic Signal Operations Supporting All Users](#)
- [An Analysis of the Language Used in E-scooter Collision Reporting](#)
- [Vision Zero Network Marks 10-Year Anniversary](#)
- [Communications 101: How to Think About Your Strategy](#)
- [A Do-It-Yourself Guide: Conducting Visitor and Recreational User Research to Tell an Economic Story](#)
- [Bike Advocacy Toolkit: Grassroots Organizing and Mobilizing for Local Communities](#)
- [The Role of Bike Audits in Building Better Communities](#)

- [Rails to Trails Conservancy Trail Grants](#)
- [North Carolina: NC Vision Zero Health Outcomes Dashboard](#)

[Research](#)

- [Strategies to Improve Pedestrian Safety at Night](#)
- [Evaluating Traffic Safety Campaigns: A Guide](#)
- [Evaluation of Elementary School Traffic Calming Interventions](#)
- [A Naturalistic Study of Adolescent Bicyclist Route Safety](#)
- [Novel Model for Pedestrian Flow Prediction](#)
- [Framework for Improving Driver Awareness of Hidden Pedestrians Using V2X Communication](#)
- [Simulating Cyclist Mobility and Subjective Safety](#)
- [Understanding First-and-Last Mile Trips Using Bike Share GPS Data](#)
- [Purchase Process and Travel Behavior in an E-Bike Rebate Program in Eugene, Oregon](#)
- [E-Bicyclist Experiences in Detroit: An Approach for Understanding Micromobility](#)
- [How to Increase Bicycle Traffic: The Case of Paris](#)

[Webinars](#)

[Call for Proposals, Presentations, Abstracts, and More](#)

[Upcoming Events](#)

Announcements

NHTSA Celebrates National Pedestrian Safety Month

Every October, the U.S. Department of Transportation and the National Highway Traffic Safety Administration (NHTSA) celebrate [National Pedestrian Safety Month](#). Updated 2025 materials, including a new online Walkability Checklist, social media toolkit, and community resource guide, are available to help agencies and organizations strengthen safety messaging and raise awareness of roadway safety for all.

Vision Zero for Youth Opens Applications for U.S. Leadership Award

Places all over the country have taken bold steps to make their communities safer for children. The [Vision Zero for Youth U.S. Leadership Award](#) recognizes places in the U.S. that are making streets safer where youth walk and bike. This call for applications is an opportunity to share good practices and spotlight inspiring progress. Any community advancing child and youth pedestrian and bicycle safety is encouraged to apply by December 15, 2025. The winner will be announced in spring 2026. Eligible communities include counties, cities, Tribal governments, towns, townships, boroughs, and villages. Now in its ninth year, the Vision Zero for Youth Leadership Award is given annually by the National Center for Safe Routes to School, in partnership with General Motors and the University of North Carolina Highway Safety Research Center.

Smart Growth America Selects Three Communities for Community Connectors Program

Smart Growth America announced the [2025 cohort of its Community Connectors program](#), a year-long initiative that helps city leaders and community organizations design and implement quick-build projects on local arterial roads. Akron, Ohio; Baltimore County, Maryland; and Little Rock, Arkansas, along with their community partners, will receive support to improve safety, strengthen local partnerships, and inform future street design efforts through temporary demonstration projects.

News

NHTSA Approves More Than \$800M for States to Make Roads Safer

(NHTSA)

Approves more than \$800 million in grants to support roadway safety projects and programs nationwide. Funding will help address driving behaviors such as speeding, impairment, and distraction, and support data collection and enforcement initiatives.

Arkansas: State DOT Awards \$20M in Grants for Transportation Alternatives (KNWA/KFTA)

Announces that the Arkansas Department of Transportation awarded over \$20 million for 67 projects through its Transportation Alternatives and Recreational Trails programs. The grants will fund new sidewalks, trails, bike facilities, and other infrastructure supporting walking and biking across the State.

Knoxville, TN: Breaks Ground on \$18.9M Road Safety Project Near School

(6 News)

Reports on the start of a project to add sidewalks, marked crossings, and a greenway to improve safety for students and residents. The project, part of Knoxville's Vision Zero initiative, targets a high-injury corridor and is expected to be completed in 2027.

