

Community Pedestrian Safety Engagement Workshops in California

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Overview

The Community Pedestrian Safety Engagement Workshops involve community residents in community-level pedestrian safety and capacity building. The focus of the workshops is to engage, educate and empower local residents to ensure they have the skills, knowledge and resources they need to improve pedestrian safety in their neighborhood, district, city or county. The workshops teach:

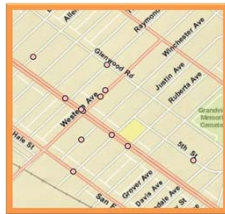
- basic pedestrian safety best practices,
- community engagement skills,
- walkability assessment of a selected pedestrian danger area,
- mapping or other small group interactive prioritization of safety issues,
- next steps community pedestrian safety action plan.

At the end of the workshop, participants have a set of priorities and -a next steps action plan to promote safe walking in the community.

In the past 2 years, 12 workshops have taken place throughout CA. Each of the workshops has had a different focus, and thus a variety of engagement and involvement strategies have resulted. Specific strategies include: elected officials' and transportation/health professional participation, outreaching and working with existing groups, working with youth volunteers, Photo and VideoVoice, and peer learning and sharing.

Program Design and Methodology

Locations are selected using the California Office of Traffic Safety (OTS) pedestrian collisions data rankings. Publicly available on their website, OTS ranks cities and counties according to similarly sized cities and counties by number of pedestrian injuries and fatalities by age groups. All of the workshop sites fall within the top five at least one of the age group categories or of total population. (Data is used from 2008, unless otherwise noted.)



Training location (population)	Age: All	Total	Age: 0-14	Total	Age: 65+	Total
Glendale (196,847)	8/55	97	25/55	15	2/55	26
Santa Ana (340,340)	8/13	130	5/13	36	9/13	9
Delano (52,802) 2007 OTS data	1/106*	23	2/106	NA	1/106*	NA
Stockton (287,578)	6/13	146	4/13	36	4/13	16
Los Angeles' Crenshaw District (Los Angeles = 3,831,868)	2/13	2,904	3/13	505	2/13	284
Santa Barbara (86,353)	3/103	60	6/103	14	7/103	8
Oakland – Brookfield Elementary (409,184)	3/13	296	1/13	58	3/13	25
Oakland – Eastmont Mall (409,184)	3/13	296	1/13	58	3/13	25
Moving Children Safety, California** (36,961,664). California's fatality rate is 50% higher than national average	--	12,654	--	2,826	--	2,046 (60+)
Eureka (25,247)	3/97	25	39/07	2	17/97	2
Long Beach (462,604)	5/13	248	2/13	64	7/13	20
Salinas (151,406)	3/55	77	2/55	26	35/55	3

The workshops use best practices and tools to engage and empower communities in creating safe pedestrian environments, including GIS technology to map recent pedestrian injury/fatality collisions. Presenters trained in community pedestrian safety public involvement facilitate the workshop-s. Presenters base the facilitation methods on the walkable community workshop model using an adaptation of FHWA's:

- *How to Develop a Pedestrian Safety Action Plan* training, and
- *A Resident's Guide for Creating Safe and Walkable Communities*

Results

To date, twelve Community Pedestrian Safety Workshops throughout California, many in Spanish with simultaneous English translation, have been provided. Training locations were geographically diverse urban, suburban, rural area involving more than 430 community residents and professionals.

Training Location	Spanish?	# of Attendees
Glendale		37
Santa Ana	Yes	42
Delano	Yes	70
Stockton		35
Los Angeles' Crenshaw District		47
Santa Barbara	Yes	41
Oakland – Brookfield Elementary	Yes	26
Oakland – Eastmont Mall	Yes	24
Moving Children Safety conference		20
Eureka		30
Long Beach		16
Salinas	Yes	44
Total	6 (50%)	432

Developing Educational Messaging in Eureka

The City of Eureka, located in Humboldt County, Northern California, is a small coastal town with relatively high pedestrian injuries and fatalities. Public health, community and transportation professionals in Eureka and Humboldt County were interested in hearing from community residents on their priorities to improve pedestrian safety education in Eureka.

Community priorities:

- A community-wide educational campaign unique to Eureka, including targeted messaging with photos of locals for public service announcements produced by high school media classes, along with flags, banners & flyers to be posted, hung, and distributed.
- Community crossing guards at targeted locations. Community residents can partner with local Safe Routes to Schools efforts and senior volunteers to work on a larger scale community crossing guard program.
- Expand existing and develop new partnerships for active transportation & health (PATH)



Two communities in Oakland

Two workshops were conducted in East Oakland. One focused on children and families and took place in the evening at a school, and the second focused on older adults and took place on a Saturday morning at Eastmont Mall. Both workshops were conducted in Spanish with the support of many local professionals and non-profit groups.

