Pedestrian and Bicycle Information Center

2025 Annual Report

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Letter from the Directors

This past year continued national efforts to improve safety for people walking, biking, and rolling in communities of all sizes. Across the country, practitioners advanced projects and programs focused on safer streets, shared spaces, and community connections that better support daily travel. Federal, State, and local initiatives continued to shape how communities approach safety, supported by guidance, tools, and research that inform decision-making and practice. National priorities have also emphasized improving the travel experience for families through facilities that make everyday travel more comfortable and reliable.

At the Pedestrian and Bicycle Information Center, our role has remained focused on helping practitioners navigate this evolving landscape by making information clear, relevant, and usable. In 2025, PBIC continued to share research, tools, and examples related to topics such as school area safety, roadway design, and community-based approaches. Through webinars, curated resources, and direct assistance, our team supported practitioners as they explored new ideas, refined existing efforts, and moved projects forward.

PBIC serves as a national hub for information sharing and connection. By maintaining consistent communications and responding to questions and requests from the field, we helped practitioners access timely information and learn from real world examples. This steady support remains central to PBIC's mission and to advancing safety-focused practices nationwide.

Looking ahead, PBIC will continue to prioritize work that is timely and grounded in practice. Our mission remains unchanged. We support safer streets for everyone moving through them. Safer options for walking, biking, rolling, and using assistive devices help people reach schools, workplaces, and community destinations. They also contribute to stronger local economies by supporting access to jobs, retail districts, and community services while helping create places where businesses and families can thrive.

We are grateful to the many practitioners, researchers, and leaders whose ongoing efforts bring these strategies to life through local action. We also thank the Federal Highway Administration for its continued support of PBIC's mission. Together, we remain committed to supporting communities as they work toward safer, more connected places.

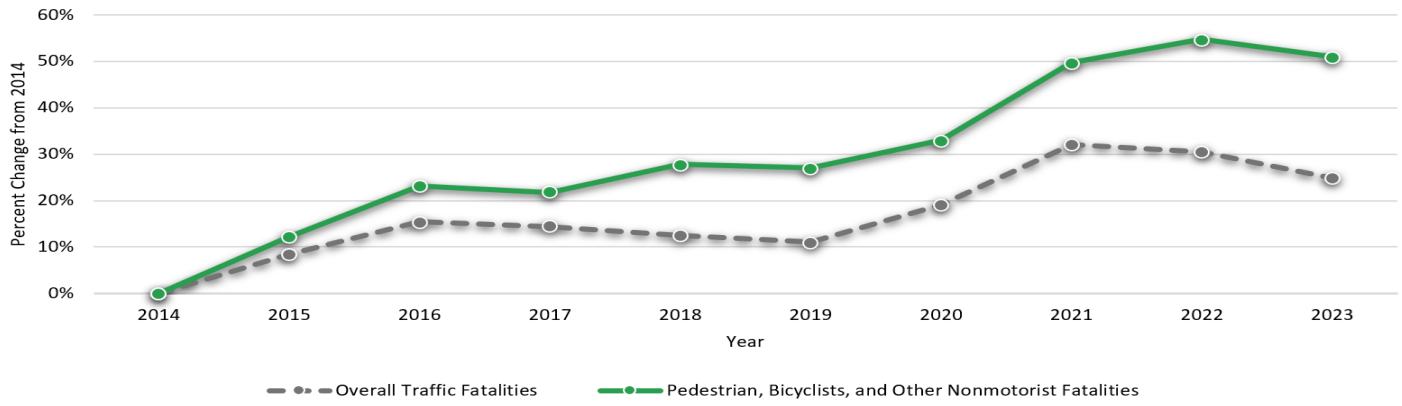
Dr. Laura Sandt, Co-Director, PBIC

Nancy Pullen-Seufert, Co-Director, PBIC

How PBIC Helps Improve Walking and Biking

People of all ages and abilities walk, bike, and use micromobility and assistive devices as part of daily life. They travel to work and school, access services, run errands, and spend time outdoors. Families with strollers, caregivers accompanying children or older adults, and people with disabilities rely on streets and shared spaces that are accessible, intuitive, and predictable. Creating safer options strengthens local economies, expands mobility choices, and supports community health.