Milwaukee, WI: Reduces Speeding by 27 Percent Through Traffic Calming Projects (Planetizen)

Highlights Milwaukee's success in reducing speeding by 27 percent through traffic calming projects completed in 2024. The city's street design changes, including raised crosswalks and protected bike lanes, are part of ongoing efforts to improve safety.

Cambridge, MA: Kicks Off Speed Hump Pilot Program (City of Cambridge)

Announces a new Speed Hump Pilot Program to install 48 traffic-calming speed humps on residential streets, with the first nine set for installation in October 2025. The program is funded in part by participatory budgeting, and new speed hump locations will use both community-submitted traffic calming requests and several data driven criteria.

Raleigh, NC: Construction Begins on Long-Planned Pedestrian Bridge

(City of Raleigh)

Announces that construction is underway on a pedestrian improvement project in Raleigh that includes a new multiuse path, pedestrian bridge, and North Carolina's first protected intersection to improve walking and biking connectivity.

San Francisco, CA: Speed Cameras Reduce Speeding (Bay City News)

Reports a 72 percent reduction in speeding at 15 monitored locations under California's first automated speed enforcement pilot. Notes that two-thirds of drivers who received warnings or citations did not reoffend, showing early success in changing behavior.

Minneapolis, MN: Launches Traffic Safety Camera Pilot (City of Minneapolis)

Launches Minneapolis' first speed safety camera pilot at five intersections to reduce speeding and crashes. The automated enforcement effort is part of the City's Vision Zero initiative to prevent traffic deaths and serious injuries.

Sonoma County, CA: Local Leaders Reflect on "Week Without Driving"

(KRCB)

Shares insights from county officials who took part in the "Week Without Driving" campaign to experience life without a car. Participants, including local leaders and educators, reflected on challenges and transportation options.

Arkansas: Highway Safety Office Launches "Extreme Safety" Campaign

(KATV)

Outlines a new safety campaign that aims to improve safety for people walking and biking. The two-week effort, aligned with National Pedestrian Safety Month, promotes safe driving and riding behaviors.

Why Your Next Car Could Be an Electric Cargo Bike (The Verge)

Describes the growing popularity of electric cargo bikes for errands, school trips, and local deliveries. Notes that expanding infrastructure, such as protected lanes and bike parking, will support safe and comfortable travel.

Arizona: Hundreds of Abandoned Burning Man Festival Bikes Delivered to Families and Schools (Navajo-Hopi Observer)

Reports that the Dine' Bike Project refurbishes bikes abandoned at the Burning Man festival and donates them to families and schools across the Navajo Nation, promoting physical activity and community connection.

Hawaii: Local Organizations Promote Bike Share (Better Bike Share Partnership)

Showcases local initiatives on Hawaii's Big Island to promote bike sharing through educational programming and project development.

Resources

Managing Speed: A Special Issue for a Complex Issue (FHWA Public Roads, Summer Issue)

Features a trio of articles exploring how managing speed through design, policy, and education can save lives. Topics include visualizing speed as kinetic energy to communicate risk, State and local strategies for safe speeds, and engineering approaches to set appropriate speed limits that support safe mobility.

Pedestrian Safety Showcase (Institute of Transportation Engineers)

Showcases current and previous projects from ITE Public Agency members that improve pedestrian safety, offering real-life case studies and practices. Serves as a working document that is updated each year to coincide with Pedestrian Safety Month.

Texas: Traffic Signal Operations Supporting All Users (University of Texas at Austin, Center for Transportation Research)

Presents a catalog of traffic signal timing strategies used to support Complete Streets, including leading pedestrian intervals, exclusive pedestrian and bicycle phasing, and transit and bicycle queue jumps. Describes safety benefits, operational tradeoffs, and applicability for improving multimodal travel on TxDOT roadways.

An Analysis of the Language Used in E-scooter Collision Reporting (UCLA Institute of Transportation Studies)

Examines how news coverage of e-scooter collisions reflects bias through language use, finding that articles often minimize driver responsibility while framing e-scooter riders as at fault, revealing broader patterns in how traffic crashes are portrayed.

