Community Pedestrian Safety Workshop
Outcomes

A summary of workshop outcomes from Spring 2009 – Spring 2011

September, 2011
INTRODUCTION

The Community Pedestrian Safety Training (CPST) program is a joint project with the University of California at Berkeley Safe Transportation Research and Education Center (SafeTREC) and California WALKS. Funding for this project was provided by the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration.

The purpose of the CPST is to help make it safer and more pleasant to walk in one’s communities. The half-day training is designed for local neighborhood residents and safety advocates concerned about pedestrian safety and walkability and interested in strategies for improving it. It often complements other training or planning that took place in the city among professional traffic planners and engineers, enforcement, public health practitioners and others.

The CPST includes:
- Expert presenters
- Interactive training sessions
- Walkability assessment
- Small group discussion and priority setting

This training teaches basic pedestrian safety best practices (e.g. high visibility crosswalks, crash reduction factors) and community engagement skills (e.g. identifying community professionals empowered to solve problems), and features a walkability assessment and small group prioritization of safety issues. At the end of the training, participants have a set of pedestrian safety priorities and an action plan to promote safe walking in the community.

Central to the selecting training sites is data that identify a pedestrian safety problem among residents. The CPST used data analyzed by OTS to focus in on cities facing pedestrian safety challenges. In OTS’s pedestrian collision rankings, the cities of Oakland, Los Angeles, Berkeley, Glendale, Santa Barbara, Watsonville, Long Beach and Eureka all appear in the top five, compared to other cities of similar sizes. Long Beach, Santa Ana, Stockton, and Watsonville are ranked in the top four for child pedestrian injuries (age 1-15) and San Diego, Glendale, and Eureka are ranked in the top three for injuries among people over age 65, compared to cities of similar sizes. Also critical to site selection were local stakeholders that could mobilize support both for the training and for pedestrian safety follow up efforts after the training.

As of September, 2011, SafeTREC and California WALKS have conducted 15 successful trainings in communities in the following cities:
- Glendale
- Santa Ana
- Delano
- Stockton
- Los Angeles
- Santa Barbara
Community Pedestrian Safety Workshop Outcomes

- Oakland (2 workshops)
- San Mateo
- Eureka
- Long Beach
- Salinas
- Watsonville
- San Diego
- Berkeley

Additionally, the CPST has been presented at statewide and national conferences.

This report highlights outcomes and activities that have followed the CPST in these cities. For information on any of these activities, please contact Jill Cooper at UCB SafeTREC at 510-643-4259 or jcooper@berkeley.edu.

GLENDALE

May 2009

Glendale hosted a successful workshop largely due to the leadership of elected officials and the commitment of individuals, as well as media attention. One councilmember spearheaded the training after a series of pedestrian injuries and fatalities. The planning team responded to these tragedies by garnering citywide support to focus on pedestrian safety and planning through the CPST workshop, as well as a Pedestrian Safety Action Planning process geared to professionals.

Priorities identified by CPST participants:

- Recruit community members, particularly Glendale’s ethnic communities, to become involved in safety efforts.
- Assist law enforcement to incorporate new and culturally-specific enforcement and education strategies.
- Engage all age groups to become more active in pedestrian safety through Safe Routes to School grants, Safe Streets plans and partnerships with traffic enforcement.

AFTER THE GLENDALE CPST...

Ongoing:

- The City of Glendale has increased efforts to improve pedestrian safety through 1) grants (including a walking safety program through Los Angeles Metropolitan Transportation Authority and continuing OTS traffic safety enforcement/pedestrian safety education grants) and 2) policy changes such as developing a pedestrian safety action plan and better streets plan.
- The local newspaper in Glendale continually highlights pedestrian safety efforts made throughout the city.
- Professionals from Glendale are applying education and encouragement ideas presented in the CPST workshop; e.g., by recruiting volunteers for pedestrian counts.
2009

- A three-day FHWA workshop, “Developing a Pedestrian Safety Action Plan” (PSAP) training was held. Several Glendale community members and professionals attended both events.
- The Glendale Police Dept. incorporated new education tools (including street banners) identified at the CPST in their ongoing OTS-funded traffic enforcement/education program.

