CPST
Community Pedestrian Safety Training
Results of follow up surveys from 12 participating communities
Acknowledgements

Funding for this project is provided by a grant from the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration.
About the Program

The Community Pedestrian Safety Training (CPST) program is a partnership between the Safe Transportation Research and Education Center (SafeTREC) at UC Berkeley and California Walks. Funding for the project is provided by a grant from the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration. Since 2009, a total of 26 CPST workshops have been implemented in 24 communities.

The CPST program engages both community residents and professionals by teaching pedestrian safety best practices and strategies and featuring a hands-on walkability assessment. Each workshop concludes with participants identifying action steps—specific to their community—which could be undertaken to improve pedestrian safety. To discern the impact of the CPST program in recipient communities, our team conducted follow-up surveys of past sites from December 2014 to February 2015. We received responses from 12 of the sites.

- Follow-up surveys indicated that 100% of past CPST workshop sites are interested in additional/follow-up training
- 92% of follow-up survey sites reported more enthusiasm and/or support among the community for pedestrian safety
- 5.0 (out of 5) was the average score that surveyed sites gave the CPST for “prompting change”

Follow-up surveys revealed a number of patterns among the sites that received the CPST. For example, in addition to the planned action steps, most participant sites achieved additional goals. In brief, the effect of CPST workshops “snowballed,” creating additional and unplanned benefits for most of the communities that received training.

Criteria for initial selection of communities are based on collision levels and rankings showing disproportionate risk, whether in terms of overall pedestrian injuries and fatalities, or among vulnerable pedestrian groups: children, older adults, and persons with disabilities. Strong community interest is also essential for pedestrian safety efforts to grow and for action plans identified in the CPST to be implemented. Additionally, the CPST program aims to serve underserved communities to help advance equity in pedestrian safety programming statewide.

Before each CPST, we research the particular communities and identify groups that have the capacity to sustain interest and take action after the CPST. Further, many communities have developed new alliances as their pedestrian safety efforts develop over time. We expect these partnerships to help in both realizing and sustaining pedestrian safety efforts. The table on the following page lists the identified partnerships that CPST training groups have formed as a result of the workshops.
## Partnerships Formed as a Result of CPST Workshops

<table>
<thead>
<tr>
<th>CPST Site</th>
<th>Partnerships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Barbara</td>
<td>McCune Foundation&lt;br&gt;Coalition for Sustainable Transportation (COAST)&lt;br&gt;Greenfield Walking Group</td>
</tr>
<tr>
<td>Bakersfield</td>
<td>Greenfield Walking Group&lt;br&gt;Kern County Sheriff’s Office&lt;br&gt;South Kern Building Healthy Communities</td>
</tr>
<tr>
<td>San Jose</td>
<td>People Acting in Community Together&lt;br&gt;Mayfair Neighborhood Association&lt;br&gt;AGEnTs for Change&lt;br&gt;California Association for Retired Americans</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>LA Department of Transportation (LADOT)&lt;br&gt;California Highway Patrol&lt;br&gt;LA Metro&lt;br&gt;Los Angeles Urban League</td>
</tr>
<tr>
<td>Fillmore</td>
<td>Central Coast Alliance United for a Sustainable Economy (CAUSE)&lt;br&gt;Alliance for Sustainable and Equitable Regional Transit (ASERT)&lt;br&gt;Cabrillo Economic Development Corporation&lt;br&gt;One Step A La Vez</td>
</tr>
<tr>
<td>Watsonville</td>
<td>City Council&lt;br&gt;School District&lt;br&gt;Parents&lt;br&gt;Ecology Action&lt;br&gt;Jovenes Sanos&lt;br&gt;Santa Cruz Department of Public Health</td>
</tr>
<tr>
<td>Eureka</td>
<td>Humboldt County Department of Public Health&lt;br&gt;Caltrans District 1&lt;br&gt;Redwood Community Action Agency – Humboldt Partnership for Active Living</td>
</tr>
<tr>
<td>Berkeley</td>
<td>Public-private partnerships&lt;br&gt;The Berkeley Design Advocates – Telegraph Avenue Project</td>
</tr>
<tr>
<td>Glendale</td>
<td>Homeowners associations&lt;br&gt;Chamber of Commerce&lt;br&gt;Armenian-American and Korean-American community organizations&lt;br&gt;Glendale Police Department&lt;br&gt;Glendale Public Works – Engineering Division&lt;br&gt;Walk Bike Glendale</td>
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</tbody>
</table>
Cities and Communities That Received Training Between 2009 and 2014