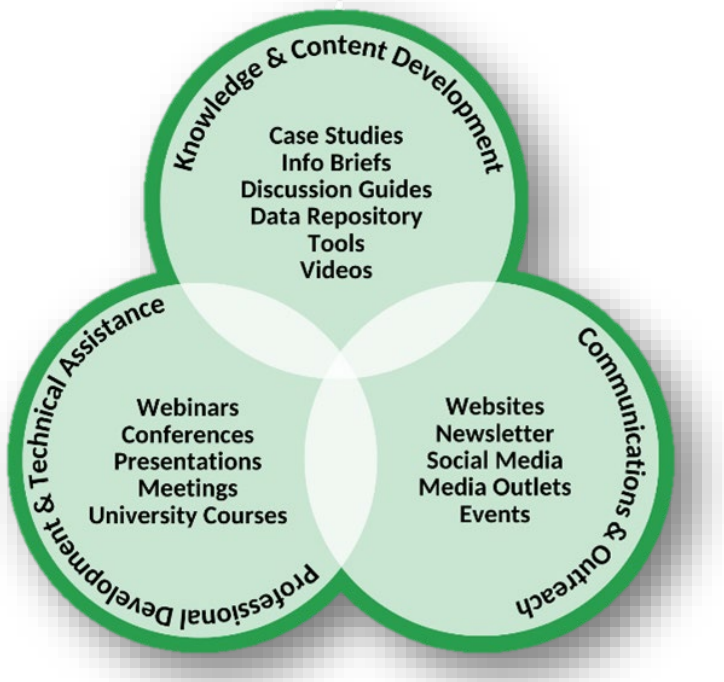
In 2023, 7,314 pedestrians, 1,166 bicyclists, and 340 micromobility users were killed in crashes with motor vehicles in the U.S. Over the past decade, nonmotorist fatalities increased by 51 percent, outpacing the 25 percent increase in total traffic fatalities during the same period.[1]



Percent change in fatalities from 2014 to 2023 shows nonmotorist fatalities, including pedestrians, bicyclists, and micromobility users, increasing by 51 percent, compared to a 25 percent increase in total traffic fatalities over the same period. Source: PBIC analysis of NHTSA FARS data. See endnote 1 for full citation.

There are meaningful opportunities to improve safety and reduce serious crashes affecting people who walk, bike, and roll as part of daily life. The Pedestrian and Bicycle Information Center (PBIC) continues to support this work by translating research into practical information that practitioners and policymakers can use. Through innovative engagement at the local, State, and national levels, PBIC provides reliable, evidence-informed resources that help guide decision-making and implementation.

PBIC maintains and updates research, technical information, and best practices to help improve safety for people walking and biking. By sharing information from Federal, State, and local agencies, as well as professional organizations, PBIC keeps practitioners informed about policies and strategies. These resources are available through reports, training, webinars, and direct assistance to support ongoing work in communities across the country.



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

2025 Areas of Focus

In 2025, PBIC developed and shared resources to support pedestrian and bicycle safety improvements. These efforts focused on integrating multimodal facilities into existing projects, improving cost estimation tools for active transportation, and documenting community-informed approaches that advance safety near schools and in neighborhoods.

Improving Pedestrian and Bicyclist Connectivity During Rehabilitation of Existing Bridges

This information brief[2] explores how bridge rehabilitation projects can incorporate multimodal facilities to create safer connections for people walking, bicycling, and using other mobility devices. It highlights practical design considerations, common constraints, and examples of how agencies have integrated pedestrian and bicycle accommodations during rehabilitation efforts, framing these projects as opportunities to improve connectivity alongside structural repairs.

