

UTC Project Information	
Project Title	MPC-557 – Reassessing Child Pedestrian Mode Choice & Safety via Perceived Parental Risk
University	University of Colorado Denver
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Funding Source(s) and Amounts Provided (by each agency or organization)	<p>USDOT, Research and Innovative Technology Administration \$88,940</p> <p>University of Colorado Denver \$88,941</p>
Total Project Cost	\$177,882
Agency ID or Contract Number	69A3551747108
Start and End Dates	December 11, 2017 to July 31, 2022
Brief Description of Research Project	<p>This project will first evaluate existing rates of walking and bicycling to school for selected elementary and middle schools in Denver, Colorado. We will then measure the impact of parental safety perceptions – measured through a survey – and develop a mode choice model to estimate the number of active transport trips suppressed by road safety fears (Nevelsteen, Steenberghen, Rompaey, and Uyttersprot 2012). Lastly, we will reassess safety outcomes and attempt to identify unsafe areas that may have been neglected by traditional safety analyses. If child pedestrians and bicyclists are indeed safer now than in the past, this gives credence to the effectiveness of our current efforts. If our better safety record for child pedestrians and bicyclists has more to do with a system that has intimidated parents into chauffeuring their kids whenever possible, then it means that we have more work to do.</p> <p>While these questions may be asked about pedestrians and bicyclists of all ages, children will be the focus of this work because of the critical role perceived safety plays in childhood mode choice and the</p>

	<p>important mental, physical, and developmental benefits that active travel provides for children. In addition, children's trips are typically regulated by parents and are often concentrated around select locations such as schools and parks, making them more feasible to systematically study at a large scale.</p>
<p>Describe Implementation of Research Outcomes (or why not implemented)</p> <p>Place Any Photos Here</p>	<p>All of the following research objectives were implemented:</p> <ol style="list-style-type: none"> 1. Collect child pedestrian and bicyclist exposure data 2. Gather built environment data 3. Measure perceived safety by parents 4. Build a mode choice model 5. Explore the implications of perceived safety on exposure 6. Reassess road safety outcomes 7. Advance policy and practice with respect to building safer cities 8. Advance education through the training of students 9. Build an evidence base by disseminating findings through publications and presentations
<p>Impacts/Benefits of Implementation (actual, not anticipated)</p>	<p>Both reactive and proactive safety analyses provide unique and important perspectives on traffic safety. If our goal is to enable more people to safely walk and bike as opposed to simply reducing crashes, then it is imperative to consider active transportation traffic safety proactively. As it stands, many traffic safety issues – which act as barriers to walkability and bikability – remain unrecognized. This includes many low-income, low-education, black, and Hispanic populations that are particularly impacted by proactively-identified traffic safety issues. We also provide a toolbox that will allow cities to focus their Vision Zero efforts on designing for kids.</p>
<p>Web Links</p> <ul style="list-style-type: none"> • Reports • Project Website 	<p>https://www.ugpti.org/resources/reports/details.php?id=937</p>