

Tara Goddard

Landscape Architecture and Urban Planning | Texas A&M University
Langford A348B | College Station TX 77843 | 503-853-5786 | goddard@tamu.edu

EDUCATION

- Ph.D** **Portland State University**, Urban Studies 2017
Department of Urban Studies and Planning
Specializations: Transportation planning and design; travel behavior
Dissertation: "Drivers' attitudes and behaviors toward bicyclists:
Intermodal interactions and implications for road safety"
- M.S.** **University of California, Davis**, Civil Engineering 2005
Department of Civil and Environmental Engineering
Emphasis: Transportation Planning and Policy
Thesis: "Beyond the Minivan: Women's Travel Behavior in
Traditional and Suburban Neighborhoods"
- B.S.** **University of California, Santa Barbara**, Mechanical Engineering 2002
Department of Mechanical and Environmental Engineering
Graduated with Honors and Distinction in the Major. Engineer-in-
Training, EIT 114541.

ACADEMIC EMPLOYMENT

- Assistant Professor**, Texas A&M University, Urban Planning 2017-
- Adjunct Instructor**, Portland State University 2017
- Graduate Research Assistant**, Portland State University 2011-2017
- Graduate Research Assistant**, UC Davis 2004-2005
- Graduate Teaching Assistant**, UC Davis 2002-2003

PROFESSIONAL EMPLOYMENT

- Bicycle/Pedestrian Program Coordinator**, City of Davis, California 2007-2011
- Associate Transportation Planner**, City of Sacramento, California 2005-2007
- Administrative Analyst II**, Sustainable Transportation Analysis
Internship, University of California Office of the President 2004-2005
- Executive Fellow**, Department of Housing and Community
Development, Capital Fellows Program, Office of the Governor
and the Center for California Studies at California State University 2003-2004

PUBLICATIONS

Peer-reviewed Journal Articles

- 2019 Ralph, K., Iacobucci, E., Thigpen, C. G., & **Goddard, T.** (2019). Editorial Patterns in Bicyclist and Pedestrian Crash Reporting. *Transportation Research Record*, 2673(2), 663–671. <https://doi.org/10.1177/0361198119825637>
- 2016 Singleton, P. A., & **Goddard, T.** “Cycling by Choice or Necessity? Exploring the Gender Gap in Bicycling in Oregon.” *Transportation Research Record: Journal of the Transportation Research Board, Volume 2598: Socioeconomics, Sustainability, Health, and Human Factors*, 110–118. <https://doi.org/10.3141/2598-13>
- 2015 **Goddard, T.**, Kahn, K. B., & Adkins, A. “Racial Bias in Driver Yielding Behavior at Crosswalks.” *Transportation Research Part F: Traffic Psychology and Behaviour* (33).
- 2007 **Goddard, T.B.**, Handy, S.L., Cao, X., & Mokhtarian, P.L. “Voyage of the S.S. Minivan: Women’s Travel Behavior in Traditional and Suburban Neighborhoods.” *Transportation Research Record: Journal of the Transportation Research Board of the National Academies*, Washington, DC. 1956: 141-148.

Other Edited Works

- 2019 **Goddard, T.** & Hood, D., Editors, *TR News Special Issue on Women in Transportation*, Transportation Research Board.
- 2017 **Goddard, T.** “Bicycle.” In *World Book Encyclopedia*. Vol. 2. Chicago, IL: World Book, Inc., a Scott Feltzer Company.
- 2016 **Goddard, T.** “Theorizing bicycle justice using social psychology: Examining the intersection of mode and race with the Conceptual Model of Roadway Interactions.” In Golub, A., Hoffman, M., Lugo, A., & Sandoval, G. (Eds.), *Bicycle Justice and Urban Transformation: Biking for All?*. New York, NY: Routledge: 100-113.

Guides, Reports, Policy Briefs, and White Papers

- 2019 Ralph, K., Iacobucci, E., Thigpen, C. G., & **Goddard, T.** Editorial Patterns in Bicyclist and Pedestrian Crash Reporting. Project brief, <http://www.eden.rutgers.edu/~ei60/crasheshandout.pdf>
- 2018 Dill, Jennifer and **Tara Goddard**. Pedestrian Observation and Data Collection Curriculum Guide. NITC-ED-999. Portland, OR: Transportation Research and Education Center (TREC), 2018. <https://dx.doi.org/10.15760/trec.195>
- Dill, Jennifer and **Tara Goddard**. One Step At A Time: Counting Pedestrians Students Learn Pedestrian Observation and Data Collection in the Field. Project Brief NITC-ED-999. Portland, OR: Transportation Research and Education Center (TREC), 2018.