2010

- The Glendale Police Department sent officers to street crossings to offer tips and brochures to pedestrians on how to cross safely as part of an enhanced traffic safety enforcement effort.
- A delegation from the City of Glendale, including several participants from the CPST training, came to Berkeley to meet with SafeTREC, California WALKS and City of Berkeley staff to explore best practices with regard to bike/pedestrian safety infrastructure and OTS-funded pedestrian enforcement programs in Berkeley. News articles were printed in the Glendale News Press and SafeTREC newsletter highlighting Glendale professionals’ visit to Berkeley and their ongoing commitment to pedestrian safety.
- One of the key local organizers from the Glendale CPST was appointed to the Glendale Transportation Commission, in part, on a pedestrian safety platform.
- Pedestrian Safety Action Plan elements were incorporated in Glendale’s Better Streets Plan.

2011

- The Glendale News Press reported that the City began stenciling “LOOK” at the foot of crosswalks to remind pedestrians to look out for cars.
- Glendale CPST participants, including police officers, the Mayor’s Legislative Aide and a Transportation Commissioner attended the OTS Leadership and Training Seminar (LTS) in San Diego for follow-up training.
- The City of Glendale released a PSA for drivers and pedestrians to watch out for each other. http://www.youtube.com/watch?v=fzij8r_j0uk

SANTA ANA

June 2009

Partnerships were a key ingredient in the Santa Ana Workshop. The training planning group consisted of representatives from an elementary school, the School District and their police, the City’s Public Works and Planning Departments, Operation LifeSaver, California Highway Patrol, Latino Youth Access, and the Orange County Health Care Agency. The planning team agreed that Spanish-speaking youth and their families were the top outreach priority for the training.

The workshop was presented in Spanish with simultaneous English translation, and all outreach materials were available in both Spanish and English. Two known pedestrian safety concerns were emphasized: the close proximity of the school to a multilane arterial road and the presence of controlled and uncontrolled railroad tracks, which were crossed daily by children walking to and from school. Participants, youth and adults, identified priorities and actions to make walking to school safer.

AFTER THE SANTA ANA CPST...
Ongoing
- City engineers, the health care agency, and city and school district police officers continue to collaborate to promote pedestrian safety efforts.

2009
- Santa Ana participated in the annual Walk to School Day and students conducted audits on the quality and safety of their streets.
- Walk to School Day programming was expanded to all 60 schools in the City. Schools conducted walkability assessments.
- A Parent Walking Club was started at an intermediate school.

2010
- Central Santa Ana was selected as one of the California Endowment’s “Building Healthy Communities” sites, with funding to continue building community involvement in pedestrian safety through, e.g., Safe Routes to Schools.
- Youth from Latino Youth Access attended the Youth Convergence in Sacramento and participated in a nutrition and activity day each May to promote strategies that improve nutrition and increase physical activity in California.
- City officials hosted a PSAP workshop.

DELANO

August 2009

Delano has been ranked #2 in pedestrian injury rates for young people aged 1-14 for a city of its size. The City of Delano’s Planning Department is finalizing a sustainable community general plan update that integrates pedestrian safety priorities.

The Greenfield Walking Group from nearby Bakersfield presented their strategies for increasing pedestrian safety and the relevance of pedestrian safety to public health. They spoke specifically about their work to improve the use of parks for walking and to develop a Safe Routes to Schools program. Delano Future Farmers of America participated to support development of leadership skills.

AFTER THE DELANO CPST...

Ongoing
- The County’s Public Health Services Department has begun collaborating with the Greenfield Walking group and advising the City of Delano on transportation elements of its General Plan.

2009
- CPST pedestrian safety priorities were incorporated into the updated Delano General Plan as part of the sustainable community strategies adopted by the City Council.
Organizers used Video Voice at Greenfield Middle School to help make street school crossing safer. Video Voice allows participants to make short, 2-minute films that feature neighborhood safety concerns, issues and/or improvements.

