Pedestrian and Bicycle Information Center

2024 Annual Report

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Table of Contents

Letter from the Directors

This past year brought continued momentum across the country to make walking, biking, and rolling safer. From safety-focused infrastructure funding to new resources and research, communities are embracing ways to improve the way people move through their neighborhoods, downtowns, and corridors. Many communities benefited from new and expanded Federal, state, and local programs in 2024. Updated national guidance, tools, and manuals supported local efforts to address safety needs.

At the Pedestrian and Bicycle Information Center, our role has been to help make innovative and impactful efforts easier to understand, launch, and maintain. In 2024, we shared research and resources on topics such as school area safety, roadway design, and youth engagement. Our webinars provided opportunities for practitioners to explore new ideas and approaches, while our team responded to questions and requests to help move projects from ideas into action.

Looking ahead, we will continue to focus on what is useful, timely, and grounded in effective practice. Our mission remains the same: to help people create streets and shared spaces that are safer for everyone moving through them. Safer options support daily life, including walking, biking, and using micromobility or assistive devices to reach schools, workplaces, and other community destinations. They also help create more reliable ways to get around and contribute to healthier places to live.

We are thankful for the many practitioners, researchers, and leaders who continue to advance this work across the country. Their efforts bring strategies to life through local action and lasting improvements. We also thank the Federal Highway Administration for their continued support of PBIC's mission. Together, we can continue building safer, connected places for everyone moving through our communities.

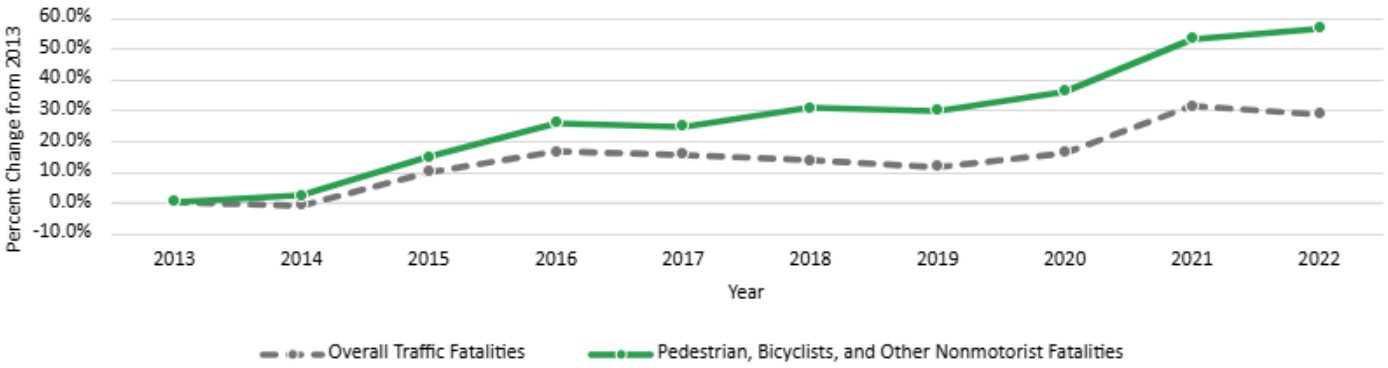
Dr. Laura Sandt, Co-Director, PBIC

Nancy Pullen-Seufert, Co-Director, PBIC

How PBIC Helps Improve Walking and Biking

People of all ages and abilities walk, bike, and use e-scooters and assistive devices, whether heading to work or school, running errands, or simply enjoying the outdoors. Families with strollers, children, older adults, and people moving through their communities all share the same spaces. Creating safer options supports local economies, choices in mobility, and community health.