- Bakersfield
- Berkeley
- Delano
- Eureka
- Fillmore
- Glendale (2 trainings)
- Crenshaw (Los Angeles)
- Long Beach
- Oakland (2 trainings)
- Paradise
- Parlier
- Rexland Acres Park (Greenfield/ South Kern County)

- Sacramento
- Salinas
- San Diego
- San Francisco
- San Jose
- San Mateo
- Santa Ana
- Santa Barbara
- South Kern County
- South Sacramento (Elk Grove Unified School District)
- Stockton
- Watsonville

Post-CPST Activities at 12 Participating Sites

The following section presents a summary of pedestrian safety activities—including infrastructure improvements, enforcement efforts, community-based programming, coalition building and policy changes, and media and outreach—that have been implemented at 12 CPST sites that received training within the past 5 years.
Berkeley

Training Date: September 2012

The Community

The City of Berkeley is a vibrant place for pedestrians who live and/or work in the city, in addition to its large student population. While the City has championed pedestrian safety, community members remain concerned about certain areas in the City, as well as certain high-risk populations. During the CPST, many professionals and community leaders presented current pedestrian safety programs and activities, and actions were identified in five key areas: Telegraph Avenue; Safe Routes to Schools; UC Berkeley Campus; Enforcement and Education; and Citywide Improvements.

Safety Concerns

pedestrian high risk areas / high risk populations

AFTER THE TRAINING

Infrastructure Improvements

• The City initiated several projects identified in its Pedestrian Master Plan, including sidewalk maintenance, high-visibility crosswalk markings, advance yield lines, improved bike facilities, complete streets, parking for people with disabilities to limit distances travelled, and expanded use of rectangular rapid flashing beacons.
• Launched implementation of reduced speed 15 MPH school zones at 13 pre-schools and elementary schools.
• Received state funding for pedestrian safety improvements.

Enforcement Efforts

• Increased pedestrian safety enforcement.
• City Council identified March as Zachary Cruz Pedestrian Safety Month, in honor of 6-year-old Zachary Cruz, who was killed while crossing the street.
Delano
Training Date: August 2009

The Community
The City of Delano contacted the CPST team due to mounting concerns regarding pedestrian injury rates for young people ages 1-14. The City’s Planning Department was finalizing a sustainable community general plan update, presenting a key opportunity to integrate pedestrian safety priorities within the plan. The City worked with the Greenfield Walking Group to develop public health strategies, as well as a Safe Routes to Schools program. The CPST also helped foster youth leadership skills among participants from the Delano Future Farmers of America.

Safety Concerns
pedestrian injury among children ages 1-14

AFTER THE TRAINING

Community-Based Programming
• Delano hosted a Federal Highway Administration (FHWA) pedestrian safety training, bringing together transportation and public health professionals and CPST team members.
• The City sponsored workshops, art contests, and public announcements to solicit pedestrian safety ideas to be integrated into the General Plan.

Coalition Building & Policy Changes
• The County Public Health Services Department collaborated with the Greenfield Walking Group to advise the City of Delano on transportation elements of its General Plan.
• CPST pedestrian safety priorities were incorporated into the updated Delano General Plan.

Media & Outreach
• Organizers used VideoVoice—a community-based action research tool—at a middle school to document unsafe street crossings to school and to advocate for improvements.
Eureka

Training Date: April 2010

The Community

The City of Eureka, located in Humboldt County, Northern California, is a small coastal town with relatively high rates of pedestrian injuries and fatalities. Public health, community, and transportation professionals in Eureka and Humboldt County were already strongly committed to implementing pedestrian safety infrastructure improvements but wished to leverage the CPST to work with the community residents to improve pedestrian safety education efforts in the City.

Safety Concerns

High rates of pedestrian injury and fatality

AFTER THE TRAINING

Enforcement Efforts

• The Eureka Police Department increased enforcement of unsafe driver and pedestrian behaviors likely to contribute to collisions.