Delano hosted a Pedestrian Safety Action Plan workshop.

**2010**
- Priorities from the CPST and the PSAP are becoming part of the City’s new general plan.
- The Institute for Local Government reported that Delano is sponsoring workshops, art contests, and public announcements to contribute pedestrian safety ideas to the General Plan. [http://www.ca-ilg.org/node/3260](http://www.ca-ilg.org/node/3260)

**STOCKTON**

**August 2009**

Stockton has been growing rapidly, and now highways and railways pass through both urban and rural areas, creating challenges for pedestrian safety in Stockton. The Healthy San Joaquin Collaborative of county public health, other health and community non-profits, and City engineering and traffic enforcement are collaborating to improve pedestrian safety.

Community priorities:
- Improve intersection safety near a parks and recreation center.
- Maintain sidewalks, coordinate neighborhood action against overgrown plants and trees, blight, dogs, crime, and parking on sidewalks.
- Create additional safety systems at railroad crossings.

**AFTER THE STOCKTON CPST...**

**Ongoing:**
- The Healthy San Joaquin Collaborative (which helped plan and sponsor the CPST workshop) continues to focus on improving pedestrian safety and is supporting a variety of community safety efforts.

**2009**
- Stockton received the Pedestrian Safety Action Plan workshop and following the CPST training. Five individuals became trained to as PSAP facilitators.

**2010**
- Stockton implemented a Safe Routes to School Program.
- The Center for Families, which had adult and youth representatives participate in the CPST, held a neighborhood walkability assessment and are implementing safety priorities. Youth participated in the Youth Convergence and leadership training in Sacramento.
Center for Families youth testified at a State Assembly Transportation Committee hearing in support of a traffic safety bill and met with legislators in support of a SRTS bill.

2011
- The Mayor’s Hike and Bike event is planning a bike rodeo during a community celebration of bicycling and walking.
- A representative from Healthy San Joaquin received follow-up training at the OTS Leadership and Training Seminar in San Diego.

LA – CRENSHAW DISTRICT

October 2009

The Crenshaw High School football team and Student Leadership Forum enthusiastically participated in the CPST training to improve safety in their neighborhood as part of a community service project. Two primary factors led to their interest in this training: 1) high pedestrian injury rates, especially at 11th and West Slauson Avenue (close to Crenshaw High School, where one student was killed and one was seriously injured in 2008), and 2) existing community safety and neighborhood improvements efforts supported by California Urban Communities Collaborative, a partnership between the Los Angeles Urban League (LAUL), OTS, CHP and the State’s Business, Transportation and Housing Agency.

During the walk assessment, youth were provided with cameras and encouraged to take photos of issues that they thought represented existing pedestrian safety conditions.

Youth identified and presented these priorities:
- Conduct a community clean-up and gang graffiti removal.
- Calm traffic at 11th and West Slauson Avenue.
- Repair and maintain sidewalks leading to the high school.

AFTER THE LA CRENSHAW CPST...

2009
- LA Metro produced a web-based video of the CPST workshop.
- LA Metro and the LAUL organized a graffiti removal day.
- Caltrans Highway Safety Improvement Program funded a traffic signal installation design for the intersection of 11th and West Slauson Ave. The City of LA expressed appreciation for youth support for this safety improvement effort.

2010
- The LAUL highlighted Crenshaw High School’s football team’s work on pedestrian safety in their newsletter.
- Upon review of the CPST priorities, the City of Los Angeles agreed to install a marked crosswalk at the intersection of 11th and 54th (along the walking route to Crenshaw High School).
Community Pedestrian Safety Workshop Outcomes

- Youth participants from the CPST formally presented their Photo Voice project, entitled “Empowering Youth through Photo Voice & Video Voice for Community Change” at the 2010 LA Street Summit.
- During the annual football banquet, youth who participated in the CPST were presented with certificates of recognition from UC Berkeley SafeTREC.

