

COMMUNITY PEDESTRIAN SAFETY TRAINING

Santa Ana
June 27th 2009

Santa Ana

Santa Ana is the heart of Orange County located in Southern California. The estimated population of Santa Ana is 339,130 in 2008, with 79% Hispanic or Latino.ⁱ Santa Ana is 27 square miles and is the 9th largest city in California.ⁱⁱ Santa Ana is a popular destination for many, including those visiting the Disneyland attraction. Tourists pose specific concerns such as pedestrians under the influence of alcohol and out-of-town driver and pedestrians who may not be familiar with the area. Between the years of 2003 and 2007, Santa Ana had 110 severe pedestrian injuries and 46 pedestrian fatalities for a total of 156 severe and fatal pedestrian collisions.ⁱⁱⁱ

Process & Instigating factor

Santa Ana has high rates of pedestrian injuries and fatalities. The California Office of Traffic Safety has ranked Santa Ana in the top 10 (ranked #7) for total fatalities and injuries involving pedestrians for a city of its size (over 250,000).^{iv}

In addition to having high rates of pedestrian injuries and fatalities, the community of Santa Ana is very concerned with pedestrian safety. The focus of the pedestrian training in Santa Ana was on children and schools. Specifically there were three schools within walking distance to one another which all had concerns regarding pedestrian safety for their students. The three schools that were focused on included: Roosevelt, Remington, and Garfield. These schools all have a large Latino population and the training was tailored to meet the needs of this population (such as language, outreach materials, etc.).

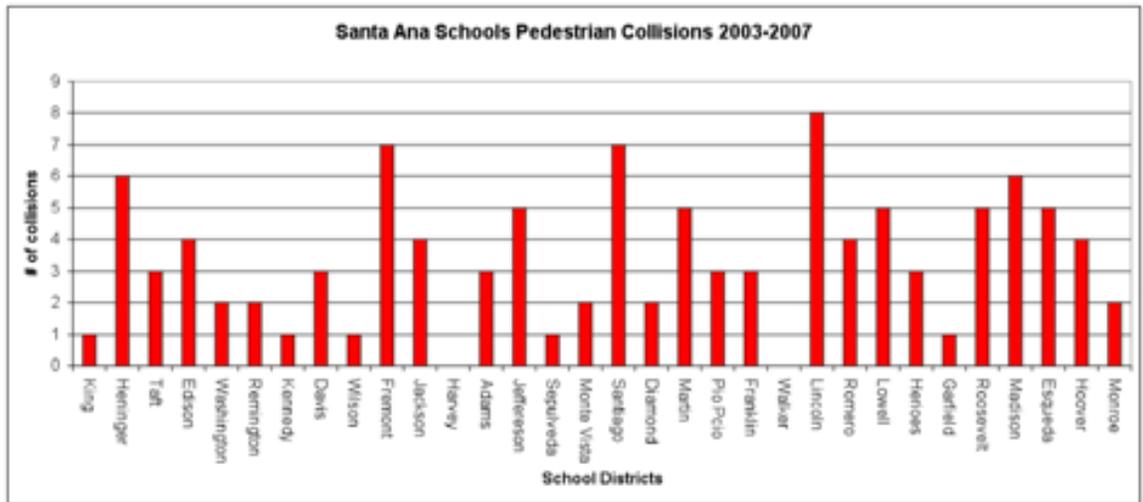
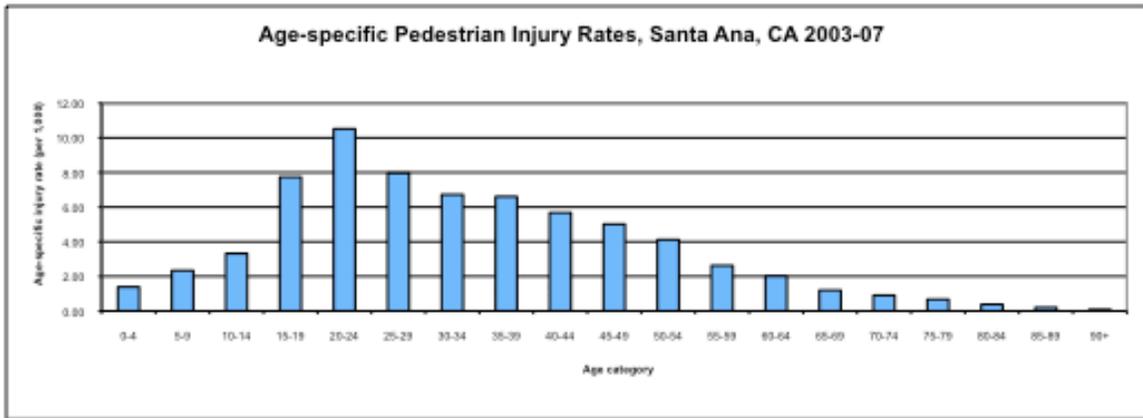
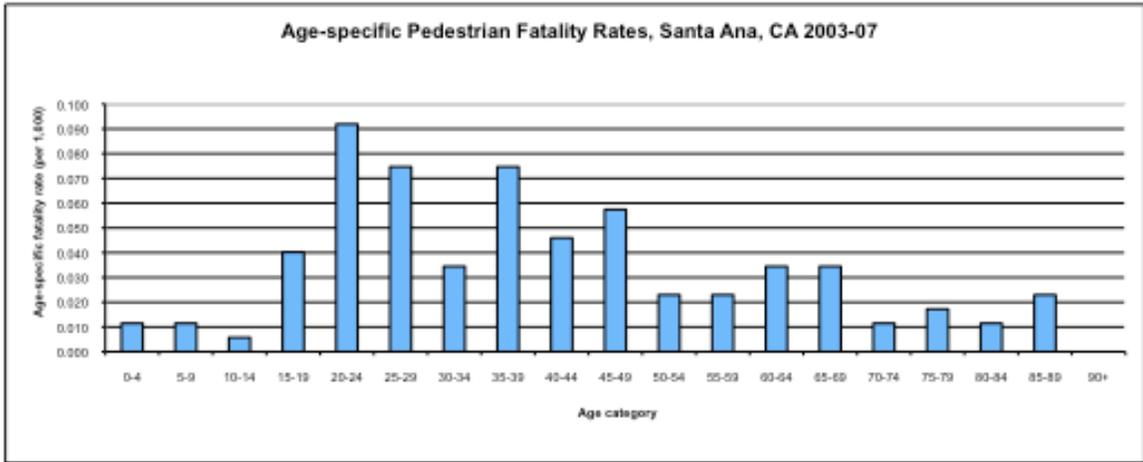
Railroad tracks were located in the vicinity of the three schools and are often used as crossing points for children and their parents going to and from school. Santa Ana Metrolink is positioned between Remington and Garfield schools and has been identified as a safety hazard for pedestrians. Safely being able to walk to school is of great concern to this community.