In 2022, 7,522 pedestrians, 1,105 bicyclists, and 324 micromobility users were killed in crashes with motor vehicles in the U.S. Over the past decade, nonmotorist fatalities increased by 56.5 percent, outpacing the 29.2 percent increase in total traffic fatalities during the same period.[1]



Percent change in fatalities from 2013 to 2022 shows nonmotorist fatalities, including pedestrians, bicyclists, and micromobility users, increasing by 56.5 percent, compared to a 29.2 percent increase in total traffic fatalities over the same period.[1]

Fortunately, there are opportunities to improve safety and reduce the number of serious crashes that impact anyone who is walking, biking, and rolling to get around, enjoy time outside, and stay active. Researchers at the Pedestrian and Bicycle Information Center (PBIC) are working to bring those evidence-based opportunities into practice at the local, State, and national levels, providing policymakers with the information they need.

PBIC develops and compiles research, technical guidance, and best practices to help transportation professionals improve safety for people walking and biking. By sharing information from Federal, State, and local agencies, as well as professional organizations, PBIC helps practitioners stay informed about policies, infrastructure, and proven safety strategies. PBIC makes these resources available through reports, training, webinars, and direct technical assistance to help professionals find and apply relevant practices to their work.

PBIC's three functions across multiple task area: Knowledge and Content Development, Communications and Outreach, and Professional Development and Technical Assistance.

2024 Areas of Focus

In 2024, PBIC developed several new resources that highlight opportunities to improve safety for people walking and biking, specifically focusing on youth, travel to school and other community destinations, and real-world implementation. These resources respond to long-standing challenges, emerging opportunities, and growing interest in community-driven strategies.

Creating Safe and Complete Networks for Young Pedestrians

This information brief[2] emphasizes the importance of planning for the cognitive and physical needs of children and youth in transportation networks. While many initiatives focus on reducing pedestrian and bicyclist fatalities, many streets are still not designed with younger users in mind. The brief outlines key considerations for transportation professionals and offers three actionable strategies to help agencies plan and design safer networks that meet the needs of youth as part of broader efforts to create complete systems.

Images from an information brief highlighting strategies to design safer transportation networks that meet the needs of children and youth.[2]

Walking to School: Connecting Past and Present Impacts

This StoryMap[3] explores how historical patterns continue to shape the safety and condition of streets around schools today. A case study in Atlanta, Georgia, illustrates how sidewalk gaps, roadway speeds, and infrastructure neglect remain concentrated in certain communities. Developed to support Safe Routes to School coordinators and transportation planners, the StoryMap helps decision-makers identify areas for safety investments and prioritize improvements for walking and biking near schools.

Examples of tools and temporary infrastructure used to adress pedestrian needs: (left) mapping safety and infrastructure data in Atlanta, GA; (center) a child walking along a temporary traffic-calmed shoulder; and (right) a visual representation of sidewalk and street connectivity data.[3]

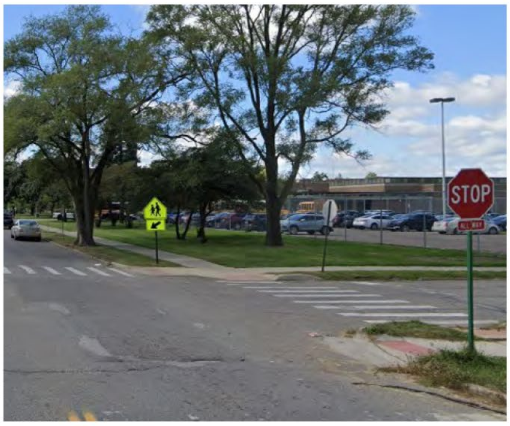
Creating Connections: Opportunities for Safe Routes to School Programs to Support High School Students with Disabilities

Recent policy changes expanded Safe Routes to School (SRTS) eligibility to include high school students, opening new possibilities for programs to reach a broader age range. This brief[4] focuses on how SRTS programs can better serve students with disabilities by incorporating practices and building partnerships with education and transition programs. It highlights efforts in Saint Paul and Minneapolis, Minnesota, and Beaverton, Oregon, where students have been supported in identifying barriers and working toward safer, more independent travel.

Images from an information brief showing how Safe Routes to School programs can better serve high school students with disabilities through partnerships and student-led efforts.[4]

Detroit Creates Connections at a Crossing

This short case study[5] highlights a quick-build project in Detroit, Michigan, that enhanced pedestrian safety at a key crossing near Noble Elementary-Middle School. The project reduced turning radii and added curb extensions and community-painted murals. Supported by a National Center for Safe Routes to School minigrant, funded by General Motors, it demonstrates how low-cost, fast-implementation projects can deliver meaningful improvements for students walking to school.