SANTA BARBARA

November 2009

During the planning stages of the Santa Barbara workshop, it became clear that one of the goals of the training would be formation of a group of community members interested in working to improve pedestrian safety in the primarily Latino neighborhood of East Santa Barbara. The planning team thought it would be useful for participants to hear from peers from other cities that have been successful at building community support to improve pedestrian safety. As a result, the Greenfield Walking Group was invited to share experiences in forming and maintaining a community-led walking group.

Community priorities:
- Reduce numbers of alcohol impaired drivers.
- Remove trash and blight to promote neighborhood beautification.
- Install and upgrade curb ramps.
- Identify safety measures at specific intersections.
- Participate in community advocacy with Santa Barbara Walks.

AFTER THE SANTA BARBARA CPST...

Ongoing
- An active group of East Santa Barbara walking advocates was formed.

2009
- Staff from Santa Barbara WALKS participated in school walk audits in the City of Lompoc in Santa Barbara County.

2010
- Santa Barbara WALKS successfully built on the CPST safety priorities in grant applications. They were awarded 2 foundation grants to help implement a volunteer-based Safe Routes to School project at one of the neighborhood schools. From that effort, Santa Barbara WALKS secured funding to hire a bilingual community organizer to target East Santa Barbara.

2011
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 a local mall. Both workshops were conducted in Spanish and involved local professionals and non-profit groups.

Community priorities:
- Establish Safe Routes to Schools Program in local schools.
- Enforce limits and slow speeding near schools.
- Improving crossings in both locations for children and older adults; e.g., lengthen crossing times, install marked crosswalks, improve signage.

AFTER THE OAKLAND CPST...

2010
- The United Seniors of Oakland and Alameda County (USOAC) conducted four workshops specifically focused on older adult pedestrian safety with the USOAC walking clubs. Neighborhood Service Coordinators, who were local planners for the CPST, attended, as well as a county supervisor, Safe Routes to Schools representatives and other professionals.
- A Video Voice Project by California WALKS highlighted an intersection at a major transit transfer point near the Eastmont Mall (a site of one CPSTs) where there is no crosswalk. http://www.youtube.com/watch?v=kC7FJuCkBSA
- Participants from the CPST participated in the first statewide Pedestrians Count! A Data, Modeling and Advocacy workshop.

2011
- A sergeant from the Oakland Police Dept., who was a local stakeholder for the CPST, presented at the OTS Traffic Safety Leadership & Training Seminar, noting that the CPST workshop “led to an improved working relationship between Oakland PD and traffic engineers in the City’s Public Works Dept. in solving pedestrian safety issues.
- Parents who were CPST participants started a SRTS program at their elementary school.
- In a webinar, the Pedestrian and Bicycle Information Center noted the sizable number of walking clubs for seniors and middle-aged adults in Oakland as great sites for disseminating walking safety tips. http://www.walkinginfo.org/training/pbic/psap_webinar_06-01-2011.cfm
- CPST participants who were older adults have been active in promoting pedestrian safety locally and regionally, contributing to successful establishment of the new Mayor’s Pedestrian Safety Task Force. The City of Oakland invested $105,000 in improving pedestrian safety at 18th & Adeline. This was the first project of the new Oakland Pedestrian Safety Task Force.
Community Pedestrian Safety Workshop Outcomes

March 2010

This CPST was a joint training conducted for participants at the Moving Children Safely Conference and residents of San Mateo County. A major feature of the training was teaching public health professionals how to engage community members to use Video Voice Mapping. Youth trainers presented the video tool. Participants also reviewed best practices in pedestrian safety.

Participants were enthusiastic about learning from youth and getting hands-on experience. Divided into three subgroups for the Video Voice walk assessment, each group collected video data, downloaded, edited videos, and presented their findings.

AFTER THE SAN MATEO/MOVING CHILDREN SAFELY CONFERENCE CPST...

Ongoing
- Professionals from WalkSacramento are now using Video Voice in their Safe Routes to School work.

