# PORTLAND, OREGON

Margi Bradway, Safety & Active Transportation Division Manager
Portland Bureau of Transportation

# Pedestrian Data

## *City of Portland: Reverse City Pitch*

Global City Teams Challenge Super Action Cluster Summit

WE KEEP PORTLAND *MOVING.*

PBOT
PORTLAND BUREAU OF TRANSPORTATION

South Waterfront (Portland)

# What does mobility look like in the future?

# Preparing for the Future: Autonomous Vehicles

- Vision Zero
- Parking
- Congestion
- Equity
- Sustainability
- Health

# Developing Policy for Autonomous Vehicles

- **Flexibility** - Portland needs ability to allow for pilot projects and use federal funds on shared mobility.

- **Data**- Ability for City to better understand travel time, miles travelled, origin, route, and destination information.

- **Registration**- Autonomous vehicles should be registered with DMV and registration should be displayed on exterior of vehicle.

# How can Autonomous Vehicles help solve this problem?

Tilikum Crossing: Bridge of the People

PBOT’s Safe Routes to School Program

# Problem: Where are the people?

- Currently lacking quality data for multi-modal trips.
- Need better understanding of how & where people are traveling.
- Active transportation is highly influenced by seasonal variations.
- People utilize multiple modes of transportation on any given day.


SE 92nd & Powell

# Why Pedestrian Data?

- Vision Zero: In 2016, 44 people were killed in traffic crashes in Portland, a disproportionate number were people on foot.

- Performance measure: understand whether PBOT is meeting mode share goals for 7.5% of people walking in 2035

- Understand walking behavior in the context of different road design and environment

Rectangular Rapid Flashing Beacon

# Informing PBOT practices

Pedestrian data can inform:

- How PBOT allocates right of way & curb space
- Infrastructure needs and investment decisions (based on usage, demand, and mode share targets).
- Effectiveness of infrastructure investments in impacting modal choices
- Effectiveness of transportation demand management strategies

# Potential Pilot Locations

- Transit stops
- High Crash Corridors
- Business Districts
- Neighborhood Greenways
- School zones

# Opportunities

- Incentivizing the type of trip choices that further health, safety, and livability goals.
- ~~Vision Zero – understanding pedestrian movements the~~ lead to unsafe situations
- Help measure “before and after” impacts of infrastructure investment.
- Technology as transportation demand management tool
  - Give feedback to users on the healthy, low-carbon travel options – how, when and where to make the choices


SE 122nd Ave

# We need your help: What are the most effective technologies to track and measure pedestrian movement?

- Cameras?
- Sensors?
- Apps?  Cell phones?

- What else?