Bridge rehabilitation projects present opportunities to improve multimodal connectivity, as shown by separated travel spaces on the Roberto Clemente Bridge in Pittsburgh, PA, and design concepts linking pedestrian and bicycle routes with on-bridge facilities. Source: Reproduced from Chang et al. (2025). Left image souce: Toole Design; right image source: FHWA. See endnote 2 for full citation.

National Active Transportation Cost Database

This developing database[3] compiles infrastructure and countermeasure cost information to support walking, bicycling, and micromobility projects. Designed to help transportation professionals estimate project costs and scope improvements, the database draws on practitioner-submitted data and secondary sources. During the year, PBIC invited agencies and partners to contribute installation and start-up cost information through an online submission process, working to build a practical, practitioner-informed tool to support planning and cost estimation for Complete Streets and related projects.

Examples of active transportation infrastructure, including a shared-use path and a raised crosswalk. Source: Left image source: pedbikeimages / Dan Burden; right image source: pedbikeimages / Dan Burden

Pueblo of Jemez Creates Community-Informed Traffic Calming Solutions

This case study[4] documents how the Pueblo of Jemez, New Mexico, collaborated across departments to test safety improvements for walking and biking near Jemez Day School. In response to concerns about speeding and limited pedestrian facilities, the project used context-appropriate materials suited for earthen roads to slow traffic and create safer paths for students. The effort reflects a community-informed approach and establishes a foundation for pursuing permanent safety improvements.

Community-informed traffic calming efforts can include both hands-on implementation and support for students who walk and bicycle to school, as shown by students painting concrete barriers and bicycles parked at Jemez Day School. Source: Reproduced from Pullen-Seufert et al. (2024). Both images source: Pueblo of Jemez Planning Development and Transportation Department. See endnote 4 for full citation.

Winterville Quick-Build Projects Benefit from Community and State Department of Transportation Involvement

This case study[5] highlights how the Town of Winterville, North Carolina, used quick-build strategies to improve pedestrian safety near two schools while strengthening coordination with the North Carolina Department of Transportation. The town installed bump outs and partnered with NCDOT to add high-visibility crosswalks at key intersections, engaging local partners and collecting before-and-after speed data. The project reinforced collaboration between local and State agencies and helped support continued improvements, including extended sidewalks and additional safety planning efforts.

Winterville, North Carolina, implemented quick-build curb extensions and high-visibility crosswalks near local schools in partnership with NCDOT, engaging community members and collecting speed data to improve pedestrian safety. Source: Reproduced from Pullen-Seufert et al. Left image source: Katherine Dale; right image source: Katherine Dale. See endnote 5 for full citation.

Professional Development and Technical Assistance

In 2025, PBIC continued to offer learning opportunities and direct support to transportation professionals and agencies across the country. Through multi-part webinar series and direct assistance, PBIC supported practitioners seeking new ideas, implementation examples, and safety-focused strategies.

Webinars and Learning Events

PBIC hosted four webinars[6] in 2025, reaching over 4,100 attendees. PBIC delivered a three-part national webinar series focused on the updated AASHTO Bike Guide, along with additional programming on school zone safety. These sessions reflected strong practitioner interest in applied design guidance and safety strategies.

Webinar Topic	Number of Live Views	Number of Recorded Views	Total Number of Views
AASHTO Bike Guide Webinar – Session 1[7]	859	691	1,550
AASHTO Bike Guide Webinar – Session 2[8]	870	389	1,259
AASHTO Bike Guide Webinar – Session 3[9]	691	216	907
Improving Road User Safety in the School Zone and Beyond[10]	329	107	436
TOTAL	**2,749**	**1,403**	**4,152**

Highlights from PBIC's 2025 webinars, which reached over 4,100 attendees and viewers, featured applied design guidance from the updated AASHTO Bike Guide and strategies to improve safety in school zones. Source: Screenshots from PBIC webinar presentations. Top left source: Bush et al. (2025). See endnote 7 for full citation. Top right source: Chrzan (2025). See endnote 8 for full citation. Bottom left source: Chrzan (2025). See endnote 9 for full citation. Bottom middle and right source: Pullen-Seufert et al. (2025). See endnote 10 for full citation.