2010
- Youth involved in using video voice as a pedestrian safety tool were invited to present at a national Public Health Law and Policy webinar on Youth Video Voice Mapping, a tool for Community Safety.

2011
- California WALKS’ conference presentations at the Anaheim California Association of School Business Officials (CASBO) Conference, April 2011, on “SRTS: Overcoming Liability Concerns and Engaging Youth” was an outgrowth of the CPST workshop and SRTS Liability panel at the Moving Children Safely Conference.
- CPST participants attended the OTS LTS in San Diego, CA.

EUREKA

April 2010

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 had recently made substantial pedestrian safety improvements, but were interested in hearing from community residents on their priorities to improve pedestrian safety education in the City.

Community priorities:
- Implement a community-wide educational campaign, including local photos for public service announcements produced by high school media classes, along with flags, banners & flyers.
Partner with Safe Routes to Schools projects and senior volunteers to install crossing guards at targeted locations
- Expand and develop partnerships for active transportation & health.

AFTER THE EUREKA CPST...

2010
- The Eureka Transportation Safety Commission has continued CPST efforts with a grant from the McLean Foundation.
- A Eureka TV station has begun to air pedestrian safety public service announcements. The content of the PSAs was derived from the messages identified at the CPST. The Humboldt Partnership for Active Living (HumPAL) has, with funding from The California Endowment, developed safety messaging training for public health professionals.
- A large coalition of people is working toward pedestrian safety improvements through Safe Routes to School programming. A Safe Routes to School grant has funded a multijurisdictional Safe Routes Task Force and Coordinator. The Humboldt County Association of Governments is looking at providing extended funding for this new coordinator because of positive results in analyzing schools’ needs, reaching out to schools and recruiting professionals and community members to focus on safety improvements.
- Local radio covered the CPST workshop.
- Officers at the Eureka Police Department have increased enforcement of pedestrian violations through their OTS-funded traffic enforcement program.
- Participants from the CPST workshop participated in Pedestrians Count! A Data, Modeling and Advocacy workshop and conducted a presentation on safety efforts in Health Impact Assessments.

2011
- A Eureka Traffic Engineer and member of the CPST planning team presented at the OTS LTS in San Diego.

LONG BEACH

June 2010

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 allowed for in-depth discussion about previous community successes, as well as an opportunity for residents to get to know 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
Educate drivers, bicyclists and skateboarders regarding the rules of the road/sidewalk and safety for pedestrians
Identify contacts for reporting pedestrian safety concerns

AFTER THE LONG BEACH CPST...

2010
- A 3-day PSAP workshop was held in Long Beach.

2011
- Long Beach Transit was interested in partnering with CPST participants to further pedestrian safety in getting to and from transit.

SALINAS

August 2010
This training built on previous work done in the Salinas area through the Latino Traffic Safety Project, which was sponsored by SafeTREC and OTS. Pedestrian safety was identified as a major concern by project participants.

The Salinas pedestrian workshop involved a mix of peer learning, youth-led Video Voice, and asset-based planning. It was conducted in Spanish with simultaneous English translation. Sun Street Center, a local organization, played a key role. Kern County and Salinas youth presented on how to use Video Voice to tell a community’s experiences in promoting community pedestrian safety engagement and planning.

Community priorities:
- Enforce the application of standards for accessible pedestrian facilities under ADA requirements.
- Establish a Safe Routes to Schools program.
- Develop working partnerships between community residents, departments of traffic and public health, schools, youth leadership groups and others.

AFTER THE SALINAS CPST...

2010
- The Latino Traffic Safety Task Force in Greenfield (Monterey County) helped plan and participate in Salinas workshop.
- Youth from Bakersfield who participated in the Delano CPST provided video voice mentoring and leadership training to Sun Street Center’s youth safety leaders during the workshop.