Community-Based Programming

• The Eureka Transportation Safety Commission received a grant from the McLean Foundation to support pedestrian safety efforts.
Coalition Building & Policy Changes

- A multijurisdictional Safe Routes to School Task Force was launched and a coordinator was hired with a new Safe Routes to School grant.
- The Task Force worked with the Humboldt County Association of Governments (HCAOG) to develop and release a Regional Safe Routes to School (SR2S) prioritization tool to assess school readiness and need for SR2S programs and to identify which schools are best poised for SR2S projects or most competitive to apply for funding.
- HCAOG is considering continued funding for the SR2S coordinator due to the positive results in analyzing schools’ needs, reaching out to schools, and recruiting professionals and community members to focus on safety improvements.

Media & Outreach

- A Eureka TV station aired pedestrian safety public service announcements with content derived from the messages identified at the CPST.
- With funding from The California Endowment, the Humboldt Partnership for Active Living (HumPAL) developed safety messaging training for public health professionals.
- Participants from the CPST presented their pedestrian safety efforts and Health Impact Assessments (HIA) at the 2010 PedsCount! Summit.
Fillmore

Training Date: September 2012

The Community

The construction of a new school across a state highway in Fillmore sparked resident concerns about the potentially unsafe crossings for students. The Cabrillo Economic Development Corporation was a key stakeholder in hosting the CPST and worked to involve and educate youth from One Step A La Vez in the training. Together, participants advocated for pedestrian safety improvements in the community, and increased community awareness through educational efforts.

Safety Concerns

unsafe crossings near a school

AFTER THE TRAINING

Infrastructure Improvements

- Some crosswalks were modified to extend crossing times.
- Some crosswalks received improved signage for better visibility of pedestrians.

Media & Outreach

- The City promoted public awareness about pedestrian safety.
The Community

Glendale has hosted 2 successful CPST sessions. One city councilmember spearheaded the first training after a series of high-profile 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, as well as helped the City secure a Federal Highway Administration (FHWA) Pedestrian Safety Action Planning (PSAP) training geared toward professionals. The City’s implementation of multi-disciplinary pedestrian safety strategies following the CPST helped to lower the City’s per capita pedestrian fatality rate to one of the lowest in the nation in 2011. A string of pedestrian fatalities in 2013 involving older adults, however, prompted the City to revisit its pedestrian safety efforts. The City quickly established a new subcommittee of the Transportation and Parking Commission—the Pedestrian Safety Task Force—to oversee the City’s renewed pedestrian safety efforts. At the invitation of the Task Force, the CPST team returned to help update the City’s efforts with the latest research and best practices.

Safety Concerns
pedestrian safety prompted by several pedestrian fatalities

AFTER THE TRAINING

Infrastructure Improvements
(following the 2009 training)

- The City installed multiple pedestrian-actuated flashing beacons advanced yield markings, and high-visibility crosswalks.
- The City purchased radar speed feedback signs and secured grant funding for mobile trailers.
- The City secured a free Pedestrian Safety Assessment by UC Berkeley Tech Transfer to help prioritize projects.
The City upgraded 13 traffic signals along a busy boulevard to enhance traffic safety and improve traffic flow, and installed/upgraded safety lighting, pedestrian countdown timers, and bicycle loop detectors.

(following the 2014 training)
- Secured $1.4 million from the State Active Transportation Program for implementing Safe Routes to School projects citywide and $500,000 for a citywide Pedestrian Master Plan.
- Pursued grant funding from the Southern California Association of Governments (SCAG) for improving pedestrian access and connections to/from the Glendale Transportation Center, including the Metrolink station and the surrounding neighborhoods.

**Enforcement Efforts**
(following the 2009 training)
- Allocated $40,000 for police officers on bicycles on problem streets for extra enforcement.
- Allocated additional $30,000 for crossing guards.

(following the 2014 training)
- Secured $429,000 in State grant funding to conduct over 40 special-enforcement operations, including pedestrian safety operations.

