

Summer  
2023

# Modesto VideoVoice Training

## Follow-Up Technical Assistance for the Community Pedestrian and Bicycle Safety Training



**Berkeley SafeTREC**

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# Acknowledgements

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Our work took place on the ethnohistoric territory of the Miwok and Yokuts peoples. We recognize that every community member of Modesto has, and continues to benefit from, the use and occupation of Miwok and Yokuts peoples land.

## Planning Committee

Edgar Garibay	Tuolumne River Trust
Evelyn Landeros	Vision Y Compromiso
Jose Borroel	Manos Unidas South Modesto
Laura Plascencia	Valley Improvement Projects
Martha Armas-Kelly	Catholic Charities

We also want to thank Bianca Lopez (Valley Improvement Projects), and Edgar Navarro (Manos Unidas South Modesto) for their contributions and insights at the training.

This report was prepared by:

### California Walks

Emilio Hernandez

<https://calwalks.org>

### UC Berkeley Safe Transportation Research and Education Center

Jarah Crowner

Areli Ariana Balderrama

<https://safetrec.berkeley.edu>

This report was prepared in cooperation with the California Office of Traffic Safety (OTS). The opinions, findings, and conclusions expressed in this publication are those of the author(s) and not necessarily those of OTS.

# Introduction

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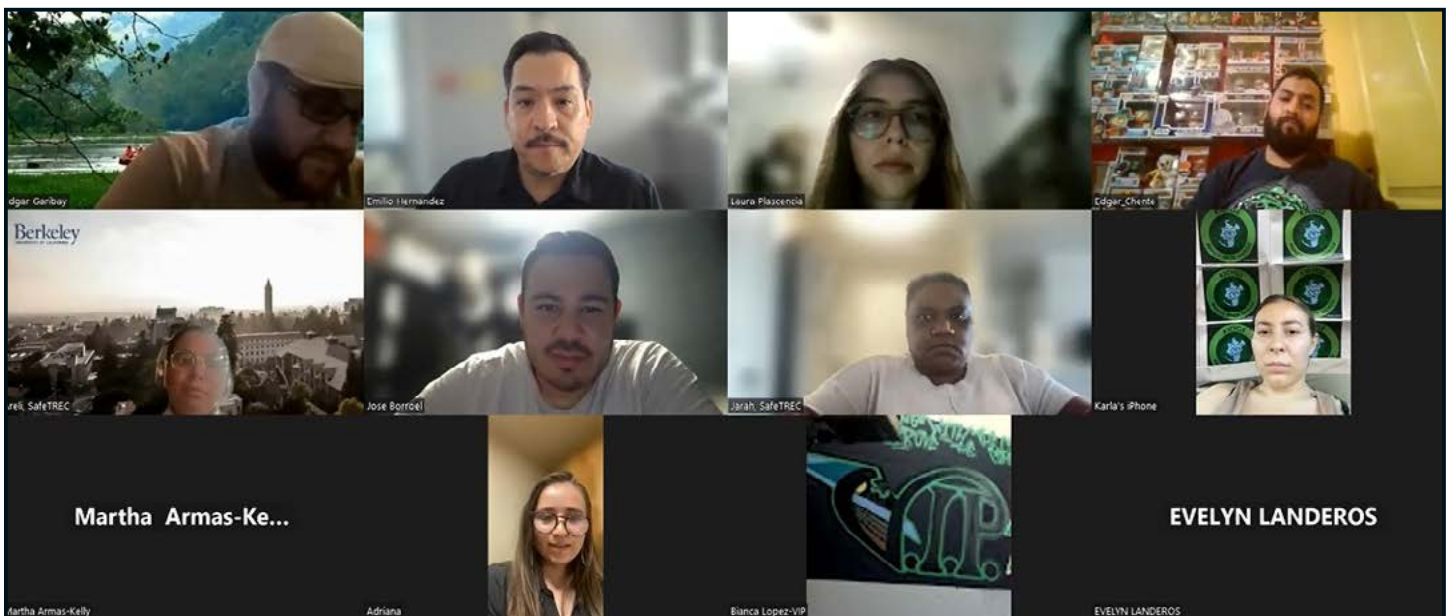
In Summer 2023, California Walks ([Cal Walks](#)) and UC Berkeley SafeTREC ([SafeTREC](#)) provided follow-up technical assistance to West Modesto to plan a community education campaign to address walking and biking safety concerns in West Modesto. The virtual workshop aimed to support the walking and biking safety initiatives identified during their 2020 Community Pedestrian and Bicycle Safety Training ([CPBST](#)) program workshop. Specifically, a VideoVoice campaign strategy could garner additional community support and be used to urge both the City of Modesto and Stanislaus County to explore funding opportunities to implement pedestrian and bicycle facilities recommendations in western Modesto, especially near Marshall Elementary School.