Images documenting a quick-build project in Detroit, MI, that engaged students and community members in a safety effort near Noble Elementary-Middle School. Image left shows students and community members gathered after participating in the project. Image right shows the intersection that received treatments to improve safety near the school.[5]

Professional Development and Technical Assistance

In 2024, PBIC continued to offer training opportunities and direct support to transportation professionals and agencies across the country. Through webinars, tailored technical assistance, and national conference participation, PBIC helped practitioners explore new ideas, apply safety-focused strategies, and connect with research and policy.

Webinars and Learning Events

PBIC hosted four webinars[6] in 2024, reaching over 1,800 attendees. Topics reflected practitioner interest in practical implementation and emerging safety concerns, including micromobility, trails, and accessibility.

Webinar Topic	Number of Live Views	Number of Recorded Views	Total Number of Views
Advancing Trails to Support Multimodal Networks and Resilient Infrastructure	382	128	510
E-Scooter and Micromobility Safety Part 1: Research, Tools, and Guidance	252	204	456
E-Scooter and Micromobility Safety Part 2: Agency Case Studies	180	128	308
Innovations in Accessibility	390	228	618
TOTAL	**1,204**	**688**	**1,892**

Highlights from PBIC webinars on multimodal networks, micromobility safety, and accessibility reached nearly 1,900 total views in 2024, showcasing examples such as multimodal trail design, mobility hubs, quick-build projects, and tactile walking surface indicators.[6]

Planning also began for two multi-part series launching in 2025: one focused on quick-build projects from planning to evaluation, and another to support the release of the updated AASHTO Bike Guide.

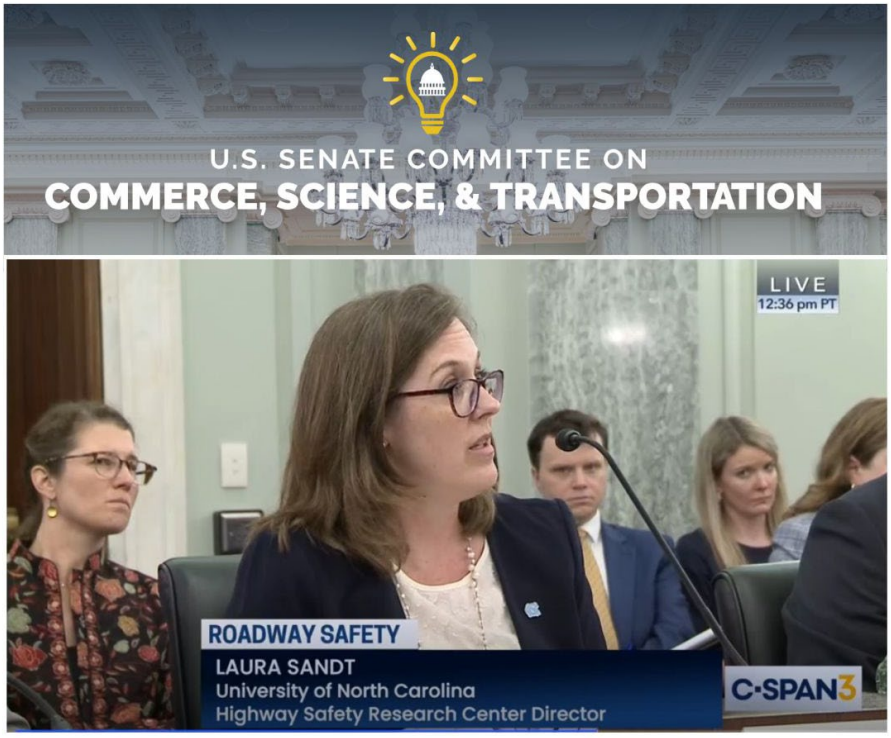
Technical Assistance

Throughout the year, PBIC responded to more than 80 technical assistance requests from agencies, practitioners, and partner organizations. These inquiries covered a wide range of topics, including:

- School-area travel safety, including crossing guard training, walking school buses, and Safe Routes to School (SRTS) countermeasures
- Use of data for pedestrian and bicycle travel monitoring, safety analysis, and infrastructure planning
- Bicycle facility planning, including sidewalk riding, funding, and infrastructure costs
- Strategies and technologies for improving safety at intersections, particularly for turning vehicles
- Community engagement strategies to address speeding, traffic volumes, and pedestrian safety concerns
- Pedestrian infrastructure issues related to sidewalk gaps, grade-separated crossings, and design alternatives
- Resources to support local leaders in understanding pedestrian safety and roadway design principles
- Messaging and safety strategies involving large vehicles and pedestrian visibility
- Winter maintenance and accessibility concerns, including snow and ice removal on sidewalks
- Rural and small-town pedestrian safety challenges

PBIC also contributed expert input to national conversations, including support for Federal initiatives, participation in the Federal Highway Administration (FHWA) Data Collection Toolkit Working Group and a National Cooperative Highway Research Program (NCHRP) focus group on pedestrian and bicyclist crash modification factors, and a presentation to the ITE School Safety Committee.

PBIC Co-Director Dr. Laura Sandt testified before the U.S. Senate Committee on Commerce, Science, and Transportation Subcommittee on Surface Transportation, Maritime, Freight, and Ports in a bipartisan hearing titled “Examining the Roadway Safety Crisis and Highlighting Community Solutions.” The hearing addressed safety needs for people walking and bicycling and featured voices from across the transportation sector. Dr. Sandt was joined by other expert panelists from the City of Detroit, Intelligent Transportation Society of America, American Automobile Association, and Autonomous Vehicle Industry Association.



PBIC Co-Director Dr. Laura Sandt testifies before the U.S. Senate Commerce Committee’s Subcommittee on Surface Transportation, Maritime, Freight, and Ports during a hearing on roadway safety and community solutions, addressing safety needs for people walking and bicycling alongside other transportation sector panelists.

Support for State Bicycle and Pedestrian Coordinators

PBIC continued to support State Bicycle and Pedestrian Coordinators throughout 2024, helping strengthen connections across States and respond to emerging needs. PBIC helped facilitate regular bimonthly meetings where State Coordinators from across the country exchanged updates, discussed priorities, and learned about relevant initiatives. The team also helped support an in-person gathering at the Association of Pedestrian and Bicycle Professionals (APBP) Conference, providing time for in-depth exchange and collaboration.

One priority this year was developing new onboarding tools for both new and experienced Coordinators. The effort drew on a student-led research project supported by PBIC, which gathered input from 38 States to better understand the evolving responsibilities of the role. Surveys and interviews showed that the Coordinator position is structured very differently across States and highlighted opportunities to strengthen transitions, improve internal communication, and assist with day-to-day work.

In response, PBIC developed two new resources: a Position Description Template that helps define and communicate the role, and a Key Contacts and Partners Worksheet designed to help Coordinators track relationships and navigate internal and external partnerships. These tools are intended to support continuity, reduce onboarding time, and reinforce the importance of the Coordinator role in advancing safety for people walking, bicycling, and using other active modes.

National Engagement and Conference Participation

PBIC staff contributed to major national conferences throughout 2024, presenting new research, moderating sessions, and supporting coordination across fields. Team members also served in planning roles for key events, including the Lifesavers Conference and the Transportation Research Board (TRB) Annual Meeting.

At the Association of Pedestrian and Bicycle Professionals (APBP) Conference, PBIC's Sarah O'Brien was recognized as the 2024 Researcher of the Year for her leadership in active transportation research and practice.

Images from left to right: Sarah O'Brien receives the APBP 2024 Researcher of the Year Award; Dr. Sandt facilitates group disucsison during a session on Pedestrian Safety on Urban Arterials at the TRB Annual Conference, January 2024.

A complete list of 2024 conferences and meetings with PBIC participation is included in the table on the next page.