**Community-Based Programming**
(following the 2009 training)
- Professionals from Glendale applied education and encouragement ideas presented in the CPST, for example, by recruiting volunteers for pedestrian counts.
- The Glendale Police Department incorporated new education tools identified at the CPST in their ongoing OTS-funded traffic enforcement/education program.
- A three-day FHWA workshop, “Developing a Pedestrian Safety Action Plan” (PSAP) training was held. Several Glendale community members and professionals attended.
- Community stakeholders are considering driver education program to make applicants walk through areas with a high pedestrian volume prior to being licensed to drive.
- The police chief makes presentations to community groups to create partnerships.
- The City released a PSA for drivers and pedestrians to watch out for each other.
- A local advocacy group, Walk Bike Glendale, a chapter of the Los Angeles County Bicycle Coalition, hosts education and encouragement events promoting walking in addition to advocating for pedestrian safety improvements.
- The City launched the "Look to Live" public safety campaign, stenciling “LOOK” in English and Armenian at the foot of crosswalks to remind pedestrians to watch for cars.
- The City launched the “Driven 2 Distraction” Campaign, targeting distracted drivers with electronic message boards sharing safety information and a display of wrecked vehicles.
(following the 2014 training)
- City Council declared October 2014 “Walktober” to promote walking in the City.
- Secured $500,000 in grant funding for a Citywide Safety and Education Campaign from the Southern California Association of Governments (SCAG) Active Transportation Program.
- The City released a PSA—in both English and Armenian—focused on older adult pedestrian safety to be circulated through Armenian-language media and cultural organizations.
- The City launched a pilot pedestrian flag program in February 2015, in which pedestrians use provided, high-visibility flags to help improve driver yielding at crosswalks.

Coalition Building & Policy Changes
(following the 2009 training)
- Worked with community members and advocacy groups to incorporate pedestrian safety needs and strategies into the Safe and Healthy Streets Plan.
- Formed a citywide Pedestrian Safety Task Force, a subcommittee of the City’s Parking and Transportation Commission, to oversee pedestrian safety projects and programs.

(following the 2014 training)
- City Council adopted the 2014 CPST’s multi-disciplinary recommendations.
- City Public Works Department revised its existing crosswalk policy to allow for the use of high-visibility crosswalks at pedestrian collision hotspots and near schools, senior centers, parks, etc. The previous policy limited high-visibility crosswalks to school zones.

Media & Outreach
(following the 2009 training)
- The local newspaper continually highlights pedestrian safety efforts.

(following the 2014 training)
- The local newspaper continues to highlight the recent pedestrian safety efforts, including the training itself and the pilot pedestrian flag program.
Crenshaw (Los Angeles)

Training Date: October 2009

The Community

The Crenshaw High School football team and Student Leadership Forum enthusiastically participated in the CPST 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—near 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 problem areas that they thought represented existing pedestrian safety conditions.

Safety Concerns

high pedestrian injury rates especially in the vicinity of a high school

AFTER THE TRAINING

Infrastructure Improvements

• Received state funding for a traffic signal installation design for the intersection near the Crenshaw High School.
• The City installed a marked crosswalk at at an intersection near the high school.
• Recruited homeowner and business support to become active in community safety efforts.
• Shared pedestrian safety information with schools/teachers and at public events, and recruited parents.
• Youth and community leaders collaborated on projects such as graffiti clean up near the high school with support from LA Metro and the Los Angeles Urban League.
• Applied for and received a grant to conduct study on access and safety, relative to construction of light rail.
Enforcement Efforts
• Worked with police to address drag racing problem on Crenshaw Avenue.

Coalition Building & Policy Changes
• Youth participants attended City Council meetings/met with local elected officials and neighborhood councils to discuss pedestrian safety.

Media & Outreach
• LA Metro produced a web-based video of the CPST.
• Created mailing list of local CPST participants to facilitate communication and used social media and networking to communicate.
• The Los Angeles Urban League (LAUL) highlighted Crenshaw High School’s football team’s work on pedestrian safety in their newsletter.
Long Beach

Training Date: June 2010

The Community
Long Beach has a vibrant bicycle community and various transportation options for residents and visitors—however, pedestrian safety remains a pressing community concern, especially among older residents. The Neighborhood Resource Center hosted the CPST and acted as a liaison between older community members and engineering and enforcement professionals. This CPST 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 included organizing neighborhood cleanup days; asking the city to install new and update existing curb ramps; educating drivers, bicyclists and skateboarders about the rules of the road and pedestrian safety; and identifying a contact in the city for reporting pedestrian safety concerns.

Safety Concerns
lack of adequate curb ramps / unsafe behavior among drivers, bicyclists and skateboarders

AFTER THE TRAINING

Community-Based Programming
• The City hosted a Pedestrian Safety Action Plan (PSAP), bringing together transportation and public health professionals, as well as CPST team members to outline this plan.