Following the CPBST workshop, a dedicated group of community members, in collaboration with representatives from Tuolumne River Trust, Vision Y Compromiso, Manos Unidas South Modesto, and various other stakeholders, expressed an interest in advancing a community-led walking and biking safety awareness campaign. Their specific goal was to harness the power of VideoVoice to create an impactful walking and biking safety awareness campaign, designed to prioritize and strengthen bicycle and pedestrian safety in western Modesto for Marshall Elementary School students and their families. The school serves families in both the City of Modesto and neighboring West Modesto, an unincorporated area that falls under Stanislaus County jurisdiction.

This report summarizes the discussions from the interactive virtual VideoVoice training and the community generated project plan.

# Background

The Community Pedestrian and Bicycle Safety Training is a joint project of Cal Walks and SafeTREC (the Project Team) that works with residents and safety advocates to develop a community-driven action plan to improve walking and biking safety in their communities and strengthen collaboration with local officials and agency staff. The program provides follow-up activities to past CPBST sites to support the implementation of the CPBST Action Plan. In 2020, the Project Team worked with the community of Modesto on a CPBST workshop focused on increasing community education around safe walking, biking, and driving behaviors, improving safety near James Marshall Elementary School, and creating a welcoming streetscape which encourages more people to walk and bike in the community. The [full James Marshall Elementary School, Modesto Community Pedestrian and Bicycle Safety Training Summary and Recommendation Report](#) can be found on the SafeTREC site.



ABOVE: A virtual Planning Committee meeting to prepare for the VideoVoice training.

# About VideoVoice

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VideoVoice is a methodology where community members use videos to record their experiences, communicate perspectives, and raise awareness of safety issues impacting their community. This effective method can create opportunities for self advocacy, ensure community control over the video and message, and amplify diverse perspectives. VideoVoice can be used to empower vulnerable communities, enhance community engagement, and advocate for change. See the Appendix for the VideoVoice training presentation.

The Project Team reviewed the key steps needed to create an effective VideoVoice project. Some key elements to consider include developing clear messaging, short and concise audio, and clear and effective visuals.

- Engage the community to identify an issue, solution, and target audience;
- Draft a script, film video clips;
- Develop an action plan to engage community members with the VideoVoice project and promote pedestrian and bicycle safety around western Modesto.

## Introduction and Issue

The main component of a VideoVoice project is the script. When developing a script for a VideoVoice, it is important to:

- Identify the location of where the video took place;
- Describe the community and the issue that led to development of the video;
- Involve community members in the narration and presentation;
- Inform the audience of the importance of the issue(s) identified and how it affects the community; and
- Close with a call to action.

# Identifying Potential Solutions

Once the issue has been identified, the next step is to provide the audience with potential solutions to help address it. Some questions to consider are:

- What solution do you want to see implemented? What would be the impact of the solution being implemented?
- Who needs to be involved in implementing the solution?
- What is the specific ask(s) you are making of your neighbors? Schools? County departments?

# Drafting a Script

The goal is to create a script that is engaging, informative, and leaves a lasting impression on the viewers about the importance of pedestrian and bicycle safety around West Modesto. The following steps can be used to create an effective script:

- Identify your target audience: Consider your intended viewers' age group and understanding level.
- Define the purpose and key message: Determine the primary purpose of your video. Is it to raise awareness about safety rules, encourage safe behavior, or both? Focus on a clear and concise key message to ensure it sticks with the audience.
- Use storytelling and scenarios: Narrate relatable scenarios involving community members on foot or by bike, navigating the City of Modesto and surrounding unincorporated areas. Stories can make the content more memorable and relatable.
- Highlight potential dangers: Address common dangers for cyclists and pedestrians, such as busy intersections, blind spots, and distracted drivers.
- Provide safety tips: Offer practical safety tips for pedestrians and bicyclists. For example, look both ways before crossing, use crosswalks, wear helmets, or obey traffic signals.
- Use positive reinforcement: Encourage positive behavior by highlighting the benefits of following safety rules and being responsible pedestrians and bicyclists.
- Include visual cues and graphics: Your script should complement the visuals in the video. Mention specific visuals, graphics, or animations to emphasize certain points.