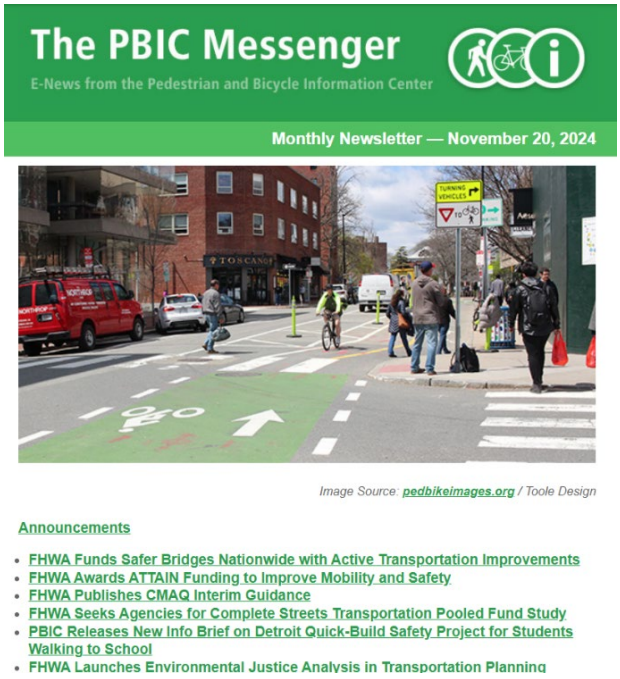
Conference	Activities
Transportation Research Board (TRB) Annual Meeting	Several PBIC team members attended TRB to attend, present, and participate at committee meetings and other presentations. Dr. Sandt participated in leading a half-day workshop on pedestrian safety on urban arterials. PBIC also developed annual highlights and upcoming activities to share with participants.
AAA Foundation for Traffic Safety Safe Mobility Conference	Dr. Sandt led a preconference workshop on pedestrian safety analysis using the AcciMapping approach. Nandi Taylor moderated a session on safety and mobility. Several PBIC team members participated in sessions related to youth safety, speed management, Safe System Approach, and other topics.
Lifesavers Conference	Alessandro Figueroa led a panel discussion on e-scooter safety with Dr. Laura Sandt. Justin Owens delivered a presentation about the safety and mobility needs of older pedestrians.
National Travel Monitoring Exposition and Conference	Dr. Krista Nordback and Sarah O'Brien delivered presentations and moderated sessions about best practices related to data and travel monitoring.
Association of Pedestrian and Bicycle Professionals	Sandro Figueroa participated in a panel on the safety and mobility needs of people with disabilities. Sarah O'Brien led a panel on tactile wayfinding for people with low vision. She also supported the in-person State Pedestrian and Bicycle Coordinators meeting and was recognized with the 2024 Researcher of the Year Award.
Safe Routes Partnership Safe Routes to School National Conference	Nancy Pullen-Seufert facilitated a workshop and presented in a conference session.
AASHTO Safety Summit	Dr. Laura Sandt participated and shared information related to pedestrian crashes at night as well as safety on urban arterials.

Communications and Outreach

PBIC built on its communications efforts in 2024 by expanding its reach across digital platforms, broadening the availability of resources, and sharing timely updates on pedestrian and bicyclist safety. Updates to the PBIC website, targeted outreach through social media, and a monthly newsletter helped connect professionals with tools, news, and strategies to support their work.

PBIC Messenger Monthly Newsletter

The PBIC Messenger[7] remained a central component of these outreach efforts, offering a consistent touchpoint for transportation practitioners and other professionals working to improve pedestrian and bicyclist safety. Distributed monthly, the newsletter shares announcements, research highlights, event listings, funding opportunities, and more to support active transportation programs, planning, design, and policy. The Messenger also continued to serve as a trusted and widely used source of information, helping professionals stay up to date on safety developments.