Existing Conditions (data)^v

Pedestrian collision data analyzed by age categories identifies populations that may be at greater risk of pedestrian collision. From years 2003-2007, persons ages 20 to 24 have the highest rates of severe injuries with a gradual decrease in collision rates as age increases. Again, for years 2003-2007 persons age 20-24 have the highest rates of pedestrian fatalities, however, other age groups including 25-29, 35-39, 45-49, and 60-69 also have high rates of pedestrian fatalities. This data illustrates that severe pedestrian injuries and fatalities are present in all age groups.

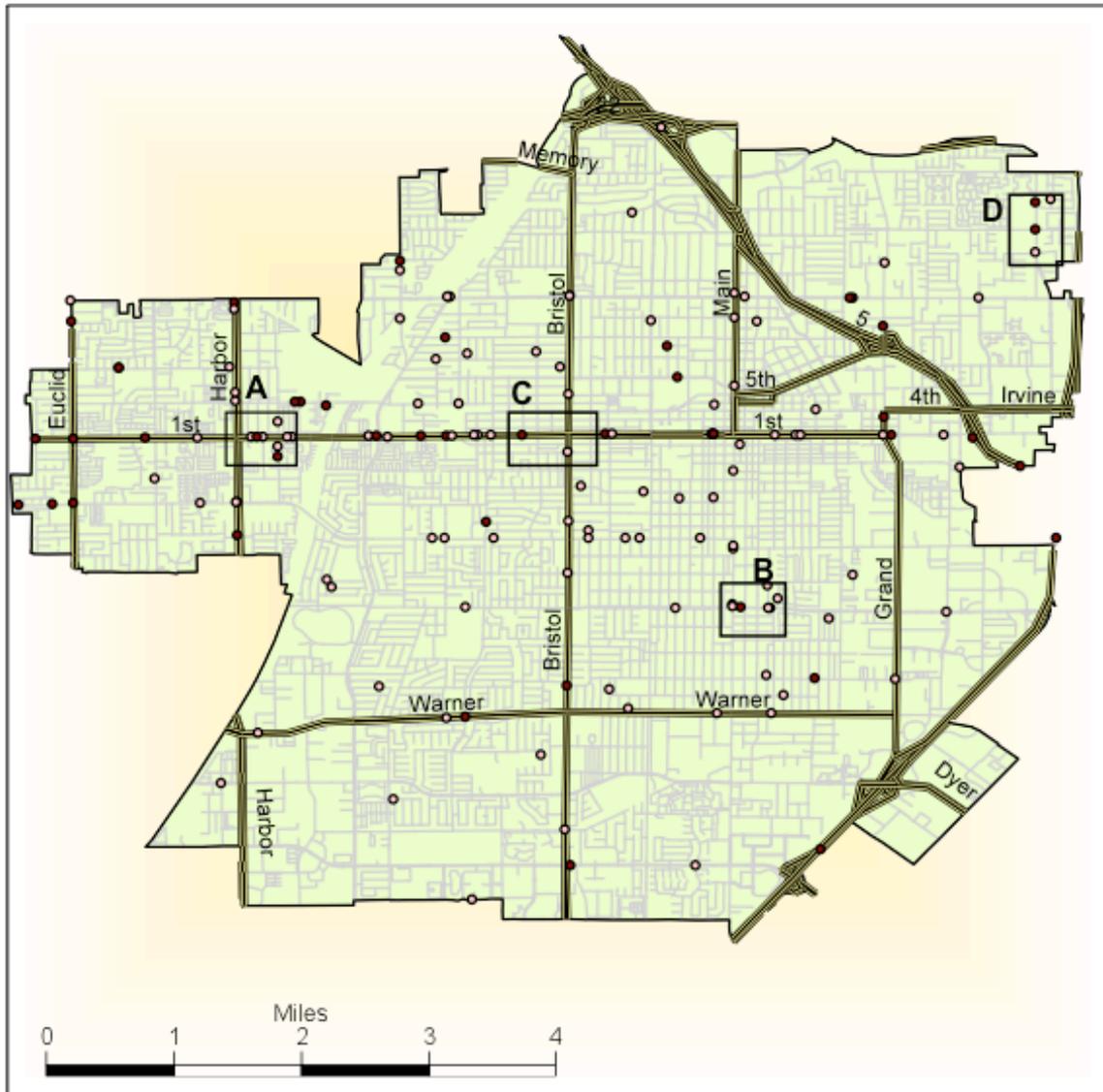
Pedestrian collisions (combined severe injury and fatality) were also analyzed by elementary school districts for the years 2003-2007. Only 2 of the 32 elementary schools

had no instances of pedestrian collisions during 2003-2007. The school with the highest rate of collision, at 8 pedestrian collisions was Lincoln Elementary.



Areas in Santa Ana that have been highlighted as of particular concern to pedestrians from the geocoded analysis include: (see map below)

- A) 1st and N Jackson Street
- B) W Edinger Ave and S Main Street
- C) S Bristol Street and W McFadden Ave
- D) E Santa Clara Ave and N Tustin Ave



Legend	Santa Ana		Funding by the Caltrans Office of Traffic Safety
	Area = 27 square miles Population = 337,977		
Pedestrian Collisions	Pedestrian Collisions (2003-2007)*		DATA SOURCES US Census 2000 SWITRS 2003-2007 *Geocoded Collisions
<ul style="list-style-type: none"> ● Fatal ○ Severe Injury 	Fatal:46	Severe:110	

Community Involvement

There were many people involved in making the training in Santa Ana a great success.

Participants involved included: (in no particular order)

G. A. Dominguez, Chief and Omar Morales, Officer – California Highway Patrol

David N. Ream, City Manager – City of Santa Ana

Frank Orellana and Joe Gonzalez – Santa Ana City Public Works

Melanie McCann – Santa Ana City Planning Department

Frances Byfield and Darrell Taylor – Santa Ana Unified School District

Off. Mike Johnson and Off. Manny Chavez – Santa Ana Unified School Police

Linda DeLeon and Jose Moreno – Garfield Elementary School

Kelly Broberg, Berenis Quinones, Shellie Hunt, and Amy Buch – Orange County Health
Care Agency

Sandra Viera – Latino Health Care Access

Scott Kutner – Santa Ana Community Development Agency

And Mario Peralta for simultaneous translation.

Media and Outreach

A press release was put forth in as follows:

Media Advisory

Date: June 22, 2009

Contact: Sandra Viera, Latino Health Access (714-542-7792, ext. 3107)
Wendy Alfsen, California WALKS (510-684-5705)

Santa Ana Chosen as Site for Expert Pedestrian Safety Training Workshop – June 27, 10-2. register, call Berenis Quinones at

Key concerns, pedestrian safety and Safe Routes to School, will be addressed in half-day intensive session for local advocates and officials.