- Address bicyclists and drivers: Remind community members about safety and urge drivers to be cautious around the bike paths.
- Add a call to action: At the end of the video, include a call to action, such as encouraging students to share the video with their parents or teachers, or directing them to additional resources.
- Review and edit: Once you've written the initial script, review it for clarity, coherence, and overall effectiveness. Make necessary edits to refine the message.
- Test the script: If possible, test the script with a small group of community members and others in your respective organizations to get feedback before finalizing it.
- Use video editing software to create the visual elements and bring your script to life.



# VideoVoice Virtual Train-the-Trainer Session

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On August 22, 2023, the Project Team conducted a VideoVoice training session with nine participants. The goals of the training were to teach participants how to develop a VideoVoice campaign using images and videos to describe the experiences, perspectives, and raise awareness of safety issues around western Modesto. During the interactive training, participants engaged in a breakout session where they identified the following community concerns and next steps.

## Community Concerns

- Insufficient awareness among bicyclists and drivers about road safety and the rules of the road, particularly regarding the proper use of right turn lanes.
- Inadequate community involvement with local government and agencies, which results in a lack of community feedback on current and upcoming street infrastructure projects.
- Inconsistencies in the accessibility of crosswalks which creates challenges for seniors and individuals with disabilities.
- Lack of proper road safety measures in rural and unincorporated regions, such as the absence of speed bumps, pedestrian crossings, sidewalks, and signs.

## Next Steps

### Short-Term

- The Planning Committee will assist in the creation of safety promotional materials and signage to strengthen bicycle and pedestrian safety. This can include posters, flyers, lawn signs, and infographics featuring key messages that are distributed and posted in public spaces.
- The Planning Committee will engage in community outreach efforts, through email blasts, social media posts, and strategic partnerships, to expand membership of the Planning Committee. This includes partnering with organizations like the [Safe Kids Stanislaus County](#) and organizations and community members working on climate change, climate resiliency, and climate justice.

## Long-Term

- The Planning Committee will seek collaborative opportunities to include community members in the decision-making process for street infrastructure projects. Specifically, they will identify and determine who has jurisdiction and engage with either the City of Modesto or Stanislaus County Public Works to improve connectivity and standardize infrastructure improvements throughout the City's unincorporated and rural areas.
- The Planning Committee will engage community members, in collaboration with the City of Modesto and Stanislaus County, to install more complete streets and improve connectivity in western Modesto. This includes ensuring projects provide safe connectivity for both those biking and walking. This collaboration will lead to the development of a safety awareness campaign. A long-term connectivity objective is to connect communities across Modesto by utilizing the riverfront trails.
- The Planning Committee will identify funding sources that support bringing bike lanes and roads in unincorporated and rural areas in Stanislaus County jurisdiction up to the same standards as the rest of the City of Modesto.
- The Planning Committee will advocate for the use of sustainable and environmentally-friendly construction materials in street infrastructure projects to promote a more eco-conscious approach to urban development.

## Conclusion

The Planning Committee's immediate efforts, through the VideoVoice training, focus on safety promotion and community outreach, potentially leading to increased awareness and broader community involvement. Their long-term goals target improved infrastructure, connectivity, and sustainability, which could have a lasting positive impact on bicycle and pedestrian safety, community engagement, and urban development throughout western Modesto.

# Appendix

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- VideoVoice Powerpoint
- Modesto Script Template
- Modesto Advocacy Plan Template



# VIDEO VOICE TRAINING

Modesto, CA  
CPBST Follow-Up Event

Berkeley SafeTREC



**California Walks**  
Stepping Up for Health, Equity, & Sustainability

# MEET YOUR FACILITATORS



**Emilio Hernandez**  
emilio@calwalks.org



**Jarah Crowner**  
jcrowner@berkeley.edu



**Areli Balderrama**  
arelib@berkeley.edu

# TRAINING GOALS

Learn how to make a VideoVoice project

Learn how to use the VideoVoice project to advocate for changes

Generate ideas for your project and develop an advocacy plan

# INTRODUCTIONS

Name

Organization/  
Affiliation

If you could describe  
Modesto in 1-3  
words, what would it  
be?



# Street Story

Street Story is an online community engagement tool that allows people to provide feedback about transportation safety in their local area. The data collected through Street Story is an opportunity for public input to be used as part of community needs assessments, transportation plans, grant applications for safety programs or infrastructure improvements.



Scan the QR code to  
provide feedback on  
traffic safety in the area



# WHAT IS VIDEOVOICE?



## Purpose

### Videos and Photos for Social Change

- Tell your community's story, the challenges you face & what you want to do to create a healthier community
- Represent yourselves as you see and experience it
- Communicate perspectives and raise community awareness to issues
- Advocate for real change!