Community priorities:

- Establish Safe Routes to Schools Program in local schools (partner was present),
- Enforce limits and slow speeding near schools (both local & state traffic enforcement partner participants),
- Improving crossings in both locations for children and older adults (Lengthen crossing times, install marked crosswalks, improve signage)



Video Voice: Youth Teaching Adults at a Statewide Conference

The workshop at the statewide Moving Children Safety Conference was uniquely designed to teach how to engage community participants using VideoVoice Mapping. Youth guests (SYBOP) who currently use VideoVoice Mapping as a strategy for creating community change presented the VideoVoice engagement technique to adult professionals, many from the public health community.



Participants acquired basic skills necessary to engage community members and youth in local policy and advocacy using VideoVoice. Participants reviewed pedestrian safety best practices, became acquainted with the VideoVoice tool and learned, actualized, and realized the potential of VideoVoice, creating community change for improved pedestrian safety films. Participants were enthusiastic about learning from youth and getting hands-on practical experience. Divided into three subgroups for the Video Voice walk assessment, each group collected video data, downloaded, edited videos, and presented their findings to the larger group – all within a 2-hour period.

Peer Learning and Sharing in Santa Barbara

During the planning stages of the Santa Barbara workshop, it became quite clear that one of the anticipated outcomes would be a core group of community members interested in continued involvement and engagement to improve community pedestrian safety in Santa Barbara. The planning team thought it would be useful for the budding East Santa Barbara group to hear from Spanish-speaking peers who have been successful at together building community support to improve pedestrian safety. As a result, the Greenfield Walking Group was invited to and shared their family experiences as a successful community-led walking group creating community change.



Community priorities:

- Reducing numbers of alcohol impaired drivers,
- Neighborhood beautification (removal of trash and blight),
- Installing and upgrading curb ramps on the Eastside of town,
- Identifying safety measures at specific intersections,
- Community advocacy with Santa Barbara Walks.

Youth Leaders in Los Angeles (LA) Crenshaw District

The Crenshaw High School football team (the "Cougars") and Student Leadership Forum enthusiastically participated in this workshop as part of their community service to improve their neighborhood. Two primary factors led to the development of this community training: 1) high pedestrian injury rates in this neighborhood compared to other parts of Los Angeles, especially at 11th and West Slauson Ave., close to the High School (including one High School football team student fatality and another serious injury in 2008), and 2) existing community safety and neighborhood improvements efforts supported by the Los Angeles Urban League (LAUL) and was a special focus of efforts by OTS, CHP and BTH.

During the walk assessment, youth were provided with and encouraged to take photos that represented, to them, existing pedestrian safety conditions. The resulting photos depicted - the improvements and hazards affecting pedestrians, producing an existing conditions mini photo-voice project



Youth identified and presented these conditions, electing as next Steps Community priorities:

- Community clean-up and gang graffiti removal,
 - Traffic calming at 11th and West Slauson Ave.,
 - Sidewalk repair and maintenance to and from the high school.
- Outcomes:
- LA METRO responded to their priorities, marking a crosswalk on 11th Ave. and finalizing an HSIP signal project for 11th & West Slauson Ave.
 - Youth has also since presented at the LA Streets Summit.

Developing Partnerships in Stockton's Changing Land Use and Demographics

Stockton's land use has been rapidly changing with the combination of urban and rural areas inundated with many highways, freeways, and railroads. These factors make Stockton a challenging area for pedestrian safety. Stockton has commitment from many sectors including a Healthy San Joaquin Collaborative of county public health, other health and community non-profits, City engineering and traffic enforcement to ensure pedestrians are safe. During this workshop, many partners came together to develop priorities for Stockton.

Community priorities:

- Improving intersection safety where adults and youth frequently cross to and from the park and recreation center,
 - sidewalk maintenance, neighbor action against overgrown plants and trees, blight, dogs, crime, parking on sidewalks
 - additional safety systems at railroad crossings
- Like others, the City developed a FHWA Pedestrian Safety Action Plan as a follow-up step.



Peer Learning and Youth VideoVoice Focused on Salinas Community Assets

The Salinas community pedestrian workshop involved a mix of peer learning, youth-led VideoVoice, and asset-based planning in Spanish with simultaneous English translation. BHC Kern County youth presented on using VideoVoice to tell a community's story and Salinas STEPS youth shared their experiences, culminating in a positive asset-based approach to community pedestrian safety engagement and planning in Salinas. Participants had hands-on VideoVoice practice and simultaneously developed community priorities:

- Rewards for successes,
- Enforce accessible pedestrian standards and ADA requirements,
- Establish Safe Routes to Schools program,
- Develop working partnerships between community residents, traffic, public health, schools, youth leadership groups, etc.