Coalition Building & Policy Changes
• Long Beach Transit was interested in partnering with CPST participants to further pedestrian safety in getting to and from transit.
Oakland

Training Date: December 2009

The Community

Two CPSTs were conducted in East Oakland. One focused on children and families and took place at a school, and the second focused on older adults and took place at Eastmont Mall, a major hub for transit, health care, social services, and commerce. Both workshops were conducted in Spanish and involved local professionals, community organizations and community members at large. Community priorities were to establish Safe Routes to School programs; encourage the City to enforce limits and slow speeding near schools and to improve crossings in locations for children and older adults by lengthening crossing times, installing marked crosswalks, and improving signage.

Safety Concerns

speeding in school zones / lack of marked crosswalks / lack of adequate signage
lack of Safe Routes to Schools program

AFTER THE TRAINING

Infrastructure Improvements

- The United Seniors of Oakland and Alameda County (USOAC) launched an It's Up to All of Us community awareness campaign targeting 3 locations of concern. USOAC leaders met with Oakland Public Works Department, Alameda County Public Works, and the Alameda County Sheriff’s Department to discuss their pedestrian safety concerns and secured commitment from the City to install improved signage and striping at a busy intersection; from the City and AC Transit to continue working with USOAC to ensure that pedestrian safety needs are met by the International Blvd. Bus Rapid Transit (BRT) project; from the City to conduct pedestrian and automobile counts to inform improvements to several unmarked crossings; and from the County to study and potentially install a 4-way stop sign.
Community-Based Programming

• USOAC conducted four workshops specifically focused on older adult pedestrian safety with the USOAC walking clubs. The workshops were attended by Neighborhood Service Coordinators, who were local planners for the CPST, as well as a county supervisor, Safe Routes to Schools representatives, and other professionals.
• Parents who were CPST participants started a SRTS program at their elementary school.
• Participants from the CPST participated in the 2010 PedsCount! Summit.
• California Walks worked with USOAC seniors to produce VideoVoice projects highlighting their pedestrian safety challenges, including an intersection at a major transit transfer point near the Eastmont Mall (a site of one CPSTs) where there is no crosswalk (see http://www.youtube.com/watch?v=kC7FXuCkBSA).
• USOAC Walking Club leaders traveled to the Eastside Neighborhood Center (a later CPST site) to share their experiences establishing and sustaining walking clubs, as well as leveraging walking clubs to conduct walkability assessments.
• USOAC launched an It’s Up to All of Us community education campaign, including three crosswalk/pedestrian awareness actions.

Coalition Building & Policy Changes

• CPST participants have been active in promoting pedestrian safety locally and regionally.
Paradise

Training Date: September 2013

The Community

Following the fatality of a young student, the Town of Paradise reached out to the CPST team to educate the community on how to proactively improve pedestrian safety, as well as to facilitate community feedback on an upcoming road design improvement project. The CPST equipped participants with evidence-based strategies to improve safety, which were invaluable in educating the broader community during the following year-long planning and design process for the Downtown Paradise Safety Project.

Safety Concerns
pedestrian safety prompted by a student fatality / road design improvements

AFTER THE TRAINING

Infrastructure Improvements

- Rebranded the Town’s Highway Safety Improvement Program grant as the Downtown Paradise Safety Project per participants’ recommendations.
- Implemented participants’ recommendations for the Downtown Paradise Safety Project, including a road diet, high-visibility crosswalks, curb extensions, pedestrian safety islands, and rectangular rapid flashing beacons, with ribbon cutting in January 2015.
- Improved crosswalks with lighting, signage, bulb outs, and other safety features.
- Widened the shoulder on a local road and added bike lanes.
- Rotary Club donated street furniture (benches, planters, trash fixtures) valued at $10,000 for the downtown.
- PG&E donated 36 new planters with trees and shrubs valued at over $18,000 for the downtown.
- Received grants to create sidewalks over dirt paths used by children, to encourage peer mentorship for elementary school students and to tap into the existing Big Buddies program to have older youth teach and demonstrate pedestrian safety skills to younger children.
Community-Based Programming
• Educated drivers about their responsibility to yield to pedestrians, and pedestrians on how to cross the street safely and properly.
• Coordinated education efforts with existing programming in high schools. Introduced the importance of pedestrian and bicycle safety education to PTAs. Explored whether safety education could be incorporated into a driver’s education or health education classes.
• Encouraged peer mentorship for elementary school students.