The PBIC Messenger

E-News from the Pedestrian and Bicycle Information Center

Monthly Newsletter — November 20, 2024

Image Source: pedbikeimages.org / Toole Design

Announcements

- FHWA Funds Safer Bridges Nationwide with Active Transportation Improvements
- FHWA Awards ATTAIN Funding to Improve Mobility and Safety
- FHWA Publishes CMAQ Interim Guidance
- FHWA Seeks Agencies for Complete Streets Transportation Pooled Fund Study
- PBIC Releases New Info Brief on Detroit Quick-Build Safety Project for Students Walking to School
- FHWA Launches Environmental Justice Analysis in Transportation Planning

PBIC Messenger November 2024 issue.[7]

In 2024, PBIC published 12 issues of the Messenger to an average of 8,150 subscribers, with an open rate averaging more than 35 percent. Top-clicked items included resources on youth safety and infrastructure planning, along with articles covering speed management, micromobility, and local initiatives.

Readers frequently describe the Messenger as their primary way of learning about new resources, tools, and funding opportunities, and many share it within their teams to support ongoing work. Agencies and organizations also view the newsletter as a valuable platform for reaching a broad national audience, regularly submitting announcements and resources. In this way, the Messenger supports both information sharing and community-building, connecting people with timely content and amplifying promising ideas and practices from across the field.

Messenger Issue	Top Clicked Link
January 2024	FHWA Safe System Roadway Design Hierarchy
February 2024	FHWA Vision Zero Community Pairing Program
March 2024	USDOT New Active Transportation Website
April 2024	FHWA Bicycle and Pedestrian Count Data Gathering and Reporting
May 2024	USDOT 2024 Safe Streets and Roads for All Grants
June 2024	Smart Growth America Dangerous by Design
July 2024	FHWA Separated Bike Lanes on Higher Speed Roadways: Toolkit and Guide
August 2024	NHTSA Bicyclists and Other Cyclists Crash Reports
September 2024	Center for Pedestrian and Bicyclist Safety Pedestrian Level of Traffic Stress
October 2024	FHWA Guide for Maintaining Active Transportation Infrastructure
November 2024	FHWA Advanced Transportation Technology and Innovation (ATTAIN) program
December 2024	AASHTO Guide for the Development of Bicycle Facilities, 5th Edition