2011
- The City of Salinas applied for a Safe Routes to Schools grant and incorporated CPST workshop priorities.
WATSONVILLE

March 2011

The Watsonville workshop had two priority focus areas: 1) safety for school-aged children traveling to and from school and 2) quality pedestrian environments for persons with disabilities. Several local elected officials and professionals were present at the workshop. Youth from Jóvenes SANOS presented at the workshop and illustrated local civic engagement successes in the Watsonville area. Participants identified a range of issues using Video Voice methodology.

Community priorities:

- Install stop signs at intersections of Lincoln St. and E. Fifth St.
- Educate drivers
- Stripe the crosswalks bright yellow
- Build bulb-outs on all 4 corners of Lincoln and Fifth Sts.
- Install pedestrian-friendly lighting on both sides of Lincoln St.

AFTER THE WATSONVILLE CPST...

2011

Watsonville youth from Jóvenes SANOS, a project combating childhood obesity by encouraging physical activity and healthy nutrition, presented at the Watsonville workshop and participated in walkability assessment.

SAN DIEGO

April 2011

As part of the Pedestrian and Bicycle Safety Track at the 2011 OTS Leadership and Training Seminar the project team conducted a CPST for a large cohort of attendees from San Diego, as well as attendees were from cities around the state. To address both pedestrian and bicycle safety for the Seminar, the CPST was expanded to an Active Transportation Training to include bicycle safety.

In terms of follow up, many participants took home strategies for their organization, agency or community. Further, many present volunteered to become involved with the State Strategic Highway Safety Plan (SHSP) process, or identified ideas for SHSP committees.

BERKELEY

September 2011

The City of Berkeley is a vibrant place for pedestrians, many avid local walkers and a large student population. While there is much being done to promote safety, and the idea of “safety in numbers” may reduce risk, safety concerns remain, especially in certain areas in the City, and for certain populations.
During this workshop, many professionals and community leaders presented programs and activities taking places in Berkeley. Community priorities were focused around topic areas for community members and students to become increasingly involved in and next step action items for participants.

Community priorities:
- Install engineering solutions to calm traffic; e.g., bulb outs, flashing beacons
- Enforce speed limits
- Develop Safe Routes to School projects
- Encourage civic engagement; e.g., street closures for block parties, organized bike rides, etc.
- Increase pedestrian safety around transit.

**STATEWIDE AND NATIONAL**

The CPST program has been presented throughout California, as well as at national conferences. Many of presentations have focused on best practices for community engagement around pedestrian safety, using elements and lessons learned from the CPST program in the presentation materials.

**STATEWIDE AND NATIONAL PRESENTATIONS**

- **September 2010**: The CPST was featured in California WALKS’ presentation, “Youth Engagement in Pedestrian Safety using Video Voice, Photo Voice and other Multi-media Strategies.”
  [Link](http://www.bikewalk.org/2010conference/pdfs/program.pdf)

- **November 2010**: The CPST was featured in a poster session at the APHA 138th Annual Meeting. The title of the poster was “Community Pedestrian Safety Workshops in California.”
  [Link](http://apha.confex.com/apha/138am/webprogram/Paper224167.html)

- **January 2011**: The CPST was presented a poster session, “Community Pedestrian Safety Engagement Workshops in California” at the Transportation Research Board’s 90th Annual Meeting.
  [Link](http://pubsindex.trb.org/view.aspx?id=1092276)

- **April 2011**: OTS hosted the *Pedestrian and Bicycle Safety Track* at the 2011 OTS Leadership and Training Seminar. The CPST framed the 16-hour track, and addressed many aspects of pedestrian and bicycle safety, including Law Enforcement and Community Partnerships in Safe Routes to Schools programs, pedestrian and bicycle counting methodology, building community knowledge and engagement around active transportation safety, and communicating safety messages.

- **June 2011**: A paper entitled “Engaging older adults (using Video and Photo Voice) as effective health advocates for increased access, safe mobility, physical activity and access to goods and services” has been selected for oral presentation during the 139th APHA Annual Meeting (October 29 - November 2, 2011) in Washington, DC.
  [Link](http://apha.confex.com/apha/139am/webprogram/Session31726.html)