Coalition Building & Policy Changes
• Adopted a Town Ordinance to prohibit unsafe crossing on certain segments of two busy roads, where marked enhanced crosswalks exist and are close to one another.

Media & Outreach
• Utilized existing and free newsletters at the senior center, garden club, church, and schools to disseminate safety messages.
• Utilized social media to reach residents (especially young people) with traffic safety messages.

“They made such an impact in our community—I never would have predicted that CPST would have caused such great changes in our community. CPST made a huge difference! CPST brought all the players together, and gave us the tools to talk about and make decisions.”

—Town Manager of Paradise
Rexland Acres Park  (Greenfield/South Kern Co.)

Training Date: September 2012

The Community

The Greenfield Working Group served as the local sponsor and sought to leverage the CPST to improve pedestrian access between and around Fairview Elementary School and the adjacent Rexland Acres Park. Over 40 community members attended the training. Additionally, the following agencies and community groups were present: Greenfield Walking Group, Kern County Sheriff's Department, State Senator Michael Rubio’s Office, and South Kern Building Healthy Communities.

Safety Concerns

walking conditions / lack of pedestrian signals / speeding traffic
lack of benches at bus stops / inadequate lighting near the school

AFTER THE TRAINING

Infrastructure Improvements

• Residents worked with county agencies to repair broken lighting in the park and around the school.
• Residents also secured $140,000 in donations to construct a new walking path in the park, now used by daily walking clubs.
• Community members replicated these successes in nearby Lamont Park, securing a $240,000 grant to install a new walking path, lighting, playground, and exercise equipment.

Enforcement Efforts

• Residents gained additional support from the Sheriff’s Department to help reduce speeding in the neighborhood.
Community-Based Programming

• Residents launched community cleanup events in the park.
• The Greenfield Walking Group launched evening Zumba classes in the park to provide more “eyes on the street.”

Coalition Building & Policy Changes

• The Greenfield Walking Group organized community members to sustain neighborhood pedestrian safety improvement efforts.
• Participants collaborated with South Kern Building Healthy Communities to launch the Beautiful Parks, Healthy Communities campaign to improve walking and overall quality of life conditions not only in Rexland Acres Park but in nearby Weedpatch, Lamont, and Digorgio Parks.
• Youth successfully advocated for County ordinances restricting alcohol use in Rexland Acres and Digorgio Parks, as well limiting tobacco use to parking lots in the parks. Youth are currently working to expand the tobacco ordinance to apply to e-cigarettes.
Salinas
Training Date: August 2010

The Community
This training built on previous work conducted in the Salinas area through the Latino Traffic Safety Project, which was sponsored by SafeTREC and the Office of Traffic Safety (OTS). The Salinas CPST involved a mix of peer-learning, youth-led VideoVoice, 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 gave a presentation on how to use VideoVoice to tell a community’s story, needs, and solutions to promote community pedestrian safety.

Safety Concerns
pedestrian safety in the Spanish-speaking community

AFTER THE TRAINING

Infrastructure Improvements
• The City of Salinas applied for a Safe Routes to Schools grant and incorporated CPST workshop priorities.

Community-Based Programming
• Youth from Bakersfield who had previously participated in the Delano CPST mentored Sun Street Center’s youth on VideoVoice best practices and how to become safety leaders during the workshop.
San Jose

Training Date: July 2012

The Community

The Eastside Neighborhood Center has historically provided social services, including congregate meals, to seniors in East San Jose. In response to Center participants’ pedestrian safety concerns following a recent string of collisions involving seniors, the Center invited the CPST team to train residents on how to pursue policy and infrastructure improvements, based on the latest research and best practices.

Safety Concerns

speeding / limited number of crosswalks / poor sidewalk conditions

AFTER THE TRAINING

Infrastructure Improvements

• Relocation of a bus stop in front of the community center to align with an existing signalized
  Increase in crossing time at intersections near the center to give seniors more time to cross the street.
• Evaluation of over 300 intersections near 13 senior/community centers, 43 senior housing sites, and 256 schools for signal retiming, with 195 intersections reprogrammed to provide increased time for seniors and children to cross the street.
• Installation of a pedestrian safety island, edge line striping, and high-visibility signage
• Increase in dedicated City funding for its Capital Improvement Program for Pedestrian Safety Improvements from $900,000 annually in 2012 to $1.4 million annually in 2014.
Enforcement Efforts
- Police Department secured a $350,000 state grant to increase additional traffic safety patrols targeting speeding and failing to yield to pedestrians.