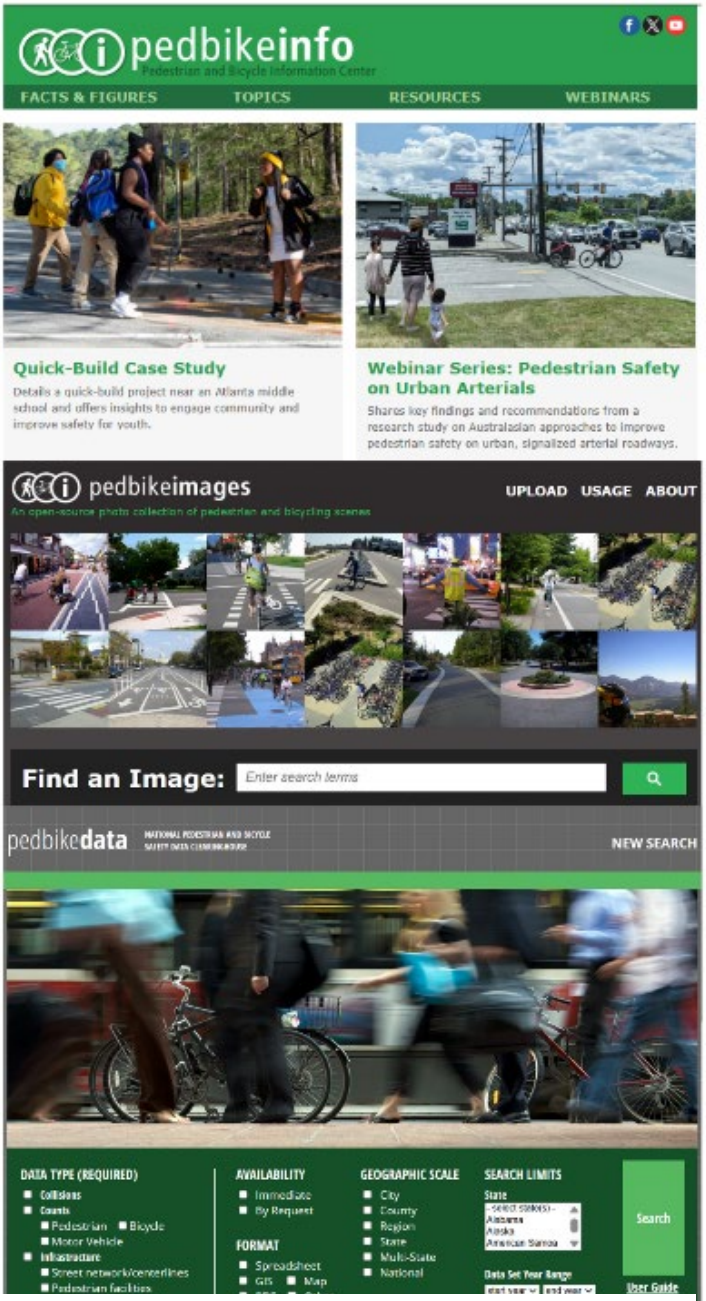
PBIC Websites and Digital Tools

The PBIC website[8] remains a reliable and well-curated hub for transportation professionals seeking information on safety, planning, design, and policy. PBIC consistently refreshes and adds content to incorporate new resources developed by agencies, researchers, and practitioners. In 2024, the site received over 113,000 page views from more than 36,000 unique visitors, demonstrating continued demand for resources and information. Key 2024 updates included backend improvements to the resource library and updated topic pages.

The PedBikeImages[9] library remained a widely used asset for practitioners, educators, and communicators, with over 37,000 page views and more than 6,300 visitors in 2024. The collection includes over 2,600 searchable, downloadable images, with new submissions added throughout the year.

The PedBikeData[10] site continued to support data-informed decision-making with more than 2,800 records of pedestrian and bicyclist count, crash, and infrastructure data. In 2024, it recorded 2,400 visitors and 30,000 page views, serving as a resource for planners and researchers seeking reliable datasets by location and type.

PBIC maintained active profiles on Facebook, X, LinkedIn, Mastodon, and launched a BlueSky account in late 2024 to further broaden its reach. These platforms helped PBIC share new resources, promote initiatives, and connect with a wide range of professionals across the field. Highlights from 2024 include continued follower growth, over 130 total posts across platforms, and amplification of research releases, funding announcements, and event promotions.



PBIC's suite of online platforms, including the PBIC website, PedBikeImages, and PedBikeData, continues to provide transportation professionals with research, images, and datasets to support planning, design, and policy decisions.[8, 9, 10]

PBIC researchers contributed to national and local media coverage in 2024, offering expertise on a range of transportation safety issues. For NC Health News, Nancy Pullen-Seufert discussed rising pedestrian and bicyclist deaths in North Carolina and the need for public health approaches. For NBC News, Seth LaJeunesse provided perspective on national fatality and injury trends and ongoing efforts to address distracted driving.

PBIC Team and Partners

PBIC operates within the University of North Carolina at Chapel Hill Highway Safety Research Center and collaborates with valued partners and contributors. The PBIC team brings together a unique set of technical specialists and thought leaders including Toole Design,[11] Institute of Transportation Engineers,[12] and the North Carolina Central University Visual Impairment Training Program.[13] Contributing subject matter experts include Peter Koonce, Beezy Bentzen, Charles T. Brown, and Linda Tracy. The de Beaumont Foundation[14] also joins the team with a cost-match commitment to support work.

The PBIC team extends our appreciation to the Federal Highway Administration (FHWA), our sponsors, and the invaluable expertise of our consultants and all those who have supported our team. In the year ahead, we look forward to building new partnerships, developing useful resources, and continuing to find effective ways to help communities improve safety for walking, biking, and rolling for everyone.

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Endnotes

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Cover Image: Pedbikeimages.org / Josh Mello, https://www.pedbikeimages.org/details.php?picid=2296

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Since its inception in 1999, the Pedestrian and Bicycle Information Center'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.

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