



# First Call for Proposals

**International Conference**  
***Safety and Mobility of Vulnerable Road Users:***  
***Pedestrians, Motorcyclists, and Bicyclists***  
[www.rsa.gov.il/conference](http://www.rsa.gov.il/conference)

**Jerusalem, Israel    May 30 – June 2, 2010**

The changing trends in personal transportation, environmental concerns, quality of life, and safety are all converging on a world-wide increase in walking, cycling, and motorcycling as means of transportation. The increasing exposure of motorcyclists, bicyclists, and pedestrians (i.e., vulnerable road users; VRUs) to road traffic raises the concern of for the safety of the VRU. The significant improvements in the safety of car occupants that have been achieved in most countries over the past decades have not been paralleled in the safety of the VRUs; with injury rates of motorcyclists, bicyclists, and pedestrians have actually increasing in many countries. Thus, combining mobility and safety of VRU is a critical emerging issue in both developed and developing countries.

The goal of this conference is to bring together the latest scientific information, best practices, and policies from different countries with different cultures and experiences. The conference will focus on research, countermeasures, and programmatic implementation. The conference will include plenary talks by international experts, oral presentation of papers, poster sessions, workshops, panel discussions, and professional tours.

Specific areas will include data needs and statistics for problem identification; methods and tools for analysis; evaluation research, methods, and best practices; cross-cultural comparisons in behavior, crashes, and countermeasure effectiveness in developing and developed countries; social marketing, public information, education, training, licensing, and enforcement practices and impacts; high-risk populations (young riders, older riders, child and senior pedestrians) and high-risk conditions (nighttime, alcohol); risk perception, awareness and acceptance; cognitive and physical factors affecting behavior of VRUs; visibility and conspicuity; VRU protection and injury reductions, multimodal transportation with VRUs; in-depth crash investigations and crash cause analysis; user-infrastructure interactions and implications for highway and vehicle design; regional and country-specific issues and approaches; harmonization in licensing, infrastructure, and education; and legal aspects and issues of liability

The conference is sponsored by Israel's *National Road Safety Authority* in cooperation with the *U.S. Transportation Research Board (TRB)* and the *Forum of European Road Safety Research Institutes (FERSI)*.

For more information go to [www.rsa.gov.il/conference](http://www.rsa.gov.il/conference) or contact David Shinar at [davids@rsa.org.il](mailto:davids@rsa.org.il)