Community-Based Programming
- Increase in involvement in community planning meetings and safety efforts, including City Senior Citizens Commission, Bicycle Pedestrian Advisory Committee, and County Senior Care Commission.
- Center seniors conducted additional walkability audits surrounding the Center and submitted their findings, photo documentation, and requests for improvements to the City.
- Center seniors hosted a Dia de Los Muertos-themed pedestrian safety awareness action, broadcasting safety messages to both drivers and pedestrians in the neighborhood, resulting press in several Spanish-language publications.
- Center participants launched 3 weekly walking clubs for senior health and exercise, as well to conduct walkability assessments.
- In Summer 2013, the Eastside Neighborhood Center seniors launched an It’s Up to All of Us community education and awareness campaign involving the nearby Mayfair Community Center and the Mexican Heritage Plaza.

Coalition Building & Policy Changes
- Center seniors founded the San Jose STEPS Coalition, which works to improve pedestrian safety across the entire city.
- Through the STEPS Coalition, CPST participants successfully advocated for increased crossing times at all senior centers.
- The STEPS Coalition—including CPST participants from AGEnts for Change, California Alliance for Retired Americans, TransForm, and the Eastside neighborhood Center—are currently running a Senior Safety Zone Campaign to reduce the speed limit around senior/community centers to 25 MPH.
- The City Department of Transportation has agreed to prioritize addressing pedestrian safety problems identified by senior walking clubs.

Media & Outreach
- A reporter from the Center for Investigative Reporting attended the CPST and interviewed participants for a news article, “Car is king in street design, to detriment of pedestrians.”

“Working with [the project team] was a great experience . . . great expertise, materials and knowledge. Absolutely positive. Really a good influence on community members in knowing how to affect policy.”

—Director of Eastside Neighborhood Center in San Jose
Santa Ana

Training Date: June 2009

The Community

The CPST planning committee consisted of a broad-based set of representatives from an elementary school, the School District and police, public works, and planning departments, Operation LifeSaver, California Highway Patrol, Latino Health Access, and the Orange County Health Care Agency. 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 regarding student safety were emphasized.

Safety Concerns

close proximity of a school to a multilane road
presence of railroad tracks crossed by children on their way to school

AFTER THE TRAINING

Infrastructure Improvements

- The City secured $3.3 million from the state Active Transportation Program for six projects, including various bicycle improvements, a Complete Streets Plan for five residential neighborhood corridors, and three Safe Routes to School projects.

Community-Based Programming

- 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, and schools conducted walkability assessments.
- City officials hosted a Federal Highway Administration Pedestrian Safety Action Plan development workshop.
Youth from Latino Health Access attended the Youth Convergence in Sacramento and participated in a nutrition and activity day held each May to promote strategies that improve nutrition and increase physical activity in California.

The City secured a Sustainability Program grant from the Southern California Association of Governments to develop a Complete Streets Plan for the Downtown/Transit Zone area.

The City has been leading an update process for the Circulation Element of its General Plan, and for the first time ever, a Pedestrian Master Plan.

The City is in the process of hiring an Active Transportation Coordinator to foster non-motorized transportation in the City.

Coalition Building & Policy Changes

City engineers, the health care agency, and City, and school district police officers continued to collaborate to promote pedestrian safety efforts.

A Parent Walking Club was started at an intermediate school.

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 programs such as Safe Routes to School.

The Santa Ana Active Streets Coalition formed in 2014 to cultivate diverse community participation in creating safe and accessible active streets in Santa Ana. The group has secured grant funding from the Alliance for a Healthy Orange County and The California Endowment to launch the Active Transportation Leadership Program to cultivate leaders and advocates for improved walking and biking conditions.
The Community

One of the goals of the Santa Barbara CPST was to engage and cultivate community leaders 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 from Kern County was invited to share experiences in forming and maintaining a community-led walking group.