Invited Talks, Seminars, and Webinars

- 2019 **Goddard, T.** “Vulnerable Road User Safety in the (Partially) Autonomous Age: Research Methods and Critical Issues”. Invited seminar, UC Davis Institute for Transportation Studies (ITS-Davis). <https://its.ucdavis.edu/seminar/april-12-2019/>; <https://ucdcoe.mediasite.com/Mediasite/Play/1164c5abdedb41fbb3d24618bc7016131d>
- 2017 **Goddard, T.** “Integrating explicit and implicit methods in travel behavior research: A study of driver attitudes and bias.” Invited webinar, National Institute for Transportation and Communities, Portland State University. <http://nitc.trec.pdx.edu/events/professional-development/webinar-integrating-explicit-and-implicit-methods-travel-behavior>
- 2016 **Goddard, T.,** Ory, D., Rowan-Gould, G., & Morrison, G. “Transportation Disruptions”, Invited panel speaker, ITS-Davis 25th Anniversary, *Mapping the Future of Mobility*, Davis, CA.
- Goddard, T.** “Explicit and Implicit Attitudes and Self-Reported Safety Behaviours in US Drivers towards Bicyclists”. Invited talk, Centre for Accident Research & Road Safety - Queensland (CARRS-Q), Queensland University of Technology. Brisbane, Australia.
- 2013 **Goddard, T.** “Are Bicycling and Walking “Cool?”: Adolescent Attitudes about Active Travel”. Invited seminar, Transportation Research and Education Center, Portland State University. <https://www.youtube.com/watch?v=6QO5dEg9u8s&feature=youtu.be>
- 2011 **Goddard, T.** “Sam Baek and the Jajeongeong: Visiting the Bike City of Korea”. Invited seminar, Transportation Research and Education Center, Portland State University. <https://www.youtube.com/watch?v=NObalH9Fcq0&feature=youtu.be>
- 2009 **Goddard, T.** “Bike Planning in Bike City, USA: How to Win Friends and Influence People by Trying Really Hard, Actually”. Invited seminar, UC Davis Institute for Transportation Studies (ITS-Davis). <https://breeze.ucdavis.edu/p61734368/>
- 2008 **Goddard, T.** “Local Government Strategies: When Platinum Isn’t Enough”. Invited seminar, UC Davis Institute for Transportation Studies (ITS-Davis).

Conference Papers, Presentations, and Workshops

- 2018 **Goddard, T.** “Drivers' attitudes and behaviors toward bicyclists: Stereotypes, normative beliefs, and the role of personal experience.” Podium session, Active Living Research Conference, Banff, Canada.
- 2017 **Goddard, T.** “Driver's attitudes about bicyclists: roadway norms, implicit bias, and implications for safety.” *NaturalBuiltVirtual*, Texas A&M College of Architecture Research Symposium, College Station, TX.
- Goddard, T.** “Integrating explicit and implicit methods in travel behavior research: A study of driver attitudes and behaviors.” Pre-organized conference session, Association of Collegiate Schools of Planning Annual Conference. Denver, CO.

- Goddard, T.** “Drivers’ attitudes and behaviors toward bicyclists: Stereotypes, normative beliefs, and the role of personal experience.” Podium session, 6th Annual International Cycling Safety Conference, Davis, CA.
- Goddard, T.** “Drivers’ attitudes and behaviors toward bicyclists: Intermodal interactions and implications for road safety.” *TRB 2017 Doctoral Student Research in Transportation Safety*, TRB 96th Annual Meeting, Washington, DC.
- Goddard, T.,** Schneider, R., & Sanders, R. “What is ‘Driver Yielding Culture,’ and Can Communities Grow It to Improve Pedestrian Safety?” invited workshop presentation, How to Reverse the Increase in Pedestrian Fatalities: Identifying the Problems and Solutions workshop at the TRB 96th Annual Meeting, Washington, DC.
- 2016 **Goddard, T.** “Exploring Drivers’ Attitudes and Behaviors toward Bicyclists: Explicit and Implicit Attitudes and Self-Reported Safety Behaviors.” *2016 International Conference on Traffic and Transport Psychology*. Brisbane, Australia.
- Goddard, T.** “Exploring Drivers’ Attitudes and Behaviors toward Bicyclists: Explicit and Implicit Attitudes and Self-Reported Safety Behaviors.” *Eisenhower Innovative Doctoral Research Showcase*, TRB 95th Annual Meeting, Washington, DC.
- Goddard, T.,** Dill, J., & Monsere, C. “Driver Attitudes about Bicyclists: Negative Evaluations of Rule-Following and Predictability.” In *TRB 95th Annual Meeting Compendium of Papers*. Washington, DC.
- Goddard, T.,** Dill, J., & Monsere, C. “Driver Attitudes about Bicyclists: Negative Evaluations of Rule-Following and Predictability.” At *55th Annual Conference of the Association of Collegiate Schools of Planning (ACSP)*. Houston, TX.
- 2015 Dill, J., **Goddard, T.,** & Monsere, C. “Can Protected Bike Lanes Help Close the Gender Gap in Cycling? Lessons from Five Cities.” In *TRB 94th Annual Meeting Compendium of Papers*. Washington, DC.
- 2014 **Goddard, T.,** Kahn, K. B., & Adkins, A. “Racial Bias in Driver Yielding Behavior at Crosswalks.” At *28th International Congress of Applied Psychology*. Paris, France.
- Goddard, T.** & Dill, J. “Adolescent Attitudes toward Active Travel: A Multi-Year Look at Gender and Age Effects.” At the *2014 Active Living Research Annual Conference*, San Diego, California.
- Goddard, T.,** Kahn, K. B., & Adkins, A. “Exploring Racial Bias in Drivers’ Behavior at Pedestrian Crossings.” At the *2014 Active Living Research Annual Conference*, San Diego, California. Winner: People’s Choice for Best Poster Content
- Goddard, T.** & Dill, J. “Gender Differences in Adolescent Attitudes about Active Travel.” At the *93rd Annual Meeting of the Transportation Research Board*.
- Goddard, T.** & Dill, J. “Betwixt and Be ‘Tween’: The Divergence of Attitudes about Active Travel Among Preteen Girls and Boys.” At the *2013 Active Living Research Annual Conference*, San Diego, California.