Based on strong participation and attendee feedback, PBIC began planning follow-on deep dive sessions to explore specific design and implementation topics in greater detail.

Direct Assistance

Throughout 2025, PBIC responded to more than 60 direct assistance requests from agencies, practitioners, and partner organizations. These inquiries reflected ongoing needs for practical guidance, peer examples, and reference materials to support project development and decision-making. Requests covered a range of topics, including:

- Estimating pedestrian and bicycle facility costs and identifying cost data sources
- Pedestrian and bicycle count programs, data practices, and vendor options
- Identifying planning and design references
- Developing measures such as Bicycle Miles Traveled
- Bicycle parking strategies and local facility planning questions
- Pedestrian safety at intersections and approaches to turning conflicts
- School-area safety strategies and Safe Routes to School funding opportunities
- Pedestrian infrastructure needs on local and rural roadways
- Youth active transportation resources, including walk audit support
- International research and practice examples

These responses often involved identifying relevant research, connecting practitioners to peer examples, and clarifying available tools and guidance. Direct assistance remains a core PBIC function, helping translate national research and resources into actionable information for communities across the country.

Support for State Bicycle and Pedestrian Coordinators

PBIC continued to support State Bicycle and Pedestrian Coordinators in 2025 through regular coordination and information exchange. PBIC helped facilitate calls with State Coordinators and maintained the coordinator listserv to share updates, resources, and emerging topics. These activities provide a consistent forum for peer exchange and help ensure that State-level practitioners have access to timely information and connections to national resources.

National Engagement and Conference Participation

PBIC staff contributed to national professional forums throughout 2025 through conference participation, presentations, and ongoing leadership roles. Team members attended and presented at the Lifesavers Conference on Road Safety, participating as panelists and presenters on topics related to pedestrian and bicycle safety.

In addition to conference participation, PBIC staff also served on the planning committee for the 2026 Lifesavers Conference, contributing to the development of programming and helping shape future discussions related to roadway safety.

PBIC staff also attended the Transportation Research Board Annual Meeting and delivered a half-day workshop on the AASHTO Bike Guide at the Institute of Transportation Engineers (ITE) Annual Meeting. Participation in the ITE Pedestrian and Bicycle Committee and Complete Streets Council provided continued opportunities to stay aligned with emerging practitioner needs and implementation challenges.

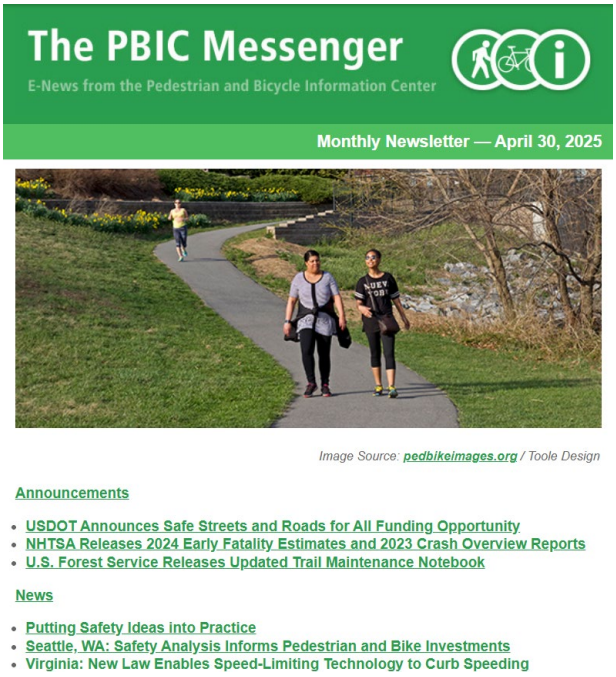
Communications and Outreach

In 2025, PBIC maintained consistent communications while completing a major backend transition of its primary website platform. Outreach efforts focused on sustaining established channels, supporting timely initiatives, and strengthening the technical foundation of PBIC's digital resources. Through the PBIC Messenger, website updates, and social media engagement, PBIC continued to serve as a reliable source of information for transportation professionals nationwide.