Vision Zero Network Marks 10-Year Anniversary (Vision Zero Network)

Celebrates a decade of Vision Zero progress and outlines priorities for the next ten years. Highlights lessons from local leaders, top signs of progress, and upcoming reflections and events advancing the goal of safe mobility for all. Reflects on changes in the road safety scene in the last 10 years, including a new prioritization of safety over speed, Safe Streets and Roads for All grants, and a nationwide movement.

Communications 101: How to Think About Your Strategy (America Walks)

Introduces core elements of a compelling communications strategy, including message development and testing, effective use of polling data, and common pitfalls to avoid when building support for safer, more walkable communities.

A Do-It-Yourself Guide: Conducting Visitor and Recreational User Research to Tell an Economic Story (American Trails)

Offers practical guidance for small and volunteer-led organizations to collect, analyze, and apply visitor and recreational use data. Includes templates, examples, and resources to help groups estimate economic impact, communicate community benefits, and inform management and planning decisions.

Bike Advocacy Toolkit: Grassroots Organizing and Mobilizing for Local Communities (League of American Bicyclists)

Outlines steps for building support, setting goals, developing strategies, and

running campaigns for improving biking conditions. Includes templates, worksheets, and tools for organizing, planning, and implementing efforts.

[The Role of Bike Audits in Building Better Communities](#) (Smart Growth America)

Explains how communities can use bike audits to identify gaps in bike networks, inform planning, and engage residents. Describes how recent audits, such as one in San Antonio, TX, helped city staff evaluate existing conditions and advance Complete Streets goals.

[Rails to Trails Conservancy Trail Grants](#) (Rails to Trails Conservancy)

Announces 40 new grant awards totaling \$398K to support community-led projects that expand and connect trail networks nationwide. Since 2008, the program has provided more than \$3.7 million to over 280 organizations advancing trails.

[North Carolina: NC Vision Zero Health Outcomes Dashboard](#) (UNC Highway Safety Research Center and NC Governor's Highway Safety Program)

Integrates transportation and health data to support safety decision making across North Carolina. Features new profiles highlighting NC Vision Zero counties, emergency medical services (EMS) data, and linked crash-EMS data.

Research

[Strategies to Improve Pedestrian Safety at Night](#) (National Cooperative Highway Research Program (NCHRP))

Provides guidance for state transportation agencies on reducing pedestrian fatalities that occur in darkness, which account for more than three-quarters of U.S. pedestrian deaths. The report highlights roadway design, lighting, and operational strategies to improve nighttime visibility and safety. A supplemental report, **[NCHRP Web-Only Document 430: Improving Pedestrian Safety at Night](#)**, is also available.

[Evaluating Traffic Safety Campaigns: A Guide](#) (Behavioral Traffic Safety Cooperative Research Program (BTSCRCP))

Offers insights into current practices for measuring the effectiveness of behavioral traffic safety campaigns. The report outlines a framework for evaluating and designing future campaigns to more effectively promote safer road user behaviors. A supplemental resource, **[BTSCRCP Web-Only Document 7: Objectives, Components, and Measures of Effective Traffic Safety Public Awareness and Education Efforts](#)**, is also available.

[Evaluation of Elementary School Traffic Calming Interventions](#) (Journal of Transport & Health)

Evaluates traffic calming curbs and in-street signs at 52 elementary schools. Finds small but measurable reductions in vehicle speeds, especially at in-street sign locations, and notes that walking and biking to school decreased in the morning but increased in the afternoon.

[A Naturalistic Study of Adolescent Bicyclist Route Safety](#) (Journal of Safety Research)

Analyzes GPS and video data from 32 adolescents biking to school to identify factors affecting route safety. Concludes that stronger bike infrastructure, safety education, and parental guidance can help improve bicycling safety and encourage more students to ride to school.

[Novel Model for Pedestrian Flow Prediction](#) (Transportation Research Part C: Emerging Technologies)

Develops a machine learning model for predicting pedestrian flow based on crowd diffusion theory. The approach uses real-time sensor data and online learning to estimate movement patterns and improve crowd management in busy public spaces.