Santa Ana, Calif.—The City of Santa Ana has been selected as one of 12 cities in the State for a fr half-day pedestrian safety training program, conducted by the UC Berkeley Traffic Safety Center (under the Community Pedestrian Safety Training Project, which is funded by the California Office Traffic Safety through the National Highway Traffic Safety Administration. Cities are selected on basis of their incidents of pedestrian serious injury and fatality, as well as other criteria, such as en a geographic distribution of training throughout the state.

With more people interested in walking as a healthful form of exercise that is also environmentally friendly, the project is intended to help communities make walking a more attractive option by cre a safer and more pleasant pedestrian environment. More than 14,000 pedestrians are killed or injur California every year—some 6,100 of them while crossing at a crosswalk—and they are disproportionately older people and children.

The training is especially geared toward community members and pedestrian safety advocates. Additionally, one or two representatives from the city’s transportation or public works agency and police local public agencies are invited to attend to ensure coordination with city agencies. Up to 4 participants will be invited, and attendees and will incorporate some city-specific issues into the training.

The four-hour workshop covers expert presentations on basic pedestrian safety best practices. It w explore engineering steps (such as making crosswalks more visible, adding pedestrian islands) as v strategies for engaging community-based professionals and advocates who can team together to so problems. Additionally, attendees will be led on a walkability assessment of a selected pedestrian c area. Small-group discussion will help to set priorities for safety treatments.

“By tailoring the training to each community’s needs, we hope to help people identify problem are and help them agree on solutions,” explained Wendy Alfsen, one of the expert trainers and executi director of California WALKS, a non-profit pedestrian research and advocacy group that is doing t trainings.

“The program will help introduce community members to engineering, enforcement and education methods of addressing pedestrian safety problems in order to make their neighborhoods more pedestrian-friendly,” said Jill Cooper, assistant director of the TSC.

Additional outreach was conducted by Healthy Eating and Active Community Collaborative, Francis Byfield, Special Programs Officer to Santa Ana School District, provided flyers for 4th & 5th graders at Garfield and Fredrick Remmington Elementary schools, and Latina health access (a local nonprofit working with youth) outreached to their members.

Training Day

The Santa Ana training was well attended with a total of 42 participants, including a group of about 10 High School youth. The training took place at Garfield Elementary School located at 850 Brown Street on Saturday June 27th, 10 am – 2 pm.

Several local community members gave introductions at the beginning of the training. These introductions and welcomes included one from Linda DeLeon, Principle of Garfield Elementary; the Head of Community Division of Building Healthy Community Collaborative; and a former College Board Trustee.

There were several groups present each with a number of members in attendance. Groups with significant attendance included Latino Health Access, Orange County Health Care Association (OCHCA), Santa Ana Unified School District, Operation Lifesaver, and the City of Santa Ana (including the Community Development Agency, Planning Department, Traffic Engineering, Public Works, and Police Department).

The training was conducted in Spanish with English translation. All materials were available in Spanish, including the presentation handouts, and additional handouts in the packets. Childcare was provided to ensure that participants with young children could attend.

Participants were very engaged throughout the training. There was a large group of High School students who contributed to the training through two presentations. The two presentations, one on film and the other in Photovoice format, addressed concerns they had with the safety in their community – including pedestrian safety and surrounding issues. These presentations were very powerful for the rest of participants to understand how issues of pedestrian safety and environment effect the youth in the community.

Rail crossing was an issue of specific concern in this community. There are active railroad tracks between Garfield Elementary and Frederick Remmington Elementary schools. Children and their families cross these tracks on a daily basis to get to and from school. The training focused on how to identify safe and unsafe rail crossings as well as how to advocate for safer rail crossing conditions. Operation Lifesaver, a rail safety organization, attended the training and was pivotal in providing key information for how communities can make rail crossings safer.

Participants engaged in one of two walking routes, each with a slightly different focus. Route 1 included assessing the walkability and safety along a major corridor. Route 2 included assessing the pedestrian safety issues near and around active railroad tracks. A

Spanish version of the *Walkability Checklist* from National Safe Routes to Schools Partnership was used as the walkability guide.^{vi}

Identified priorities

The Santa Ana training was divided up into two groups to discuss priorities and solutions, as well as assets and areas of improvement in the area of the walkability assessment.

All of the priorities focused on the Lacy neighborhood. Many of the identified problems were location specific with specific suggested solutions.* Issues of concern included, high rates of pedestrian collisions, pedestrian visibility, accessibility and hazards, and little open green space. Solutions included strategies such as sidewalk improvement efforts, repainting high visibility crosswalks, joint use of schools for community use, and maintenance.