PBIC Messenger Monthly Newsletter

The PBIC Messenger[11] remained a central component of PBIC's outreach efforts, providing timely updates for transportation practitioners and professionals working to improve pedestrian and bicyclist safety. Distributed monthly, the newsletter shares announcements, research highlights, funding opportunities, events, and new resources from Federal, State, and local partners.

In 2025, PBIC published 11 issues of the Messenger, reaching approximately 8,000 subscribers per issue. The average open rate across the year was approximately 33 percent. Top-clicked items throughout 2025 highlight the topics that most resonated with readers, including funding opportunities, speed management resources, micromobility best practices, and safety data.



Screenshot of the April 2025 issue of the PBIC Messenger. Source: Screenshot of the PBIC Messenger. See endnote 11 for full citation.

Messenger Issue	Top Clicked Link
January 2025	AASHTO Four New Routes Added to U.S. Bicycle Route System
March 2025	FHWA Speed Limit Setting Handbook
April 2025	USDOT Safe Streets and Roads for All Funding
May 2025	New Jersey DOT Micromobility Guide for E-Bikes and E-Scooters
June 2025	PBIC Cost Database Submission Form
July 2025	How E-Scooter Riders Navigate Road Safety Hazards
August 2025	TRIP Report Examines 2019 - 2024 Traffic Fatality Trends
September 2025	FHWA Updates Pedestrian and Bicycle Funding Opportunities Table
October 2025	NHTSA Approves More Than $800M for States to Make Roads Safer
November 2025	America Walks Launches Interactive Walkability Tool
December 2025	Vision Zero Network Welcomes Five Newly Recognized Communities

The Messenger continues to provide a steady channel for sharing research, policy updates, and implementation examples with practitioners nationwide. Agencies and organizations regularly submit announcements and resources, reinforcing its role as a national clearinghouse for pedestrian and bicyclist safety information.