Safety Concerns
neighborhood pedestrian safety

AFTER THE TRAINING

Infrastructure Improvements
• The City improved poorly maintained curb ramps or installed them where absent.
• Made improvements to make a busy intersection more pedestrian friendly.
• Installation of sidewalks.

Community-Based Programming
• The community focused efforts on reducing drinking and driving, and reducing trash and blight.
• Staff from Santa Barbara Walks, a project of the Coalition for Sustainable Transportation, participated in school walk audits in the City of Lompoc in Santa Barbara County.
• Santa Barbara Walks secured 2 foundation grants to start a volunteer-based Safe Routes to School project at a local school, and to hire a bilingual community organizer.
• Santa Barbara Walks participated in the OTS Traffic Safety Leadership Seminar in San Diego.

Coalition Building & Policy Changes
• An active group of East Santa Barbara walking advocates was formed.
Stockton

Training Date: August 2009

The Community

Stockton has been growing rapidly. 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.

Safety Concerns

impact of busy highways and railways on urban and rural areas

AFTER THE TRAINING

Community-Based Programming

- Stockton received the Federal Highway Administration Pedestrian Safety Action Plan workshop and five individuals became trained as PSAP facilitators.
- Implementation of a Safe Routes to School Program
- The Center for Families, which participated in the CPST, held a neighborhood walkability assessment and implemented safety priorities, and youth from the Center participated in the Youth Convergence and leadership training in Sacramento.
- The Mayor's Hike and Bike event planned a bike rodeo.
- Center for Families youth provided educational information about pedestrian safety at a State Assembly Transportation Committee hearing and to local legislators.

Coalition Building & Policy Changes

- The Healthy San Joaquin Collaborative (which helped plan and sponsor the CPST) continued to focus on improving pedestrian safety and supported a variety of community safety efforts.
Watsonville

Training Date: March 2011

The Community

The Watsonville CPST had two priority focus areas: safety for school-aged children traveling to and from school, and 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.

Safety Concerns

safety for school children / facilities for disabled residents

AFTER THE TRAINING

Infrastructure Improvements

• The Regional Transit Connection (RTC) funded a future project on Airport Rd. to add sidewalks.
• Engage Residents were engaged in decisions making and apply for funding.

Enforcement Efforts

• The community worked with police to increase enforcement before and after school.

Community-Based Programming

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

Burlingame

Training Date: March 2010

As part of the Moving Children Safely Conference, California Walks conducted a CPST for health professionals. This included training in Video Voice methods, the first time this tool was presented statewide to adult health professionals. This demonstration inspired use of Video Voice by community groups.

San Diego

Training Date: 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 from cities around the state. To address both pedestrian and bicycle safety for the Seminar, the CPST was expanded into an Active Transportation Training to include bicycle safety. After the seminar, 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.

Sacramento

Training Date: August 2013

As part of the SRTS National Conference, CPST youth facilitators conducted a workshop to teach public health and Safe Routes to Schools practitioners how to incorporate VideoVoice—community-based participatory research tool—into their walkability assessments. Youth facilitators shared examples of past VideoVoice projects, how VideoVoice projects can be used to advocate for infrastructure improvements, and led a walkability assessment during which participants filmed their own practice VideoVoice vignettes. Several participants were interested in incorporating VideoVoice into their Safe Routes to Schools work following the workshop, including the Tulare County Health and Human Services Agency.
South Kern County

Training Date: March 2014

Youth VideoVoice trainers presented their completed VideoVoice projects (2 in Spanish) the following weekend at the March 1, 2014 South Kern Building Healthy Communities – Environmental Action Team Convening (“Building Power in South Kern”) hosted in Arvin and attended by 50 residents. Among the safety concerns they identified were the locations of school drop-off/pick up zones near apartment complexes. Poor driver behavior in school zones is aggravated by a narrow left turn “residents only” turn pocket into an apartment complex which is used for high speed U-turns, creating serious conflict zones for pedestrians. The youth also focused on the problem of missing sidewalks on arterials, poor crossings, and high speed limits near school zones.
Next Steps

During the 2014-15 federal fiscal year, SafeTREC and California Walks will be conducting 10 new training workshops, with a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

For further information, please contact Jill Cooper, UC Berkeley Safe Transportation Research and Education Center (SafeTREC), cooperj@berkeley.edu; Wendy Alfsen, California Walks, wendy@californiawalks.org; or Tony Dang, California Walks, tony@californiawalks.org.