[Framework for Improving Driver Awareness of Hidden Pedestrians Using V2X Communication](#) (Communications in Transportation Research)

Presents a framework that improves detection of pedestrians obscured from

view using vehicle-to-everything (V2X) communication. Tested with autonomous vehicles, the method shares perception data to better detect pedestrians in occluded crossing scenarios.

Simulating Cyclist Mobility and Subjective Safety (Transportation Research Part F: Traffic Psychology and Behaviour)

Analyzes bicyclist behaviors and perceived safety in simulated shared paths and unsignalized intersections. Finds that wider paths increase comfort and speed, while higher vehicle speeds at intersections reduce both mobility and subjective safety.

Understanding First-and-Last Mile Trips Using Bike Share GPS Data

(Travel Behaviour and Society)

Analyzes over 120,000 map-matched bike share GPS routes to understand how riders connect with transit for first-and-last mile trips. Finds that bike share often bridges the gap between transit stops and workplaces, with first-mile trips posing more navigational challenges than last-mile trips.

Purchase Process and Travel Behavior in an E-Bike Rebate Program in Eugene, Oregon

(Case Studies on Transport Policy)

Examines survey data from 324 participants in an e-bike rebate program in Eugene, OR, to understand how incentives influence purchase and travel behavior. Finds that most recipients used e-bikes to replace car trips, with rebate impacts varying by age, income, and vehicle ownership.

E-Bicyclist Experiences in Detroit: An Approach for Understanding Micromobility

(Case Studies on Transport Policy)

Analyzes e-bike rider experiences in Detroit, MI, using text and content analysis to identify factors influencing their use. Highlights benefits such as mobility and health, alongside challenges including driver behaviors, performance issues, and limited infrastructure.

How to Increase Bicycle Traffic: The Case of Paris (Journal of Cycling and Micromobility Research)

Analyzes how public policies influenced bicycle use in Paris from 2018 to 2023. Using ground counter data, the study finds that expanding bike lanes, parking, and bike-share systems drove growth, along with livability measures such as pedestrian zones, green spaces, and e-bike promotion.

Webinars

Upcoming Webinars

- **Using Data to Improve Outdoor Access** (Society of Outdoor Recreation Professionals)
October 22, 2025, 3:00 pm ET, free
- **Building a Career in Placemaking** (Project for Public Spaces)
October 23, 2025, 12:00 pm ET, free
- **Mapping What Matters: Building Safer Transportation Systems with Pedestrian Asset Data** (Vision Zero Network)
October 23, 2025, 1:00 pm ET, free
- **Using Snapshots to Advance Transportation Planning** (Transportation Research Board)
October 24, 2025, 1:00 pm ET, fees apply
- **Urban Life and Behavior** (Cities for Everyone with Gil)
October 28, 2025, 11:00 am ET, free
- **A Guide to Adaptive Mountain Bike Trailbuilding** (American Trails)
October 30, 2025, 1:00 pm ET, free, donations appreciated
- **Road Safety Champion Program: Countermeasures for Road Safety** (National Center for Rural Road Safety)
November 4, 2025, 2:00 pm ET, free
- **Road Safety Champion Program: Integrating Public Health and Transportation to Enhance Road User Safety** (National Center for Rural Road Safety)
November 5, 2025, 2:00 pm ET, free

- [Superior Hiking Trail Visitor Count Process and Methodology](#) (Society of Outdoor Recreation Professionals)
November 5, 2025, 3:00 pm ET, free
- [Road Safety Champion Program: Public Health Data to Inform Injury Analysis and Monitoring](#) (National Center for Rural Road Safety)
November 12, 2025, 2:00 pm ET, free
- [2025 U.S. Federal Policy Webinars](#) (Association of Pedestrian and Bicycle Professionals (APBP))
November 12, 2025, 3:00 pm ET, free
- [Outdoor Tech for Good](#) (American Trails)
November 13, 2025, 1:00 pm ET, free, donations appreciated
- [Road Safety Champion Program: Overview of Local Road Safety Plans](#) (National Center for Rural Road Safety)
November 18, 2025, 2:00 pm ET, free
- [Road Safety Champion Program: Intersections between Traffic Safety and Health Culture](#) (National Center for Rural Road Safety)
November 19, 2025, 2:00 pm ET, free
- [Partnering for Grants Greatness - State-Level Bike-Ped Innovations](#) (APBP)
November 19, 2025, 3:00 pm ET, fees apply
- [Understanding Trail Aggregates: Foundation for Performance](#) (American Trails)
November 20, 2025, 1:00 pm ET, free, donations appreciated
- [Moab Trail Ambassador Program: Education and Promotion of Responsible Recreation](#) (American Trails)
December 11, 2025, 1:00 pm ET, free, donations appreciated