Evaluation

Results from the evaluation of the Santa Ana Community Pedestrian Safety Training were overwhelmingly positive. A total of 17 evaluations were collected and tabulated.

Note: Due to the fact that many of the attendees spoke Spanish as a primary language, some of the comments on the evaluation have either been translated or paraphrased for this summary.

General & knowledge/skills gained

The training workshop met the expectations of over ¾ of the participants (76%). All participants were satisfied with the quality of the training. Several individuals expressed an interest in further community involvement and improvement. A few were surprised to learn about laws surrounding proper behavior around railroads.

There was extremely positive feedback with regard to the participants' reporting new knowledge gained during the training: 100% reported a new understanding about pedestrian rules of the road; all respondents felt like the new information met the needs of their community; and all were committed to continuing the promotion of pedestrian safety. Ninety-four percent of the participants felt that the training adequately prepared them with the tools to move forward with a "next steps" action plan to promote safe walking in their community.

Logistics

While a majority of attendees felt that there was an adequate length of time for the training, there were some comments about the lengthiness of the sections and about the need for more breaks. However, there was also a comment calling for the training to be longer, that there was not enough time. There were also comments suggesting more effective advertising methods to reach out to a larger community audience; e.g., posting ads in newspapers or distributing flyers. A participant suggested a change in location as a means of reaching out to the underserved neighborhoods.

* For full list of identified priorities see final report.

Presenters

Participants felt very strongly that the presenters were knowledgeable; they gave very positive feedback on the style of presentation. However, some participants felt that not enough time was provided for discussion.

Complementary efforts

Bicycle, Pedestrian, and Automobile Safety Program

- This program is presented by Officer Ron Moreno, "Officer Reggie," and provides safety education to elementary school age kids. Call Officer Moreno at (714) 245-8222 for more information or visit them on the web at: <http://www.ci.santa-ana.ca.us/pd/bicyclepedautosafety.asp>.

Community Traffic Safety Forum on Pedestrians Under the Influence

- In January 2009 a community traffic safety forum was conducted. This program was made possible by the UC Irvine School of Medicine Center for Trauma and Injury Prevention Research and UC Irvine Medical Center – Trauma Services Injury Prevention Program.

Safe Routes to School

- Safe Routes to School grants have been awarded to schools in Santa Ana.

Healthy Eating and Activity Collaborative (HEAC)

- HEAC is an on going collaborative that involves walk to school programming. They have previously conducted walkability assessments that they are currently following through on. http://www.healthyeatingactivecommunities.org/grantee_showcase1_4.php

Building Healthy Communities

- Building Healthy Communities is a 10 year effort funded by the California Endowment to ensure that a number of goals are met pertaining to community and youth health and wellbieng. <http://egov.ocgov.com/egov/Info%20OC/Departments%20&%20Agencies/OC%20Human%20Relations/Community%20Building/Santa%20Ana%20Building%20Healthy%20Communities>

Community Walks

- Michele Martinez, Council Member, was planning for community walks within a month of the training.

Lessons Learned

There were a couple of lessons learned during the Santa Ana training. First, the registration materials, while in Spanish, requested that participants email or fax the form back to the local contact. This form of registration may not have been accessible to many of the participants. Many people registered on-site.

Second, the primary community contacts working with the UC Berkeley Traffic Safety Center and California WALKS were primarily familiar with local organizations and students, and did not have as many community resident contacts. Having community resident contacts is helpful to identify potential community participants as well as obtaining a detailed understanding of the community concerns. The work of the CPST is most effective when there is an existing community interest in improving pedestrian safety.

This initial challenge was transformed into a positive outcome of the training. The training provided a space for local residents to connect with local organizations as well as facilitate the beginning of on-going relationship between the County and the City of Santa Ana. The training was able to strengthen the collaborative efforts between the three institutional bodies (Public Works, County Public Health, and the School Districts) while simultaneously bringing in California Highway Patrol, Operation Lifesaver, and Community residents.

ⁱ U.S. Census Bureau, 2008 Population Estimates, <http://factfinder.census.gov>

ⁱⁱ City of Santa Ana, <http://www.ci.santa-ana.ca.us/facts/default.asp>

ⁱⁱⁱ SWITRS, 2003-2007

^{iv} California Office of Traffic Safety, 2009 Top 10 A-D Rankings

^v SWITRS, 2003-2007

^{vi} *Walkability Checklist* from National Safe Routes to Schools Partnership, Available at: <http://www.cawalktoschool.com/files/cklstspn.pdf>