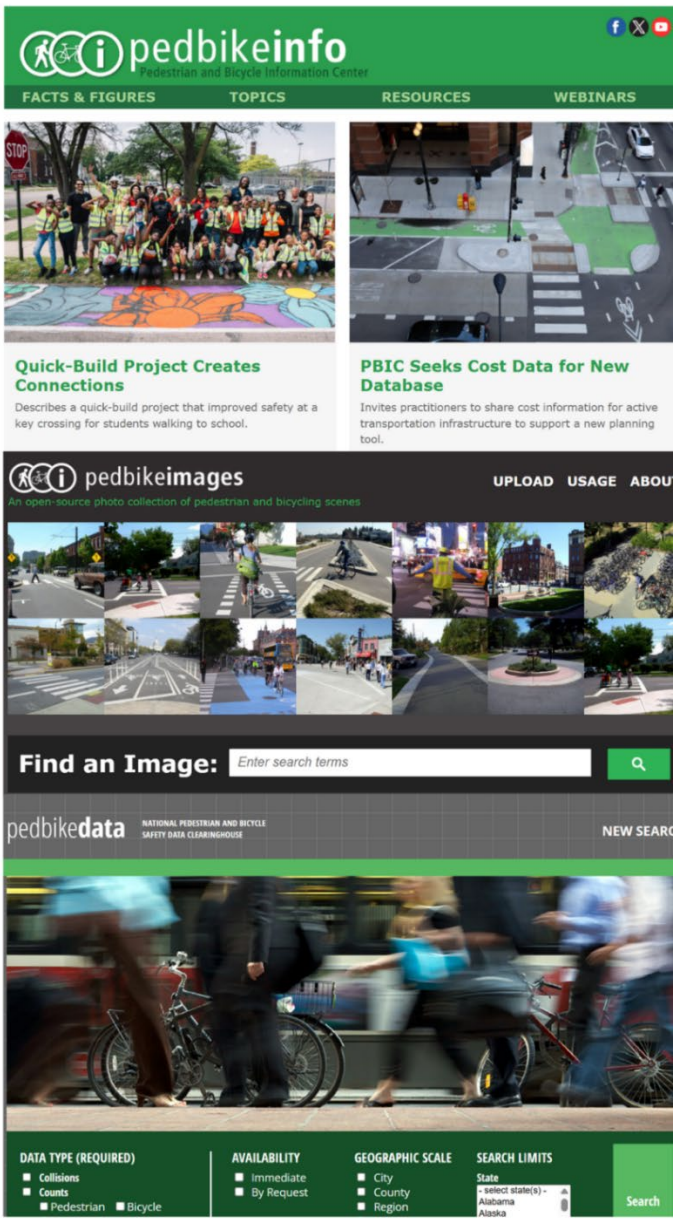
PBIC Websites and Digital Tools

PBIC's commitment to making relevant information easy to find led to a major migration of the PBIC website[12] to a new content management system. This transition required planning, testing, content review, and backend restructuring to improve long-term functionality and efficiency. Following the migration, PBIC conducted routine maintenance, refreshed and reorganized content within the new system, and addressed backend needs to support site stability and usability.

Across 2025, PedBikeInfo recorded 92,700 page views from 47,900 visitors, reflecting continued use of the site as a national resource for pedestrian and bicyclist safety information. PBIC also began exploring enhancements to resource filtering and search functionality to improve how users locate research, case studies, and technical guidance.

The PedBikeImages[13] library is one of the nation's leading sources of free pedestrian and bicyclist imagery, helping practitioners, educators, and communicators show real-world examples of facilities, programs, and street contexts. In 2025, the library received more than 33,000 page views and more than 4,100 visitors. The collection includes more than 2,600 searchable, downloadable images, with new submissions added throughout the year.

The PedBikeData[14] site continued to support data-informed decision-making with more than 2,800 records of pedestrian and bicyclist count, crash, and infrastructure data. In 2025, it recorded 1,900 visitors and 4,700 page views, serving as a resource for planners and researchers seeking reliable datasets by location and type.



PBIC's suite of online platforms, including the PBIC website, PedBikeImages, and PedBikeData, provides transportation professionals with research, images, and datasets to support planning, design, and policy decisions. Source: Screenshots of the PBIC website, PedBikeImages, and PedBikeData. See endnotes 12, 13, and 14 for full citations.

PBIC engaged key audiences through active profiles on Facebook, X, LinkedIn, and BlueSky, using these channels to promote new resources, highlight partner initiatives, and support webinar outreach. Social media efforts focused on posting and amplifying timely announcements, including funding opportunities, safety information, and research releases. By the end of the year, PBIC reached over 7,600 followers across the four platforms and shared more than 130 posts during the year to support outreach and engagement.

The combined strength of PBIC's websites, data tools, image library, and social platforms provides a foundation for information sharing nationwide. Investments made in 2025 to modernize and maintain these systems position PBIC to continue delivering resources that support communities working to improve safety for people walking and bicycling.

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,[15] Institute of Transportation Engineers,[16] and the North Carolina Central University Visual Impairment Training Program.[17] Contributing subject matter experts include Peter Koonce, Beezy Bentzen, Charles T. Brown, and Linda Tracy. The de Beaumont Foundation[18] 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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Cover Image: Pedbikeimages.org / Kristin Blank, https://www.pedbikeimages.org/details.php?picid=3012

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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.