GRANTS

- 2018-2020 **Triads for Transformation (T3) Grant**, “How Do Drivers' Attitudes And Emotions Affect Their Attention And Behavior Toward Bicyclists?”, Principle Investigator/Project Owner (\$30,000)
- 2018-2020 **Program to Enhance Scholarly and Creative Activities (PESCA) Grant**, “Roadway interactions in the US and UK: Drivers explicit and implicit attitudes and their effects on road safety behaviors”, Principal Investigator (\$9,974)
- 2017-2018 **National Institute for Transportation and Communities Small Starts Grant**, “Is There a "Buy Local" Case for Lower Travel Speeds? Testing Differences in Driver Recognition of Local Versus National Retail at Different Travel Speeds”, Co-Investigator (\$19,924)
- 2015-2016 **National Institute for Transportation and Communities National Round 2 Grant**, “Racial Bias in Drivers' Yielding Behavior at Crosswalks: Understanding the Effect”, Co-Investigator (\$30,000)
- 2013-2014 **National Institute for Transportation and Communities Small Starts Grant**, “Exploring Racial Bias in Drivers' Behavior at Pedestrian Crossings”, Co-Investigator (\$9,969)

FELLOWSHIPS AND AWARDS

- 2017 **Academic Achievement Award – Doctoral, College of Urban and Public Affairs**, Portland State University.
- 2016 **Eisenhower Transportation Fellow**, Federal Highway Administration, US Department of Transportation (\$35,500)
- NITC UTC Outstanding Student of the Year**, National Institute for Transportation and Communities, US Department of Transportation University Transportation Center (\$1,000).
- 2015 **Eisenhower Transportation Fellow**, Federal Highway Administration, US Department of Transportation (\$5,000)
- Student Scholar**, National Institute for Transportation and Communities, U.S. DOT National Center for Livable Communities (\$5,000)
- Doctoral Dissertation Research Fellowship**, National Institute for Transportation and Communities (\$15,000)
- 2014 **Student Scholar**, National Institute for Transportation and Communities, U.S. DOT National Center for Livable Communities (\$4,000)
- Sustainability Travel Award**, PSU Institute for Sustainable Solutions (\$1,000)
- Excellence in Safety Research for Active Living Poster Award**, Centers for Disease Control and Health (CDC) and the Robert Wood Johnson Foundation

- 2013 **Student Scholar**, Oregon Transportation Research and Education Consortium, U.S. DOT University Transportation Center (\$2,500)
Nancy Chapman Endowed Scholarship, PSU College of Urban and Public Affairs (\$1,000)
- 2012 **Helene M. Overly Memorial Scholarship**, Women’s Transportation Seminar (WTS) (\$3,500)
- 2011 **Rex Burkholder and Lydia Rich Scholarship**, Initiative for Bicycle and Pedestrian Innovation (\$4,500)
- 2003 **UCTC Fellowship**, University of California Transportation Center (\$3,000)
- 2001 **Research Experience for Undergraduates**, National Science Foundation (NSF-REU)
- 1999 **Energy Research Undergraduate Fellowship**, US Department of Energy (DOE-ERULF)

EXTERNAL SERVICE ACTIVITIES

- 2011- **Member, Bicycle Transportation Committee (ANF20)**, Transportation Research Board. Communications and Membership Subcommittee co-coordinator, 2016-
- 2013- **Member, Women’s Issues in Transportation Committee (ABE70)**, Transportation Research Board. Committee paper review co-coordinator, 2017-
- 2017 **Member, Scientific Committee**, International Cycling Safety Conference 2017
Reviewer, *Transportation Research Part A*
Reviewer, *Transportation Letters: the International Journal of Transportation Research*
- 2016- **Elsevier Outstanding Reviewer**, *Accident Analysis & Prevention*
Elsevier Outstanding Reviewer, *Journal of Transport & Health*
Elsevier Recognized Reviewer, *Transportation Research Part F: Traffic Psychology & Behaviour*
Elsevier Recognized Reviewer, *Transportation Research Part A: Policy and Practice*
Elsevier Recognized Reviewer, *Transportation Research Part B: Methodological*
Reviewer, *Transportation Letters: the International Journal of Transportation Research*
- 2015-2016 **Vice-President**, Urban Studies Student Governance, Urban Studies and Planning, Portland State University
PhD Representative, Faculty Committee, Urban Studies and Planning, Portland State University

PhD Representative, Transportation Faculty Search Committee, Urban Studies and Planning, Portland State University