[Archived and Recorded Webinars](#)

Call for Proposals, Presentations, Abstracts

Call for Competition Registration: [Garrett Morgan Transportation Competition for 6-8th graders video campaign on e-bike safety](#) (San José State University, Mineta Transportation Institute)
Deadline: October 22, 2025

Call for Applications: [Bicycle Friendly Business](#) (League of American Bicyclists)
Deadline: October 30, 2025

Call for Applications: [Vision Zero for Youth U.S. Leadership Award](#)
Deadline: December 15, 2025

Call for Photo Contest Submissions: [National Recreation Trail Photos](#) (American Trails)
Deadline: December 15, 2025

Call for Applications: [Tribal Transportation Program Safety Fund](#) (FHWA)
Deadline: January 15, 2026

Call for Papers: [Injury Prevention](#); focus on emerging strategies to prevent and reduce road traffic injuries and fatalities
Deadline: March 15, 2026

Upcoming Events

- [Pedestrian Safety Month](#) (NHTSA)
October 1 - 31, 2025
- [TrailNation Summit 2025](#) (Rails to Trails Conservancy)
October 27 - 29, 2025, Cleveland, OH
- [2025 Moving Together Conference](#) (MassDOT and UMass Amherst)
October 28, 2025, Boston, MA
- [AASHTO Safety Summit and Peer Exchange](#) (American Association of State Highway and Transportation Officials)

- October 28 - 30, 2025, New Orleans, LA
- [2025 Safe Routes to School Virtual Summit](#) (Safe Routes Partnership)
October 28 - 30, 2025, Online
- [Vision Zero Cities 2025](#) (Transportation Alternatives)
October 28 - 30, 2025, New York, NY
- [Ruby Bridges Walk to School Day](#)
November 14, 2025
- [World Day of Remembrance for Road Traffic Victims in the U.S.](#)
November 16, 2025
- [AASHTO Annual Meeting](#) (American Association of State Highway and Transportation Officials)
November 17 - 20, 2025, Salt Lake City, UT
- [Transportation Research Board Annual Meeting](#)
January 11 - 15, 2026, Washington, DC
- [Micromobility America 2026](#)
January 14 - 15, 2026, San Francisco, CA
- [National Bike Summit](#) (League of American Bicyclists)
March 24 - 26, 2026, Washington, DC
- [2026 Sustainable Trails Conference](#) (Professional TrailBuilders Association)
April 14 - 16, 2026, Boise, ID
- [2026 National Outdoor Recreation Conference](#) (Society of Outdoor Recreation Professionals)
May 11 - 14, 2026, Duluth, MN
- [Velo-city 2026](#) (European Cyclists' Federation)
June 16 - 19, 2026, Rimini, Italy
- [5th International Placemaking Week](#) (Project for Public Spaces)
June 24 - 26, 2026, Detroit, MI

[Subscribe](#) to the monthly PBIC Messenger. Send news for future issues to editorial team member Linda Tracy: linda@PBICMessenger.org.

The PBIC Messenger Is brought to you in partnership with CenterLines, which has been supported by the [Project for Public Spaces](#).



Since its inception in 1999, PBIC's mission has been to improve the quality of life in communities through the increase of safe walking and bicycling as a viable means of transportation and physical activity. The Pedestrian and Bicycle Information Center is maintained by the University of North Carolina Highway Safety Research Center with funding from the U.S. Department of Transportation Federal Highway Administration.

Copyright © 2025 Pedestrian and Bicycle Information Center, All rights reserved.
You are receiving this email because you subscribed to our newsletter.

Our mailing address is:
Pedestrian and Bicycle Information Center
730 Martin Luther King Jr. Blvd, Suite 300
Chapel Hill, NC 27599

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

