Cultivating Senior Advocacy for Healthy & Walkable Neighborhoods

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The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.
Our Mission

California Walks is the statewide voice for pedestrian safety & healthy, walkable communities for people of all ages & abilities.
Our Network

28 dedicated local walk advocacy groups & GROWING!
Walkable Communities

Walkable communities provide:

- **Safer environments** for walking and bicycling (and driving),
- **Better access** to more places,
- **More opportunities to be physically active**, and
- **Mobility options for everyone**, regardless of age or ability.
Walkable Communities

Walkable communities provide seniors:
• Improved physical and mental health,
• Increased independence, and
• Socialization opportunities that can prevent isolation.
Senior Safety Zones

- Senior Safety Zones establish a lower driving speed (25 MPH) near senior facilities, and are similar to School Zones and Construction Zones. The examples of reduced speeds and warning markings below are from Oakland, CA.
Path To Senior Safety Zones

San José STEPS Coalition

- United ask to all Committees & Council
- Attend meetings and make public comment
- Send letters and petitions
- Host community forums
- Meet with Council Members
Path To Senior Safety Zones

Senior Citizens Commission

Bicycle Pedestrian Advisory Committee

Transportation & Environment Committee

Recommendation to City Council

City Council
Path To Senior Safety Zones

• Council hosts a hearing on Senior Zones

• Council directs the Department of Transportation to establish a Senior Zone pilot

• Council considers the pilot results for future implementation
Advocacy 101

• Make your voice heard—share your story

• Use data

• Make an ask
Advocacy 101

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Share Your Story

• Do you walk or take the bus?

• Does speeding traffic make you feel unsafe?

• How would Senior Zones improve your daily life?

• Do you support Senior Zones?
Advocacy 101

• Make your voice heard—share your story

• Use data

• Make an ask
Speed Increases Severity

If hit by a person driving at:

- **20 MPH**
  - Person Survives the Collision: 90%
  - Results in a Fatality: 10%

- **30 MPH**
  - Person Survives the Collision: 60%
  - Results in a Fatality: 40%

- **40 MPH**
  - Person Survives the Collision: 20%
  - Results in a Fatality: 80%

Hitting someone at 40 MPH is like throwing them from a 4 story building.

Watch and Slow for Walkers.
Collision Data

Transportation Injury Mapping System (TIMS)

www.tims.berkeley.edu
## Seniors at Greater Risk

### Pedestrian Fatalities in California
(Per 100,000 Population)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>All Ages</th>
<th>65 &amp; Older</th>
<th>75 &amp; Older</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.94</td>
<td>5.03</td>
<td>6.40</td>
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</tbody>
</table>

San José – Population By Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14</td>
<td>14.5%</td>
</tr>
<tr>
<td>15-29</td>
<td>20.8%</td>
</tr>
<tr>
<td>30-59</td>
<td>21.2%</td>
</tr>
<tr>
<td>60+</td>
<td>43.3%</td>
</tr>
</tbody>
</table>

2010 Census
San José – Ped/Bike Fatalities By Age

2007-2011

- 44% 0-15
- 43% 16-30
- 6% 31-60
- 7% 61+

Source: San Jose Department of Transportation, Traffic Safe Communities Network presentation
Pedestrian Fatalities as % of All Traffic Fatalities

Source: San Jose Police Department, Auto-Pedestrian Collisions
Available at www.sjpd.org/BOI/VCUweb/autoped-stats.html
Advocacy 101

• Make your voice heard – share your story

• Use data

• Make an ask
Successes
Successes

• **Signal retiming citywide** at senior/community centers and schools!
  • 13 community centers;
  • 43 senior housing sites;
  • 256 schools;
  • 300 signalized intersections evaluated for retiming
The *Urban Street Design Guide* and *Urban Bikeway Design Guide* provide cities with state-of-the-practice solutions for 21st century transportation infrastructure. Drawing on the experience and expertise of leading practitioners, these guides together present a blueprint for complete streets that are safe and enjoyable for everyone using them. Published by Island Press.
Mayors’ Challenge for Safer People, Safer Streets

Photo Caption: U.S. Transportation Secretary Anthony Foxx at the 2014 Pro Walk, Pro Bike, Pro Place Conference

Secretary Foxx is challenging mayors and local elected officials to take significant action to improve safety for bicyclists and pedestrians of all ages and abilities over the next year. Mayors’ Challenge participants will be invited to attend the Mayors’ Summit for Safer People, Safer Streets in March, and their cities will spend a year helping their communities undertake seven activities to improve safety. The challenge is based on the 2010 USDOT Policy Statement on Bicycle and Pedestrian Accommodation. Click here for an executive summary of the Mayors’ Challenge.

Cities can join the challenge here or by emailing their Team Leader's contact information to pedbikesafety@dot.gov

Mayors and other elected city officials can participate by leading a call to action and helping their cities take on the Challenge activities outlined below.
Successes
Successes

californiawalks.org/vision-zero-toolkit
Safe Routes & Senior Zones

• A Safe Routes for Seniors program will empower residents to work together to encourage San José to become a leader in Silicon Valley in traffic safety and active transportation mode-share goals.

• Implementation of Senior Safety Zones includes posting signage, improving street crossings, and enforcing slower, safer speeds where senior citizens congregate and walk.
Lessons Learned

• Recruit **diverse stakeholders** from the outset

• **Open & meaningful dialogue** between community members and governmental representatives produces best results for safety

• **Community engagement** in project development, prioritization, AND implementation
Lessons Learned

• **Be nimble**—prepare yourself and your coalition to adapt to an ever-changing policy climate

• Include **Vision Zero** and **Safe Routes for Seniors** in the work around the **Age-Friendly Communities** designation for the city and county
Questions?
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