# EXAMPLE: FULLERTON

Hugo Leyva,  
Youth

Fullerton, 2020

Video made on  
Premier Pro



I feel like walking and skating right now is really good because  
Siento que caminar y patina ahorita es bueno porque

# EXAMPLE: CASTRO VALLEY

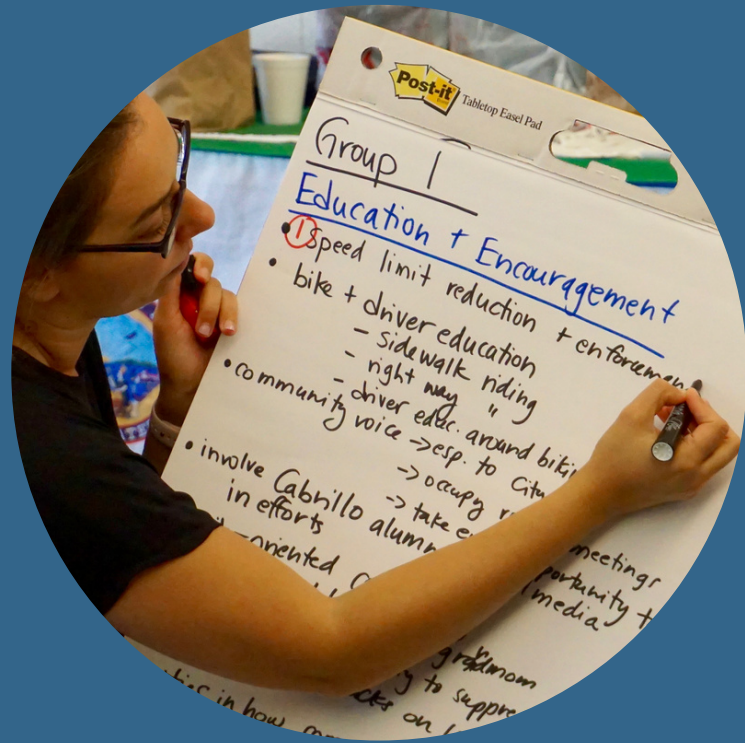
CV Matters  
BikeWalk CV

Castro Valley, 2023

Video



# ELEMENTS OF AN EFFECTIVE VIDEO VOICE PROJECT



**Clear Messaging & Target Audience**



**Audio is Short & Concise**



**Clear & Effective Visuals**

# MEDIA ADVOCACY



**Call To Action!**



**Edit and Review**



**Distribution Plan  
and Impact**

# (LOCATION MODESTO)



# MAKE A VIDEO VOICE PROJECT



IDENTIFY AN  
ISSUE & SOLUTION  
& TARGET  
AUDIENCE

DRAFT A SCRIPT &  
PRACTICE

FILM VIDEO CLIPS  
OF THE ISSUE &  
B-ROLL FOOTAGE

PUT TOGETHER VIDEO  
AND AUDIO

# DRAFTING SCRIPT: INTRO & ISSUE

Where are we? Neighborhood, City, County, State?

What do we see? What is a specific issue you want to address in your community?

Why is it important? How does it affect your community?



# SCRIPT DRAFT OF INTRO & ISSUE



Hi everyone, my name is Jarah, and I'm standing at the intersection of Proctor Rd. and Redwood Rd. which is directly across from Proctor Elementary school in Castro Valley, California. What I see here are cracked pavements, some pavement markings that are hardly visible, and a bike lane going south towards the Castro Valley high school. This is a main road that many kids use to walk and bike to the school. The markings need to be repaved so that the students can see where to cross and where not to cross.



# **DRAFTING SCRIPT: IDENTIFY POTENTIAL SOLUTION(S)**

**What solution do you want to see implemented?**

**Who needs to be involved in the solution?**

**What is the call to action?**

# SCRIPT DRAFT OF PROPOSED SOLUTIONS



There are a couple suggestions here. The city needs to repave the street markings for kids to see where it is safe to cross the street. A curb extension may work here where pedestrians can cross safely and at a shorter distance. I ask that the students, parents, faculty and staff hold demonstrations to cross at this intersection to see and experience the severity of the issue. Then we can decide on what would be the best infrastructure decision for this area.



# ROLES FOR GROUPS



**Script Writer**



**Videographer**



**Narrator/  
Testimonials**

# BREAKOUT GROUPS

What specific issue will you focus on?

Who is your audience?

What is your call to action?