Community Activism and Sharing in Delano

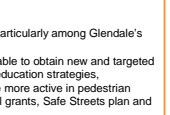
Delano has been ranked #2 in pedestrian injuries aged 1-14 for a city of its size. Both the City of Delano and local and regional non-profit organizations are aware of the seriousness of pedestrian safety in Delano. The City of Delano Planning Dept. is committed to finalizing a sustainable community general plan update integrating pedestrian safety priorities and community planning charrette recommendations. Safe Routes to School workshops and bike-to-school Fridays were planned follow-up activities. The workshop priorities are becoming part of the new general plan, as is the FHWA Pedestrian Safety Action Plan which was another direct outgrowth of this community pedestrian safety engagement.



Greenfield Walking Group from nearby Bakersfield had two members present their work at the beginning of the workshop and discussed how they have been making their community safer for pedestrians and the relevance of pedestrian safety to public health. They spoke specifically about their experience improving a park and park access for daily walks as well as successfully supporting a Safe Routes to Schools grant. This illustration showed Delano community residents at the training how community members can create real and lasting change. Delano Future Farmers of America participated, developing community pedestrian safety leadership skills.

Involving Media and Public Figures in Glendale

Glendale's workshop was a huge success largely due to the leadership of elected officials and individuals' commitment to pedestrian safety, as well as ongoing media attention. One Councilmember spearheaded the training after a young girl was killed in the city. The planning team used this opportunity to garner citywide support through two news articles and outreach - to community members organized by elected leaders and City staff.



Community priorities:

- Ongoing community involvement, particularly among Glendale's ethnic communities,
 - Glendale traffic enforcement were able to obtain new and targeted (culturally specific) enforcement and education strategies,
 - Engaging all age groups to become more active in pedestrian safety through Safe Routes to School grants, Safe Streets plan and partnerships with traffic enforcement.
- Outcomes:
- An attendee is now a member of the Glendale Transportation Commission,
 - Working with the Council & LA Metropolitan Transportation Authority for resources to update pedestrian facilities (sidewalks, crossings and curb cuts)
 - Glendale FHWA Pedestrian Safety Action Plan draft.

Bridging the Gap in Long Beach with Older Adults

Long Beach has a vibrant bicycle community and provides several transportation options for residents and visitors; however, pedestrian safety remains a pressing community concern, especially among older residents. The Neighborhood Resource Center hosted this workshop and acted as a liaison between older community members and engineering and enforcement professionals. This workshop had fewer attendees than others, which allowed for in depth discussion about past community successes in the neighborhoods as well as an opportunity for residents to get to know their local pedestrian safety professionals.

Community priorities:

- Organize neighborhood cleanup days (trash, graffiti, crime, lights, etc.) in partnership with the local conservation corps,
 - Encourage the city to update and maintain existing and install missing curb ramps throughout the city,
 - Education aimed at drivers, bicyclists and skateboarders regarding the rules of the road/sidewalk and safety for pedestrians.
- Who to contact - to report an issue of pedestrian safety.
- One outcome: an FHWA Pedestrian Safety Action Plan template workshop to draft Long Beach's first pedestrian safety action plan.



Diverse Partnerships in Santa Ana

Partnerships were the key ingredient in the Santa Ana Workshop. The training planning group consisted of local professionals representing the Elementary School, School District, City, Public Works, Planning, Operation LifeSaver, California Highway Patrol, School Police, Latino Youth Access, and the Orange County Health Care Agency. Each of the planning team members offered something unique during planning and at the workshops, and all agreed that Spanish-speaking youth and their families were the top outreach priority.

The workshop was presented in Spanish with simultaneous English translation, and all outreach materials were available in both Spanish and English. Partnering with local organizations, identifying the affected population, conducting culturally and linguistically appropriate outreach, and holding the workshop at a familiar neighborhood location (elementary school) resulted in a successful workshop. Two known pedestrian safety concerns were emphasized: the close proximity of the school to a multi-lane arterial road, and the presence of controlled and uncontrolled railroad tracks -crossed on a daily basis by students walking to and from school. Participants, youth and adults, identified priorities and actions to make walking to school safer. LVA high school youth presented their Photo and VideoVoice projects.

In Santa Ana, an FHWA Pedestrian Safety Action Plan template workshop has also been a training outcome, advancing pedestrian safety with a community action plan.