

Regional Pedestrian Conference Preliminary Concept (#3)

Overview

The aim of this event would be to bring together in one room for a day representatives of local governments and pedestrian advocates to address project ideas, and share information about local pedestrian safety issues and activities throughout the Bay Area.

- Possible Date/location – December/January – Bort Center – MTC auditorium
- Sponsors: MTC, California Walks, (in place) possibly CMA's, AAA, UC Berkeley and others
- Participants: Those interested in pedestrian issues from the nine Bay Area Counties (possible 175-200 people)
- Cost: Including lunch/materials, from \$10-\$20 for the event (or free with sponsorship)

Tentative Dates

Possible earliest dates for using the MTC auditorium are:

November 27, 2009 (Friday) – the day after Thanksgiving

December 1, 2009 (Tuesday) (tentative reservation)

January 11, 2010 (Monday)

January 25, 2010 (Monday)

January 29, 2010 (Friday)

1. Draft Schedule

9:00-9:30	<i>Registration – coffee (?)</i>
9:30-9:45	Welcome (?) <ul style="list-style-type: none">➤ Steve Heminger / Ann Flemer➤ Supervisor Scott Haggerty➤ RPC/EDAC Ped Safety➤ Sponsors
9:45-10:30	Keynote Speaker
10:30-11:45	Plenary Session Panel – Regional Pedestrian Plan, (?)
11:45-12:00	<i>Break</i>
12:00-1:15	<i>Lunch and speaker</i>
1:15-1:30	<i>Break</i>
1:30-2:30	Workshops A & B
2:30-2:45	<i>Break</i>
2:45-3:45	Workshops C & D
3:45-4:30	Closing Session – <i>water, soda, cookies (?)</i>

2. Potential Large Group Speakers

Keynote – Alameda County Supervisor Nate Miley

Dr. Richard Jackson, M.D. UCLA

Lunch - Supervisor Miley
Dr. Jackson
Norman Minetta
State Senator Mark Leno

Close - Event Sponsors - RPC/EDAC - MTC Staff

3. Possible Workshop/Panel Topics

Topic selection would be based on availability in the Bay Area of presenters, as well as choosing materials (print and power point) which are already completed. Also, the facility has two first floor rooms which could accommodate sessions. Given these restrictions, as well as the timeline, the choices would be limited to presentations which have been done elsewhere, and just four sessions. A wide range of topics are still possible, though, even in this case:

Workshop/Panel A

PSA and PSAP, SRTS program overviews, complete streets, Community Pedestrian Safety Engagement Training Program

Workshop/Panel B

Pedestrian Count Projects –
Professional and volunteer models from Alameda County, San Francisco County

Workshop/Panel C

UCB SWITRS database and mapping site, SF Disability access mapping project

Workshop/Panel D

- > Accessibility issues (ADA routine accommodation), TOD accessibility, CalTrans design guidelines, or
- > Law Enforcement programs, i.e. Safe Passage, or
- > Connections to Transit / Transit Hub signage program

4. Conference Materials

Materials, since they have been developed prior to the event, would be made available through a page on the MTC web-site dedicated to pedestrian issues. This would include paper handouts, as well as power point presentations.

At the event, materials could be packaged in several ways starting from the lowest cost options:

- A “pocket” folder, with a press-on label cover identification, pre-stuffed with loose copies of the agenda, evaluation, plenary session and speaker materials – each workshop/panel session would “hand-out” materials
- A stapled material packet – all of the materials prepared ahead of time, copied, collated, and stapled into a packet. This would include handouts for all

four workshops, and reduced (4 to 6 panels to the page) power points – *this would be similar to the packet used in Solano County in June*

- Loose leaf binder – adhesive or insert cover, materials reproduced, collated, and three hole punched with tabs, complete sets of materials for all presentations.

The “pocket” folder approach seems to combine the best options for flexibility and low cost, and address accessibility issues in combination with making the materials available in accessible formats through a web page.

In addition, MTC may want to take the opportunity to make available copies of, or publicize their location on its web site such materials as:

- 1) the Safety Tool Box
- 2) Pedestrian Study
- 3) Program descriptions and guidelines for things like TLC

5. Potential Event Sponsors

The event is being organized by the EDAC Pedestrian Safety Committee, the Regional Pedestrian Committee, California Walks, and MTC. Others may be involved in the time before the event.

Event Sponsors

MTC
California Walks
CalPed

Potential/Suggested Sponsors

Automobile Association (AAA)
CMA's, and groups such as ACTIA
CalTrans
DOT – Federal Highway Administration – other federal agencies
UC Berkeley Traffic Safety Program

6. Exhibit/Display/Information Tables

While the event is closely structured, which suggests a exhibitors room would not be feasible, it would be possible, in the auditorium, for example, to provide information and material tables around the perimeter of the room, which could include display information as well. This would require that the invitation to the event also include a solicitation for this use. Sponsor organizations might be offered such an accommodation, for example, or other groups (such as the CHP) might participate in this way.