**Share your ideas!**



# VIDEOVOICE IN-PERSON TRAINING

January 2024 CalWalks / SafeTREC

Come prepared with a script and an idea of what video you want to capture. Practice your script!

Cal Walks will compile and edit the videos

Create an advocacy plan!

# QUESTIONS?







**Tuolumne River**  
TRUST



**Berkeley SafeTREC**

**THANKYOU!**

For further support:

Emilio Hernandez, [emilio@calwalks.org](mailto:emilio@calwalks.org)



**California Walks**  
Stepping Up for Health, Equity, & Sustainability

**Highlight Campaign or initiative  
# or @ (identifying slogan)**

**Modesto Video Voice Script**

Video Voice Script #1  
Runtime 1.5 min

[Video opens with background music. Footage of Modesto, families and families walking to and from park, and B-roll footage from the neighborhood street scene.]

**Narrator:** "Hello, everyone! I'm [Name], and I'm [a community member Organization?], supporting our community's efforts to improve pedestrian and bicycle safety around West Modesto.

[Cut to scenes of families walking and biking, with cars passing by at high speeds and unsafe behaviors like distracted driving.]

**Narrator** (voiceover): "As we all know, our park is the heart of our community. Every day, our children walk and bike to the park, but unfortunately, they face some serious safety challenges."

[Cut back to the narrator.]

[Cut to interviews with concerned parents and youths, sharing their thoughts on the safety issues around the park.]

[Cut back to the narrator.]

**Narrator:** "But here's the good news: we can make a difference! We have the power to improve pedestrian and bicycle safety around our neighborhoods, but we need your help."

[Cut to footage of community members coming together, holding signs, participating in neighborhood walks, engaging in discussions with local officials.]

**Narrator** (voiceover): "We are launching a "X campaign" to raise awareness about the importance of pedestrian and bicycle safety. We invite each and every one of you to get involved and be part of the solution!"

[Cut back to the narrator.]

**Narrator:** "Whether you're a parent, a neighbor, or a concerned community member, we need your voice. Share our videos, talk to your friends and neighbors, and spread the word about pedestrian and bicycle safety. Together, we can make our community safer for everyone!"

[Video ends with a call to action, displaying contact information for community members to get involved, and encouraging viewers to join the campaign and make a difference.]

**Narrator** (voiceover): "Join us today in our mission to improve pedestrian and bicycle safety around our local elementary park. Together, we can create a safer environment for our children and make our community proud. Thank you for your support!"

[Fade out with music and a final shot of the narrator smiling confidently with the park/ street scene or landmark in the background.]

**Narrator:** "Remember, our children's safety is in our hands. Let's make a change, Modesto!"

## **Modesto Video Voice Advocacy Plan**

- **Define Target Audience:** Identify the specific demographics and communities you want to reach, such as parents, teachers, students, school districts and local community members.
- **Utilize Social Media:** Create accounts/pages on platforms like Facebook, Twitter, Instagram, Tik Tok and YouTube. Regularly share the video and encourage sharing, liking, and commenting to increase engagement and reach.
- **Collaborate with Influencers:** Partner with influential individuals or organizations to share the video on their social media channels or websites, increasing credibility and expanding reach.
- **Engage Local Media:** Contact newspapers, radio stations, and TV channels to feature the video or conduct interviews with project leaders for wider exposure.
- **Partner with Schools:** Incorporate the video into school curricula or showcase it during assemblies to reach students, parents, and teachers.
- **Organize Screenings and Events:** Host public screenings, panel discussions, workshops, or safety demonstrations in community centers, libraries, or theaters.
- **Engage PTAs:** Present the video to parent-teacher associations and encourage them to share it on their websites, social media, and newsletters.
- **Create Promotional Materials:** Design posters, flyers, and infographics featuring key messages and distribute them in schools and public spaces.
- **Develop compelling emails** highlighting the video's importance and include a link for sharing.
- **Seek Endorsements and Partnerships:** Approach local government agencies, nonprofits, and businesses for endorsements or partnerships to amplify reach.
- **Monitor Engagement:** Track metrics like views, likes, shares, and comments using analytics tools. Adapt strategies based on insights gained.

Remember to consistently engage with the target audience, respond to feedback, and adapt strategies for optimal results.

# Thank you for your interest in the Community Pedestrian and Bicycle Safety Training Program.

For more information, please visit:

<https://safetrec.berkeley.edu/programs/cpbst> or  
<https://www.calwalks.org/cpbst>

For questions, please email:

[safetrec@berkeley.edu](mailto:safetrec@berkeley.edu) or [cpbst@calwalks.org](mailto:cpbst@calwalks.org)

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